

	High	Low
Saturday	74	43
Sunday	81	29
Monday	74	26
Tuesday	61	25

Board Candidates Views Are Given

(Editor's note: Five of the eight candidates for the position of trustee on the Hereford Rural High School District board took advantage of The Brand's offer to run a statement of their views or other comments about their candidacy. These statements are printed below.)

Henry A. Turner
I wish to urge each and every voter in the Hereford Rural Independent School District to go to the polls and vote for the candidates of their choice.

Voting is not just a privilege, but a duty you owe yourself, your children and your community.

As a candidate, I want to state that, uppermost in my mind, is the welfare of our children and our school district.

I thank the Brand for the courtesy extended to the candidates.

S. F. (Steve) Clements
To The Voters of Hereford Rural High School District

In this coming election most people are, or should be, interested in getting the best school system possible in this district within our financial reach, not in personalities.

With this idea in mind, let's examine the functions of the board of trustees. They have the responsibility of the operation of the

school system. In most matters they are guided by our State school law. In formulating local policies, they should be governed first by law and then by majority rule.

The administration of the school within the bounds of applicable state laws and of the policy set by the trustees, is left to a paid official. This official may, at the option of the school board, serve as an advisor to the board.

In keeping with the above stated views, I am soliciting your vote for school trustee.

For the benefit of those who don't know it, I am farmer, veteran and ex-student of Texas A&M. I am the father of three school-age children and am extremely interested in the advancement of the Hereford School System.

Grady Rogers
I announced for School Trustee after considerable deliberation.

I believe that I realize the responsibilities involved in what I consider one of the most important public offices in the community. I also realize that under present conditions election to the office could reflect upon me personally and as a business man.

On the other hand, I feel that every citizen owes a debt of service to his community, and having been approached by numerous friends, I decided to make the race.

I filed my own name at the tax office, rather than allowing it to appear by petition. I did this because I want everyone to know that, if elected, I expect to be an independent candidate, bound only by the duties and responsibilities of the office. It will be my purpose to act and vote at all times for what I consider the welfare of the public schools. I think most of the people would like to see the school situation settle down and operate for the sole purpose of offering our children the best possible educational advantages the community affords. This, at least, is how I feel. If elected, I am sure that I will make some mistakes, but they will be honest mistakes.

It is on this basis, and this basis alone, that I announced for the office. I do not plan any further public statements and I do not care to become involved in an election campaign. Any person who

wishes to do so is hereby invited to contact me personally and I will be glad to discuss any school question prior to the election.

If the people want me on this basis, I will do my best to represent your general wishes for better schools.

Robert E. Wagoner
If re-elected to the Hereford Rural High School Board, I will continue to serve to the best of my ability.

Mrs. F. L. Carmichael
No one is more surprised than I to find myself running for a position on the school board. It is only because a petition had been filed asking that my name be placed on the ballot that I consented. I have been like so many ready to say something needs to be done about our school problems, but willing to let the other fellow do it.

As mother of three children, I am vitally interested in our schools and feel that it is the duty of us mothers to take a stand. Some of the things I think could be improved are our playground facilities. We need to give more support to our band and chorus. Better equipment is needed for our Vocational Agriculture classes. I know there are several more, so I conclude that our schools are only as good as we make them.

The question of school sponsored dances gets thrown into our elections. To keep the record straight, (Continued on Page 2)

Reba Dones To Give Senior Piano Recital

Reba Janice Dones, daughter of Mr. and Mrs. Charles W. Dones, 113 Lake Street, will be presented in a senior piano recital the night of April 9 at 8 o'clock in Caldwell Hall at Hardin-Simmons University School of Music.

The recital will complete the University's requirements for the bachelor of arts degree with a major in piano.

Miss Dones, a graduate of Hereford High School in 1950, entered Hardin-Simmons in the fall of 1950. She is a member of the A Cappella Choir, Alpha Chi and is president of the Beta Mu Kappa, honorary music society.



THERE IS NO CANCER HERE, in the opinion of Dr. A. R. Mims, medical director for the Deaf Smith County Cancer Society. Dr. Mims is shown checking Paul Harvey, one of the local men who volunteered to help with the educational campaign the Society is putting on in this county this month. (Staff Photo)

Cancer Campaign Starting Today

Today the Deaf Smith County Cancer Society is opening a financial drive and educational campaign, which will continue during the month of April.

This month local doctors, in cooperation with the society, will answer questions about cancer through The Brand and radio station KPAN.

Perhaps you think your question is trivial, such as, "How long should it take a sore to heal?" or "Is cancer contagious?" The Deaf Smith County chapter of the American Cancer Society is most anxious that the people of this area understand cancer and its symptoms. Knowledge is essential if the death rate from cancer is to be lowered. One-half of the present deaths from cancer should be prevented by early diagnosis and proper treatment.

Questions, with or without contributions, may be sent to Cancer Questions, in care of The Brand or station KPAN in Hereford. Further details of the cancer crusade will be found on page 6.

Tourist Program Meeting Planned

New plans for a "Tourist of the Month" program in Hereford will be discussed at a meeting of the Deaf Smith County Chamber of Commerce Highway Committee and Merchants Committee when the two groups meet at 10 o'clock Friday morning in the Hotel Jim Hill ballroom.

The plan, which is meant to spread good will for Hereford, is to operate through the idea of stopping a tourist at random on a specified day each month, and doing various things for the tourist and his family.

Fred Phelps, manager of the Clovis Chamber of Commerce, and two business men from Clovis—

Ed Lee, owner of the Diamond L Motel and Pete Murphy of the Zia Curio Shop—will attend the meeting and tell how the Tourist of the Week program is doing in Clovis.

To Report On Bridge

A report will also be given on the Highway 51 (International Parks Highway Association), the progress of the Highway 51 bridge and the approach over the Canadian River, as well as a report on the Highway 60 Association, according to Earl Phillips, head of the Chamber Highway Committee.

Today Earl Phillips, Mr. and Mrs. D. H. Alexander, Mr. and Mrs. George Brumley, Jimmy Allred, Tom Alderson, A. J. Schroet-

er and G. E. Mullins are to attend a meeting of the IPHA at Boys Ranch, and then take a close look at the progress on the Canadian River bridge. They are to leave Hereford about 9 o'clock this morning and return about 3 o'clock this afternoon.

At noon, the entire group will eat lunch at Boys Ranch.

IPHA members and other persons interested in the program are expected from both Texas and Oklahoma, to discuss details of expanding the association, which should boom when the Canadian River bridge opens some time this summer.

The association wants the International Park Highway designation put on a road which would extend all the way from the Big Bend of Texas into Canada.

AT BANQUET

Jaycees To Install Officers Saturday

Co-Op To Elect New Directors On Saturday

New directors will be elected for the West Texas Telephone Co-operative board at the co-op's first annual meeting Saturday afternoon in the District Courtroom, E. C. Reinauer of Dawn, board president, reminded the members this week.

The meeting will start at 1:30 o'clock.

Names submitted by the nominating committee for the board include C. L. McBroom and E. L. McGee of Dawn, W. A. Springer and W. P. Axe of Frio, J. C. Morrison and Maurice Tannahill of Westway, Floyd Schlenker and Nelson Welch of Farmer, Claud Miller and E. L. Fairchild of Hub, Vernon Estes and Robert E. Wilson of Tharp, and Harold Carpenter and Charles A. Felts of Oklahoma Lane.

Additional nominations may be made from the floor at the meeting.

Other highlights of the meeting will include the report of the president of the board and the report of the manager.

A number of prizes are to be awarded to members in attendance at the meeting, Reinauer said.

Hereford Jaycees will install 1954 officers during the program following a banquet which is scheduled to start at 8 o'clock Saturday night in Hotel Jim Hill.

Principal speaker at the installation will be Jack Pate of Amarillo, outstanding former Jaycee who was a state vice president of the organization.

Berry Green as president will head the new slate of officers. Those who will serve with him include Dennis Lomas as vice president; Sam Nelson as secretary-treasurer, and Gerald Hale as treasurer.

Jaycee directors for the coming year include Bill Howard, Sam Nelson, Sam Long, Don Fudge, Bill Williams, Gerald Hale and Clint Formby. Formby is also a state director from Hereford.

Former Resident Buried In Kansas

Funeral services for Mrs. Jane Graham, 84, mother of Billy Graham of Hereford, were held Friday morning at the Methodist Church in Columbus, Kan.

Mrs. Graham had been in the Columbus Hospital for two months before she died.

She lived in Hereford with Mr. and Mrs. Billy Graham for several years before going to live with a daughter in Columbus about three years ago.

Survivors besides Graham include: one other son, two daughters and one sister.

Mr. and Mrs. Kenneth W. Keeton and Kenneth Wayne Jr., of Grand Rapids, Mich., arrived Sunday for a visit in the home of Mr. and Mrs. Glenn Boardman, 407 North Lee Avenue. Mr. and Mrs. W. B. Keeton, parents of Mrs. Glenn Boardman, are also visiting in the Boardman home.

Mumps Cases Increase Among Children Adults

Mumps, which started through Hereford schools several weeks ago, is still going the rounds, with more children out and quite a number of adults having contracted the disease.

Central Grade School seems to have the lowest incidence of the disease at this time, with five children and one teacher out.

Both Shirley School and Junior High School report "about 20" students out with the painful infection, and only Senior High School seems free of it at the present time.

Quite a number of parents and older persons, who had escaped having the mumps in their own childhood, have contracted the disease from the children, and are lying unhappily in bed while their friends make light of their misery.

Doctors estimated there are at least 70 cases of the mumps in Hereford at this time, but this estimate seems a bit low, as more adults have been reported to the doctors than children, apparently.

Around Town

Sweeping sand from her front porch made Mrs. Florence Renz of St. Louis, Mo., so homesick for West Texas that she called her father, H. H. Boardman, Route 3, Sunday. Mrs. Renz will be remembered by old timers here as Florence Boardman.

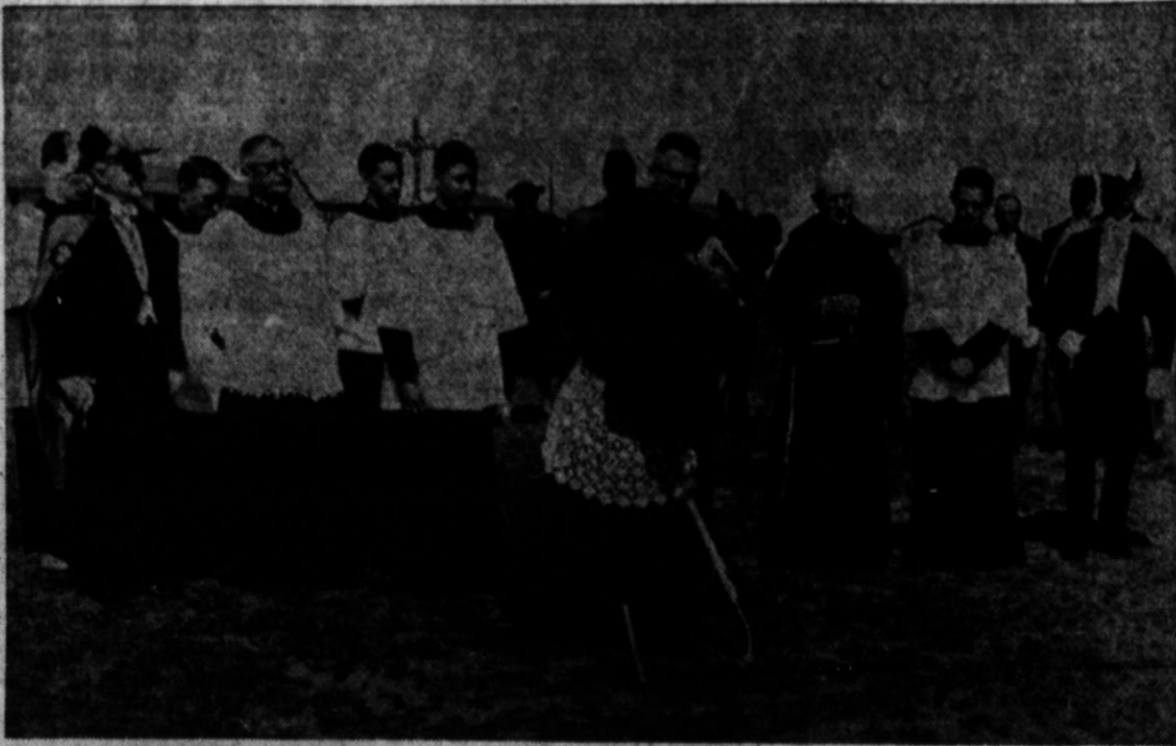
Voting — in a school board election, or any other election for which you are qualified to cast a vote — is both a privilege and a duty. Cast YOUR ballot in the school board election Saturday.

Ivan Gulick, division power engineer for Southwestern Public Service Company, is pinch-hitting for W. C. Meharg, local manager, who has the mumps. His misery is only added to when "friends" call to give him his choice of sour or dill pickles.

Hereford High School Whiteface baseball team will play its first conference game of the year against Dalhart at 2:30 o'clock Friday afternoon in Veterans Park. The Whiteface team defeated Farwell last week 10-5.

A dinner and movie on service station etiquette, sponsored by the Coca Cola Bottling Company, will begin at 7 o'clock Friday night in Hotel Jim Hill. All service station owners, operators, bulk dealers and service and bulk dealer personnel are being invited to attend.

A colored film, "Natures Reservoir," was shown by Ed Skypala at the Rotary meeting Monday in the Hotel Jim Hill. Frank Besner was program chairman. George Heard, president, presided. Rotary Annex present at the meeting were Mrs. Margaret Heard, Mrs. LaHoma Nelson and Mrs. Laura Milburn.



IN A SOLEMN CEREMONY Sunday morning, Bishop FitzSimon broke ground for the new parochial grade school which will be erected by the new St. Anthony's Catholic Church at the corner of Highway 51 and Harrison Highway. Shown, from left, are: J. J. Ballew of Houston, Vice Supreme Master of Fourth Degree Knights of Columbus; William Albracht, Rev. Maczygmba of San Antonio, Donald Vinton, Ronald Kershen, Rev. Nathaniel Madden, Bobby Vinton and G. W. Goetz of Happy, Master of the Sixth District, Fourth Degree KofC. (Staff Photo)

Ground Broken Sunday For Parochial School

The Most Rev. Laurence J. FitzSimon of Amarillo, accompanied by Rev. Bartholomeu Paytas and Rev. Nathaniel Madden, broke ground for the proposed parochial school, rectory and convent at the new St. Anthony's Church Sunday morning. He also presided and preached at 10 o'clock high mass.

Following the turning of the first spadeful of earth by Bishop FitzSimon, Father Paytas turned the second spadeful of earth.

Centrell and Company, architect from Pampa, drew up the plans for the new school but because bids

have not been received, the time the actual construction will begin is not known. However, it is hoped construction will begin within the next two weeks, according to Father Paytas.

The new school, which will replace the present parochial school which was built in 1927, will have eight classrooms, an office, cafeteria, kitchen and auditorium.

The convent will have 10 sisters rooms and a chapel and the rectory will accommodate from two to four priests. The convent which (Continued on Page 2)

LAST MINUTE RUSH

There was such a rush at the office of the county tax assessor collector Wednesday afternoon that it was impossible to get a report on how many plates had been issued. However, it is known that there is a penalty on plates if a car is driven on public streets before new tags are obtained and put on the car. For those who failed to get plates before the office closed Wednesday evening, it will probably be cheaper to walk than to take a chance.

Sunday Brand Will Wait For Returns

Customary distribution of The Brand Saturday afternoon will be omitted April 3 in view of the school election scheduled for that date.

The Brand will be released on the streets as soon as mechanically possible following release of election returns, probably between 8:30 and 9:00 o'clock Saturday evening. In addition, the issue will carry pre-Easter Dollar Day specials and is expected to be a larger than usual edition.

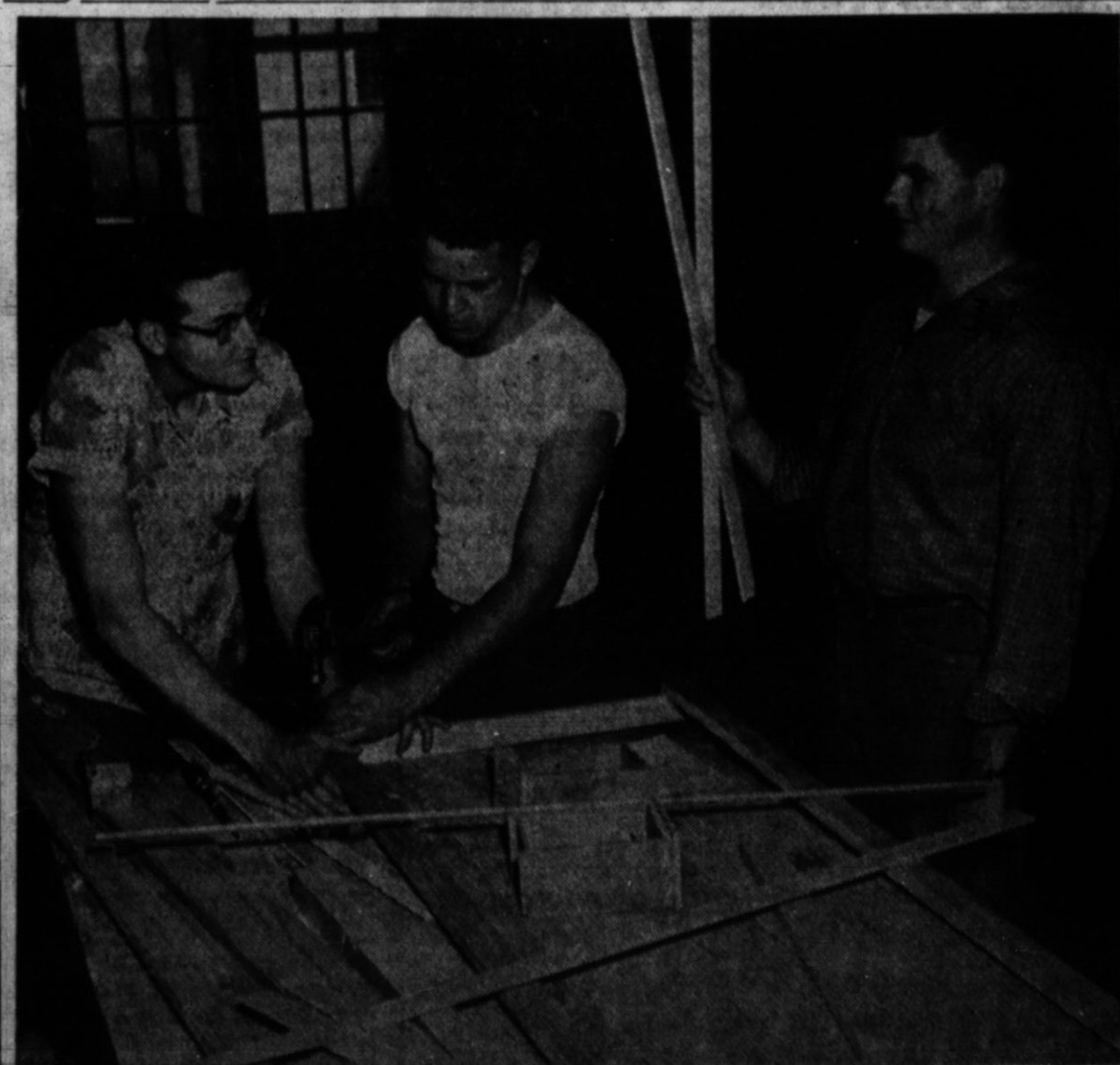
City delivery routes and post office copies will be delivered on the regular Sunday morning schedules.

Hicks Announces As Candidate In Precinct 4

Donald Hicks has authorized The Brand to announce his candidacy for the office of Commissioner of Precinct 4, Deaf Smith County, subject to action of the Democratic Primary.

In making his announcement, Hicks said that he has been a resident of the precinct for the past 12 years. That he believes he is well acquainted with the problems of the area and, if the voters see fit to elect him, that he will serve the precinct and the county to the best of his ability.

Mr. Hicks is a native of Deaf Smith County, attended the Hereford Schools and has spent most of his life in this area.



