

**WEATHER**

	High	Low
Sunday	40	23
Monday	45	17
Tuesday	61	25
Wednesday	50	19

# The Hereford Brand

Published Every Thursday

Our Slogan: "More People—More Farms"

18 Pages

54th Year — No. 50

Hereford, Texas, Thursday, December 16, 1954

PRICE FIVE CENTS



IVAN BLOCK



DON LITTLE



TOWNSEND DOUGLAS

NEW C-C DIRECTORS, above, were named in a recent membership ballot. J. T. Gilbreath, Jr., the other new director, is in New York attending the Farm Bureau meeting

and was not available for a picture. The four new directors will take office in January. (Staff Photo)

## Slash On Grain Sorghum Prices Is Blow To Area

Unhappy farmers in Hereford and over the High Plains area today were still trying unsuccessfully to figure out where they stood in view of Secretary Ezra Benson's substantial slash on grain sorghum price supports, announced Dec. 13 from Washington.

Harshness of the blow to farmers in this territory lies in the fact that grain sorghums are a "cash" or "basic" crop, rather than a "fill-in" crop, such as is found in most other sections.

The announcement that small feed grains (oats, rye, barley, and grain sorghums) will be supported at 70 percent of parity, when compared with the 85 percent parity support this year represents a drastic cut in economy for many growers. In addition, producers feel that the month selected for parity could also make considerable difference.

### Cost 39 Cents Hundred

For instance, if Benson bases parity on October, the support price will be 70 percent of \$2.54, or \$1.78, which, with the usual 4-cent overage in this area, will give the farmer a \$1.82 support at the farm—or \$1.69 at the elevator, based on storage deductions from the last of October. The same figure was \$2.08 this year—which means a reduction of 39 cents per 100 pounds on price support prices.

Parity figures on grain sorghums were this year based upon September parity, according to Faust Collier, ASC manager in Hereford.

With cotton acreage already slashed and the time for planting additional wheat well past, producers found themselves in a position whereby they could do little but expect a sharp cut in gross income.

Benson said corn—the major feed grain—will be supported at possibly 87 or 88 percent of parity. A final decision on corn will be announced later.

Parity is a standard for measuring farm prices declared by law to be fair to farmers in relation to prices they pay.

Benson removed a regulation which would have required the farmers to comply with all acreage planting allotments assigned their farm next year in order to be eligible for price support on any crop.

Such allotments will be set for cotton, wheat, corn, tobacco, peanuts and rice.

Lifting of this regulation means, for example, that a farmer who grows both wheat and corn may exceed his allotment for corn but still be eligible for price support aid on wheat if, of course, he planted within his wheat allotment.

The secretary also did away with a regulation that would have denied price support aid to farmers who used land diverted from allotment crops to the production of potatoes and commercial crops.

(Continued on Page 2)

## Big School Shift To Take Place On Friday, Dec. 17

Hereford's big school shift will definitely take place Friday, Dec. 17, according to plans outlined by Supt. George L. Graham before trustees of the Rural High School district at their regular meeting Tuesday night. The new date foregoes previous announcements that the schools would possibly move on Monday.

Friday has also been declared as "jean day," for students in high school and junior high scheduled to report Friday morning to help with the moving project. Trucks will be provided for heavier equipment, which cannot be moved by hand, and plans call for completing the move in the one-day period.

High school students will occupy the new building, following which junior high students will move from the barracks into the present high school building. Occupancy of the barracks by Fifth Graders will, in turn, follow clearing of the barracks building. School buses will be provided for transportation of the Fifth graders from the Methodist and Baptist Churches to the barracks quarters.

"We are happy to get moved before the holidays," said Supt. George L. Graham. "This will give the students time to get things straightened out in order that they may settle down sooner after the Christmas recess. With Christmas programs and other activities, it is also nice to be able to clear school equipment from the churches as early as possible."

Other than this announcement, action of the board was limited. They discussed a possible audit, mentioned by Business Manager Fred Baird, who said that the last audit was made three years ago, but failed to take action on the topic.

Some Census Takers After some discussion, the group also moved to name the same census takers used by the district in the last census. They also approved the same rates: 20 cents per child, plus 10 cents per mile al-

lowance, and four cents per child on the re-check by the census trustee.

Purchase of \$1,401 in band equipment was allowed by the board to cover new instruments, including drums, bell lyre, oboe and other instruments.

A committee composed of H.H. Miller, Robert Wagoner and Mrs. Earl Plank was named to investigate present insurance contracts, and to recommend insurance on the new building.

New Parking Area Den Zimmerman reported on a parking area adjacent to the new high school. The area has been engineered and covered with caiche, prior to topping, for around \$3,100, a figure which Zimmerman said was possible through co-operation of Precinct 1 Commissioner Marion Rutter, who allowed use of maintainers and equipment to the school district. The board also gave Zimmerman a vote of thanks for the time and effort he has expended on the project. (Continued on Page 2)

## Community Center Will Be Topic At Breakfast Dec. 22

The proposed Community Center will be the topic of discussion at the Community Breakfast, scheduled in Hotel Jim Hill for 7 o'clock Wednesday morning, Dec. 22, according to Bill Lenderman, C.C. manager.

The Lions Club commission, headed by Bill Decker, chairman, will serve as a panel to present full details and to answer questions concerning the proposed project.

"It is also expected that if the citizens of the community want the Community Center to become a reality that petitions will be circulated in the near future requesting the City Commission to call a bond election to finance the project," Decker said.

## Lab Tests Confirm Local Sleeping Sickness Cases

An outbreak of encephalitis reported here in late summer and this fall has been confirmed by laboratory tests, according to Dr. L. B. Barnett, City Health officer. He said that cases here were classified as the "St. Louis" type of encephalitis, commonly called "sleeping sickness."

Barnett also said that 13 known cases occurred in the area, possibly more—and that the spread of the disease was curbed immediately when mosquito infested areas were sprayed. He did not point to any cases with lasting effects.

The outbreak, similar to that which received such widespread publicity in the Rio Grande Valley area, was thought to possibly have been transmitted here from the valley, then spread by mosquitoes.

Future spread of encephalitis, Barnett believes can be curbed by careful spraying and, possibly, wiped out from the area. Symptoms of the disease are highly comparable with those of polio, and generally are accompanied by severe headaches and frequent drowsiness.

## Around Town

### Four New C-C Directors Elected In Recent Vote

Four new Chamber of Commerce directors were announced this week as a result of a membership-wide vote recently completed by the organization. The new members are Douglas Townsend, Don Little, Ivan Block and J. T. Gilbreath Jr. The four men will assume duties of the office at the January, 1955, meeting of the board.

In addition to the four new directors, the four carry-over members of the present board will be Neil Cooper, Cleo Meharg, Jay Barnett, and Ralph Hastings. The board will also organize at this

meeting and select officers for 1955.

Retiring directors will be George McLean, Dick Barnard, Lloyd Sharp and Tom Alderson, who is president of the present organization.

Committees and other organization plans will follow organization of the new board in January.

"Election of the new directors was close in several instances," Mr. Alderson said. "We feel that we have an excellent board coming up, and I know that these new men will receive the general cooperation which has been accorded the retiring board."

### Area Accidents Keep Patrolmen On Jump

Area accidents kept Highway Patrolman J. R. Kirkwood on the run Sunday, when three accidents occurred, bringing last week's total to five in this immediate area.

Two involved overturned vehicles, but no serious injuries occurred in the total property damage of around \$2,250.

#### Duck Hunters Overtaken

Heaviest damage occurred when a '53 Ford pick-up, driven by John D. Pitman overturned at around 12:45 Sunday afternoon. The accident occurred 16 miles west and four north of Hereford, when Pitman topped a rise in the country road and suddenly encountered a dead-end. He was accompanied by Red Dillard of Wichita Falls, who with Pitman had been duck hunting.

They were released shortly after arrival at the hospital, none the worse except for scratches, bruises and minor cuts. Property damage loss on the pick-up was estimated at \$1,100.

#### Blowout Overtaken Car

Amon H. Messenger, 21, a farm

laborer of Rt. 2, Clovis, also escaped without injury when his 1941 Chevrolet sedan overturned northeast of Friona seven miles on U.S. 60. The accident resulted from a blowout. Messenger suffered minor cuts and bruises and his car, valued at \$150, was reported as being demolished. This accident occurred at 12:15 Sunday afternoon.

#### Hits Truck Bed

At 6:15 Sunday afternoon another accident occurred in the Friona area when a 1954 Ford sedan, driven by Solon S. Crabbe, 30, of Friona, smacked into the rear of a truck driven by Albert Earl Crump, 35, also of Friona.

No injuries resulted from the accident, according to Kirkwood, who set damages on the car at \$300, and \$50 on the truck.

#### Driver Goes AWOL

Officers are still wondering exactly what happened on the accident three miles northeast of Farwell on U. S. 60, Saturday night. A dead cow and an abandoned car

(Continued on Page 2)



"CHRIST IN CHRISTMAS." This was the theme for the annual Hereford Public School Faculty Supper, which was held in the Shirley School gym Monday night. Miss Alice Payne, of Canyon, who gave the story of "The Little One" by Charles Tazewell, is shown in the above photo. (Staff Photo)

### Sheriff's Department Is Modernized With New Patrol Car, Two-Way Radio

The sheriff's department was this week getting in shape to handle just about anything the holiday season might turn up.

Deputy Neal Young returned Tuesday with a new Pontiac patrol car from Detroit, where he accepted delivery in behalf of the county.

Installation was also in progress on new long-distance radio equipment in the office as technicians made final tests Wednesday. The equipment, both receiving and sending, will operate as an extension of the City of Hereford broad-

cast unit, replacing less modern facilities in the sheriff's office.

Range on the equipment will be extended from around 25 miles to something like 50 miles, according to Sheriff Lowell Sharp, who said that half of the cost was paid by the federal government in view of Civil Defense organization for this area.

Generally speaking, the equipment will not be required for Civil Defense use except in case of emergency, Sharp said, and under such circumstances it would be an added safety measure to residents of the area.

### Technical Survey To Include Trade Area

The future of the City of Hereford, Deaf Smith County, and the Local Trade Area, as a basis for further development and expansion of business and industry, is the object of a technical survey contracted for today by the Deaf Smith County Chamber of Commerce, as announced by W. M. Lenderman, Manager of the organization.

The survey, approved today by the Board of Directors and Industrial Committee, which will be completed within five months, is being made by Burt C. Blanton, Consulting Industrial Engineer and Business Economist, from Dallas.

"The Blanton survey will be utilized by the Industrial Committee in efforts to attract new industries to this city and to provide a long-range program for business, commercial and industrial expansion," Lenderman said.

The character and scope of the survey will embrace major sections as follows: Introduction covering concise treatise on the city and environs with a resume of basic factors upon which the area's growth and development has been predicated; analysis of the area's growth in population with projections and forecasts to 1980; business, financial and real estate aspects of the city; agricultural resources in the trade area; mineral and nonmetallic resources available in the adjacent region; major economic aspects of Hereford and its trade area; industrial aspects of city and environs; manufacturing facilities of Hereford's metropolitan district; new types of business, commercial and industrial enterprises recommended for location in city and environs; investment aspects of Hereford and environs; future of City of Hereford, Deaf Smith County, and Local Trade Area, with projections and forecasts to 1980; and, Conclusion.

"The survey will depict and delineate growth and development of Hereford, Deaf Smith County, and Local Trade Area, from 1920 to 1954, inclusive, on all basic factors," Blanton said, "and projections and forecasts from 1955 to

1980, inclusive, will cover all such factors on a comparable basis."

He said the survey-reports should be completed and delivered about May 14, 1955.

Blanton has specialized in technical analysis in the field of industrial engineering and business economics for the past 25 years, during which period of time he has prepared more than seven hundred specific surveys throughout the United States and in Latin American countries.

During the past decade, Blanton has prepared numerous surveys in Texas and the Southwest region for location of new industries for (Continued on Page 2)



VFW CLUB QUARTERS could easily substitute for Santa's workshop these days, a fact substantiated by the array of wheel goods above, which awaits delivery to make youngsters happy this Christmas. Repairs and paint work have kept scores of VFW boys

busy during the past 60 days, as they took turns donating time toward completion of the project. A display of dolls, now in the brand window, were also repaired by the group, and dressed by VFW wives and members of the Sunshine Sewing Club. (Staff Photo)



SURVEY PLANS GO UNDERWAY here Tuesday when the Chamber of Commerce Industrial committee met to iron out final details. Jas. W. Witherspoon and Burt C. Blanton,

Dallas Industrial Engineer, are seated at the table. Standing are Johnny Simms, T. W. Alderson, Cleo Meharg, and Bill Lenderman. (Staff Photo)





KIWANIS AUCTIONEERS sold 81 items in their annual radio auction Sunday to gross \$1,050 on merchandise valued at \$1,200 by local retail stores who donated the goods. Proceeds will be used by the club to carry on the Boy's and Girl's work. Above, from left, are Bill Patton, Don Little and Calvin Edwards, while Bernie Northcutt appears in the background. (Photo by Travis Caraway.)

### Negro Jailed On \$35 Theft Charge

L. P. Murray, a Negro of Enid, Okla., plead guilty in county court Monday to charges of theft under \$50, and was given seven days in the county jail by Judge Horace L. Schloss.

Charges were filed on the man Dec. 9, and his statement to the court admitted theft of a chain hoist, value about \$35, from the construction site at Pitman Elevator. Murray said he was employed on the job by Chalmers and Barton and got to drinking with two other men. He said he took the chain hoist and when he sobered up, didn't know what to do with it, but finally gave it to a relative in Dimmitt.

The hoist was presented in court by local officers.

### Area.....

(Continued from Page 1)

pretty well tell the story, though, according to Kirkwood, who said if the driver does not turn up soon, details will be secured from license plate records.

**One Harrison Wreck**

Friday also brought an accident 8.9 miles west of here on Harrison Highway, when a 1952 Plymouth driven by Luther J. Matthews, 513 Blevins, Hereford, collided with a 1951 Studebaker driven by Jack L. Weaver of Hereford.