THIS WAS THE ONLY picture that members of the Junior Class would allow of their preparations for the annual Junior-Senior banquet which will be held Saturday night in Shirley School gymnasium. The boys are, from left: J. B. Wills, Bob Hicks and Dale Hinds, all members of the Junior class. All plans for the banquet have received a Top Secret label, the boys said. (Staff Photo)



OUT-OF-TOWN GROCERS are well represented at the Grocer's Short Course which is now in progress in Hereford under the sponsorship of the Deaf Smith County Chamber of Commerce and the Texas Retail Grocers Association. Dick Clark, instructor for the course, has had 11 years experience in operating grocery stores in Central Texas. Store owners and managers attending the course are, from left:

Wilford "Buddy" Taylor Jr., of Canyon, Dick Clark of Waco, Lindsey Taylor of Canyon, Neil Cooper of Hereford, Marshall Wilson of Hereford, Bob Bellah of Canyon, Bonnie Russell of Friona, Gaylard Newell of Hereford and Clay Cooper of Canyon. About 40 persons are taking the course. (Staff Photo)

Riders Club Is Preparing For Quarter Horse Show

Hereford's first quarter horse show, approved by the American Quarter Horse Association, will be held Saturday, April 24, at the Riders Club Arena, according to J. D. Neill, publicity chairman.

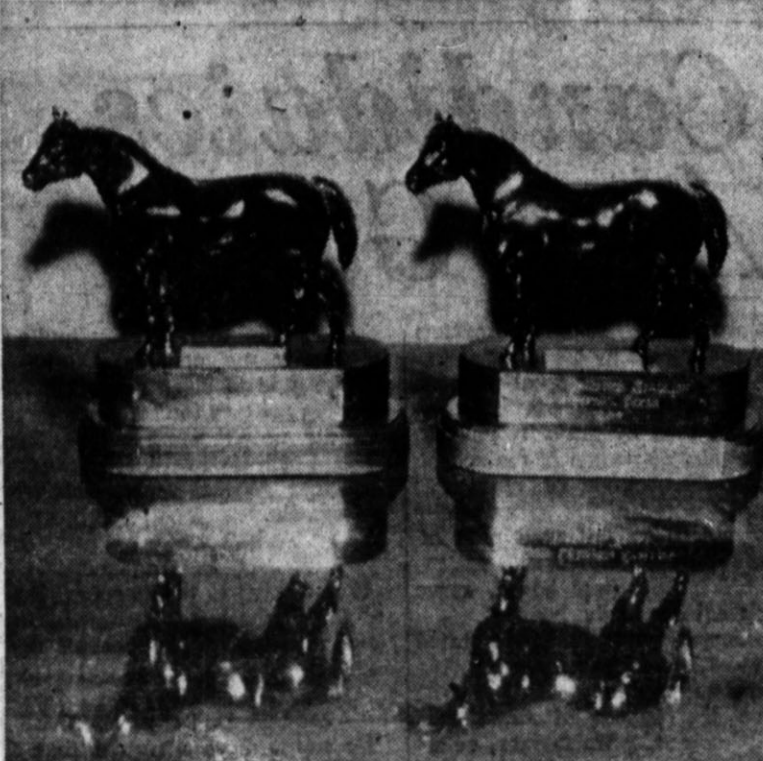
One hundred and twenty-five invitations have been sent out to West Texas and Eastern New Mexico quarter horse owners, and at least 50 of the best horses in the two states are expected to enter. Judging will start at 1 o'clock that afternoon with Johnny Stevens of the Matador Ranch as judge. All quarter horses entering the show must be registered by 12 o'clock noon.

There will be a \$3 entrance fee for exhibition classes. However, there will be no admission charge for spectators.

Trophies from the American Quarter Horse Association will be presented to the owners of the grand champion stallion and the grand champion mare. Other winners will receive ribbons.

There are about seven million civilian federal, state and local governmental jobholders in the United States.

At the time of the Civil War, New York had a population of more than a million, and Philadelphia had 500,000.



THESE TROPHIES from the American Quarter Horse Association will be awarded to owners of the grand champion stallion and the grand champion mare at Hereford's first quarter horse show April 24. Although this is only the first show, it is hoped that this will become an annual event in Hereford. (Staff Photo)

About 9 per cent of the land area of Connecticut and of Massachusetts is classified as urban. Types of partial deafness vary, some causing failure to hear low tones, others failure to hear high tones.

Connecticut and Rhode Island claim the lowest infant mortality rates in the United States.

In Great Britain with a population of 50 million, more than a million are employed.



Visit the Big Burger Drive-In often for a delicious BIG BURGER.

BIG BURGER
Sandwiches-Soft Drink
Intersection Hiway
60 & 51

Ground...

(Continued from Page 1)

will be located on Knight Street, and the rectory, which will be on

25 Mile Avenue, will both be two story brick veneer buildings.

Read the Classified

Board...

(Continued from Page 1)

If the majority of the patrons are against it, I say let's keep it out of the school. In my opinion the school board is a vital part of our democracy and as such should express the desires and wishes of the community.

The board should see that the public be kept well informed for I believe an informed public is a co-operative one. It is the duty of every board member to think unbiasedly and be willing to express his opinions at board meetings. I believe it is the duty of the board to safeguard the taxpayer's money with the question, "Is the child receiving full benefit" governing its every decision.

These things I believe. Sincerely,

Cummings Clips Naples Wrestler

Fans got exactly what they were expecting in the action packed, limited time match between Bob Cummings of Hereford and Tony Morelli of Naples Italy at the Bull Barn Saturday night.

Cummings won the first fall in 26 minutes with a knee action leg binder.

Cummings fell to Morelli in the second fall in 10 minutes when he had to give in to Morelli's hammerlock.

Cummings then came back to win the third and deciding fall in only one minute with his old stand-by, the knee action leg binder.

Veteran Al Getz of Pittsburg,



BUD SAYS

I had a man come in the other day and tell me that something was wrong with the way that his car was steering. I began checking and what I found liked to have scared the man to death. Can you imagine doing sixty miles per hour down the road and have a tie rod end come loose or the front wheel come off your car. That was just what was about to happen to the man. He told me that that was just out of neglect on his part because he hadn't thought that that could happen. He said that he never thought of checking anything like that. From now on though I know that man will always want to check that about every five thousand miles.

I told him that most people think that the wheel is held on tight by a big nut or those five or six lug nuts on the wheel. That is not altogether so. There is only a small cotter key that holds the entire wheel on the car. It is very seldom that the wheel comes off the car but it would be a good idea to have that checked every so often. Say about the time that you have your wheel bearings packed. Just remember that grease is very cheap compared to steel.

HALE MOTORS

Ultraviolet May Purify Water For Farm Uses

A system for providing rural residents with 500 gallons of purified water daily has been devised by two staff workers of the Texas Engineering Experiment Station, Texas A&M College.

Prof. J. H. Sorrels and P. J. Alwin Zeller, assistant research engineer, developed the process which employs ultraviolet light to kill all harmful bacteria in pond or well water.

Their system for small-scale treatment of water is automatic with capacity of three-fourths gallons per minute. It involves use of a straight ultraviolet lamp 5.8 inches in diameter inside a galvanized pipe. Water passing through this pipe is purified by the ultraviolet rays.

Nothing In, Nothing Out
"This type of disinfection puts nothing into the water and takes nothing out," Professor Sorrels explains. "There is no chemical change and therefore no chemical tests will show whether the water has been disinfected or not. For this reason we advise samples be taken about once a month and sent to a laboratory for bacteriological analysis."

The system has been put through extensive tests at the experiment station and proved satisfactory. Engineers say the ultraviolet lamp in average operation of five hours per day should last from one to two years.

Full details on setting up the system and its operation are contained in TEES Bulletin No. 131, "Disinfection of Small Surface Water Supplies with Ultraviolet Light."

NEW STAMP COMING

The first regular 8 cent postage stamp to be produced in the United States will probably go on sale in Hereford on April 10, according to Postmaster Jim Lipscomb. The stamp portrays the Statue of Liberty and also bears the motto, In God We Trust. Introduction of the stamp will be made over a nationwide radio and television hookup on April 8 from the office of the Postmaster General in Washington.

BEST BUYS in LATE MODEL AUTOMOBILES

1953 CHEVROLET — 4 Door Radio, Heater, Power Steering, Whitewall tires, COMPANY DEMONSTRATOR. 12,000 Actual Miles

1953 Chevrolet \$1595
2-Door, 210, Heater, Low Mileage One Owner Car

1953 Plymouth \$1395
4-Door, Radio, Heater, Overdrive, Good Tires, Low Mileage, One Owner

1952 Chevrolet \$1095
Radio, Heater, Powerglide, New Tires

1952 Oldsmobile
4-Door, Super 88, Radio and Heater, Low Mileage, Other Extras

1951 Buick \$1295
4-Door Super, Rivera, Radio, Heater, Dynaflo, Tinted Glass. One Owner

1951 Dodge Coronet \$925
4-Door - Radio and Heater

1949 Chevrolet \$495
2-Door, Radio & Heater

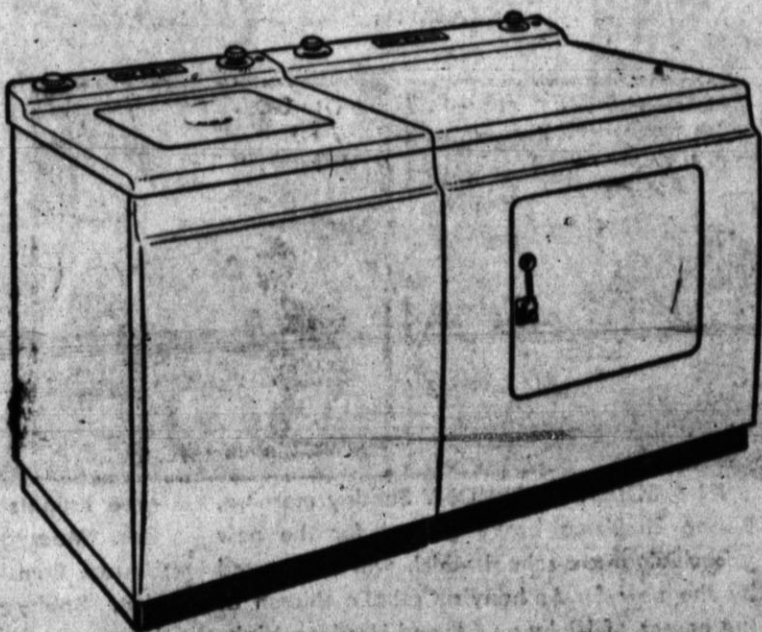
1952 GMC Pick-Up \$795
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12 Years Your Oldsmobile-Chevrolet Dealer
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Bundle Up The Wash And Come On Out!

SPECIAL!
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Washer & Dryer
LAUNDUET
\$399⁹⁵
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BRING THE KIDS . . .
We Don't Mind!
NO OBLIGATION TO BUY

Have A Coke And Relax While We Wash and Dry Your Laundry By The Easiest Method in The World!

SPECIAL
25 lb. Pail of ALL (6 Months Supply)
Regular 7.45 **\$6.45**
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CLIP THIS COUPON
Whether you bring your laundry in or not — Clip this Coupon and bring it to our store for a FREE SURPRISE GIFT

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1306 Park Avenue Phone 719

CHIP SHOTS

By Bud Posey

The Hereford High School golf team and the Junior High team played a match with the Shamrock High School and Junior High teams at the Ross Rogers Municipal golf course last Friday, March 26, with Shamrock winning the match by 14 points, 352 points for Shamrock and 338 points for Hereford. Logan Cummings of Hereford and Tommy Holmes of Shamrock tied for low individual honors with a 79 each. Other golfers and scores: with Shamrock listed first were:

Bob Ryan 84, Keith Hodges 86; Bill Barkler 87, Charles Seed 88; R. Cook 87, George Parker 101; J. Teegerstrom 78, Donald Bridges 109; J. Shackelford 96, Burke Inman 115.

In the Junior High Division: J. Ryan 85, Jeff Minton 88; J. Sanders 91, Dale Taylor 113, J. Moore 88, Sammy Leslie 120; D. Dodgen 99, Dean Stevens 120.

The High School golfers journeyed to Littlefield Tuesday for an inter-school match at the Littlefield Country Club.

J. M. Posey, one of Hereford's better golfers, scored a "hole in one" on the number 6, 128-yard hole at the local course Sunday.

J. M. used an eight iron and a Dunlop Maxfli golf all to accomplish this feat. It was the third hole in one of his golfing career.

The other two having been made in the 1930's on sand greens. It was his first on grass greens. Congratulations, J. M.

Hereford's Golf Club directors held a meeting Wednesday night, March 24, for the purpose of elect-

ing officers for the coming year. Those elected were Dale Tinnin, president; Francis Hardwick, vice president; Frank Cogdell, secretary; treasurer (Frank is not a director this year, but was hired to keep the books because he has done an outstanding job with this position for the past two years); Stan Barrett, grounds chairman; Urlin Streu, house chairman; W. W. Gilbreath, admission chairman; entire board of directors, finance; Harry McCauley, tournament chairman; Tom Howard and Dub Hair, audit committee; Francis Hardwick, publicity chairman.

Directors for the coming year are: Dale Tinnin, Francis Hardwick, John D. Pitman, Harry McCauley, Harold Close, Wayne Phillips, Dr. J. H. Channer and Stan Barrett.

COTTAGE PRAYER SERVICES

Cottage prayer meeting was held in the home of Mr. and Mrs. Marvis Southward Monday night for members of this community who attend the Avenue Baptist Church in preparation of a meeting which is scheduled to start April 11.

Couples attending were: Mr. and Mrs. Bully Wall, Mr. and Mrs. R. L. Mason, Mr. and Mrs. R. M. Mason, Mr. and Mrs. Clancy Wortham and his mother, Mrs. B. Wortham and Mr. and Mrs. Southward.

Half the U.S. men who reach age 65 this year will live 12 years longer.

There are about 1,200 million acres classified as "land in farms" in the United States.

This Tastes Good in Texas

Foods and Nutrition Specialists Texas Agricultural Extension Service A&M College

Recipe of the Week

Jellied Vegetable Salad
 1 teaspoon unflavored gelatin
 1 tablespoon cold water
 1/4 cup strained carrots
 1/4 cup water
 1/4 teaspoon salt
 1 tablespoon sugar
 2 hard cooked eggs
 Soften gelatin in cold water. Combine strained vegetables with water and heat. Stir softened gelatin into hot mixture. Add salt and sugar. Cool. When mixture begins to thicken add eggs, sliced or chopped. Chill until firm. Serves 2 or 3. Can be molded into individual molds, or chilled in bowl. Serve on lettuce leaf with ruby dressing.

Ruby Dressing

1/2 cup strained beets
 4 tablespoons salad oil
 2 tablespoons lemon juice
 1/2 teaspoon sugar
 Mix ingredients thoroughly. Serve on jellied vegetable salad.

Let's Eat This For One Day

Breakfast
 Orange Juice
 Scrambled Eggs Canadian Bacon

Whole Wheat Toast
 Butter or Margarine
 Milk Coffee

Dinner
 Broiled Hamburger DeLuxe
 Broiled Peach Halves
 Sautéed Potatoes
 Whole Kernel Corn

French Bread Garlic Butter
 Milk Coffee

Supper

Hot Biscuits with Creamed Dried Beef
 Ruby Dressing
 Fresh Strawberries
 Milk

Timely Tips

1. Use canned strained baby food instead of the strained vegetables in the salad and salad dressing.
 2. Serve salad on a cold plate to keep the lettuce crisp and salad cold.

At The Movies

BEACHHEAD

Showing Friday and Saturday at the Star Theatre.

Starring Tony Curtis, Frank Lovejoy and Mary Murphy.
 Filmed on one of the most beautiful islands of the Hawaiian group, "Beachhead" is a combination adventure saga and love story that was planned for suspense.

Technicolor photography brings out the best in the scenery, as the principal characters dodge death on jungle trails and in small outposts as they fight against terrific odds.

Excitement starts early in the picture, and never lets up until the final scenes of the colorful drama unfold.

WAR ARROW

Showing Sunday, Monday and Tuesday at the Star Theatre.

Starring Jeff Chandler, Maureen O'Hara and John McIntire.
 Indian warfare, as filmed in color, is probably some of the most exciting film fare ever produced. In this case, it is Seminole against Kiowa, with Jeff Chandler as the hard-bitten hero who uses psychology, along with a few other things, to accomplish the things he wants done.

Additional color, as well as romance, are brought to the film by Maureen O'Hara, as the heroine of the blood-and-thunder plot, that rolls across the screen to the tune of Indian war cries punctured by the spiteful cracks of rifles.

Mrs. H. L. Broadwell of Amarillo is in Hereford for business reasons and to visit her daughter, Mrs. Mary Carter.

Late in the Middle Ages it was believed that eating of lions' brains would cause madness.

Germanium, new rare metal used in radio and hearing aids, costs about \$350 a pound.

Seventeen Attend District Convention Of Garden Clubs

Eight members of the Hereford Garden Club and nine members of the Bud To Blossom Club were in Odessa Monday and Tuesday to attend the annual spring convention of District 1, Texas Federation of Garden Clubs, Inc. Mrs. A. L. Manjeot, district governor, presided and Mrs. Liston Wilson, former district governor, took part in the program. Mrs. Lynn Kester gave a demonstration - lecture on table setting.

Those from the Hereford Garden Club include Mesdames A. L. Manjeot, Harry Lomas, M. T. Rutter, president of the club, John Jacobson Jr., John Hacker, Liston Wilson, Ralph McCullough, Lynn Kester.

Bud To Blossom Club members attending were Mesdames H. A. Haseloff, R. N. Yarbro, president, R. A. Daniel Jr., Jack Roberson, Ray Howell, Pat Robinson, Ernest Kendall, Bill Patton and Ira Scott.

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 Anything less is yesterday's car.
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DOLLAR STRETCHERS

CATSUP Del Monte Tomato	5 14 oz. Bottles \$1	SUN BONNET SUE Flour 25 Lb. Print Bag	\$1.75
TOMATO JUICE Del Monte 46 oz.	3 Cans 87c	LIPTON'S TEA 1/4 Lb. Box	29c
TOMATO SAUCE Del Monte	5 Cans 39c	FRUIT COCKTAIL Del Monte No. 2 1/2 Can	2 for 79c
BOYSENBERRIES Del Monte No. 303 Glass Jar	2 for 73c	GREEN BEANS Del Monte, No. 303	2 for 54c
		PEACHES Del Monte, Sliced or Halves	No. 2 1/2 can 2 for 61c
		PEARS Del Monte, Halves	No. 2 1/2 can 43c
		PINEAPPLE Del Monte, Sliced, Chunk or Crushed	No. 2 can 3 for \$1
		STEWED PRUNES No. 303 Glass Jars, Del Monte	2 for 49c
		BEETS Del Monte, Diced, Sliced, or Whole	No. 303 Glass Jars 3 for 59c
		FRUIT COCKTAIL Del Monte, No. 303 Can	4 for \$1
		CORN Del Monte Cream Style	No. 303 Can 2 for 39c
		CORN Del Monte, Whole Kernel	12 oz. Vacuum Packed 2 For 39c
		SPINACH Del Monte	No. 303 Can 5 For 79c
		PEAS Del Monte, Early Garden	No. 303 Can 2 For 45c
		GOLD CROWN BACON Lb. Pkg.	59c
		CELERY stalk	18c
		CHUCK GRAIN-FED BEEF	
		ROAST lb.	39c
		CAULIFLOWER lb.	16c
		ARM GRAIN-FED BEEF	
		ROAST lb.	49c
		CARROTS Cello Pkg.	14c

KIM DOG FOOD
 3 Cans For 25c

DEEMS By TOM OKA

RURAL DELIVERY By AL SMITH

HOSSFACE HANK By FRANK THOMAS

GRANDPA'S BOY By ARNIE MOSSLER

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

Shurfine "SPRINGTIME IN PARIS" CONTEST OFFERS...

10 FREE TRIPS TO PARIS

FIVE ONCE-IN-A-LIFETIME VACATIONS FOR TWO

VIA AIR FRANCE SUPER CONSTELLATION

plus
\$10,000
IN BEAUTIFUL
SYLVANIA
RADIO and TELEVISION PRIZES

Enjoy the never-to-be-forgotten thrill of Paris in the spring... see the sights of London and New York... win a once-in-a-lifetime vacation for two by entering the Shurfine "Springtime in Paris" Contest! Five wonderful all-expense-paid trips for two, plus more than \$10,000 in beautiful SYLVANIA radio and television sets are offered in this exciting 30-day contest. Be a winner! Enter today, and every day in April!