Patrolman D. R. Dowdy estimated \$200 damage to the Plymouth and \$75 to the Studebaker. Matthews drew a ticket for running a stop sign. No injuries were reported in this collision.

### Around.....

(Continued from Page 1)

The Hereford High School Choral Department cordially invites everyone to attend the annual Christmas concert, Friday Dec. 17, 7:30 o'clock in the evening in the old High School Auditorium. Selections from the Mixed Choir, Girls Choir, Boys Chorus, Girls Sextet and Boys Quartet will be included.

### Big.....

(Continued from Page 1)

ject in personal supervision.

Bills were approved in the amount of \$3,815.80 for operational costs, \$9,354 building fund expense and \$1,121 transportation.

A report from the athletic association showed a balance of \$690 from which purchase of award jackets still remains to be paid.

The board also appointed a committee to purchase chairs and to investigate purchase of a conference table for use by the board when it occupies the new high school building. An invitation was also extended to board members to meet at 11:15 Thursday to go over the new high school building, following which they will be guests of the contractor at a dinner in the hotel.

### Garcia News

By Mrs. Ernest L. Brown

Dr. and Mrs. Jehu McCullar, M. J. and Mrs. E. M. J. and Mrs. E. M. J. Bill Miller of Floydada were dinner guests in the Job W. home Sunday.

Mr. and Mrs. J. S. McCullar are spending a new Pentiac. Mr. McCullar flew by plane to Dallas after the car.

Visitors in the Elmer home this week were Mr. and Mrs. Lester Wiggins, Mr. and Mrs. Elwyn Hartman, Mr. and Mrs. Duane Baize and boys of Hereford, Mr. and Mrs. Jack Clark, Jack and Janice of Summerfield.

Mr. and Mrs. Ernest Brown, Barbara and David visited with her parents at Bellview, N. M., Sunday.

Mrs. S. N. Thwaitt spent the weekend at Levelland, visiting her father.

Mr. and Mrs. J. S. McCullar spent the weekend in Lubbock, visiting a daughter and family, the Sam Rogers.

Mr. and Mrs. H. W. Campbell visited in the N. A. Brown home Wednesday night.

Mr. and Mrs. N. A. Brown visited Sunday evening with Mr. and Mrs. W. L. Potts of Bellview, N.M.

### Missionary Will Tell Of His Work In West Africa

Rev. R. H. DeLancey, pastor of the Assembly of God Church, announced today that there will be a special missionary service Sunday morning at the 11 o'clock hour. Speaker for the service will be returned missionary Rev. Harold S. Lehman, who has recently completed his second term of service in the Gold Coast, West Africa.

Rev. DeLancey stated that a real treat is in store for all who come to hear Rev. Lehman, as he has been known for his successful missionary endeavors. His wife and two children are in the states with him. After a few months' leave, they plan to return to Africa to begin their third term on the mission field.

Sunday night a special Christmas program will be presented. A play, "Promise and Fulfillment" will be given by the young people, after which gifts will be exchanged. The service will begin at 7:30 o'clock and the public is invited. Rev. DeLancey stated.

### Technical.....

(Continued from Page 1)

Northern and Eastern industrial interests, local business men and investors.

Recent surveys covering the future of cities, which Bianton has prepared, include: Dallas, Fort Worth, Corpus Christi, Austin, Port Arthur, Galveston, Wichita Falls, and others in Texas; together with numerous surveys of cities and towns in Texas, Colorado, New Mexico, Arizona, and other States.

Read The Classifieds

### Slash.....

(Continued from Page 1)

cial vegetables.

"We are glad," the Secretary said, "to be in a position to make these constructive moves toward less regimentation and greater freedom of choice for farmers."

These decisions were made possible the secretary said, by changes in the general agricultural situation since the production controls were first announced last August.

The secretary said several developments indicate the need for a

somewhat larger volume of farm production next year than was planned earlier in the summer.

He listed those developments as this year's severe drought in the South and Southwest, a broadened export sales program, congressional enactment of a flexible farm price support system and indications there will be need for more livestock feed next year than had been forecast.

The secretary said the reduction in price supports for the small feed gains is designed to prevent overproduction of these grains next year as well as to bring prices of such grains down to a point where more of them will move into use rather than into storage under a government price support program.

The only controls next year will be those farmers vote on themselves in the form of marketing quotas on cotton, wheat, peanuts, and major types of tobacco, and possibly on rice and the acreage allotments on corn.

Also still in effect is a congressional directive that farmers must comply with all acreage allotments assigned them in order to be eligible for subsidies paid under a conservation program.

The 1955 support rates and those for this year, respectively, for the small grains include: oats, 61 cents and 75 cents a bushel, barley, 94 cents and \$1.15 a bushel; rye, \$1.18 and \$1.43 a bushel, and grain sorghums, \$1.78 and \$2.28 a hundred pounds.

Benson said the chief effect of the proposed cross-compliance acreage allotment program would have been an incentive for greater compliance with corn allotments.

But inasmuch as this year's corn crop dropped below average and also because of need for rebuilding up feed supplies in drought areas, Benson said there was no great need for obtaining a high level of compliance with corn allotments.

The secretary said he believes his decision to lift these controls has the overwhelming approval of farmers although he conceded that some farm organizations opposed his decision.

The secretary said the lower price supports for the feed grains should provide considerable help to dairy men in the form of lower feed costs. Some dairy groups, when opposing a Benson action last summer lowering dairy price supports, argued that feed prices were too high.

**Ellie's** The flavor you love!

**SPAGHETTI 'N MEAT BALLS**

To Relieve Misery of

**COLDS** take 666

LIQUID OR TABLETS - SAME FAST RELIEF

**ANNOUNCING WINNERS of The First National Bank CHRISTMAS CONTEST**

**1st Place**  
Mrs. S. M. Hunter  
Dimmitt, Texas

**2nd Place**  
Bob Bicknell  
115 Catalpa Hereford, Texas

**3rd Place**  
Joe Shryock  
106 W. 7th Hereford Texas

May We Offer Our CONGRATULATIONS

**THE FIRST NATIONAL BANK OF HEREFORD**

Federal Reserve System  
Member: Federal Deposit Insurance Corporation

**WRESTLING**

At BULL BARN on The Highway  
Sponsored By Hereford Lions Club

**MAIN EVENT**  
Two out of 3 Falls - 1 Hour

**VERN TAFT**  
Salt Lake City Vs.

**ERIC PEDERSON**  
Portland, Oregon

Semi-Final Event  
Two out of Three falls - 45 Minutes

**Mr. X vs. Chet Wallick**

First Event  
One Fall - 20 Minutes

**BENNY TRUDELL**  
Vs.

**GENE DETTON**

**SAT., DEC. 18th, 8:30 p.m.**

**WE GIVE S & H GREEN STAMPS**

**MAKE THOMAS FOOD STORE**

**Yur Headquarters For BETTER FOOD BUYS and Courteous Service!**

**CALLING ALL COOKS!**

SHOP HERE FOR YOUR **Christmas FIXIN'S**

**TOMATO JUICE 25c**  
Diamond Brand, 46 Oz. Can

**INSTANT MILK 29c**  
Pet. Makes 3 Quarts

**PEANUT BUTTER 43c**  
Big Top, Wild Bird Design

**PICKLES 25c**  
Best Maid, Sour or Dill

**COOKIES 37c**  
Sunshine, OATMEAL

**BLACKBERRIES 23c**  
Concho

**CRANBERRY SAUCE 23c**  
Ocean Spray, Jellied or Whole

**TAMALES 23c**  
Campfire

**PEACHES 5 for \$1.00**  
Monarch - No. 303 Can

**OXYDOL 31c**  
Libby's Early

**PEAS 19c**  
No. 303 Can

**SPAGHETTI & MEAT BALLS 26c**  
Libby's, Can

**PORK & BEANS 19c**  
Campfire Large No. 2 1/2 Can

**PURE LARD 89c**  
4 Lb. Pail Longhorn

**PRESERVES AND 20 Oz. JELLY Dec. 37c**  
Grape, Apple, Peach & Apricot Glass Texo - Maid

**ORANGE JUICE 17c**  
6 Oz. Can  
Donald Duck, Frozen

**BROCCOLI 17c**  
Pkg.

**DINNER NAPKINS 17c**  
80 Count

**KRAFT DINNER 2 for 25c**  
A Meal for 4 in 7 Minutes

Order Your Christmas Turkey While-We Have All Sizes

**WALNUTS 35c**  
English Lb. Bag

**ORANGES 35c**  
Texas 5 Lb. Bag

**FRANKS 49c**  
All Meat

**Bologna 39c**  
All Meat

**Cranberries 23c**  
Eatmore Lb. Cello Pkg.

**PASCAL Fancy CELERY 10c**  
Lb.

**THOMAS FOOD STORE**

We Reserve Right To Limit Quantities - - Double S & H Green Stamps On Wednesday

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

**WE GIVE S & H GREEN STAMPS**

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



Coffee --- All Grinds

# FOLGERS

Pound Can

**\$1.03**

Ocean Spray - Whole or Strained

## Cranberry Sauce

No. 300  
Can

**18<sup>c</sup>**

Dartmouth  
Strawberries

10-Oz. Pkg. **19<sup>c</sup>**

Dartmouth - Whole  
Kernel  
CORN

2 10-Oz. Pkgs. **25<sup>c</sup>**

Food Club  
Orange Juice

2 6 - Oz. Cans **21<sup>c</sup>**

Food Club - Garden  
Fresh  
Mixed Vegetables

10 - Oz. Pkg. **19<sup>c</sup>**

POTATOES 10 Lb. Bag **39<sup>c</sup>**  
No. 1 Red

WALUNTS lb. **39<sup>c</sup>**

TEXAS ORANGES 5 LB. BAG **25<sup>c</sup>**

CELERY HEARTS ea. **19<sup>c</sup>**

GRAPEFRUIT ea. **5<sup>c</sup>**  
Marsh Seedless

CRANBERRIES LB. PKG. **21<sup>c</sup>**

ALMONDS 2 LBS. **55<sup>c</sup>**

APPLES lb. **19<sup>c</sup>**  
Winesap

APPLES lb. **19<sup>c</sup>**  
Delicious

Guaranteed Fresh Country

EGGS 2 doz. **69<sup>c</sup>**

Fresh Donuts with A Delicious Cinnamon Flavor - Delivered Fresh to Your Furr Food Stores  
CINNAMON  
GLAZE DONUTS 2 Pkgs. **39<sup>c</sup>**

Fresh Custard Angel Food At Furr's Special Pre-Holiday Low Price  
CUSTARD  
ANGEL FOOD Each **19<sup>c</sup>**

Topped with Assorted Nuts - Delicious With Coffee or Milk -  
FURR'S DANISH  
NUT ROLL Pkg. **27<sup>c</sup>**

### TURKEY FIXINGS

Arrow - Pure 1 - Oz. **10<sup>c</sup>**  
BLACK PEPPER Can

Blue Plate 4 1/2 Oz. **42<sup>c</sup>**  
OYSTERS Can

Schillings 1-Oz. **18<sup>c</sup>**  
RUBBED SAGE Can

Schillings 2-Oz. **26<sup>c</sup>**  
PUMPKIN PIE SPICE Can

### DESSERTS

Happy Time - Candy 29 Oz. **57<sup>c</sup>**  
SPARKLING MIX Pkg.

Happy Time - Candy 14 - Oz. **39<sup>c</sup>**  
100% FILLED ASSORTED Pkg.

None Such 9 - Oz. **27<sup>c</sup>**  
MINCE MEAT Pkg.

Fireside-White or Colored 14-Oz. **27<sup>c</sup>**  
MARSHMALLOWS Pkg.

Food Club - Strawberry 12-Oz. **33<sup>c</sup>**  
PRESERVES Jar

Hemet - Spiced No. 2 1/2 **27<sup>c</sup>**  
PEACHES Can

Libby's - Sliced No. 2 **33<sup>c</sup>**  
PINEAPPLE Can

Towie - Maraschino 8-Oz. **25<sup>c</sup>**  
CHERRIES Bottle

Happy Time - Candy 9-Oz. **29<sup>c</sup>**  
MIDGET RIBBON Pkg.

Mel-O-Sweet CHOCOLATE COVERED 12-Oz. **39<sup>c</sup>**  
CHERRIES Box

Hershey's 11 - Oz. **49<sup>c</sup>**  
CHOCOLATE KISSES Bag

Schilling's 2 - Oz. **45<sup>c</sup>**  
VANILLA EXTRACT Bottle

Quaker - White - Yellow 1 1/2 Lb. **18<sup>c</sup>**  
MEAL Box

Monarch 16 - Oz. **36<sup>c</sup>**  
SPICED CRABAPPLE Jar

Every Can Guaranteed to work - White 12-Oz. **59<sup>c</sup>**  
AERO - SNOW Can

Shop Furr's Complete Department For The  
Finest Fruit Cake Ingredients

Radiant - Diced 1 Lb. **45<sup>c</sup>**  
MIXED FRUIT Pkg.

Radiant - Glac'e 4 - Oz. **25<sup>c</sup>**  
CHERRIES Pkg.

Radiant-Whole Slices-Glac'e 4-Oz. **25<sup>c</sup>**  
PINEAPPLE Pkg.

Radiant - Lemon - Orange 4 Oz. **29<sup>c</sup>**  
DICED CITRON 2 Pkg.

Sun Maid - Golden 15 - Oz. **27<sup>c</sup>**  
BLEACHED RAISINS Pkg.

Food Club-Whole-White or Black 12-Oz. **27<sup>c</sup>**  
FIGS Pkg.

Dromedary - Pitted 6 1/2 - Oz. **19<sup>c</sup>**  
DATES Pkg.