7 Magnificent New
21" "Wentworth"
TV Consoles by
with Halolite **SYLVANIA**

5 Handsome 21"
Sylvania "Fremont"
TV Table Models

30 **SYLVANIA** RADIO-CLOCKS
...the world's most
useful radio...

30 **SYLVANIA**
"CATALINA"
three way portable radio

40 **SYLVANIA**
DELUXE
TABLE RADIOS

BE A Shurfine FAMILY!

STOCK UP ON FAMOUS SHURFINE FOODS AND GET PLENTY OF WINNING IDEAS!

You're a winner at every meal when you serve your family Shurfine brand foods. Every product is picked, processed and packed to give you the most consistent high-quality money can buy! Corn, catsup, peaches, peas, shortening, preserves and a host of other fine products... Shurfine stands for a whole family of fine foods!

ALL YOU DO IS
FINISH THIS SENTENCE
IN 25 ADDITIONAL
WORDS OR LESS!



"I LIKE SHURFINE FOODS BECAUSE..."
(Use Free Entry Blank Below)

FREE ENTRY BLANK -- CLIP TODAY!

SHURFINE PARIS CONTEST
P.O. Box 80, Radio City Post Office, New York 19, N.Y.
Here is my entry. I enclose the label of any Shurfine product.
I like Shurfine foods because... (Finish in 25 additional words or less)

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
MY GROCER WHO ASSISTED ME WITH THIS ENTRY IS: _____
NAME _____
ADDRESS _____

IMPORTANT: Be sure to list grocer information above.
CONTEST CLOSES MIDNIGHT, MAY 1, 1954

FOLLOW THESE EASY CONTEST RULES

1. Complete in 25 additional words or less: "I like Shurfine Foods Because..." Use entry blank on this page, or get free entry blank from any Shurfine dealer, or use plain paper. Print your own name and address clearly on entry blank and envelope. Print your Shurfine Grocer's name clearly on entry blank.
2. Submit as many entries as you wish to SHURFINE PARIS CONTEST, P.O. BOX 80, RADIO CITY POST OFFICE, NEW YORK 19, N.Y. Each entry must be accompanied by a label from one Shurfine product. Entries with insufficient postage will not be accepted.
3. Prizes consist of five (5) expense-paid trips for two, including airplane transportation from your home to New York (the point of departure for Europe) and back, as described in this advertisement.
4. Entries will be judged by V.J.P. SERVICE, INC. on the basis of neatness, sincerity, originality and apt-

- ness of thought. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants, submitted in their own names. Winners who are minors must be accompanied by a parent or legally appointed guardian.
5. All entries become the property of NATIONAL RETAILER-OWNED GROCERS, INC., and will not be returned. Contest subject to all federal, state and local regulations, and to causes and conditions beyond our control.
6. All entries must be postmarked on or before midnight, May 1, 1954. Any American citizen in the 48 United States and District of Columbia may enter the contest, except members and employees of NATIONAL RETAILER-OWNED GROCERS, INC., associated companies, its advertising agencies, and members of their immediate families.
7. Winners will be notified by mail.

AS OFTEN AS YOU WISH!
additional entry blanks available at your favorite...



ALL THIS AND 5¢ GREEN STAMPS TOO

WITH S&H GREEN STAMPS

FREE

BICYCLE TO BE GIVEN AWAY IN STORE
Ask Us For Details

ONE VISIT WILL CONVINC YOU!!!



OUR DAILY EXTRA SAVINGS MEAN MORE FOOD FOR YOUR FAMILY!

ARD DOG FOOD 3 cans 39c
Of 48 Cans \$6.19

WORTH OF COUPONS PACKED IN EACH SPECIALLY LABELED 3-LB. TIN OF SWIFT'S
JEWEL 75c
MISS THIS NATIONAL OFFER!

COUPONS WORTH 10c ON THESE PRODUCTS:
SWIFT'S PREM
SWIFT'S PEANUT BUTTER
ALLSWEET MARGARINE
JEWEL SHORTENING
JEWEL OIL

Swift's Oleo
Allsweet 4 lbs. \$1.00

SALMON Tall Can **69c**
ALL PRICES GOOD THRU DOLLAR DAY, MONDAY 5TH
DEMING'S RED ALASKA SOCKEYE

BURY'S BEST
LOUR 10 Lb. Bag 79c

HILLSDALE HAWAIIAN, HALF SLICES
Pineapple 4 For \$1.00

CREAM-O-PLAINS, Vanilla, Chocolate, Strawberry
Ice Cream 2 Pints 25c

SHURFINE
ORANGE JUICE 29c
46 Oz. Can

SHURFINE
APPLE SAUCE 23c
No. 303 Can

SHURFINE
MEXICAN STYLE
BEANS 37c
No. 303 Cans

SHURFINE
CUT BEETS 3 for 35c
No. 303 Can

PREMIUM
RYERS lb. 49c
Plump Whole

PREMIUM
nk Sausage lb. 59c
4 To 8 Lb. AVERAGE

cinic Hams lb. 49c
AND 1 Lb. TRAY PAC

ACON lb. 69c

HEESE lb. 49c

WOODBURY SALE 35c
Large Cakes

CREAM O PLAINS Will Not Arrive Until Friday Noon
BUTTER lb. 56c

WOLF
TAMALES 43c
2 Cans For

MAXWELL HOUSE
Instant Coffee
Giant Size \$1.93
Per Jar 64c

Campfire
BLACKEYED
PEAS 29c
No. 2 Cans

Pioneer Study Club Bake Sale In Our Store Saturday, April 3rd
Lipton TEA 32c
16 Tea Bags 21c

MACARONI or SPAGHETTI
SKINNERS 2 for 23c
7 oz. Boxes

DERBY'S PETER PAN
PEANUT BUTTER 32c
12 oz. Glass

SUNSHINE KRISPY
CRACKERS 23c
Lb. Box

GLADIOLA
CAKE MIXES 67c
2 Boxes

HILEX
BLEACH 35c
Powdered Large Box

SUN-KIST
LEMONS lb. 13c
Chuck Full Of Vitamin "C"

CALIF. FANCY
Avocados 2 for 29c
For Discriminating Salads

CALIF. - FANCY Young - Tender - Sweet
CARROTS 25c
2 Cello Bags

PICK-O-MORN Guaranteed
TOMATOES 23c
1 lb. Cello Pkg.

CRYSTAL WAX 100 Count Bunches
Onion Plant 2 FOR 29c
Gov. Certified

WIGGLY



WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS



PRESENTATION OF THE KEYS to the fifth pickup which Kinsey Motor Company has made available to the Hereford High School Future Farmers of America Chapter brought more than the usual thanks to Kinsey, who was presented with a gift certificate for a hat. From left are: Kenneth Carmichael, FFA chapter president, who presented Kinsey with the gift certi-

cate; W. J. Stanford, chapter advisor; Kinsey, G. W. Suggs, E. W. Solomon, Homer Hershey, Jimmy Burkett and Richard Hagar, all of whom are chapter officials. The white pickup, which carries the Roman numeral V under the lettering on the door panel, is shown in the background. (Staff Photo)

Wheat Growers President Asks Subsidy Questions

The following is a condensation of an address delivered at the National Association of Wheat Growers in Wichita, Kans.

STRATFORD — Kenneth Kendrick, president of the National Wheat Growers Association, states that the 90 percent parity farm program which enabled agriculture to support the nation through the most prosperous years in history, cost each person an average of 45 cents a year.

During the last 20 years agriculture has operated under the 90 percent farm parity program. In this period the prices agriculturalists have received for food and fiber have been proportionately almost equal with the costs of manufactured products protected by tariffs and with labor costs controlled by wage and hour laws.

While operating under a condition of fair opportunity, American agriculture has made a record of progress which closely parallels the rapid productive expansion of American industry operating under protective tariff laws. Fair returns from their products has supplied farmers with a buying power enabling them to purchase and operate the best machinery American industrial inventive genius could produce.

Today with this great ability to produce, the farm population made up of only 15 percent of the population of the nation, can and is producing sufficient food and fiber for the American people with some left over for foreign markets.

America subsidizes her factories with protective tariffs and those factories have become the most productive in the world. America subsidized her railroads with land grants to enable their construction and she has the greatest rail transportation system in the world.

America subsidizes her postal system and every citizen enjoys mail service. America subsidizes her air mail service and important mail crosses the nation over night. America subsidizes her Merchant Marine, paying part of the cost of ship construction, and makes up the difference in the wage scale of foreign labor and American labor to enable ship owners to operate at a profit. America subsidizes labor with minimum wage laws and today American labor enjoys the highest living standards of any nation.

Americans live in a world of protective markets in which their government guarantees them a fair return from their commodities and their labors. Yet there are those who would undermine the entire national economy by removing agricultural price supports.

Let us compare the 45 cent a year personal cost of maintaining the 90 percent of parity farm program with the cost of other subsidies. In the 18 years of its existence the farm support program has resulted in a total loss of \$1,303,000,000, or about \$72,000,000 a year. For the past several years the Post Office department has

operated at a deficit of about one-half billion dollars a year.

Air lines enjoying mail contracts are charging the Postal Department about \$140,000,000 a year although only \$60,000,000 can be considered compensation for the service and the other \$80,000,000 is a direct grant. Air mail service costs each American a tax of 88 cents a year or about twice the cost of the farm support program. From July 1, 1937 to December 31, 1946, the American government paid ship construction subsidies which amounted to \$380,285,242.00, an average of \$40,000,000 a year. In the years 1951, 1952 and 1953 the government paid a total operational differential shipping subsidy of \$144,135,782.00, an average of over \$48,000,000 a year.

The American government spent 14 billion to get industry to convert and expand during World War II, and 40 billion following World War

II for re-tooling and amortization. WHO, INDEED, IS SUBSIDIZING WHOM?

1954 is a crucial year as far as the American farmer is concerned because farm laws are expiring and legislation must be passed to either extend the present program or revise and rewrite a new farm program. Unless such a program is continued farmers will be forced to buy in a protected market and sell in an unprotected market. This policy was in effect in the late 20's and early 30's when the prices of farm commodities dropped until in many cases the price received for a good crop would not pay the cost of harvesting.

About 44 per cent of British women workers are married. In 1953 California grew about 2,449,000 tons of grapes valued at \$107,223,000.

Thomas Edison died at 84 in 1831. About 4 per cent of the land area of New York State is classified as urban.

Since 1940, U. S. civilian federal, state and local jobholders have increased in numbers about 60 per cent compared with a rise of about 14 per cent in the total number of U. S. jobs.

Alexander Graham Bell invented the telephone when he was 29 and lived to be 75 in 1922.



JAMES KETCHERSID, son of Dr. and Mrs. J. G. Ketchersid, 811 East Fourth Street, is completing his Air Force basic military training course at Lackland Air Force Base near San Antonio. Ketchersid attended Hereford High School until he entered the service February 12.

The United States is converting about a million acres of land to residential, commercial and industrial purposes each year.

Educational-Financial Drive On Cancer Begins

Mrs. James W. Witherspoon today marks the opening of the Deaf Smith County Cancer Society's crusade for \$1,143.20.

Mrs. V. O. Hennen, American Cancer Society campaign chairman for Deaf Smith County, emphasizes that the month-long cancer crusade will have a two fold purpose. It will give vital information about cancer to the public and will raise funds for the Society's cancer control program of research, professional and public education and service to patients.

The Society has a year round program of public and professional education, but during April the cancer information program is presented additionally to individual Americans through newspapers, radio, pamphlets, window displays

and other media. Texas Kappa Iota Chapter of Beta Sigma Phi sponsors the Cancer Crusade in Deaf Smith County. Mrs. Cecil Guseman is chairman of the special gifts committee; Dr. A. T. Mims is medical director and Mrs. James W. Witherspoon is publicity director.

People in Deaf Smith County have always responded generously to the cancer crusade's drives. This year the quota is a little larger than it was last year. It has never been necessary to conduct a high pressure, house to house campaign for funds. If you mail checks early, it may not be necessary again this year. Just make checks payable to American Cancer Association, and mail them to Cancer, Hereford Texas.

Could Have Saved Third Last year nearly 9,000 Texans died of cancer. At least one-third could have been saved if they had received proper treatment early. By learning the facts about cancer and by giving as much as you can, you help save someone's life, perhaps your own.

Out of every dollar contributed to the American Cancer Society, 26 cents goes for cancer research. In this program, the cause, a means of control and all possible cures for cancer are sought.

Thirty-three cents goes for cancer education, to save lives by spreading knowledge about the disease. It furnishes films, booklets, exhibits and other aids to tell the true facts about cancer.

Twelve cents goes for service to

cancer patients. This includes financial help for 12 cancer clinics in Texas.

Eleven cents is to supervise and administer the American Cancer Society's work, both nationally and in Texas.

Ten cents enables the Cancer Society to conduct its annual educational and membership Texas Cancer Crusade.

Three cents for grants and fellowships — enables young scientists to pursue their intensive training in cancer research, diagnosis and treatment.

Three cents goes into restricted bequests to be spent for specific cancer control projects.

And two cents is placed in reserve to continue the fight until final victory.

Cancer is our number two killer. One death in every seven is caused from cancer. It strikes one in every five people and one family out of two. We can fight this enemy in two ways... by financial help to research and by educating ourselves to the facts about cancer.

GRAHAM IS PUBLICITY MAN

Ray Graham, son of Mr. and Mrs. George L. Graham, 807 East Fourth Street, has been installed as co-publicity chairman of the Baptist Student Union Executive Council at West Texas State College in Canyon. Graham, a graduate of Hereford High School in 1952, is a sophomore math major.

WRESTLING

At BULL BARN on The Highway
Sponsored By Hereford Lions CLUB



BOB CUMMINGS

Vs.

SALVADOR FLORES

2 Out of 3 Falls

45 Minutes

Dory Funk Vs Timmy Geohagen

Umbarger

Ireland

Two out of 3 Falls — 1 Hour

RICKI STARR Vs. AL GETZ

Sf. Louis, Mo.

Pittsburgh, Pa.

SAT., APRIL 3rd, 8:30 P.M.

new power

new PowerFlite transmission with new PowerFlow engine

1.

gives you flashing acceleration, with no lurch or lag! PowerFlite is the newest, smoothest automatic no-clutch transmission in the low-price field. It is combined with the new 110-horsepower PowerFlow engine, the most powerful in Plymouth history!

new Power Brakes

2.

for easier stopping! New Power Braking, plus Plymouth's famous Safe-Guard brakes, gives you quick, always predictable, straight-line stops with half the usual pedal pressure.

full-time Power Steering

3.

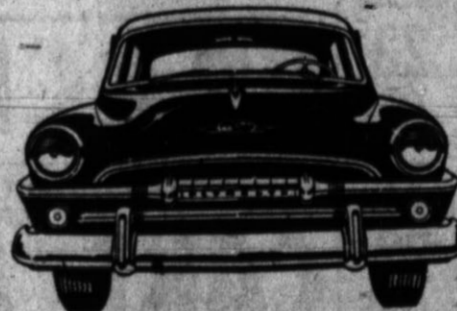
"on duty" every mile you drive to give you great new ease in steering and parking. Protects you from road shocks, gives you precise control on bumpy roads and lets you park with only one-fifth the normal effort!

yours in the new '54

Plymouth

Be one of the first to drive the "power-packed" new 1954 Plymouth! Let us show you the newest power advances in the low-price field—a great new transmission combined with an outstanding new engine, and the finest power steering and braking. Drop in or phone today for your demonstration ride.

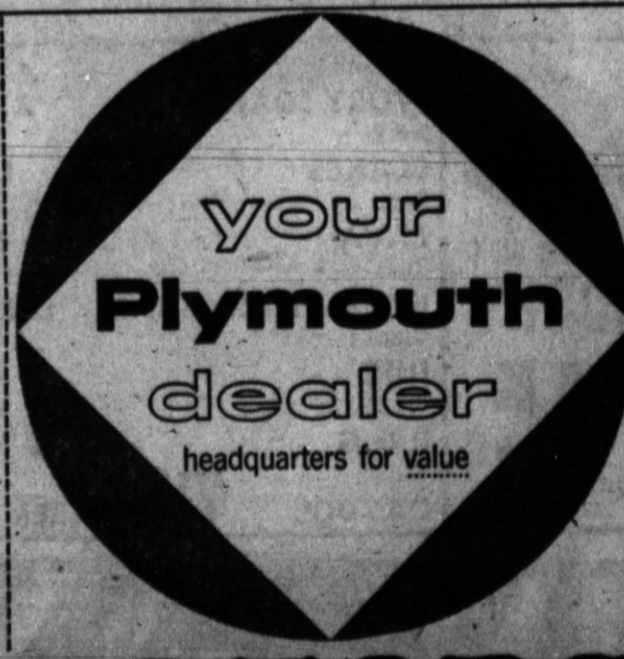
Watch for Plymouth's new TV show—"That's My Boy"—on CBS-TV! See TV page for time and station.



Plymouth gives you widest choice of drives!

PowerFlite fully automatic no-clutch transmission; Hy-Drive, the lowest-cost no-shift driving; Automatic Overdrive, and Synchron-Silent transmission.

PowerFlite, Hy-Drive, Automatic Overdrive, Power Brakes and Power Steering each available at surprisingly low extra cost.



HALE MOTORS

218 W. 3rd St.

Phone 630

KIRKSEY "66" SERVICE

Intersection Highways 51 and Harrison
Washing And Greasing -- Our Specialty

Phone 266

ANNOUNCING PHILLIPS 66

Flite-Fuel

FOR YOUR CAR

A PHILLIPS EXCLUSIVE! Now, for the first time, you can enjoy the benefits of the super aviation gasoline component—Di-isopropyl (pronounced di-iso-pro-pull). No other gasoline has this super power ingredient. It is available only in Phillips 66 Flite-Fuel.

Until recently, the use of super aviation gasoline components was restricted by the United States Government to high octane, high performance aviation gasoline. They were needed to give our planes a tremendous power surge in aerial combat. Now military authorities have released restrictions on the use of these power-packed aviation gasoline components. So Phillips is able to use not only Di-isopropyl but also HF Alkylate, both originated and first manufactured by Phillips. That's why Phillips can bring you this great new gasoline—Phillips 66 Flite-Fuel.

YOU GET ALL THESE BENEFITS:

- Increased power
- Smoother acceleration
- Greater fuel economy
- Higher anti-knock quality
- Freedom from stalling

PLUS

• Famous Controlled Volatility, and the extra clean burning features of Phillips 66 Gasoline.

Let your car's performance tell the story. Get Phillips 66 Flite-Fuel at any station displaying the orange and black Phillips 66 Shield.

PHILLIPS PETROLEUM COMPANY



PHILLIPS 66
Flite-Fuel
FOR YOUR CAR



WANT ADS Phone 30 or 31

FREE Theatre Tickets to See



WAR ARROW

JEFF MAUREEN
CHANDLER O'HARA
Sunday, Monday and Tuesday
APRIL 4-5-6

Star Theatre

Be Sure and Ask for Your Free Tickets
With each PAID-IN-ADVANCE classified ad placed in The Brand, we will give you a free ticket.

1. FOR SALE Miscellaneous

PICTURE FRAMING with personal attention on each job. Mrs. J. J. Buckner, 224 Ave. D. Phone 75L. B-1-15-43-tfc

Hereford Glass Co. Expert Car Glass Installation. Table Top and Window Glass. Picture Frames. 102 Park Ave. Ph. 1425. B-1-16-tfc

TOPS - Demke's Farm hatched Large Type White Leghorn chicks. Outstanding since 1927. A. H. Demke, Box 180G, Stephenville, Texas. B-1-19-32-26k

SEE Hereford Grain Corp. For Your Garden and Flower Seeds. Phone 360. B-1-33-TFC

ZENITH HEARING AIDS and batteries for all types of hearing aids. McDowell Drug. Phone 13. B-1-15-8-tfc

BATTERIES 2 Year Guarantee 13.95 with Exchange Bulk Oil—80c Gal. Gasoline 23c & 25c All Motor Fuel Available Butane-Diesel-Kerosene FRASER OIL CO. Phone 484 101 S. Lee St. B-1-1-tfc

FOR SALE: 7,000 pounds Hubam Clover Seed, 10 cents per pound. 17 furnished trailer house. \$400. 21-11 Wheatland M-M Tractor. \$400. L. L. Arnold, 13 SE on Dimmitt Highway, 1 1/2 west. B-1-30-11-8c

ROSE TRELLISES and picnic tables. Carl McCaslin Lumber Company. Phone 7. B-1-11-12-tfc

"MILDU-MASTER" superior extra Mildew resistant treated irrigation dams as low as \$3.60. Davis - McCracken Implement. B-1-15-40-2c

GENERATORS and starters for cars and trucks. Hereford Wires and Co., Phone 320. T-1-12-18-tfc

HAVE SEVERAL GOOD USED sewing machines, priced reasonably. Singers, Wards, Whites and Bel-Aire. Call 746-J. Nechi, Elma Sewing Machine Man, Alton Hood. T-1-22-13-1c

FOR SALE: 98 2" x 48" irrigation tubes. 7 cents each. Marvin May, 3 North, 3 West, 1/2 W. or Call 1898-W2 Hereford. B-1-19-13-2p

THE LUCKY Rawleigh Bulletin sent by Ted Eaton was not turned in last week. T-1-14-13-1p

FAST SERVICE ON ORDERS for Rawleigh Products by Ted Eaton 903 Irving, Hereford. T-1-13-13-1p

FOR SALE: Office and warehouse buildings to be moved. All buildings well constructed of good material and may be inspected at Dimmitt Wheat Growers, Dimmitt, Texas. Buildings will be sold to highest bidder. Sealed bids will be accepted until April 6th, at which time bids will be opened and read. Right to reject any or all bids is reserved. Leave all bids at Dimmitt Wheat Growers Inc., Dimmitt, Texas. B-1-69-38-6k

FOR SALE: Nortex Seed Oats, \$1.25 bushel. P. L. Carmichael, 6 miles east, 4 north Hereford. B-1-16-10-tfc

BONDED STORAGE. Hereford Transfer and Storage Co. Local and long distance furniture moving. Phone 12, Box 243, Hereford, Texas. B-1-19-10-tfc

FOR SALE or trade for a farm. Court, Home & Filling Station, 24 Unit Motel. Grocery Store. Trade for small tract land. Alderson & Ridgway 238 Main Phone 397 Hereford, Texas. B-4-11-tfc

674 ACRES IRRIGATED LAND. 500 cultivated, balance grass. S. W. of Amarillo. Modern improvements. Priced to sell. Box 2, Bushland, Texas. B-4-20-40-2p

REAL ESTATE Irrigated Farms, Dry Land Farms, Homes and City Property. CHARLES SOWELL Office Ph. 792 228 Main St. Box 444 Res. Ph. 193-W T-4-13-tfc

For Sale or Trade Improved Arkansas farm - Well located - on Paving - Near Bentonville & Rogers - Would trade for property in Hereford or Dimmitt. Claude Farson with Joe Cowen Agency Ph. 195 - Dimmitt, Tex. B-4-13-8c

RANCH BARGAINS 3440 acres, fine stone house, 7-room ranch house, good barns, stock pens. Six miles nearly new hog fencing, rest in cattle fence. 200 acres good cultivating. Priced \$20.00 per acre. Finance \$40,000.00 at 4 1/2%. MOORE AND SON FORTSYTH, MISSOURI B-4-13-1p

1080 acres grass, improved. Good fences. \$25,000.00 with only \$5000.00 down. 716 acres, 446 acres in grass, 270 acres good farm land listed, fair improvements, \$22.50 acre with \$8000.00 down. 400 acres irrigated extra good 10 inch well, New \$20,000.00 3 bedroom home. Shallow water. Price \$80,000.00. Alderson & Ridgway Phone 397 - 238 Main Hereford, Texas B-4-39-tfc

PRUDENTIAL FARM LOANS America's Largest Farm Lender SAM NUNNALLY 136 Main Lone Star Agency B-4-37-tfc

If you have something for sale or trade - see us. G. I.'s we have a farm for you. J. S. ELUSTON Real Estate 132 E. 2nd. Phone 179 B-4-39-tfc

I have good listings on FARMS - RANCHES ANY SIZE to BUY A FARM to SELL YOUR FARM to MAKE YOU A LOAN SEE W. R. METCALF REAL ESTATE 632 W. 1st St. on Highway 60 Hereford, Texas Of. Ph. 854, Res. Ph. 1489-W P. O. Box 845 B-4-19-tfc

WESSON SPECIALS PERFECT SECTION: Castro County. Two fine sets modern farm improvements, two fine 8" irrigation wells, all extra good clean level land in cultivation and irrigation. One of the finest sections of land on plains of Texas. Priced at present market value. Liberal terms. Will sell half section. Full particulars on request. B-5-21-41-tfc

FURNISHED AND Unfurnished apartments. Private baths. Phone 589. 115 Avenue B. B-5-11-2-tfc

FOR RENT: Three room, modern, unfurnished house. Call 507 Jackson. B-5-10-6-tfc

FOR RENT: 3 room downtown, furnished apartment with utilities paid. \$50 per month. See Francis Hardwick. B-5-16-40-tfc

FOR RENT: 3 room furnished house. Couple only. Phone 586. B-5-10-40-tfc

FOR RENT: 3 room unfurnished apartment with bath. Bills paid. 211 B. Ninth. Call O. J. Beene, Friona 2161. B-5-19-40-3c

FOR RENT: Three room furnished apartment. Private bath. Bills paid. Adults preferred. Cap Oldham. 110 Lake Street. B-5-17-13-tfc

FOR RENT: Furnished garage apartment. Bills paid. Adults preferred. 203 Park Avenue. Phone 963-W. T-5-14-13-1p

FOR RENT: Small furnished apartment. Close in. For couple. Bills paid. No pets. Come see it. Carl Moutz, 106 West 7th. B-5-21-13-tfc

FOR RENT: Two bedroom home. 308 Knight Street. Call owner, Frio 4579. T-5-12-13-1k

ONE OF MY BEST Furnished apartments now available. F. H. Oberthier. Phone 226. B-5-13-13-2c

TWO ROOM MODERN HOUSE, furnished. Recently decorated. 343 West Second. Phone 746-J. B-5-12-13-1k

FOR RENT: Three room furnished apartment. Couple only. Call 556. B-5-10-39-tfc

BEDROOM, CLOSE IN. 509 Ross Phone 847-J. B-5-9-39-tfc

FOR RENT: Large three room duplex apartment, unfurnished. 207A Bennett. Phone 618-J. B-5-12-12-tfc

Have 1,600 acre, 100 cultivated, 1,000 acres meadow. Improved. Will carry 300 cows. Located in southwest Missouri. Will sell or trade for irrigated farm. Other good ranches in Colorado, New Mexico and South Dakota, to trade or sell. Irrigated 145 acres, 2 8" wells, improved. On paving, near Hereford. \$5,000.00 down, balance good terms. Nice 3 bedroom house, large den, 2 full baths, 2,200 feet of floor space. Double garage. Will sell or will trade for smaller house on equity. Have 2 - new 2 bedroom brick homes just being finished. Both East fronts. Single garages. Can sell one of these for \$2,000.00 down, balance good terms. Have 2 nice 3 bedroom, part brick houses with single garages. Nice locations. Each \$12,600.00 with terms. 2 bedroom house and bath, on paving. E street. \$4,500.00. Only \$500.00 down, balance \$40.00 per month. See us for good buys and trades on all kinds of Real Estate. J. M. Hamby Real Estate 1410 Park Avenue Phone 701 B-4-12-tfc

7. Dressmaking-Ironing SEWING, buttonholer, alterations, suits and dresses; also would consider ironing. Della Rhodes, 123 Norton St. B-7-15-39-4tp

8. HELP WANTED WANTED: Man or woman with car to work Hereford. No experience necessary. Apply Mrs. W. O. Pyeatt, Jim Hill Hotel. T-8-20-13-1p

WANTED: Janitor. Male, preferred. Apply in person, 907 Park Avenue, Dr. J. W. Barrett, DDS. B-8-15-14-tfc

10. NOTICE WANTED 150 New Customers on City Delivery! THE HEREFORD BRAND Call, R. W. Sparks Ph. 1771-W B-10-2-tfx

ENROLL YOUR pre-school child in Kindergarten. Mrs. J. R. Fowlkes, Harrison Highway. Ph. 1574-W. B-10-14-9-tfc

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"MILDU-MASTER" superior extra Mildew resistant treated irrigation dams as low as \$3.60. Davis - McCracken Implement. B-10-15-4-2c

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FOR RENT: 3 room furnished house. Couple only. Phone 586. B-5-10-40-tfc

FOR RENT: 3 room unfurnished apartment with bath. Bills paid. 211 B. Ninth. Call O. J. Beene, Friona 2161. B-5-19-40-3c

FOR RENT: Three room furnished apartment. Private bath. Bills paid. Adults preferred. Cap Oldham. 110 Lake Street. B-5-17-13-tfc

FOR RENT: Furnished garage apartment. Bills paid. Adults preferred. 203 Park Avenue. Phone 963-W. T-5-14-13-1p

FOR RENT: Small furnished apartment. Close in. For couple. Bills paid. No pets. Come see it. Carl Moutz, 106 West 7th. B-5-21-13-tfc

FOR RENT: Two bedroom home. 308 Knight Street. Call owner, Frio 4579. T-5-12-13-1k

ONE OF MY BEST Furnished apartments now available. F. H. Oberthier. Phone 226. B-5-13-13-2c

TWO ROOM MODERN HOUSE, furnished. Recently decorated. 343 West Second. Phone 746-J. B-5-12-13-1k

FOR RENT: Three room furnished apartment. Couple only. Call 556. B-5-10-39-tfc

BEDROOM, CLOSE IN. 509 Ross Phone 847-J. B-5-9-39-tfc

FOR RENT: Large three room duplex apartment, unfurnished. 207A Bennett. Phone 618-J. B-5-12-12-tfc

7. Dressmaking-Ironing SEWING, buttonholer, alterations, suits and dresses; also would consider ironing. Della Rhodes, 123 Norton St. B-7-15-39-4tp

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Hospital Notes

Patients in Hospital Margaret Phillips, H. F. Hultman, Mrs. W. A. Laster, Mrs. Terrell Elliott, O. G. Hill Sr., Mrs. Roy E. Battles, Candie Porsch, Mrs. Will Gentry, Mrs. Don Henslee, J. W. Thomas, Mrs. Robert Haveard, Mrs. Henry Cloyd, Nellie Jones, Mrs. G. A. F. Parker, Mrs. J. R. Daniel, Mrs. Harry Cayler, Charles Lovall, Floyd Stivers, Kenneth Artho, Lupe Martinez.

Patients Dismissed Mrs. Johnny Williamson, 3-28; E. T. Steele, 3-28; Eddie Robinson, 3-27; Mrs. Charles Moore, 3-27; J. D. Story, 3-27; Mrs. Carl Smyth, 3-29; Mrs. Thomas Duke, 3-29; Rebecca Ozuna, 3-30; H. C. Parvin, 3-30; Mrs. Charlie Noland, 3-30.

Births Sons to Mr. and Mrs. R. E. Battles, 3-30; Mr. and Mrs. John Williamson, 3-28; Mr. and Mrs. W. J. Stanford, 3-31. A daughter to Mr. and Mrs. Terrell Elliott, 3-27.

Dinner Compliments Treva Smith, John Heaton On Sunday

Treva Smith, daughter of Mr. and Mrs. O. G. Smith, 109 Broadway, and Jerry Heaton, grandson of the Smiths, were complimented Sunday with a dinner and card shower in the home of Mr. and Mrs. O. G. Smith.

HOME & FARM LOANS

See Us For The Best Service Available. John McLean Insurance Agency Phone 273 Box 267 127 W. 3rd St. Hereford, Texas For loans in Deaf Smith, Parker and North Part of Castro Counties. B-11-46-tfc

Quick - Efficient HOME LOANS

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RUBBER STAMPS fast service. Francis Printing Co. Ph. 1908. B-11-9-3-TFC

SAVE MONEY on lawn grass seed! Hereford Grain Corp. Phone 360. B-11-11-36-tfc

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. GILLENTE, Publisher
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Grain Co-Op Manager Attends Course At A&M

Curtis O. Roach, manager of the Hereford Grain Co-operative, attended a short course at Texas A&M College last week. Purpose of the short course was to give the managers a chance to compare notes on current problems and to hear latest developments in the field as a whole. The course was sponsored by the Texas A&M College System, the Houston Bank for Co-operatives, and the Texas Federation of Co-operatives. Roach left Hereford March 21 and returned Saturday.

Read The Classifieds

Regular Meeting Night 1st & 3rd Tues. Night of Each Month AMERICAN LEGION AND AUXILIARY

HEREFORD No. 849 AF & AM
MM
Thur. March 25
R. L. Thompson, Sec'y
W. A. Bill Phipps W. M.
Kiwanis Club Thurs. Noon Hotel Jim Hill
Lions Club meets each Wednesday, 12 noon Hotel Jim Hill



READ THE CLASSIFIEDS



FURR FOOD STORES

FRESH COUNTRY - Every Doz. Guaranteed

EGGS Doz. 37c

HUNT'S 14 OZ. BOTTLE

CATSUP 17c OLEO Lb. Pkg. 27c

GIGANTIC

49c Sale...



SAVE

Cereal WHEATIES 8 oz. Pkg. 17c	Corn Cereal KIX 7 oz. Pkg. 17c	Post Bran Flakes 15 oz. Pkg. 25c	Walco Blackberries No. 2 Can 27c	Town Talk Tomatoes 2 No. 303 Cans 25c
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Woodbury's
FACIAL SOAP
4 facial Bars **26c**

Soap
WOODBURY
4 Bath Bars **39c**

ARMOUR SUDS
Large Box **31c**

Armour's
DIAL SOAP
2 Regular Bars **27c**

Armour's
DIAL SOAP
2 Bath Bars **37c**

MARSH SEEDLESS
GRAPEFRUIT 6 for 35c

California
TANGERINES lb. **15c**

California Calvos
AVOCADOS 2 for **27c**

Firm Red Ripe
TOMATOES lb. **15c**

Premium U. S. No. 1
RED POTATOES 10 lbs. **25c**

Tender Crisp
CELERY Stalk **10c**

Stillwell's Cut No. 303 cans
GREEN BEANS 2 for 25c

Northern 650 Sheet Rolls
TOILET TISSUE 3 for 25c

Food Club 46 oz. can **27c**
Grapefruit Juice

Del Monte 46 oz. can **29c**
Tomato Juice

Whole Kernal Kountry Kist 12 oz. Can **29c**
CORN

Stokley's No. 303 Can **10c**
PUMPKIN

Russell 14 1/2 oz. Mug **35c**
GRAPE JELLY

Hunts 12 oz jar **29c**
Cucumber Chips

Homefolk - Fresh Blackeye
PEAS
2 No. 300 Cans **25c**

Jello - All Flavors
Instant Pudding
3 Pkgs. **29c**

Maxwell House
INSTANT COFFEE 2 oz. Jar **49c**

Hi-Dee-Ho-R. S. P. No. 303 cans
CHERRIES 2 for 49c

Supreme - Chocolate Coconut
Drop Cookies Lb. Pkg. **49c**

Alabama Girl Full
Sweet Pickles Qt. **49c**

Mrs. Ivey's - New Life for Your Furniture - 8 oz. Bottles
Furniture Polish **49c**

Baker's
Cocoa 1 Lb. Can **49c**

Tall Cans
Dog Food 5 for **49c**

DOG CLUB
Paper Napkins 2 80 Count Pkgs. **25c**



Maryland Club, All Grinds
Coffee Lb. **\$1 14**

Ralston
RY - KRISP
8 1/2 Oz. Pkg. **23c**

Borden's Farm Style All Colors Plastic Tumbler
Cottage Cheese
9 1/2 Oz. Tumbler **43c**

Betsy Ross, Pure Concord
GRAPE JUICE 24 Oz. Bottle **33c**

FROZEN FOODS	Furr's Hours Fresher Pastries
Food Club Ford Hook LIMA BEANS 10 oz. Pkg. 23c	Made From A Rich Yeast Dough - Glazed With Butter Scotch Fondant BUTTER SCOTCH DONUTS 2 Pkgs. 29c
Food Club SMALL PEAS 10 oz. Pkg. 19c	Made From A Rich Whole Egg Batter - Filled With Delicious Chocolate DEVILS FOOD CAKE 2 7 in. Layers 59c
Food Club CUT CORN 6 oz. Can 24c	
Food Club GRAPE JUICE	

Lipton's 1/4 lb. Pkg. **TEA** **35c**

Bama - 12 oz. Mug
Peanut Butter **39c**

SUGAR HONEY Graham Crackers Nabisco 1 Lb. Box 34c	EGG NOODLE GIBLET DINNER 16 oz. Can Swanson 24c	SWANSON BONNED CHICKEN 5 oz. Can 49c
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By the Food Editors of Better Living
Beans with Tomatoes and Onions
... and a sweet crusty top of brown sugar.
2 1-lb. cans baked beans, New England style
2 tbs. prepared mustard
2 medium tomatoes, sliced
1 medium onion, sliced thin
3 tbs. brown sugar
Mix beans and mustard in a shallow 8" round casserole. Top with alternate slices of tomatoes and onion; sprinkle with sugar. Bake in moderate oven, 350°F., 30 min., until beans are hot. Makes 4 to 6 servings.

Cleanser BAB - O 2 tall Cans 23c	Chicken of the Sea - Green Label Blue Label TUNA Can 38c	HI-LEX BLEACH Qt. Bottle 17c 1/2 Gal. Bottle 33c Gal. Bottle 49c	WAXED PAPER Waxtex 125 Ft. Roll 29c	Macaroni Cut or Long SKINNERS 2 7 oz. Boxes 25c	Spaghetti Cut or Long SKINNERS 2 7 oz. Boxes 25c	Nabisco CRACKERS 2 lb. Box 49c	Lipton's TEA 1/2 Lb. Pkg. 69c
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H. D. Chatter

By Argen Draper

Jean Marshall asked for Altitude Cake recipes after visiting with the Virgil Dodsons. Jessie Mae Dodson has been a good demonstrator in that she has helped a good many friends and neighbors in getting Altitude Recipes. The last time I was at Jessie Mae's at Club, she had three kinds of cakes and three kinds of fillings and icings. She uses the "High Altitude" recipes that have been recommended for this altitude.

When the Bippus Club met with Mrs. Elmo Hall last Wednesday, Mrs. Clint Homfeld brought the "3-Egg Wonder Cake." This was a cake of fine texture and had an excellent flavor. Mrs. Homfeld had put a plain icing on this cake.

As most farm flocks are in high production, I hope that you folks are freezing some of the eggs for your fruit cakes this fall. Freeze the eggs with the right number in the package for your favorite fruit cake recipe. Remember to add one tablespoon white corn syrup to the eggs to keep the yolks from getting hard. Frozen eggs can be used for a good many things other than fruit cakes.

The pie demonstration at the REA Kitchen Wednesday was very well attended and the women said the pies were good. Martha Heard did a good job in making plain pastry. Those of us who have watched Martha in 4-H Club for the last 5 or 6 years are just as proud of her as we can be. I wish that Mrs. Ira Off had been at the demonstration Saturday so she could have complimented herself on the good job she has done as Leader of the Happy Homes Club.

Note to Club Members Be sure to save the pie filling recipes from this issue of The Brand. You will not be given these recipes at Club. However, you will be given pastry recipes for One-Crust pie; Score Card for pies; and Master Mix for Pastry, which makes eleven cups of mix.

The filling recipes Mrs. H. S. Fuller, Mrs. O. C. Williams, and Mrs. Phillip Miller have given the club women to use in the demonstration in April are very good. Mrs. Fuller brought a lemon cream pie and the women judged it perfect.

You know that pies freeze well, particularly the fruit pies. They can be frozen baked or unbaked. Mrs. Fuller says the cream pies freeze well if they do not have meringue. She suggested freezing them without meringue and adding the meringue later or putting whipped cream on the pie before freezing it.

Don't forget to send your market orders to Mrs. Childers. Send them today to the office or to Box 533. The material for the Civil Defense Program has been mailed (Continued on Page 2)

Girls Still Study Keeping Of Record Books

Loyce Avant gave a demonstration on how to keep a record book at a meeting of the Happy Homes 4-H Club Thursday in the home of Pat Dawson.

Martha Heard, president, called the meeting to order, Kay Owens led a song. Roll call was by Pat Dawson.

Refreshments were served to the following: Pat Dawson, Martha Heard, June and Kay Owens, Glenna Gandy, Sue Springer, Carolyn Williams, Martha Logan, Beatrice and Cecilia Wilhelm and their leader, Mrs. Ott, and Miss Avant.

The next meeting will be in the home of Martha Heard on April 8.

Caprock
The Caprock 4-H Club met in Adrian School March 17, with Kathleen Kromer as hostess.