Baker's - Southern Style - Premium Moist 4 - Oz. **19<sup>c</sup>**  
COCONUT Can

Attend the Church of  
Your Choice This  
Sunday.  
Furr Food Stores are  
Closed All Day Sun-  
day



Furr Food Stores  
Give  
DOUBLE  
C and C Thrift Stamps  
Every Wed. With \$2.50  
Purchase or Over.

# "THIS YEAR GIVE FOOD"



### PRICES GOOD

Dec. 16 - 17 - 18 & 20

Food Club-Fancy Calif

## Tomato Juice

46-Oz. **23<sup>c</sup>**  
Can

### MAIN COURSE

Exposition - Syrup Pack SALAD No. 2 1/2 **23<sup>c</sup>**  
PEARS Can

Eagle Brand-Perfect for Pies 15-Oz. **31<sup>c</sup>**  
MILK Can

Libby's - Small - Ripe No. 1 **29<sup>c</sup>**  
OLIVES Tall Can

Towie - Stuffed Queen 10-Oz. **59<sup>c</sup>**  
OLIVES Jar

Oregon Trail-Vertical Style No. 303 **29<sup>c</sup>**  
GREEN BEANS Can

Del Monte No. 303 **22<sup>c</sup>**  
GREEN PEAS Can

Del Monte No. 2 1/2 **21<sup>c</sup>**  
PUMPKIN Can

### BAKING NEEDS

Shortening **3 Lb. 89<sup>c</sup>**  
SNOWDRIFT Can

Flour **25 lb bag \$1.89**  
Pursnow

**49<sup>c</sup>**  
BISQUICK 40 - Oz. Box

Betty Crocker - Marble-White-Devils Food-  
Yellow - Spice

**65<sup>c</sup>**  
Cake Mix 2 20-Oz. Boxes

Softasilk **45<sup>c</sup>**  
Cake Flour 44 - Oz. Box

**63<sup>c</sup>**  
WESSON OIL Quart Bottle

## HAMS HAMS HAMS

Wilson's  
Certified  
SHANK HALF

lb. **43<sup>c</sup>**

Wilson's  
Certified  
WHOLE HAM

lb. **55<sup>c</sup>**

Wilson's  
Certified  
BUTT HALF

lb. **49<sup>c</sup>**

Whiting or Cod Fish  
**FILLET lb. 39<sup>c</sup>**

**Beef Steak lb. 39<sup>c</sup>**

**STEAK lb. 59<sup>c</sup>**

SEE US FOR LOWEST PRICES ON DUCKS,  
GEESE, HENS & TURKEYS

# FURRR FOOD STORES, Inc.

Crackers HI - HO 16 Oz. Box **39<sup>c</sup>** | Oleo Margarine TOP SPRED 1 Lb. Ctn. **18<sup>c</sup>** | Pure Cane SUGAR 5 Lb. Bab **49<sup>c</sup>** 10 Lb. Bag **98<sup>c</sup>**

XMAS TREES  
ALL SIZES

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



# WANT ADS Phone 30 or 31

### FOR SALE Miscellaneous

GEIGER COUNTERS and scintillators for sale. 533 East First Street. Phone 1674 or 1270 Hugh Bookout. B-1-16-49-10p.

FOR SALE: Reasonably priced Maytag wringer type washer. Almost new. Phone 1407. B-1-12-49-3p.

GOOD upright piano for sale. Bargain, \$150.00. Phone 1821. B-1-9-49-tfc.

**Hereford Glass Co.**  
Expert Car Glass Installation.  
Table Top and Window Glass  
Picture Frames  
102 Park Ave. Ph. 1425  
B-1-16-49-tfc.

RIGHT SIGHT Reading glasses for reading or sewing. McDowell Drug. Phone 13. B-1-12-36-tfc.

STORM SASH and storm doors. Carl McCaslin Lumber Co. Phone 7. B-1-11-15-tfc.

FOR SALE: Tame geese. Phone Frio 4549. B-1-9-21-tfc.

GENERATORS and starters for cars and trucks. Hereford Wrecking Co. Phone 220. T-1-12-18-tfc.

FOR GUARANTEE Recapping see Shelton Tire Exchange, 303 East First. Phone 122. T-1-10-25-tfc.

CLOSING OUT  
My stock of thread and purse materials at reduced prices. Mrs. B. E. Roberson Phone 1286  
125 Avenue C  
B-1-24-2C

FOR CHRISTMAS, give a Candy. Phone 1181. B-1-9-24-2k.

FOR SALE: Pressure Pump and tank in good condition, at a cheap price. Call Mrs. Gillis. Phone 394-J, or 803 Miles Street. T-1-22-49-1c.

NEW OR USED: Radiant Health Juicers. Reduced prices. Wonderful family Christmas gift. Phone 1623-W. T-1-14-50-1k.

BEAUTIFUL POTTED PLANTS at reasonable prices. Hereford Floral. 209 Higgins Street. Phone 773. B-1-13-50-2p.

DRIVE IN SERVICE  
Cottage Cheese  
Cream  
Milk (By the Gallon only)  
Now available at the Dairy Cream Store, formerly Zesto. Boardman's Finer Grade "A" Milk Products  
or Call 1329 for free delivery to your home. B-1-50-1fc.

FOR SALE  
167 acres. One 8" well on natural gas. Three bedroom home. Lots of outbuildings. Price \$290.00. Small down payment. Extra well improved and level 240 acres. On pavement. One 8" well on natural gas. Price \$320 per acre.  
Choice 1/4 on pavement. Good two bedroom home. \$335 acre. New three bedroom brick home. 1400' area. With attached garage. \$12,500.00.  
Good two bedroom frame house, well located. \$4,750.00. \$1,000 down.  
For trade, well improved 500 acres. 150 acres in cultivation. Will trade for irrigated farm. Carthel Real Estate  
206 N. 25 Mile Ave. Phone 502  
B-4-24-4fc.

FOR SALE  
270 Acres on paving. One good 8" well, on gas. 1 mile of town. \$150.00 per acre. \$12,000.00 will handle.  
314 Acres, 6 room modern house, 1 good well on gas. \$200.00 per acre.  
Glenn Weir 109 Main  
Phone 200 Res. Phone 802  
B-4-23-1fc

FOR SALE: 320 acres grass land. Available at once. Inquire at Brand for information. B-4-14-24-3p.

LAND SPECIALS  
292 acres 1/2 mile off pavement. Natural gas on the 8" well. Modern home. Price \$225.00.  
460 acres near Hereford on pavement. Two 8" wells. 2 sets of improvements. Perfect land. Priced below the market. You must see this farm.  
160 acres, well improved on pavement. Two irrigation wells on natural gas. \$20,000.00 will handle.  
200 acres on pavement. Priced for quick sale. \$160.00 acre. Perfect section in irrigation area. \$100.00 per acre.  
CASH LEASE 230 acres with two 8" wells. \$20.00 per acre.  
See or Call  
Hugh Bookout Realty  
Sun. Call 1270 Week Days 1674  
B-4-23-1fc

124 ACRES FOR SALE  
South of Summerfield. Cotton allotment was 25 acres. Has 25 acres in wheat and 90 acres listed ready for water, with possession.  
Excellent well and equipment ready to go. Priced at \$235.00 but if you will buy what I want & trade, will cut price some.  
D. R. Davidson Box 517  
Levelland, Texas  
B-4-49-4P

FOR SALE: Three room house with bath. Well located. Good terms. See us at once. J. B. Elliston. Phone 179 or 132 East Third  
B-4-24-43-tfc

FOR RENT: Five room furnished apartment, private bath. Part bills paid. Also a three room furnished apartment. Phone 965-J.  
B-5-19-49-tfc.

TO LEASE, FOR CASH: 80 acres, 100 acres; 160 acres; well with each plot. Five miles S.W. Hereford. Phone Westway 2599. C.S. Barclay.  
B-5-24-24-tfc.

FOR RENT: Four room furnished apartment. Bills paid. Apply at 141 North 25 Mile Avenue.  
B-5-15-50-tfc.

320 ACRES well improved farm. Two good irrigation wells. In good water. Call 1163.  
B-5-14-50-tfc.

FOR RENT: Three room furnished duplex. Inquire at Shorty's Shoe Shop.  
T-5-11-50-1c.

THE BUILDING formerly occupied by Sidney Fuller. Immediate. F. H. Oberthier. Phone 226. Also apartment.  
B-5-15-50-2c.

FURNISHED APARTMENT  
One of the nicest furnished apartments in town, very nice furniture, one bedroom, clean, everything furnished but dishes and linen... must rent to couple only. \$75.00 month. Call 424... 1711 Nites  
LONE STAR INSURANCE AGENCY  
136 Main Phone 424  
B-5-49-1fc

FOR RENT: Four room unfurnished duplex apartment. Close in. Adults only. Phone 589.  
B-5-13-21-tfc.

FURNISHED apartment. 613 south 25 Mile Avenue. Phone 325.  
B-5-9-47-tfc.

FOR RENT: Three room modern, unfurnished house. Call at 501 or 507 Jackson.  
B-5-13-19-tfc.

FOR RENT: 2 room upstairs apartment. Private bath. Apply at 141 N. 25 Mile Ave.  
B-5-15-23-tfc.

FARM FOR SALE: 336 acres, 310 cultivation. Modern four room and bath house. Possession through January. Located three miles N.E. Jumbo School. Castro County. \$100.00 per acre. Terms. Contact owner, R. W. Carter, 1216 58th place Lubbock, Texas. Phone 4-2692, or L. C. Heath, Brownfield, Texas.  
B-4-46-49-4c.

FOR SALE: By owner. Three bedroom home. 109 Avenue J.  
B-4-10-49-5-k.

270 Acres on paving. One good 8" well, on gas. 1 mile of town. \$150.00 per acre. \$12,000.00 will handle.

314 Acres, 6 room modern house, 1 good well on gas. \$200.00 per acre.

FOR SALE: 320 acres grass land. Available at once. Inquire at Brand for information.

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Excellent well and equipment ready to go. Priced at \$235.00 but if you will buy what I want & trade, will cut price some.

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320 ACRES well improved farm. Two good irrigation wells. In good water. Call 1163. B-5-14-50-tfc.

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FURNISHED APARTMENT One of the nicest furnished apartments in town, very nice furniture, one bedroom, clean, everything furnished but dishes and linen... must rent to couple only. \$75.00 month. Call 424... 1711 Nites LONE STAR INSURANCE AGENCY 136 Main Phone 424 B-5-49-1fc

FOR RENT: Four room unfurnished duplex apartment. Close in. Adults only. Phone 589. B-5-13-21-tfc.

FURNISHED apartment. 613 south 25 Mile Avenue. Phone 325. B-5-9-47-tfc.

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FOR RENT: 2 room upstairs apartment. Private bath. Apply at 141 N. 25 Mile Ave. B-5-15-23-tfc.

OFFICE ROOMS FOR RENT upstairs over The Brand. Reasonable rates. See E. F. Posey, room 3, or inquire at Brand Office. B-5-21-41-tfc.

FOR RENT: Nice three room furnished apartment. Private bath. Bills paid. Call Mrs. W. T. Carmichael, 838. B-5-17-48-tfc.

FOR RENT: Unfurnished duplex apartment. Private bath and garage. 409-B West Fourth. Call 1815. B-5-14-23-4k.

FOR RENT: Nice modern garage apartment. 805 North Lee. Phone 378-J. B-5-11-24-tfc.

6. WANTED  
WANTED TO RENT, by permanent party, three bedroom home. Call 64 or contact M. G. Caywood at Hereford Locker. B-6-9-13-2c.

8 HELP WANTED  
NEED A HOT PLUG repaired? Call Morgan Appliance. 197. B-6-9-13-5fc.

WANTED: Wheat and stalk field pasture. O. G. Hill. Phone 93 or 1310. B-6-13-41-tfc.

WANTED: Cashier. Bookkeeping experience not required. Write Post Office Box 886. T-8-11-49-1k.

I MUST get a man in Deaf Smith County to distribute our feed blocks, livestock supplements and mineral fertilizers directly to farmers and ranchers. Must have car, pick-up preferred. We work with you. Earning possibilities will amaze you. Home every night. Permanent work. Our men know about this ad. Send answers to Box 6056, Amarillo, Texas. T-8-50-1C

WANTED  
Food Plan Salesmen, to sell the Walsh Amana Food Plan. Commissions up to \$300.00 a week. Contact Glenn Burgess at 232 West 3rd. Phone 1738 B-8-50-2C

10. NOTICE  
ALCOHOLICS ANONYMOUS  
Phone 1358 or 2018  
Meetings Thrus. Night At 8:00 P.M. 1003 Union  
B-10-24-tfc

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

BEAUTIFUL BABY PARRAKEETS: All colors; No. 1 stock only. Metal bird cages. Francis The Printer. 707 North Main. B-10-18-4-tfc.

TOASTER WON'T TOAST? Bring it to Morgan Appliance. Park Avenue. B-10-10-13-tfc.

NOTICE: Will trade house and lots for farm machinery. R. W. Elliston. Rt. 3. B-10-14-24-2p.

11. Business Services  
GIVE YOUR CHILD piano lessons for Christmas. See Ruth Ueckert. 229 Avenue E. Phone 1133. B-11-15-49-4c.

WE REPAIR electric clocks, irons, toasters, percolators and all small electrical appliances. Phone 75, Witherspoon Electric. 129 West 3rd Street. B-11-20-50-tfc

ERNEST L. MCGEE  
Earth Moving.  
Phone 2016  
Dozers, crane, dragline, Backhoe services.  
Hereford, Texas  
B-11-36-tfc

GAS LINES INSTALLED  
Either Carbon Plastic or Iron Pipe.  
J. E. (Earl) Springer  
1 1/2 Miles South  
Phone 732 Hereford  
B-11-49-4C

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.

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FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.