Regina Edwards, vice president, presided at the meeting in the absence of the president. After a short business meeting Rebba Pinnell gave a demonstration of cornbread made from Master Mix. The bread was also served by the girls.

Members attending were: Phyllis Peters, Etta Ray Blalock, Janie Taylor, Regina Edwards, Glenda Homfeld, Kathleen Kromer, Rebba Pinnell, Wanda Pinnell, and the leader Mrs. C. F. Homfeld. Mrs. Floyd Blalock and Mrs. Marion Ferguson were also present.

Workers 4-H
Loyce Avant gave a demonstration on keeping record books at a meeting of the Workers 4-H Club, which met in the home of Sharon Brinkman March 23.

Paula Corbett, president, called the meeting to order, Sharon Brinkman led the song and Shirley Pierce called the roll and read the minutes.

Next meeting will be held at the home of Dora Fern Goldston Tuesday, April 13.

Those present were: Sharon Brinkman, Paula Corbett, Dora Goldston, Shirley Pierce, Phyllis Sumner, Evelyn, Marie and Stella Hunter and Loyce Avant.

Choral Club Meeting Held At G. E. Mullins'

Thirteen members of the H. D. Choral Club met in the home of Mrs. G. E. Mullins Monday afternoon at 2 o'clock.

After a short business session the group was directed in singing by Mrs. Mullins. Miss Augustine Gregory accompanied at the piano in the absence of Mrs. Cecil Massey.

Members attending were: Mrs. T. J. Parsons, Mrs. Joe Landers, Mrs. Taft McGee, Mrs. R. C. Childers, Mrs. Roy Lee Wilson, Mrs. John Draper, Mrs. Paul Hoff, Mrs. S. S. Williams, Mrs. Franklin Miller, Miss Gregory and Mrs. Mullins.



MRS. PHILLIP MILLER of the Westway Home Demonstration Club, left, is serving apple pie made from a recipe in which either fresh or canned apples may be used with results that are equally satisfactory. The unusual feature of this pie is the sauce that is easy to prepare and adds a spicy goodness that is popular with everyone who tastes it.



In the center, Mrs. H. S. Fuller of the Dawn HD Club tops a chocolate cream pie with a fill of whipped cream before it goes into the freezer for a hasty dessert later when there isn't time for a meringue or a freshly baked pie. On the right,



Mrs. O. C. Williams of the North Hereford Club also shows that pecan pies may be frozen if they can be hidden long enough to get them into cold storage before a bunch of hungry individuals arrange for storage otherwise. (Staff Photo)

Plain Pastry Demonstrations Planned For April Meetings

Food Demonstrators for the Home Demonstration Clubs in Deaf Smith County and three visitors from the Vega Club were given a demonstration on plain pastry by Martha Heard at the REA Kitchen last Saturday.

Martha, who is a member of Happy Homes 4-H Club, put an apple pie into the pastry, using Mrs. Phillip Miller's recipe. Mrs. Miller is a member of the Westway Club.

Argen H. Draper, County Home Demonstration Agent, demonstrated cream pie fillings for the group, and a lemon cream pie brought by Mrs. H. S. Fuller of Dawn was scored by the women.

They also scored cherry, pecan and apple pies. Through the month of April, clubs will be given demonstrations on plain pastry by the demonstrators. They will assemble a pie from previously prepared crust and filling and will top the pie with a meringue.

Those attending last Saturday were: Mesdames Elmer Reinart, C. P. Norton, C. F. Rickels, Leroy Williamson, Ida Mae Vaughn, N. A. Brown, Floyd Brown, Ira Scott, A. Drager, Paul Hoff, and Lester English. Miss Evelyn Bell and the demonstrators, Mrs. Draper and Martha Heard.

Recipes to be used by club members are:

PLAIN PASTRY

1 1/2 cup flour
1/2 teaspoon salt
1/2 cup shortening
4 to 5 tablespoons cold water
Sift flour and salt. Cut in shortening with a blending fork until the pieces are the size of small peas. Add cold water slowly, toss-

ing with fork until all the flour-coated bits of fat are barely dampened. Stop!

Press together lightly to form a ball. Chill for easier handling. Roll pastry 1-8 inch thick, rolling lightly from center to outer edges. Avoid running rolling pin off into the board as it spoils edge of pastry. Transfer to pie pan. Lay it loosely on and push out air between pastry and pan. Stick with fork if the crust is to be baked without a filling. Bake at 475 degrees for 8 minutes.

APPLE PIE

Mrs. Phillip Miller
1/2 cup sugar
1/4 cup brown sugar
Pinch salt
1 teaspoon cinnamon
1/2 teaspoon nutmeg
2 tablespoons flour
Mix dry ingredients. Add to 4 or 6 apples cut for pie or 2 cups stewed apples. Let stand 20 minutes. Put into unbaked crust. Dot with 2 tablespoons butter. Bake at 450 degrees for 10 minutes. Then 350 for 30 or 40 minutes.

SAUCE

1/2 cup brown sugar
2 tablespoons butter
1/4 cup light corn syrup
1 1/2 teaspoons cinnamon
Combine in sauce pan and stir over low heat. Boil. Spoon over baked pie just before serving.

LEMON CREAM PIE

By Mrs. H. S. Fuller

1 1/2 cups sugar
6 tablespoons flour
3 egg yolks
1 1/2 cups milk
Juice and rind of 2 lemons
1/2 teaspoon salt
Add all ingredients in stewer. Beat well. Cook over flame until thick, stirring constantly. Cool; put in baked pie shell and cover with meringue. This is a good basic pie recipe. Two tablespoons cocoa, or 1 cup pineapple or 1 cup coconut may be substituted for the lemon.

MERINGUE

3 egg whites
6 tablespoons sugar
1/2 teaspoon salt
1/2 teaspoon vanilla
1/2 teaspoon cream of tartar
Have egg whites at room temperature. Add salt and cream of tartar to egg whites. Beat to fine foam. Start adding sugar a little at a time, beating well after each addition. Continue beating until stiff peaks are formed. The meringue should form pointed peaks so it will stand upright but not curl over.

Pile lightly on nine-inch pie. Place mounds of meringue around edge of filling. To help prevent shrinking, spread so it touches inner edge of crust all around. Heap rest in center; push out to border. With spoon pull up points of meringue to make top attractive. Bake

4 1/2 minutes in 425 degree oven.

PECAN PIE

By Mrs. O. C. Williams

2 eggs
1/2 cup sugar
2 tablespoons flour
2 tablespoons butter
1 cup white corn syrup
1 teaspoon vanilla
Pinch salt
1/2 cup chopped pecans
Beat eggs and beat in flour and sugar which have been mixed together. Stir in rest of ingredients, pour into unbaked pie crust and bake at 325 degrees until set in center.

Personals

Pvt. Terry L. Day, U. S. Army, son of Mr. and Mrs. S. H. Day, recently arrived in Germany for duty with the 7th Anti-Aircraft Artillery Battalion at Mannheim. Day entered the Army in September 1953 and completed basic training at Fort Bliss before his assignment in Europe.

Raymond Webb, son of Mr. and Mrs. Marion Causey, 424 West First Street, was home over the weekend from Amarillo Air Force Base, where he is stationed. Webb recently completed basic training at Lackland Air Force Base.

Studies Of Grass Holding Women's Interest Now

Lawns and grasses, a subject which comes up each spring about the time the dandelions bloom, has been the chief topic for home demonstration club programs lately in the county.

The discussion of six varieties of grasses which are best suited for this section of the county have also been discussed.

Midway

The Midway Home Demonstration Club met in the home of Mrs. C. G. Richardson on March 25.

Mrs. Richardson gave a demonstration on how to make pastry. Refreshments were served to: Mesdames Fred Paschel, Anthony Paschel, Joe Brorman, Quinton Conn, Marion Kinsey, Sam Henderson, Marion Ferguson, Henry Kinsey and Johnnie Dozier.

The next meeting will be with Mrs. Joseph Brorman on April 8.

Bippus

Argen H. Draper, H. D. Agent, showed different kinds of grasses suitable for lawns to members of the Bippus H. D. Club who met with Mrs. Elmo Hall on March 24. Mrs. C. F. Homfeld was co-hostess.

Mrs. Draper pointed out good and bad characteristics of each type of grass she had on display and told how to fill in bare spots on a lawn.

Mrs. C. F. Rickels was nominated as the Club Woman of the Year for her club.

Members also voted to have a part on the program for H. D. Fun Night on April 23.

Members present were: Mrs. J. G. Fortenberry, Mrs. N. E. Tyler, Mrs. G. V. Hall, Mrs. C. F. Rick-

els, Miss Christine Fortenberry and Mrs. Hall.

The next meeting will be in the home of Mrs. J. G. Fortenberry April 14.

Messenger

Mrs. Bruce Coleman was hostess to the Messenger H. D. Club on March 26.

Argen Draper gave a demonstration using six different grasses that are suitable for lawns in this area.

At the business meeting plans were made for a luncheon to entertain Cultural Club on April 23.

On May 7 Messenger Club assisted by Farm and Ranch Club and Walcott P-TA, will sponsor a pie supper.

Plans were discussed for the club's scrap book. Mrs. N. A. Brown was the nominee for the Woman of the Year.

Mrs. Bill Case, Mrs. W. D. Howard and Mrs. Bob Howard were welcomed as new members. Mrs. Josie Busby was a visitor.

Five members were present.

Westway

Members of the Westway H. D. Club met on March 24 with Mrs. R. L. Wilson. Mrs. Phillip Miller gave a talk on being a good listener. Mrs. Joe Wagoner pointed out things the homemaker should know about food poisoning.

Mrs. Helen Parsons was chosen as the club's nominee for Woman of the Year.

The club was glad to have Mrs. Joe Landers who has been ill for some time, back and also Mrs. Dick Connally and Mrs. Gariand Cox as new members.

(Continued on Page 2)

Meet Your Neighbors

Visiting With ROBERTA CAMPBELL Phone 1804-W-1
The Hereford Brand
Hereford, Texas, Thursday, April 1, 1954 SECTION TWO

Number One in Power..!

FIRST NEW DRIVING THRILL IN 30 YEARS! And no car can match it. It's NUMBER ONE in power with 235 H.P. It's NUMBER ONE with the smoothest, most automatic no-clutch transmission, PowerFlite! It's NUMBER ONE with Full-Time Power Steering and Power Brakes. It's NUMBER ONE in true car beauty. And you become NUMBER ONE the moment you take the wheel. Come discover why "anything less is yesterday's car!"

THE POWER AND LOOK OF LEADERSHIP ARE YOURS IN A CHRYSLER



Come drive
Chrysler 235 H.P.

1954 NASCAR AND STEVENS TROPHY WINNER!

McCullough Motor Co.

W. Highway 60

Phone 17

Imported English Shoes of famous Angliss Scotch Grain Leathers



ALL FULLY LEATHER LINED, STURDY LEATHER SOLES

Here are fine English shoes in no ordinary leather, but of Superb Angliss Scotch Grain. Angliss tanning is a traditional craftsmanship that cannot be imitated. Originating in Britain centuries ago and handed down from generation to generation. Only the specially crystal-clear water in those areas are suitable for the Angliss tanning process. . . . These shoes are made with outstanding English skill, are fully leather lined, have sturdy leather soles and rubber heels. They are the most comfortable shoes available and actually do not require any breaking in. And the price is little short of amazing. Brown only.

SALE

7.99

Usually Would Be \$12.75

Anthony's

Studies.....

(Continued from Page 1)
Others attending were Mesdames Jimmy Thomas, Bess Werner, Floyd Walton, A. Drager, Bernie Northcutt, P. B. Sowell, Philip Miller, Joe Wagner, Charles Owen, Joe Landers, G. C. Merritt, Johnie Townsend, Paul Rudd, George Turrentine and C. A. Saulcy.

West Hereford
The West Hereford H. D. Club met March 23 in the home of Mrs. E. M. Cox with thirteen members present.

Argen Draper, CHDA, passed out several kinds of grasses to be identified by club members and gave a program on the adaptability of each for a lawn.

Those present were: Mesdames Vern Witherspoon, Bessie Johnson, Ida Mae Vaughn, Edna Bowe, Carlos Vaughn, Roy Boyd, P. H. Luck, John Jacobsen Sr., N. B. Hood, Ulys Pierce, Miss Evelyn Bell, Mrs. Draper and the hostess, Mrs. Cox.

The next meeting will be with Mrs. Ida Mae Vaughn on April 13.

Cultural
The Cultural H. D. Club met at the home of Mrs. R. E. Hargis March 25. Argen Draper gave the demonstration on planning a lawn. She emphasized the smooth unbroken lawn about the house and adjacent areas. Fences give the effect of more spaciousness.

Members present were Mes-



ARMLOADS OF SHOES and clothing mingled with school books Thursday as pupils of Shirley School brought their contributions for needy children to school in a Save-the-Children "Bundle Week." The clothing collected will be used to aid children and families in Korea, six war-depleted countries of Europe, in Lebanon, and in disadvantaged rural areas of the

United States, including the Navajo Indian Reservations. Seven large bags of clothing had been brought in Wednesday, according to Principal O. D. Lowry, and he thought that they had enough to fill approximately 10 more bags Thursday. (Staff Photo)

dames W. E. Holcomb, Grady Parsons, R. E. Childers, Earl DeHart, Edgar Telehik, Pat Robinson, J. T. Richardson, Art Lewis, Leona Packard, Fred Wolfington, Paul Corbett, A. C. Hershey, C. S. Barclay, Ira Scott and the hostess. Visitors were Mrs. V. J. Walker and Mrs. George Hilliard. The next meeting will be with Art Lewis.

Since the end of World War II the number of U.S. federal, civilian jobholders has declined about a million.

The table on which Abraham Lincoln signed the Emancipation Proclamation is in the Connecticut State Library at Hartford.

If a prospective mother has German measles in early pregnancy, the child is likely to have defective hearing.

Courthouse Records

Deeds of Trust
Mary Funk to Roberta Wilson, the E 1/2 of the SE 1/4 of Section 87, Block M-7.

R. J. Engler, et ux, to Hereford Texas Federal Credit Union, a portion of Block 44 of Evans Addition.

Harold W. Livesay, et ux, to The First Federal Savings and Loan Association of Clovis, N. M., a part of Lot 8, Block 7 of the Womble Addition.

Warranty Deeds
Orrin L. Sharp, et ux, to the Veterans Land Board, the W 50

acres of the N 1/2 of Section 39, Block -; the E 50 acres of the W 100 acres of the S 200 acres of the N 1/2 of Section 39 in Block K-8; the W 50 acres of the E 100 acres of the S 200 acres of the N 1/2 of Section 39, Block K-8; the E 50 acres of the S 200 acres of the N 1/2 of Section 39, Block K-8.

G. K. Horton, et ux, to the Veteran's Land Board, the E 110 acres of the W 210 acres of the N 1/2 of Survey 34, Township 5 N, Range 2 E; the W 105 acres of the S 1/2 of Survey 34, Township 5 N, Range 2 E; the E 110 acres of the W 215 acres of the S 1/2 of Survey 34, Township 5 N, Range 2 E; the E 110 acres of the N 1/2 of Survey 34, Township 5N, Range 2 E; the E 105 acres of the S 1/2 of Survey 34, Township 5 N, Range 2 E; the W 100 acres of the N 1/2 of Survey 34, Township 5N, Range 2 E.

James E. Gallagher, et ux, to J. M. Hamby and C. D. Hardesty, the W 50 feet of Lot 17, Block 7, Womble Addition.

Wayne Wallace, et ux, to J. D. Poarch, all of Lot 12 of the France Subdivision of the E 1/2 of Block 23 of Evans Addition.

From 1946 through 1950 about 750,000 people emigrated from Great Britain, about 17 per cent of whom went to the United States.

H D Chatter...

(Continued from Page 1)
from the office. This material has been sent to the club members who are on the program or to the Program Chairman.

Council meets April 5 at 2:30 o'clock. We probably will have a guest from College Station at the meeting. Mrs. Eloise Johnson, specialist in Family Life Education, will visit in the County on April 5.

Legal Notice

TO WHOM IT MAY CONCERN:
Notice is hereby given that Wayne Wallace and Doryal L. Young, partners, doing business under the firm name of Wallace Buick Company, intend to incorporate such firm without a change of the firm name after the expiration of thirty days from this date, the 22nd day of March, 1954.

WALLACE BUICK COMPANY
By: Wayne Wallace
Doryal L. Young, partners



MR. FARMER!

Let Us Convert

Your Tractor From

GASOLINE

To

BUTANE

With

ENSIGN CARBUERATION EQUIPMENT

Have your engines converted to the more economical Butane and save . . . but do it NOW before the Spring rush season starts.

We Feature

SPEEDY 2-WAY RADIO SERVICE

BLANTON BUTANE, INC.

Hereford

Friena

Dimmitt

The Real McCoy's
By John and George



MAW SEZ DONT BE A-DRIVIN' AROUND TIL YER INSURED WITH—

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

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

Close-out Sale!

We're Going Out of Business - Here's Your Chance to

BUY WHOLESALE OR BELOW!

CHILDREN'S WEAR

INFANT TO

6 YEARS OF AGE

Also Included Will Be OUR ENTIRE STOCK OF

MATERIALS

ENTIRE STOCK MUST BE SOLD!

We're going out of business and our entire stock of Children's Wear as well as the stock of materials on hand **MUST BE SOLD. OUR DOORS WILL BE OPEN UNTIL EVERY LAST PIECE OF MERCHANDISE IS GONE!**

Here's your chance to save money. Buy your children's clothing at **WHOLESALE AND BELOW WHOLESALE PRICES.**

COME IN TODAY!

WOMBLE-CAMPBELL MANUFACTURING CO.

2nd Floor - Corner 2nd and Main Street

Price-It-Yourself

Stop in and look it over . . . drop the price you think it is worth in our sealed box . . . your figure may take it home.

- 8 1/2 Cu. Ft. Refrigerator
- 4 Drag Box Planters
- Campbell Tractor Cab
- 8 Ft. Tandem Disk

USED EQUIPMENT BARGAINS
All recon-ditioned, guaranteed, and ready to roll. Stop in and pick out what you need at these clearance sale prices.

- FARMALL H \$649.95
- 10 Ft. TANDEM DISK . . . \$286.79
- 1951 FORD PICKUP . . . \$594.80
- 16 Ft. IH FREEZER . . . \$264.95

THIS WEEK ONLY

\$25.00
TRADE-IN ALLOWANCE ON ANY OLD APPLIANCE FOR A NEW . . .

REFRIGERATOR or FREEZER

Bring in your old-fashioned flat iron . . . hand powered washing machine . . . wooden ice box . . . anything. Regardless of age or condition, it's worth \$25 on the purchase of any International Harvester Refrigerator or Freezer you choose. But hurry, this liberal offer lasts until April 15, 1954.

SAVE AT OUR BUCK BAR

New bargains every day at the same bargain price of just one dollar. Stop and shop today.

\$1.00
\$1.00

\$1.00
\$1.00

HEREFORD IMPLEMENT CO.

Come in Today!

CONGRESSMAN WALTER ROGERS SAYS

Representatives Of Drouth Area Ask Help In Preventing Dust Bowl

Representatives from Southeastern Colorado, New Mexico, Kansas, Oklahoma, and the Texas Panhandle have been in Washington recently urging some immediate action to prevent a recurrence of the dust bowl days of the 1930's. Co-operation and co-ordination between the state and federal governments and the respective landowners will be essential to an early and effective blocking of a recurrence of that plight.

People who have never suffered through one of these plagues of mankind, can not remotely appreciate what it does to the land and to the men on the land. As one spokesman put it, "It eats at the very souls of men." Another describes it as completely closing you in and leaving you with a feeling of utter despair. He said that it creates an inner nervous tension that stays with you for days, to be renewed by another duster just as you feel that you have about shaken it off.

A No 1 Problem

The blowing of the land in the great Southwest is one of the No. 1 problems of this nation today. Unless it is attacked immediately it will spread like a cancerous growth and eventually cost untold millions in damage to be repaired, to say nothing of the loss of productivity of the land it affects.

Aldon Bell of Perryton was in the office the other day and told me that this dust was settling on the grass in our section and that many ranchers were having trouble getting their cattle to eat the grass. Most of the blowing seems to be in Southeastern Colorado at the present time, and we hope that it does not spread further.

Several of us met with the representatives from that section and representatives from the several departments having jurisdiction of this type of problem. Some headway has been made, and it appears that some immediate action will be taken to cope with the problem in Southeastern Colorado. Although it will cost several million dollars to carry out an effective program, this cost could multiply many times if this blowing is allowed to continue.

THE NEW HOUSING BILL.

The Housing Bill is scheduled to be before the House just about the time many of you will be reading this letter. This bill is not much different from the housing bills that we have had in the past. That is, the basic policies are not substantially changed. Speaking of housing, a rather amusing situation has developed. It will be remembered that during the latter part of the Truman administration, Mr. Truman requested 125,000 public housing units to be authorized. The Bureau of the Budget cut this down to 75,000, and the committee in Congress cut it to 35,000. The bill then came before the entire House of Representatives for a vote, and the 35,000 was cut down to 5,000. The present Administration is asking for 140,000, which is 15,000 more than Truman asked for.

The fate of this request, when it is presented to the Congress, is going to be most amusing, because many of those who are presently supporting the 140,000 public housing unit request were the very ones who called 125,000 units socialism at its worst. Chances are the authorization will be about 20,000. I can't, for the life of me, see how the socialistic features of such a program can be erased by adding 15,000 more public housing units. Perhaps I just don't understand higher mathematics. I was one of those who worked and voted to cut down the public housing authorizations in the Truman administration, because I did not believe that they were to the best interest of the country.

The many socialistic features of such a program, coupled with the fact that they are most costly to the taxpayers, just don't add up to me to be good government, whether it is under a Truman admin-

istration or an Eisenhower administration. I find it most difficult to understand why public housing is socialistic in 1952 and free enterprise in 1953 and '54. The truth about it is that it is "politics," pure and unvarnished, in all three years.

MISCELLANEOUS

The day of the Puerto Rican shooting two of my good friends got stuck in the cloakroom door trying to dodge the bullets. They were Martin Dies, of Texas, and Frank Boykin, of Alabama. Both weigh well over two hundred pounds. After the smoke had all died down, Martin Dies was heard to comment that the security most needed for the House of Representatives was "more doors."

One newspaperman quoted Frank Boykin as saying he was going after his gun. The newspaperman asked him where his gun was, and Frank replied it was in Alabama.

One Member commented the other day that the price of coffee is getting so high that he just can't afford shoes for his children.

I was having dinner with a visitor from the Panhandle a few weeks ago in a local hotel. He looked at the menu and saw Sirloin Steak — \$4.50. He remarked, "That sure didn't come off of any animal I sold."

VISITORS

Visitors in Washington this week included: Mr. and Mrs. J. Frank Triplett, Mr. and Mrs. W. W. Bridges, Glenn Sullivan, H. A. Berry and Jay Taylor, of Amarillo; Mr. and Mrs. J. W. Miller and Mr. and Mrs. M. D. LaVelle, of Tullia; Floyd Elliott, of Dalhart; J. J. Berg, Panhandle; Aldon B. Bell and Audie Conley, Perryton; Mr. and Mrs. Truman Miller, Wildorado; Horace Smith, Miami; and W. D. Eberling, Laketon.

Daniel News

By Mrs. W. R. Moore

Farmers in this community are very busy irrigating wheat and row crop land, fixing new fences and doing some other building.

Miss Verna Kay McBroom and Dick Axe were on the sick list this past week. Dick was able to go back to work Monday morning.

Mrs. Zelma Axe had a slight accident Thursday when she started to light the hot water tank. She received minor burns on her face and left arm.

Margaret Griffin visited in the home of Verna Kay McBroom Sunday.

Visitors in the W. R. Moore home Sunday were Mrs. M. G. Ballow, Mrs. G. L. Pattie and Mrs. Minnie Gant of Amarillo.

Miss Barbara Brummitt is staying in the home of Mrs. J. F. Matthews.

Mr. and Mrs. Ted Richardson and children of north of Hereford visited in the W. R. Moore home Sunday night.

Services On TV

The Palo Duro Church group went to Amarillo Sunday and had services on TV and radio.

Mrs. C. L. McBroom and Mrs. Zelma Axe made a business trip to Canyon Saturday.

Mrs. J. F. Matthews, Mrs. T. E. Price and Mrs. Buck McGahey visited in the home of Mrs. Jack Williams of Hub Thursday. Mrs. Williams is a daughter of Mrs. McGahey. Mrs. Williams was also honored with a pink and blue shower.

Mr. and Mrs. Charlie Cogdell made a business trip to Hereford Saturday.

Visitors in the C. W. Cogdell home Sunday were Mr. and Mrs. Bill Hudson of Hereford and Mr. and Mrs. Walter Lee Ballard and little daughter of Vega.

Mr. and Mrs. T. J. Carter visited in the Ralph Johnson home in Amarillo Sunday evening.

Mr. and Mrs. W. R. Moore visited in the H. L. Pattie home in Amarillo Friday night.

Mr. and Mrs. O. K. Higgins have returned to their home in this community from Del Rio where they spent the winter months. Friends welcome them back home.

Hugh B. Bookout, local representative of the State Farm Insurance Companies, will be among those who will attend the State Farm Leaders Club Convention at St. Petersburg, Fla., April 5, 6 and 7. Bookout was one of about a thousand State Farm agents who qualified for the State Farm Leaders Club award in 1953. This award is based on the outstanding performance in the sale of all State Farm insurance lines.

Dawn News

By Bertha Frye

Word has been received of the death of W. D. Jernigan at Wichita Falls late Sunday night. Funeral services were Tuesday at the First Baptist Church at Trenton. The Jernigans were former residents of this community.

Visitors Sunday in the H. V. McCabe home were Mr. and Mrs. Floyd Walton of the Westway community, Mr. and Mrs. Bill Carthel and sons of the Easter Community and Mrs. H. H. Miller and children.

Mrs. R. L. McAnnally and Mrs.

Baker Womble were in Plainview one day last week.

Burton Gisen, who has been attending a welding school at Houston, visited his sister and family, the H. H. Millers, last Saturday. He was enroute to his home at Gruver.

Don't forget to vote in the school board election Saturday. There will be a ballot box at the Dawn School.

Mr. and Mrs. Lloyd Bentley were in Clovis, N. M., Sunday visiting her sister, Mrs. Rena Battenfield. The Dawn Home Demonstration Club met Friday afternoon in the home of Mrs. Zed Stewart.

Rev. and Mrs. Paul McClung and Kenneth were in Abilene last week where they attended a Sunday School convention.

Mr. and Mrs. W. H. Fogle spent the weekend in Portales, N. M., visiting her parents, Mr. and Mrs. M. W. Fields.

Former Peace Officer Is Ill In Arkansas

Mesdames Clarence Strange, Lee Renfro and Charles Callaway, and Buddy Curtsinger, manager of Boys Farm near Springlake, left Monday for Bentonville, Ark., to be with their father, Edd Curtsinger, who is seriously ill following a heart attack on Monday.

Curtsinger, a long time peace officer in Hereford, moved to Bentonville a year ago. He served here as deputy sheriff, constable and night watchman over a period of many years.

Dwayne Stewart of Artesia, N. M., spent the weekend at home.

Mr. and Mrs. Zed Stewart, Dwayne Stewart, Mr. and Mrs. Marion Russell and Mrs. Harold Robinson of Borger spent Sunday with the Boyd Stewarts at Pampa.

Yeager Returns From Oklahoma A&M Course

Al Yeager of the Foxworth-Galbraith Lumber Company returned Saturday night from the fourth annual farm and ranch builders short course at Oklahoma A&M. The course, which was attended by building material dealers and employees from Oklahoma, Texas, Kansas and Missouri, was sponsored by Oklahoma A&M and the Oklahoma Lumbermen's Association.

Construction methods on a "how-to-do-it" basis, for the farm and ranch, were featured during the course.

Annoyed by signs on many ancient Connecticut houses proclaiming "Washington slept here," one citizen posted a sign: "Washington Would Have Stopped Here If He Had Come This Way."

Drive **Chrysler 235 h.p.**

Anything less is yesterday's car!

Chrysler No. 1 in power

MCCULLOUGH MOTOR CO.

W. Highway 60 Phone 17

HIGHEST QUALITY LOWER PRICES

HUNTER'S FOOD STORE

219 Sampson St. Phone 143

APRIL 1, 2, 3 & 5

Free Delivery We Reserve Right to Limit Quantities

CONCHO EARLY JUNE PEAS

2 No. 303 Cans **25c**

White - Swan Cut **BEETS** No. 303 Can **13c**

AEROWAX Qt. **55c**

3 Min. **OATS** 20 oz. Pkg. **17c**

White - Swan **Grapefruit Juice** No. 2 Can **13c**

Gerbers - Strained **BABY FOOD** 3 cans **25c**

Wapco - Quality **SPINACH** No. 303 Can **13c**

WHITE - SWAN HIGHEST - QUALITY BLACK PEPPER

1 1/2 Oz. Can **19c**

COFFEE **WHITE SWAN** 2 oz. Jar **59c**

A Double Value INSTANT

MRS. TUCKER Shortening

3 Lb. Can **85c**

FRYERS 2 to 2 1/2 lb. avg. **49c**

Top - Hand - Sliced Layers **BACON** lb. **67c**

Longhorn **CHEESE** lb. **39c**

WAPCO WHOLE - MEDIUM POTATOES

No. 303 Can **10c**

APRICOT PRESERVES **TEX-MAID** 24 oz. Jar **33c**

Pure

WHITE - SWAN GOLDEN - CREAM STYLE CORN

No. 303 Can **17c**

California - Snow Top **Cauliflower** Head **29c**

Florida - Fancy - Strait Neck - Yellow **SQUASH** lb. **17c**

South Texas - Granex **ONIONS** lb. **5c**

Red McClure - U. S. No. 1's **POTATOES** 10 lb. For **25c**

WHITE - SWAN FANCY - HEAVY SYRUP HALVES APRICOTS

No. 303 Can **23c**

Gets Dingy Undies BRIGHT!

Safe for Nylon, Rayon, Silk and Wool

Only Hi-Lo Brightens as it Bleaches!

GH GAINES SUGAR AT ITS BEST!



MR. AND MRS. THOMAS E. BRADY are the owners of this Hereford home, which was completed in August of 1952. The house, which is located at 328 Avenue J., is painted green with a white trim. It has five rooms — a living room, two bedrooms, a dining room, kitchen, bath and garage. (Staff Photo)

Northwest Hereford News

By Mrs. R. C. Childers
Mrs. Pat Robinson and Mrs. Ira Scott left Monday to attend the garden club convention at Odessa. They are members of the Bud To Blossom Garden Club. They returned home late Tuesday.
Mrs. Ella Mae Childers and son Jimmy and her grandmother, Mrs. J. A. Poole, went to Stamford Thursday to visit Mrs. Poole's sister, Mrs. W. A. Plant. On Saturday they are going from Stamford to Abilene to visit Mrs. Poole's brother, A. H. Poole, who is in a hospital there suffering from a serious heart attack. They will return home Sunday.
Mrs. R. E. Hargis and Mrs. Edgar Telchik were business visitors in Amarillo Thursday.
Bonnie Lewis and Pat Childers went to Canyon with members of the speech class of the High School to participate in the contest plays.
Mr. and Mrs. Everett Cox of Plainview spent the weekend visiting her parents, Mr. and Mrs. T. B. Cox, of this vicinity.
Mrs. I. W. Scott of Canyon spent several days visiting in the home of her son, Ira Scott, and family last week.
Mr. and Mrs. Marvis Southward and son, Arvis visited Mrs. Clayton Taylor in Friona Thursday.
Mr. and Mrs. Marvis Southward visited her parents, Mr. and Mrs. H. E. Teer, Sunday in Lubbock. The Teers are completely redecorating their home due to fire damage which occurred March 1.
Larry Barelay, son of Mr. and Mrs. C. S. Barclay, spent Monday in the home of Craig Bainum, son of Mr. and Mrs. Delbert Bainum.

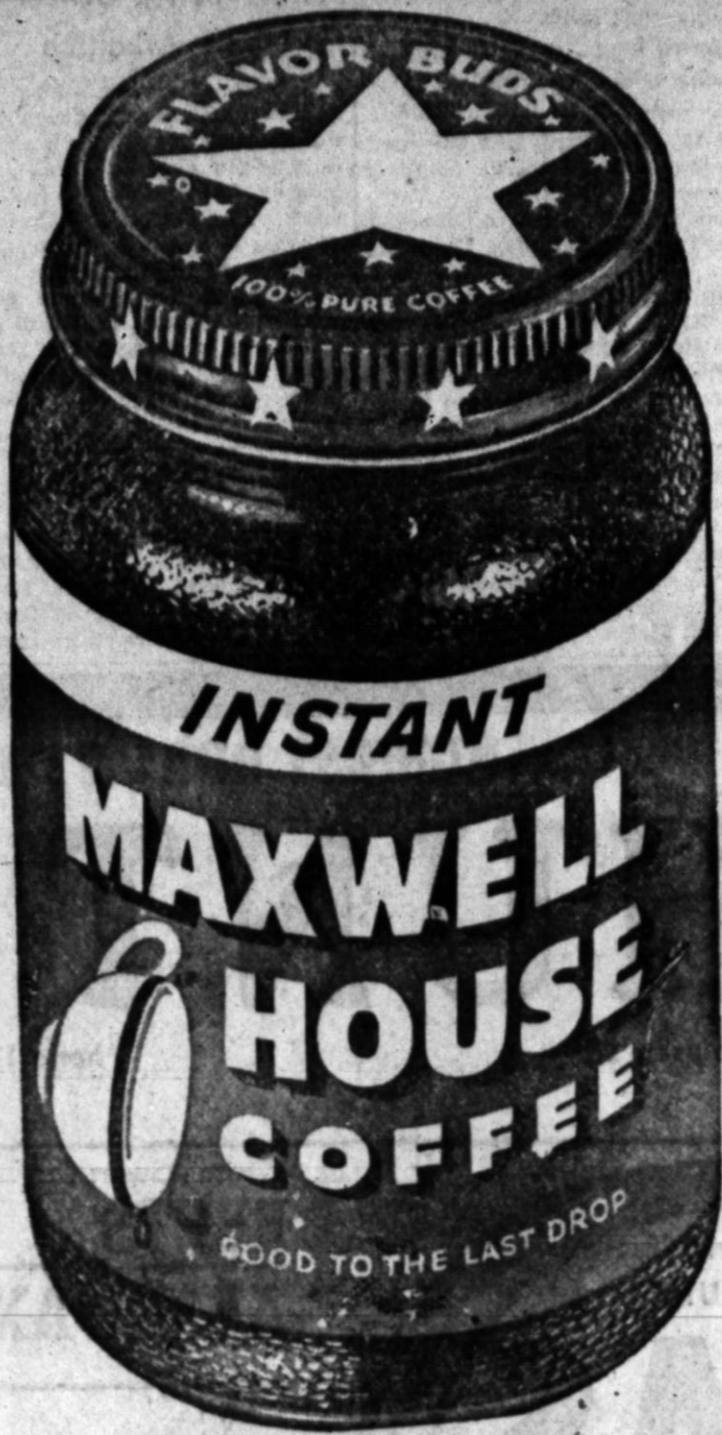
Seven Attend Concert Sunday In Amarillo

Several persons from Hereford were in Amarillo Sunday afternoon to attend a concert program featuring the Youth Contest winners from all over the Panhandle. The program was presented by the Amarillo Symphony Orchestra and the contest winners were high school students who had previously auditioned for a place in the orchestra.
Purris Williams, trumpet player, and Wayne Murphy of Dimmitt, vocalist, were among the performers.
Attending were Mesdames Jeff Gilbreath, Cliff Estes, Glenn Snyder, Miss Mattie Mae Swisher and Thornton Shirley.

Party Given By Cultural HD Club To Help With New Home

Members of the Cultural Home Demonstration Club surprised Mrs. Edgar Telchik with gifts when they were invited to a "42" party at the home last Friday night. The gifts consisted of things for the house and yard. Money was dropped in a little bank by members to buy an evergreen for the yard. The Telchiks have a new home on Avenue E.
Forty-one persons, including the children, enjoyed an evening of "42" and television. Pies and sandwiches brought by club members were served to the following: Mr. and Mrs. Grady Parsons and Joe Harold, Mr. and Mrs. J. T. Richardson, Mr. and Mrs. Earl DeHart and Kenneth, Mr. and Mrs. Ira

Scott, Jan, Betty and Kay, Mrs. I. W. Scott of Canyon, Mr. and Mrs. W. E. Holcomb, Mr. and Mrs. A. C. Hershey, Marvin and Patricia, Mr. and Mrs. R. E. Hargis, Jan and Linda.
Others were Mr. and Mrs. Pat Robinson, Dianne, Vance, Marcia, Teresa and Kathleen, Mr. and Mrs. Paul Corbett, Paula Beth, Ronald and James, Mr. and Mrs. V. J. Walker, Mr. and Mrs. R. C. Childers and Mr. and Mrs. Telchik and daughter, Mozelle.
A man can jump about 4 times his body length, a kangaroo about 5 times, a frog 12 times and a flea 200 times.



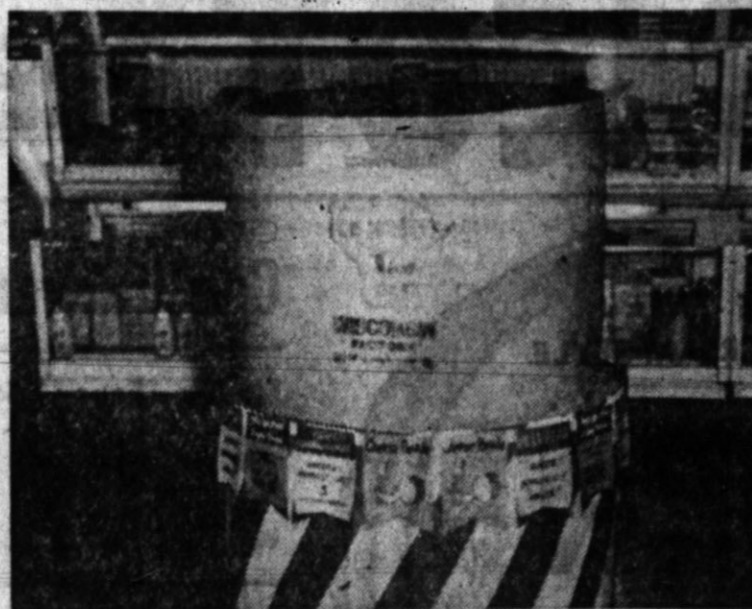
MAXWELL HOUSE
INSTANT COFFEE
2 oz. Jar 61c — 6 oz. Jar \$1.79



Kix TOASTED CORN PUFFS 2 For 33c
Cheerios 7 oz. 2 For 33c
10 1/2 oz. 2 For 45c
WHEATIES 8 oz. 2 For 33c
12 oz. 2 For 45c
Betty Crocker CEREAL TRAY Each 33c
Betty Crocker's New ANGEL FOOD CAKE MIX Pkg. 49c

BIG CHEESE!

Guess The Weight Of The Big Aged Cheddar Cheese On Display



FREE!

Complete Set Of Chinaware To The Person Guessing Nearest The Weight Of This GIANT CHEESE. Come In And Make Your Estimate Prize Is 8 Place Settings — And Extra Pieces — Winner Will Be Announced Next Week

SHURFINE - FAMOUS FOR QUALITY

ORANGE JUICE

SHURFINE - NO. 303 CANS

APPLE SAUCE

SHURFINE - SPICED JUST RIGHT Mexican Style Beans 3 No. 303 Cans 37c SHURFINE CUT BEETS

Gold Medal Flour

HUNT'S VAL VITA

Peaches 4 for \$1

HUNT'S BLUE LAKE

GREEN BEANS



LUSTRE CREME SHAMPOO

Giant \$2.00 Size \$1.49

COOPER'S LOW PRICE!

SCHILLING'S

BLACK PEPPER

Big 4 Oz. Economy Box

49c

SIoux BEE

HONEY CREME

12 Oz.

25c

CHASE AND SANBORN

INSTANT COFFEE

SPECIAL MONEY SAVING OFFER 2 oz. Jar

49c



SAVE GUNN BROS STAMPS FOR BEAUTIFUL GIFTS

CHOICE GRAIN-FED BEEF



Round Steak lb. 73c

CHOICE GRAIN-FED BEEF

SIRLOIN STEAK lb. 65c



T-BONE STEAK lb. 69c

RUMP ROAST lb. 55c

ALL MEAT - SLICED

BOLOGNA lb. 39c

HELP FOR YOUR CLEANING

Regular 69c **EASY-O**

SPIC AN SP

DUZ

TIDE

Dreft

IT'S FIX-UP, CLEAN-UP TIME!!