TURKEY, DRESSING AND ALL THE TRIMMINGS were enjoyed by all of the Hereford Public School Faculty at their annual Christmas Supper Monday night. Pictured in the above photo made at the Shirley School Gym are some of the faculty in the 'chow' line. (Staff Photo)

## Hereford Places Two On All-Tourney Quintet; Loses To Bovina In Finals

By BILLY PAUL KNOX  
After lumbering by Kress and Price College, the Hereford Whitefaces stumbled, 65-58, before the classy Bovina Mustangs, who hail from District 1B, but played like an AAAA team in their victory over Hereford, in the final of the Happy Invitational Tournament Saturday night.  
Bovina jumped to an early lead and never trailed. Hereford's great Francis Boyd bucked 28 points, but this wasn't enough as the Mustangs used a great height advantage to the best of their ability, with three men scoring in the double numbers for Bovina.  
Bovina hit over 60 percent of their shots and controlled the backboards consistently. One of the key factors of the game was free shots. The Mustangs made 21 free shots while Hereford could make only 8. The Whitefaces actually outscored the Mustangs in field goals 25-22. The sharp-shooting quintette jumped to an early lead of 5-0

before Hereford scored, but the Herd battled back and the first quarter score was 18-16.  
Both teams battled on an even basis in the second quarter with Bovina finally winding up the better by one point. The Mustangs out-scored Hereford 13-12 in the second stanza to make the half-time score 31-28.  
Bovina came out strong for the third period, spurred, and before the Whitefaces gathered their senses, the third quarter score was 53-41.  
Hereford out-scored Bovina in the final quarter, but the Herd could not overcome the 12 point lead built up by the Mustangs. The final score was 65-58.  
High for Hereford was the high scoring Francis Boyd who dropped in 28 points. Bud Godfrey also had 15 for Hereford. Callaway led Bovina with 19 points, but sophomore sensation Smith was close behind with 18 points. Kellough also had 15 points.  
The Hereford players were named to the All-Tournament team which was named after the final game. Francis Boyd and Homer Hershey were the two Hereford

CUSTOM FARMING Listing, planting, plowing and harvesting. Floyd Stivers, Hereford, Texas. Box 188. Phone 930 B-11-15-21-tfc.

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John McLean Insurance Agency  
Phone 273 - Box 267  
127 W. 3rd St.  
Hereford, Texas  
For Loans in Deaf Smith, Parmer and North Part of Castro Counties. B-11-46-tfc

HIGH SCHOOL  
Established 1897  
Study at home in spare time. Earn diploma. Standard texts. Our graduates have entered over 500 different colleges and universities. Engineering, architecture, contracting, and building. Also many other courses. For information, write American School O. C. Todd, P. O. Box 974 Amarillo. B-11-49-8C

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Persons who miss  
Their Brand  
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CALL  
R. W. SPARKS  
Phone 1771-W

NOW IS YOUR CHANCE!  
We have several farm buyers - also quite a few trades for land in this area. You might be interested. Come in and talk it over if you would consider selling & Don't Delay!  
J. B. Elliston  
Real Estate  
132 E. 3rd Ph. 179  
B-11-1fc

Lions Club  
meets each  
Wednesday, 12 noon  
Hotel Jim Hill

Kiwanis Club  
Thurs. Noon  
Hotel Jim Hill

HEREFORD No 849 AF & AM

EA  
Dec. 16th  
7:30 P. M.

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

## Konak Camp Fire Leaders Elected

Tommy Kay Robinson was elected president of the Konak Camp Fire Girl group when they elected new officers at their meeting recently. Shirley Carthel, secretary, and Mary Beth Ricketts, scribe.  
The girls will hold their respective offices for three months, at which time the president goes out of office and the vice president takes her place. Each of the other officers automatically take the next higher office and a new scribe will be elected.  
The girls met at the home of Glenna Faye Lester and studied Christmas decorations and candles they can make. They made Christmas corsages for themselves and a pillow corsage for their new president, Tommy Kay Robinson, who was in Baylor Hospital in Dallas for surgery.  
Penney Company Yuletide Party  
J. C. Penney Company had their annual Christmas party Tuesday night with a buffet supper honoring Mr. and Mrs. S. B. McLallen. Those present were: Mr. and Mrs. S. B. McLallen and Summie Lou, Mr. and Mrs. Wayne Houghton, Mr. and Mrs. Muri Parker, Mr. and Mrs. Harry Taylor, Mr. and Mrs. James Dobbs, Mrs. Irene Carpenter, Mrs. Caudie Oia Brown, Mrs. Lupe Moya, Miss Peggy Townsend and Dallas Phillips.

## Patrolman Heard By Road Knights

Cecil McNeil, safety patrolman of the Amarillo district, was guest speaker at the annual parent supper of the Hereford Road Knights, which was held Monday night in the VFW Hall. Radar was the topic of McNeil's speech, along with other safety subjects. "Driving in Adverse Weather Conditions," a short film, was also shown by McNeil. The film consisted of driving in fog, rain, snow, sleet, sand and at night.  
After the guests had eaten and the program completed, members talked and played pool.  
Those attending were: Mrs. Ralph Paul, Dean Paul, Dixie Lu Barnard, Mr. and Mrs. Leon Vinton, Mr. and Mrs. J. O. Clark, Mr. and Mrs. Jack Kaylor, Mr. and Mrs. Ernie Flippo, William Pittner, Darrell Dawson, Bob Morgan, Rita Vinton, Billy Patzold, Pat Dawson, Richard Clark, Bobby Vinton, Bobby Schroeter, Mike Bednorz and the guest speaker, Mr. McNeil.

Record: indicate that the Norsemen first sighted the coast of Greenland in 74 A. D.

Regional Plan Assn. estimates say 19,200,000 people will be living in the New York City Metropolitan area in 1975.

The average American starting work today has the prospect of a lifetime income of \$150,000, says the Institute of Life Insurance.

## The Hereford Brand

Published Every Thursday at 336 Main St. Hereford, Deaf Smith County, Texas - Phone 30  
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.  
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office.  
Our Slogan: "More People—More Farms"

TEXAS PRESS ASSOCIATION MEMBER 1954  
Subscription Rates: \$2.50 per year, Zone 1; \$3.50 per year outside Zone 1. Will The Sunday Brand, \$4.95 per year, Zone 1. All subscriptions strictly cash in advance.  
JAMES M. GILLENTE  
Publ  
E. E. Thompson, Sec'y  
B. E. Roberson W. M.





Once upon a time, folks out in this country always got out their six-guns and did a little target practice to see who would pay for the drinks. However, about the time C. R. Smith was top boss on the Escarbada division of XIT, the boys got to racing their horses to see which one settled for the tab. Civilization continued marching on, though, and Jessie Stanford can probably recall the days when loiterers around E. B. Black Company would spin the indicator on the big round sewing machine needle dispenser put out by "Home."

Back down the line, folks got to matching coins to see who would pay—and this system hung on for a long time. More than any other, maybe.

The "Atomic Age" has brought along a new method, however. The boys (and girls) look on the bottom of the pop bottles to see which one came from the greatest distance. Sometimes the bottles show up with San Francisco, Calif., Wichita, Kan., Houston, Albuquerque, and other distant towns imprinted on the bottom. It's quite a deal—and very popular in most spots where folks gather for refreshments. Most tourists with children carry along "trade-in" bottles those days, which keeps the bottle inventory changing constantly. It is a quite interesting and entertaining pastime, which seems to have spread all over the country.