It's Time To **REPAIR** And **REMODEL** YOUR HOME **START TODAY**

Spring time is fix - up, and clean - up time . . . take a good look of your old homestead today . . . does the roof need repairing . . . need a new fence . . . need a new bath or kitchen? A short stop at Carl McCaslin Lumber Company will solve all your repairing and remodeling problems. See us today!

Use Our **BUDGET PAY PLAN** Nothing Down - Months To Pay

Carl McCaslin Lumber Co.

A Complete Building Service

1 Block East of the Courthouse Phone the Lumber Number 7

Cooper's **MAR** Fine Food

46 Oz. **29^c**
Cans

An Old **23^c**
Favorite

3 No. 303 **35^c**
Cans

25 Lb. **\$1.89**
Bag

NO. 2 **\$1**
Cans

YOUR **23^c**
To a **SPRING!**

Cello **23^c**
Pkg.

Bunch **21^c**

AND SWEET **9^c**
lb.

C BAG **21^c**
TS

SOAP **49^c**
Oven Cleaner

SPAN **23^c**
Reg. Box

IVORY **27^c**
2 Lge. Bars

SOAP **23^c**
4 Personal

IVORY **31^c**
SNOW Large Box

LAVA **29^c**
2 Large Bars

Shurfine

"SPRINGTIME IN PARIS" CONTEST OFFERS

10 FREE TRIPS TO Paris

PLUS **\$10,000** IN BEAUTIFUL SYLVANIA RADIO AND TELEVISION PRIZES

FIVE ONCE-IN-A-LIFETIME VACATIONS FOR TWO

VIA AIR FRANCE CONSTELLATION

Enjoy the never-to-be-forgotten thrill of Paris in the spring . . . see the sights of London and New York . . . win a once-in-a-lifetime vacation for two by entering the Shurfine "Springtime in Paris" Contest! Five wonderful all-expense-paid trips for two, plus more than \$10,000 in beautiful SYLVANIA radio and television sets are offered in this exciting 30-day contest. Be a winner! Enter today, and every day in April!

BE A *Shurfine* FAMILY

STOCK UP ON FAMOUS SHURFINE FOODS AND GET PLENTY OF WINNING IDEAS! You're a winner at every meal when you serve your family Shurfine brand foods. Every product is picked, processed and packed to give you the most consistent high-quality money can buy! Corn, catsup, peaches, peas, shortening, preserves and a host of other fine products . . . Shurfine stands for a whole family of fine foods!

7 MAGNIFICENT NEW 21" WENTWORTH TV CONSOLES BY SYLVANIA

5 HANDSOME 21" SYLVANIA "FREMONT" TV TABLE MODELS

30 SYLVANIA RADIO-CLOCKS the world's most useful radio

30 SYLVANIA CATALINA three-way portable radios

40 SYLVANIA DELUXE TABLE RADIOS




GET YOUR FREE ENTRY BLANK AT COOPER'S

FOLLOW THESE EASY CONTEST RULES

- Complete in 35 additional words or less "I like Shurfine Foods because . . ." Use entry blank on this page, or get free entry blank from any Shurfine dealer, or use plain paper. Print your own name and address clearly on entry blank and envelope. Print your Shurfine Grocer's name clearly on entry blank.
- Submit as many entries as you wish to SHURFINE PARIS CONTEST, P.O. BOX 80, RADIO CITY POST OFFICE, NEW YORK 19, N.Y. Each entry must be accompanied by a label from one Shurfine product. Entries with insufficient postage will not be accepted.
- Prizes consist of five (5) expense-paid trips for two, including airplane transportation from your home to New York (the point of departure for Europe) and back, as described in this advertisement.
- Entries will be judged by V.I.P. SERVICE, INC. on the basis of neatness, sincerity, originality and content of thought. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants, submitted in their own names. Winners who are minors must be accompanied by a parent or legally appointed guardian.
- All entries become the property of NATIONAL RETAILER-OWNED GROCERS, INC., and will not be returned. Contest subject to all federal, state and local regulations, and to clauses and conditions beyond our control.
- All entries must be postmarked on or before midnight, May 1, 1954. Any American citizen in the 48 United States and District of Columbia may enter the contest, except members and employees of NATIONAL RETAILER-OWNED GROCERS, INC., associated companies, its advertising agencies, and members of their immediate families.
- Winners will be notified by mail.

Better Chicken Feed Located

GONZALES — Processed poultry offal with fat and water removed, soon may be utilized by Texas broiler producers as a source of high content protein feed.

Feeding tests being conducted at the Texas Agricultural Experiment Station near Gonzales with processed offal added to the ration show promise as a stimulant in early stages of chick growth.

Success of the test will mean that the biggest waste product from the processing of broilers and turkeys can be utilized to furnish a locally produced supply of high analysis protein feed. Generally, about one pound of offal is removed from a three pound broiler during processing. The offal sells for approximately 50 cents per 100 pounds and this amount will make from 30-33 pounds of finished product. About 100,000 birds are marketed weekly in the Gonzales area, one of the state's major broiler producing areas.

Better Growth
"Increased growth of the young chicks receiving processed poultry offal in their ration appears to be higher than for chicks eating commercial rations with antibiotics added," Station Superintendent Arthur A. Camp explained.

Except for the addition of certain amounts of processed offal to the feed, the 12 groups of broilers being used in the test all receive the same care and ration. The offal is fed in the form of meal.

Comparative weights will be taken at six weeks and at marketing time . . . nine to ten weeks to check against weights made under other feeding plans. Additional tests will be made.

The cooked and pressed offal with some of the fat and about 90 percent of the water removed, contains approximately 63 percent protein, and amino acid about equal to that of fish meal. The amino acids aid in feed utilization and build flesh tissue.

Since the end of World War II, U. S. state and local jobholders have increased about 1 million.

Electric eels of the Amazon and Orinoco grow to be eight feet long and thick as a man's leg.

There are six so-called platinum metals, ruthenium being the last to be isolated about a century ago.

Roman doctors used electric fish of the Mediterranean to give shock treatments for gout and headaches.



MR. AND MRS. NOBLE WILLER are announcing the marriage of their daughter, Peggy, to A. W. Short, son of Mrs. Bell Patterson. The couple were married in Clovis on March 1. Short attends Hereford High School and works at a local service station.

Both Driver's Escape Injury In Collision South Of Friona

No injuries were reported from an accident which occurred on a country road about two miles east of Friona at 2:30 o'clock last Thursday afternoon. Highway Patrolmen estimated the damage of the two cars at \$500.

Both vehicles had been going straight down the country road. A 1949 Chevrolet pickup driven by Ben Forrest Rule, Route 1, Friona, was followed by a 1952 Mercury sedan driven by Mrs. June Brummett, Route 3, Friona. The pickup attempted to make a left turn and the Mercury struck the back end of the pickup.

Approximately \$350 damage was done to the Mercury and about \$350 damage was done to the pickup.

Charges were filed against Rule for making a left turn without giving a proper signal.

The case is pending in the Justice of Peace Court at Friona.

The Great Republic, listed as the largest clipper ship ever built was 325 feet long, had four decks, could carry 6,000 tons of cargo and drew 24 feet of water.

Whale Eludes Science

LA JOLLA, CALIF. — A scientific attempt to take the heart beat of a whale has failed again.

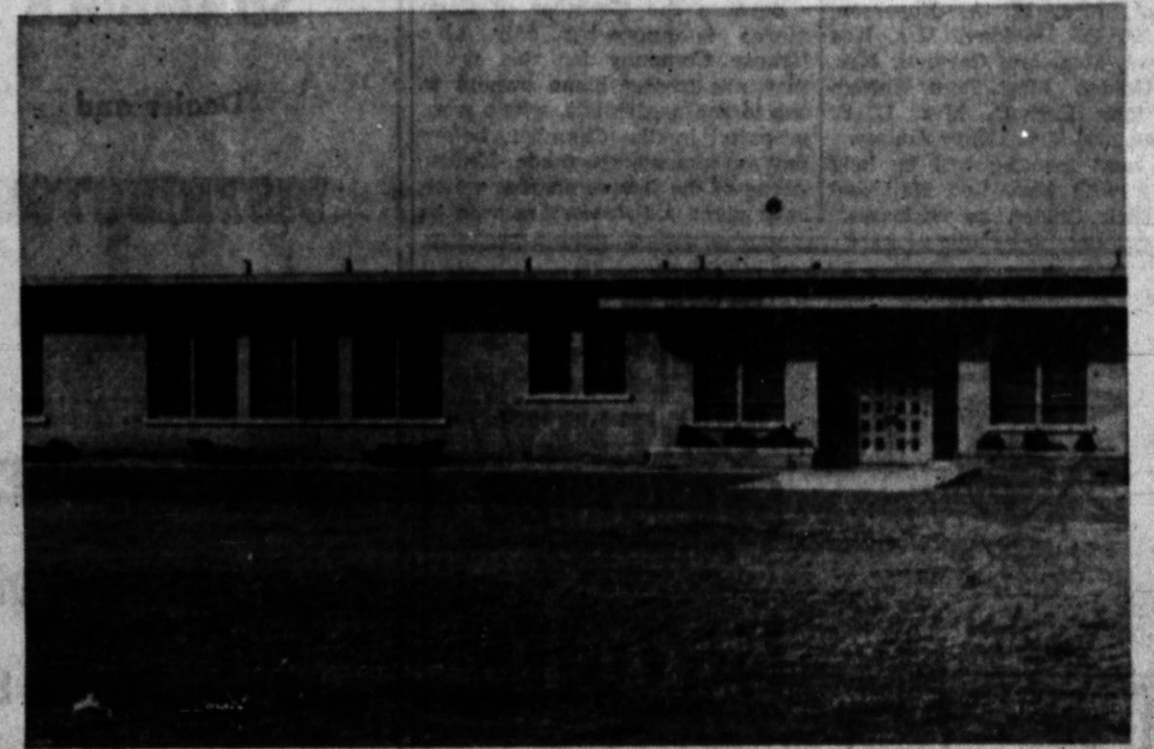
Dr. Paul Dudley White, Boston cardiologist, was assisted by Navy and University of California oceanographers in the try to get near enough to a gray whale to harpoon it, with two 28-inch darts, from which it was hoped an electrical current would record the heart beat.

The 67-year-old cardiologist, who also had the assistance of Dr. Robert King of Seattle, president of the American heart association, couldn't get close enough in the Navy boat to make the harpoon contacts.

He made a similar try off La Jolla last year, in the hope the experiment would support his theory that heart-beat rate is relative to size, in humans as well as other creatures.

A Texas ranch, the XIT, with three million acres is only slightly smaller than Connecticut.

A Salute to Deaf Smith County's Schools



WALCOTT SCHOOL

WALCOTT SCHOOL, which serves the Walcott Common School district in the western part of the county, is some 24 miles west and 7½ miles north of Hereford. Classes have been held in the new building for the last three years. The school has two teacher-ages and operates four school busses. This year, 12 students from Walcott are attending Rosedale High School in Bellview, N. M.

THE FIRST NATIONAL BANK is proud of its part in assisting in the development of the fine Schools of Hereford and Deaf Smith County.

THE FIRST NATIONAL BANK Of Hereford

Member: Federal Deposit Insurance Corporation, FRS

Farm Bureau Opposing Governor's Plan To Get Money For Teachers

Opposition to Governor Shiver's plan for raising revenue for a teacher's pay raise was voiced in a letter sent by the Deaf Smith County Farm Bureau to Senator Andy Rogers and Representative Jess Osborne according to Pete Carmichael, president of the county farm organization.

The farm organization recognizes the serious shortage of teachers in Texas and, at its last annual state convention, recommended that legislation be enacted to provide necessary funds to attract and hold more qualified teachers.

The Farm Bureau opposes the Governor's special committee's compromise plan which would allow the Legislature to increase ad

valorem taxes on land and property with the people in the local school districts having no voice in the matter.

Under the provisions of the compromise worked out by the special committee, the districts would contribute 20 percent of the cost of the public school program and the state would pay the other 80 percent. This is contrary to the principles of the Gilmer-Aikin law which specifies that the districts contribute, according to their ability, a flat \$45 million annually.

The Farm Bureau feels that the 20-80 proposals would discriminate against the local school districts. The districts have only one source of revenue—an ad valorem tax on land and property, while the state has a great number of sources, especially in the field of natural resources. The Farm Bureau favors a tax on natural resources if additional state funds are needed for any purpose.

Natural gas, for example, pays less than 2 percent of its retail value in taxes. Gasoline, on the other hand, is taxed at approximately 30 percent of its retail value. Farm Bureau feels that the people of Texas should derive some benefits from the state's resources. A little more than half of the natural gas produced in Texas leaves the state with a very small tax on it. Some other states derive more tax revenue from Texas natural gas than does Texas.

Tree Spraying On City-Wide Basis Underway

Tree spraying on a city-wide scale got underway Monday under the direction of Ole Olson, general manager for Krause, landscaping service.

The company, which has gotten the approval of the City of Hereford and the Civic Affairs committee of the Chamber of Commerce, has agreed to spray all the trees and shrubbery at any home for \$5. If the home has fewer than three trees, the charge will be only \$2.50, Olson said.

"Though there is not any danger to pets, and we are very careful not to get the spray on autos or other things, our company is fully covered by insurance," Olson pointed out.

The cost of the spraying will include a season-long check to make sure that no bag worms or other insects get into the sprayed trees and shrubbery, according to the agreement made by the Krause Company.

Chamber Credentials
Because the Chamber of Commerce is approving only the Krause Company for this work they are urging home owners to ask to see credentials, which were prepared by the Chamber, before any agreements are made. Krause is one of the few companies which have given satisfactory service on



MEET THE TEACHER - Watering the flowers is a daily job of pupils in the third grade room of Mrs. Jay Shaw at Central School. Mrs. Shaw, 421 McKinley Street, received her Bachelor of Science and Masters Degrees from West Texas State College at Canyon. From

the left are: Mrs. Shaw; Jerre Bea Noland, daughter of Mr. and Mrs. J. B. Noland of the Westway Community; and Gloria Deardorf, daughter of Mr. and Mrs. W. H. Deardorf, 805 S. 25 Mile Ave. (Staff Photo)

Librarian Attending Association Meeting

Mrs. Dalton Criswell, High School librarian, is attending the Texas Library Association convention in Mineral Wells. The meeting began Wednesday and closes Saturday.

Members of TLA, friends and laymen are studying the results of a county-by-county analysis of Texas library resources. State leaders will discuss library responsibility in education, business and agriculture, Mrs. Criswell said.

General sessions of the four-day meeting are being devoted to addresses outlining the ways in which libraries can contribute to varied business and community interests.

Information on each county has been organized to present a picture of its library facilities together with population, area, income and its source, and other factors influencing library development.

There are 65 counties listed as having no library for public use. Factors influencing this condition

are being studied, and action to change it will be undertaken by the association.

There are about 1,900 million acres of land in the United States. The shock from an electric eel can fell a horse.

North Carolina produced about 3,800,000 pounds of honey in 1953.

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EASTER NEWS

Mr. and Mrs. H. E. Lindley visited in the home of Mr. and Mrs. H. O. Markley Sunday afternoon.

Mr. and Mrs. Leo Hall and girls visited relatives at Tatum, N. M., recently.

Mr. and Mrs. Henry Flood and Mr. and Mrs. W. H. Fogle were visitors in the Fred Walton home Sunday afternoon.

Mr. and Mrs. L. B. Worth were visitors in the C. P. Worthan's home Sunday.

Mr. and Mrs. W. A. Epperson and Mr. and Mrs. G. H. LaPlant took Mr. Epperson's cousin to Amarillo Air Force Base, where he is stationed.

Mr. and Mrs. Loy Stone and Mrs. Vern Lust made a business trip to Amarillo Tuesday.

Mr. and Mrs. Bill Lee and daughter were supper guest of Mr. and Mrs. Loy Stone Tuesday night.

Mr. and Mrs. B. M. Nelson of Dimmitt visited Sunday evening in the home of Mr. and Mrs. Loy Stone.

Mr. and Mrs. Olin LaPlant and family, and Mr. and Mrs. Virgil LaPlant visited in the home of Mr. and Mrs. Wendell Markley Sunday night.

Mrs. Henry Andrews visited the Easter Sewing-Club March 25th.

Mr. and Mrs. Edward Hillis visited relatives in Lesley and Clarendon over the weekend.

Easter Club met March 25 with Mrs. Gladys Glenn and Mrs. Glenn Godfrey as hostesses. There were 20 members present and one visitor. Those present were: Mrs. Loy Stone, Mrs. Ruby Stone, Mrs. H. O. Markley, Mrs. Gladys Glenn, Mrs. Polly Godfrey, Mrs. G. H. LaPlant, Anna Margaret Moss, Mrs. Virgil LaPlant, Mrs. Henry Flood, Mrs. Jim Brooks, Mrs. Olin LaPlant, Mrs. W. A. Epperson, Mrs. W. O. Mackley, Mrs. Ken Andrews, Mrs. Ann Carthell, Mrs. Dick Golden, Mrs. Fred Walton, Mrs. John Burnett, Mrs. L. B. Worthan and Mrs. Henry Andrews.

The next meeting will be held April 8 with Mrs. Leo Hall and Mrs. Dick Golden as hostesses.

staying work and the follow-up in Hereford.

Either Olson or one of his assistants will be in Hereford all summer with one of the spray rigs to take care of any calls about bag worms which appear in sprayed trees or shrubbery.

The initial spraying work is expected to take several weeks, Olson said.

The National Society for the Prevention of Blindness estimates that about 750,000 Americans now alive will become blind before they die.

Pipeline Move Sought

BEIRUT — Iraq wants a big oil pipeline planned to end in Haifa in Israel to be diverted through Syria to the Lebanon coast. The line was partially built in 1948 but was never finished because of the Israel-Arab war which still is going on despite a cease fire.

Meanwhile, officials of the Iraq Petroleum Co., dominated by the British have denied that the big, idle oil refinery in Haifa will be moved to Lebanon.

If the line were completed by the new route it could increase by 7 1/2 million tons the 36 million tons

now pumped through Lebanon, Iraq officials say.

The free world produced about 340 million pounds of nickel in 1953.

In Leopoldville, capital of the Belgian Congo, the aboriginal population has increased from 30,000 in 1939 to 200,000 today.

About 50 million dollars has been spent on the restoration of Colonial Williamsburg, Va. in the last 27 years.

The United States had no city of more than 100,000 population 150 years ago.

WHEN YOU PLAN THAT NEW STRUCTURE SPECIFY HAYDITE BLOC

THE MODERN BUILDING UNIT HAYDITE BLOC LIGHTWEIGHT Year-Round Insulation

ENJOY the priceless protection of a fire-safe Haydite Bloc structure. You will have the most soundly built structure money can buy. Haydite Bloc has been tested to meet rigid quality requirements of all standard specifications—you're assured of strength, durability, weather resistance, and fire safety.

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for

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QUALITY PETROLEUM PRODUCTS

Phone 161

FARMER'S DRIVE IN

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Regardless of the make or model of your car, you'll get MORE POWER... BETTER PERFORMANCE... and... GREATER ECONOMY... with one of the two GREAT NEW SHAMROCK GASOLINES.

GREAT NEW GASOLINES

New Blending Formula

- 1 Adds Premium Qualities to NEW SHAMROCK TRAIL MASTER Giving Users of Regular Gasoline Extra Performance at no Extra Cost
- 2 Makes NEW SHAMROCK CLOUD MASTER the Finest Premium Gasoline For Superior Performance in High Compression Engines

NEW TRAIL MASTER

Shamrock's New Trail Master is the performance-plus motor fuel for users of regular gasoline. It costs no more than regular gasoline yet gives the anti-knock, extra-power, maximum mileage features you expect only in a more expensive, premium gasoline. New Trail Master offers the drivers of cars with lower compression engines all the performance advantages of recent gasoline improvements without requiring that they pay for a full premium gasoline. If you want the most from your car, get the best gasoline for lower compression engines... Shamrock's New Trail Master... the new, budget-wise gasoline with premium qualities.

NEW CLOUD MASTER

Today's powerful, high compression automobile engines make strong demands on the gasoline they use. But as a result of Shamrock's new blending formula, New Shamrock Cloud Master not only meets these requirements but far exceeds them. Shamrock Cloud Master... octane rating more than enough to positively eliminate even trace knock... octane rating more than enough to assure maximum mileage and the quickest starts, fastest warm-up, the greatest power, smoothest performance your car was designed to deliver. No matter what kind of car you drive, if the engine knocks when using Shamrock Cloud Master Premium, there is something wrong with your engine.

Regardless of the make or model of your car, one of the two great new Shamrock gasolines will give you MORE POWER... BETTER PERFORMANCE... GREATER ECONOMY... and for no more than you would pay for any other leading brand of gasoline. The superiority of these new gasolines is the result of Shamrock's new blending formula. This new formula gives both Shamrock Trail Master and Cloud Master higher octane and important additives. Distillation tests carefully check the volatility of the fuels, special knock-test engines prove definitely that the new gasolines are of such high octane rating that there IS NO CHANCE of your engine knocking. Fill up with one of the two... and get the most possible mileage and performance from your car.

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AMARILLO, TEXAS

LIGHT OF THE WORLD



Seventh Day Adventist

Third and Lawton
Elder C. C. Balsor, pastor
Sabbath School is at 9:45 o'clock.
Worship services are at 11 o'clock.

Assembly of God

Union & Ave. G.
Rev. Walter E. Lane, pastor
Each Sunday morning Sunday School is held at 9:45 o'clock. 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 Sunday night at 6:30 o'clock, with the evening worship services at 7:30 o'clock.
Ladies Missionary Council will meet Thursday at 2:30 o'clock in the church.

First Baptist

Fifth and Main
Rev. Howard Scott, pastor
Sunday School is held at 9:45 o'clock and the morning worship services are held at 10:55 o'clock. Sunday evening the training union will be held at 6:45 o'clock with the evening worship at 8 o'clock. The Sunday morning Baptist Hour is broadcast every first, second, third and fifth Sunday over radio station KPAN at 8 o'clock. Tuesday afternoon at 3:15 o'clock the Cherub Choir meets; at 4:15 o'clock the Carol Choir meets; at 4:15 o'clock the Crusader Choir meets and at 6:30 o'clock the Youth Choir meets. Brotherhood meetings are held at 7:30 o'clock the first and third Tuesday night of each month. Wednesday night at 8 o'clock Superintendent's meetings are held and at 7:15 o'clock officers and teachers' meetings are held. At 7:15 o'clock the Women's Missionary Society meets, prayer services are held at 8 o'clock and the church choir meets at 9 o'clock. The WMS meets every Wednesday in circles except the second Wednesday of each month which is luncheon and all-day meeting. Thursday is Witnessing Day at 9:30 o'clock that morning, 3 o'clock that afternoon and 7:30 o'clock that night. Prayer meeting is held Saturday night at 8 o'clock.

First Christian

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. Thursday night at 7:15 o'clock the men of the Christian Men's Fellowship are urged to be present to assist in Evangelistic Visitation. April 4-11 is a week of Spiritual Enrichment. Our Church has planned a week series of services beginning Sunday night. The minister will preach each evening on vital and timely topics. Preaching services will begin each evening at 7:30 o'clock.



NO EVIL THERE!

The moon has no atmosphere to carry disease germs. Then, there is "NO EVIL THERE." Heaven is like that. The many deep craters on the moon might be shelters. But in Heaven there are *many more* palaces of the soul, for those who qualify by Faith. We can have a little of Heaven here on earth... right here in our hearts. Sure, this heavenly body is out of the range of evil, which confuses conscience and snarls society. But in some good church where God is served, you can become geared to resist and tempered to turn away this evil that befalls us. Try attending church, reading the Book and worshipping the Saviour... YOU'LL BE BLESSED.



St. Thomas Episcopal

Sunday School is held each Sunday morning at 9:45 o'clock followed by morning worship at 11 o'clock. Subject of the sermon is, "The Key To Christian Character." There will be a meeting of the Bishops' Committee at the Church tonight at 8 o'clock.

Wesley Methodist

Rev. E. L. Naugle, pastor
Preaching services are at 11 o'clock and 7:30 o'clock with Sunday School at 9:45 o'clock. MYF group meets at 6:45 o'clock. The Women's Society of Christian Service will meet at the Church Tuesday night at 7:30 o'clock. Mrs. Wayne Edwards will review the book, "Our Spanish Speaking Neighbors." Mid-week prayer service will be held at 8 o'clock Wednesday night. Thursday night at 7:45 o'clock, the choir will meet for practice.

First Presbyterian

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. Vesper services are held at 5 o'clock each Sunday afternoon in Fellowship Hall.

Church of Jesus Christ of Latter Day Saints

(Mormon)
Kendon O. Anderson, superintendent.
The Mormon church, which meets in the American Legion-Hall, will have Sunday school services at 10 o'clock.

St. Anthony's Catholic

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.

Temple Baptist Church

Forrest St. and Ave. K.
Rev. Russell Pogue, pastor
Sunday School will be in the morning at 9:45 o'clock and Training Union is in the evening at 6:15 are at 10:50 o'clock and the evening Morning worship services begin service at 7:20 o'clock. Teachers and officers will meet Wednesday evening at 7:15 o'clock with the Evening Prayer service following at 7:45 o'clock. Sunbeams, R. A. and G. A. will meet at 4 o'clock each Wednesday afternoon.

(Continued on Page 8)

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Jacobsen Brothers, Inc.

John, Berry, Chris Jacobsen

Piggly-Wiggly

Mr. & Mrs. Gaylord Newell

Consumers Fuel Ass'n

Petroleum Products - Farm Supplies

Hereford Laundry & Dry Cleaners

Ernest Kendall

"Be Not DECEIVED, GOD Is Not MOCKED, for WHATSOEVER a man Soweth, that shall he Reap"



Long Time Ago

48 Years Ago
 J. L. Davis has fitted up an attachment for his steam plow that promises to be an innovation in the line of modern farming in the Panhandle. He has attached six listers, each fitted with a planting attachment, to his steam plow engine. It has required some work to get everything in shape so that the listers will be held in place, but he is now confident that it is worked out so it will be a success for plowing and planting in new ground and old ground as well. Davis will start out soon to plant a number of acres of maize and kafir corn on his place in the south part of the county and has made arrangements to put in large crops for others as soon as his own is completed. This attachment, if it is the success it promises to be, will save much labor and expense and will not only plow the ground but will plant six rows at each round.

through whom the purchase was made, stated to The Brand that contrary to current report otherwise that a complete night and day service would be instituted as soon as the airway is in operation.

The final drive has been entered for raising Hereford's \$20,000 bonus for the new Hotel Hereford, which is to be erected at Third and Main.

Approximately \$5,000 in signed pledges have been secured, according to the Hotel Committee, and those citizens who have failed to respond are being seen and the proposition put fairly and squarely up to them.

The committee reports that every effort will be made to raise the full amount during the week and they urge those who have not subscribed to see a member of the committee and sign a pledge card for the amount which they are going to give.

Hereford Students Listed As Candidates For Degree

Twelve Hereford students are candidates for degrees at West Texas State College spring commencement May 24 among the 217 candidates listed by Dean Walter H. Juniper last week.

Seeking the Master of Education degree are: Mrs. Ellen Bryant, Dan Trew, Mrs. Earline Walton and Mrs. Mabel Wilson.

Evelyn Earline Phillips is seeking the Bachelor of Arts degree.

Candidates for the Bachelor of Science degree are: Colline Brown, Emma Jane Brown, Frances Tucker Root and Ormel Lee Doak Walker. Jack Ramey is seeking the Bachelor of Business Administration degree. Bachelor of Music Education candidates are Patricia Walton and Purris Williams Jr.

The city is having a large septic tank built on the disposal grounds. This will insure proper disposal of all sewage. The tank is being made of reinforced concrete, is 26 feet in diameter and 16 feet deep.

25 Years Ago
 R. J. Kibbe sold a quarter section of land lying just north of his home and one and one-sixth miles north of Hereford to the Transcontinental Airway Transport Company the past week. This will be used as an emergency landing field for the airway and will be equipped with a system of lights which will render it visible for a long distance.

The field will be surrounded by blinker lights in addition to the beacon lights and will be constantly illuminated.

The company's representative

Walcott News

By Mrs. N. A. Brown
 Walcott school won first place in a picture memory contest at a Literary League meet held at Friona March 27. The team was composed of Barbara Neinst and Mary Kay Fruit. Forty paintings by well-known artists were studied in this contest. Seven schools competed in the event.

In Junior boys declamation, Gary Guseman placed fourth and Roy Lee Fruit placed fifth. In the Junior girls declamation, Jamie Burrus placed fifth. The spelling team for the seventh and eighth grades were composed of Donna Sue Guseman and Bill Johnson. The team placed fifth. The fifth and sixth grade team, consisting of Janelle Weaver and Gary Guseman, placed last.

Weather is a big factor in our vicinity. We need rain. However, some fields of wheat are still green.

Mr. and Mrs. Bruce Coleman and son visited relatives in Lubbock last Tuesday.

Mrs. Josie Busby is visiting in the home of her daughter and family this week. Her daughter is Mrs. Bruce Coleman.

Mr. and Mrs. F. N. Thweatt and Miss Lillian Fisher, primary teacher of Walcott school, visited Sunday night in the home of Mr. and Mrs. Eldred Brown and son Tommy.

Mrs. Avis Northcutt and Mrs. Elmer Northcutt visited Mrs. Elmer Northcutt's mother, Mrs. Elwyn Hartman, of Hereford.

Son For Ernest Browns

Mr. and Mrs. Ernest Brown are parents of a son born March 25 in the Osteopathic Hospital in Amarillo. The boy, David Leon, weighed nine pounds and nine ounces.

Visitors in the Elmer Northcutt

home this week were Mr. and Mrs. Randal Stovall and children and Ted Price of Clovis, Mrs. Leo Price of Hereford and Mrs. Johnny Northcutt and Timmy and John.

Mr. and Mrs. Floyd Brown and children, Earl and Roger, visited Sunday night in the home of Mrs. Brown's sister and family, Mr. and Mrs. Francis Decker and daughters, Donna and Beverly.

Sunday dinner guests in the home of Mr. and Mrs. N. A. Brown were Mrs. Brown's father, W. L. Potts of Bellview, N. M., and Mr. and Mrs. Joe Head of Bellview.

Mrs. John McCullough gave a surprise birthday party for her husband last Monday night.

Mr. and Mrs. F. N. Thweatt made a business trip to Levelland Monday. While there they visited Mrs. Thweatt's father, J. R. Hagan, and also her sister.

A candidate rally and pie supper is being planned for May to be held at Walcott School. Everyone is invited.

Mrs. J. B. Pool's Father Is Buried

Funeral services for Mid E. Card, 63, father of Mrs. J. B. Pool, 109 Fuller Street, were held March 24 in the Pentress Memorial Chapel in Fort Smith, Ark.

Card, a life long resident of Fort Smith, died after an illness of about four years.

He is survived by his wife; two sons, Kenneth and Spencer of Fort Smith; two daughters, Mrs. J. B. Pool of Hereford and Mrs. James Bland of Burbank, Calif.

Pvt. Crist in Japan

Pvt. Neal K. Crist, son of Mr. and Mrs. Floyd Crist, Route 1, recently arrived for duty at Camp Sasebo, Japan. Pvt. Crist, who attended Hereford schools, entered the Army in February of 1952 and completed basic training at Fort Riley, Kan.

CHURCH

(Continued from Page 7)

Grace Gospel Church

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.

Church of Christ

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 7:15 o'clock with evening worship at 8 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.

Avenue Baptist

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 7:00 o'clock. Evening worship services are held on Sunday evening at 8:00 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.

Immanuel Lutheran

Park Avenue at B Street
 Rev. Harold Kaestner, pastor
 Sunday School is at 10 o'clock and Morning Worship at 11 o'clock. Wednesday evening worship will be at 8 o'clock until Easter.

You are invited to listen to "The Family Worship Hour" over KPAN at 7:30 o'clock each Sunday morning and "Call To Worship" each Sunday morning at 9:30 o'clock. Easter Sunday morning, Sunrise services will be held at the Church at 6:30 o'clock followed by a Fellowship breakfast.

Church of Nazarene

Fourth and Jackson
 Rev. Levi Londerback, 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. Revival services will continue each night at 7:30 o'clock until April 11. Rev. Dave Hall is the evangelist.

First Methodist

Fifth and Main
 Fifth and Main
 Church services are at 10:55 o'clock Sunday morning and vespers services at 7 o'clock Sunday night, with Sunday School at 9:45 o'clock in the morning. Methodist Youth Fellowship meetings are held at 6 o'clock.

Happy Helpers meet every Tuesday afternoon at 2:30 o'clock in the church. The Commission on Education will meet Tuesday night at 7:30 o'clock in the church.

Mid-week prayer services are held each Wednesday night at 7 o'clock with choir practice following at 7:45 o'clock.

About one-sixth of the total land area of New Jersey is classified as urban.

READ THE CLASSIFIEDS

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 without harsh drugs. Take Dr. Caldwell's Senna Laxative contained in Syrup Peppin. 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 260, New York 16, N. Y.

Man Waives Extradition To Portales

Donald Sampson Townsend, charged in Portales, N. M., with swindling by worthless check, appeared before County Judge Horace L. Schloss last Thursday afternoon and waived extradition to the state of New Mexico.

Townsend was picked up by the Highway Patrol about 5:30 o'clock Thursday afternoon two miles west of Hereford on Highway 60.

The Patrolmen were coming back to Hereford from Friona and just happened to spot the car. On arrival in Hereford, Townsend was turned over to the Sheriff's Department, which held him until New Mexico officers came for him Thursday night.

Townsend's Cadillac, which Portales officers did not have any way of taking back with them, is being held by the Sheriff's department for the present.

READ THE CLASSIFIED

Hail Insurance Time Again!

DO IT NOW . . . Were you too late last year? It's not too early! You can cancel the policy (WITHOUT CARGE TO YOU) before May 15 for crop failure.

Come in and see us while there is plenty of time, and you won't worry about losing your whole crop.

THE PREMIUM WON'T BREAK YOU . . . A LOSS MIGHT!

John McLean Insurance Agency

John Phone 273 George

LISTEN TO MOVIE QUIZ 4:45 TO 5:00 KPAN

STAR
 STARK REALISM HEROIC EMOTION - STIRRING
 A GREAT STORY OF THE WAR... A STORY OF A GREAT LOVE!
BEACHHEAD
 Tony CURTIS - Mary MURPHY - Frank LOVEJOY
 SUNDAY - MONDAY - TUESDAY

BETTER THAN AVERAGE INDIAN VS ARMY MOVIE
WAR ARROW
 JEFF CHANDLER - MAUREN O'HARA
 SUNDAY - MONDAY - TUESDAY

TEXAS
 THURSDAY - FRIDAY - SATURDAY
 Rex ALLEN WAS HE KILLER OR THOROUGHLY?
'Phantom Stallion'
 with KOKO - Slim PICKENS
 ALSO DORIS DAY - GORDON MACRAE in "STARLIFT"

SUNDAY MONDAY
The Lion and the Horse
 NEVER A BEAST-BATTLE LIKE IT!
 COLOR BY WARNERCOLOR
 starring STEVE COCHRAN in "WILDFIRE" by Wanda Reag

FRIDAY SATURDAY SUNDAY MONDAY
TOWER
EXCUSE MY DUST
 starring RED SKELTON
 with FORREST - Madeline CAREY
 "SPEEDY" SKELTON IN A BLOWOUT OF LAUGHTER!
MARTIN LUTHER KING SKY-HIGH HILARITY!
LEWIS' Jumping Jacks
 with MONA FREEMAN

Your Theatre Honors the Occasion of your Wedding Anniversary

Mr. and Mrs. W. Hodges, Jr.
 Mr. and Mrs. G. M. Vincent
 Mr. and Mrs. R. G. Brownlow
 Mr. and Mrs. W. Q. Duggen
 Mr. and Mrs. W. P. Hager
 Mr. and Mrs. D. R. Blasingame
 Mr. and Mrs. T. W. Perrin
 Mr. and Mrs. Clifford Estes
 Mr. and Mrs. C. E. White
 Mr. and Mrs. J. J. Paetzold
 Mr. and Mrs. E. C. Messer
 Mr. and Mrs. G. B. Pace

COMING SOON
STAR
 THEATRE
 The WINNER!
 OF THE COVER
ACADEMY AWARD
 Best Picture of the Year
 Best Supporting Actress
BONNA REED
 Best Supporting Actor
FRANK SINATRA

FROM
 MONTGOMERY CLIFT
 in "FROM HERE TO ETERNITY"

HERE
 DEBORAH REED
 in "HERE"

TO
 FRANK SINATRA
 in "TO"

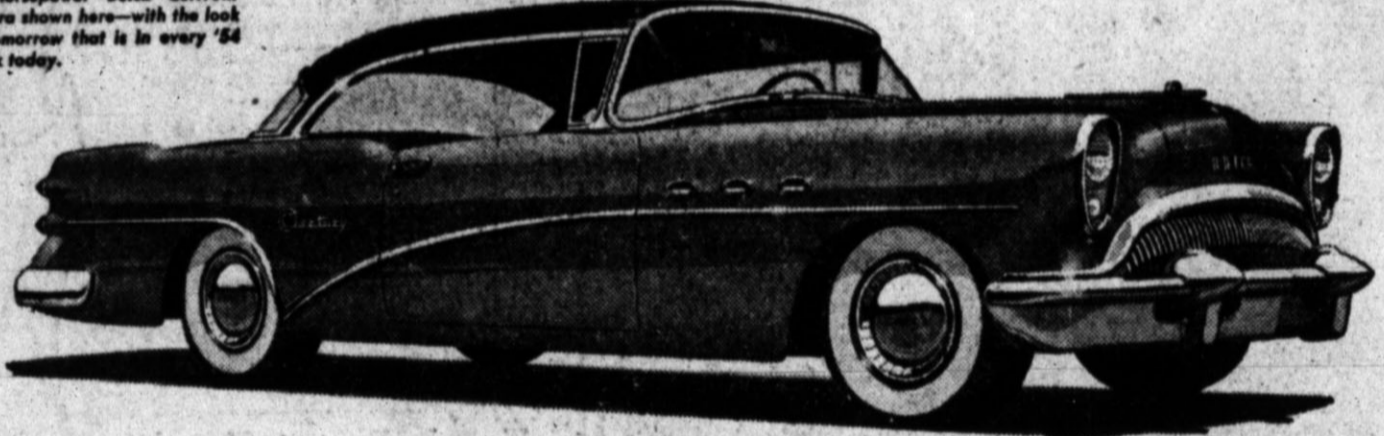
ETERNITY
 BONNA REED
 in "ETERNITY"

STARTING FRIDAY, APRIL 2nd - and it's something to see!

BUICK PRESENTS A STUNNING NEW Spring Fashion Show

Gay new cars Fresh new colors Smart new decors

SLEEK NEW FASHION IN "HARDTOPS" is the brand-new, all-new 200-horsepower Buick CENTURY Riviera shows here—with the look of tomorrow that is in every '54 Buick today.



We cordially invite you to a fashion showing of a bright new springtime on wheels...

To see the tomorrow-styled Buicks we have ready for you today—but now in airy new body styles never available before, and in fresh new summer colors never shown before.

For these are smart new Convertibles, handsome new "hardtop" Rivieras and new all-steel Estate Wagons ready for the first time in the budget-priced V8 SPECIAL models, and in the high-powered CENTURY models—and all with the ultramodern windshield design of sweepback pillars.

And these high-fashion beauties come in brilliant new summer colors—rich new hues that lift your spirits like a robin's spring song.

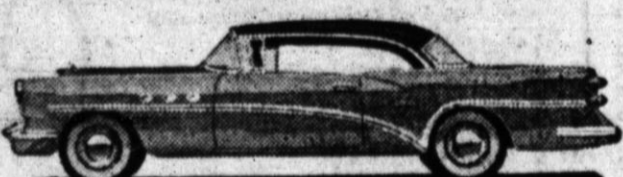
Come see our sampling of these rakish new cars and fresh new colors—and discover, in the doing, what beautiful buys these supremely powered, smoothly responsive Buicks are in every way.

MILTON BELL STARS FOR BUICK—See the Buick-Belle Show Tuesday Evenings

Now in the SPECIAL and CENTURY models!



Now Convertibles Just Arriving!



Now Rivieras First Time Available!



Now Estate Wagons Now All-Steel Bodied!

BRIGHT NEW SPRING AND SUMMER COLORS!
 Gulf Turquoise • Tunis Blue
 Lido Green • Condor Yellow
 Matador Red • Malibu Blue • Willow Green
 —and many more, including fresh new two-tones!

You're fashion-first in
BUICK the beautiful buy
 WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

WALLACE BUICK CO.

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