John McLean and Abe Martin got to reminiscing the other morning—and those boys can remember things that really happened a long time ago. John, it seems, once operated the Corner Drug Store where Dub's Man Shop now stands. They were talking about a pioneer day doctor who used to order hot cakes, then pour a can of pork and beans over them. His name was "Doc" Qwerton and, it seems,

he acquired the habit after long years of residence down in Mexico. The custom apparently created about as much talk in the restaurants back then as it would create today.

The newspaper business is funny. Every once in a while, something comes along to deflate you—but good. I just got tossed for such a loop, and it has me no little upset.

How would you feel if you went down to buy your teenage son a new car, which he wanted in the worst way, and the young man—after looking it over, admiring every feature and deciding that it was just what he needed, turned to you and said:

"But, dad, you can't buy me this car. I know you have the money. I know you can afford it—but I might get hurt. You'd have to take out a lot of insurance. You'd probably have to buy the gasoline and, besides that, I don't really need it. I guess I just thought I wanted it because a lot of the other kids have automobiles. Let's just skip the whole thing."

Such a thing never actually happened to me, but it's a good parallel for what did occur.

I was recently checking over the top eight entries in the contest on "What My Town Can Do to Have More Industry." I'll be darned if those kids haven't just about convinced me that Hereford doesn't want, deserve, or merit an industry. What's worse, they were pretty well universal in their thinking—with one or two exceptions. It's enough to drive one to distraction. All in all, the themes showed a much deeper understanding of community problems than one would expect, but we either have a pretty lousy town—or a bunch of teenagers who think beyond their years.



DORIS TURNER was chosen D. E. Sweetheart last week. Miss Turner is a junior this year. (Staff Photo)

Some of them, I fear, were plugging for things they wanted for themselves, rather than considering the welfare of the community as a whole. This, in fact, was the most encouraging approach in the whole lot. Frankly, I was disappointed. I think the greatest contribution youth can make to civilization is that old "do or die" spirit which leads the kids into spots where "angels fear to tread." That's the kind of people who do the things that cannot be done. I don't expect them to have the analytical mind of a 60-year-old editorial writer or radio commentator.

I am bound to agree with their thinking on the subject of industry. It takes a lot of doing. However, there are always plenty of us old codgers around to throw monkey wrenches into the gears of progress. I don't like to see the kids tossing them. Honestly, the real thing it takes to get industry is the same thing it takes to be a success in any field—and that's the determination, the will and the foolish idea that you can do an impossible job. All of which is just

exactly where the essays fell short. For the welfare and future of the country, I hope a lot of mamas and papas helped the kids with those essays. I sure do. I'd hate to think our current crop of kids are beaten before they ever start playing the game.

Around 75 years ago Tom Edison was labeled as a fool because he kept tinkering with an impossible invention: the electric light. All of the old soreheads said it was silly. It couldn't be done! Being a young man, though, Tom went right on—and you know the rest of the story. If Henry Ford had listened to the same bunch of old folks, things would be different in the world today. But, I ask you, what are we going to do when the 'teenagers show up with these old folks' ideas?

Besides, they're encroaching on my territory. I had my fling at being progressive, ambitious and I've done a lot of silly things. Now that I am getting old enough to be an "Aginer," I want the kids to show a little spunk and let me do the griping about how the

### Summerfield News

By Ann Lookingbill

Bettie and Linda Noland furnished soft piano music last Friday afternoon for the Garden Beautiful Club Christmas tea.

Mr. and Mrs. L. F. Carter and Wesley were in Amarillo Saturday, visiting their son and family, the Lester Carters, also a friend, Effie Mae Cline, as well as Christmas shopping.

Junior fellowship met Friday night in the J. B. Noland home. Those present were Janie Bookout of Hereford, Mrs. J. C. Clearman Nannette, Kenneth and Diane Clearman, Betty and Kenneth Walker, Joe Wright, Jackie Andrews, Mrs. Wall and Don, Richard Walker, Dorris, Nelda and Billie Jean Barnett, Ann Lance, Miner Duball, Jackie and Carolyn Lee, Dale Carter and Rev. Don Larkin. Each one brought food to be sent to Girls' Ranch for a Christmas food pound-

ing in Amarillo Monday. Mr. and Mrs. J. C. Clearman and family spent Sunday, visiting in Seminole. Mr. and Mrs. Fred House and children spent Sunday in Clovis, visiting Mrs. House's mother, Mrs. J. R. Owen. Mr. and Mrs. L. H. Lookingbill Sr., had their Christmas dinner Sunday, since their daughter and family, Mr. and Mrs. John Winkler, of Hereford will spend Christmas with his parents in Detroit, Mich. Those present were Mrs. J. L. Lookingbill and Harry, Mr. and Mrs. L. H. Lookingbill Jr., Judy and Janet, Mr. and Mrs. John Winkler, Sandra and Sarah of Hereford and the host and hostess.

Messrs. and Mesdames Ray Johnson and L. H. Lookingbill Sr., attended the Christmas preview of arrangements at "The Western Flower Shop" Roy Pete, being host for the afternoon.

Delbert Bairum, C. J. Lance, Ray Botkin, Dwaine Barker, Kenneth Christie and Gerald McCatharine left Saturday night on a hunting trip to Jackboro. Mrs. Deloris Christie is spending a few days with her mother, Mrs. W. J. Thomas, in Plainview, who is sick.

Ellen McGowen attended a Sunday School party for her class at the Methodist Church in Hereford Wednesday afternoon. Ann Lookingbill attended an FFA banquet Monday night in Canyon at the high school cafeteria with Mozelle Telchik.

### Social Security Agent To Be Here On December 22

A representative from the Amarillo Social Security Office will be in Hereford, on Dec. 22, Wednesday at 9:30 a.m. at the Commissioners Court Room at the Court House.

This representative will be glad to answer questions concerning social security coverage for self-employed farmers and questions about the new rules for reporting of wages for farm workers. He can explain, also, the new rules about the allowable amount of earnings which a person may have starting in January, 1955, and still receive his social security payments.

Persons who are 72 years of age and have never applied for their social security payments because they are still working or are self-employed should contact this representative. They can receive their social security payments, starting in January, regardless of the amount of their earnings.

### Hospital Notes

Patients In Hospital

Giles Tate, med.; W. F. Newman, med.; Gary Phipps, T&A; Mrs. Iley Barton, surg.; Hitta Regis Jones, med.; Mrs. J. L. Park, med.; Yolanda Alariz, med.; Gertrude Williams, OB; Mrs. Chester Wiggins, OB; Charley Paul, surg.; Mrs. Leta Flowers, ortho;

L. J. Kuper, rged.; Mrs. G. A. F. Parker, med.; Roberta Conlis, med.; Mrs. George Tiefel, OB; Paulo Martinez, med.; R. E. Cutsinger, med.; Dossie Mae McCracken, med.; Hugh Witherspoon, med.; Reuben N. Neiz, surg.; J. V. Pickens, med.; William D. Howe, surg.; Mrs. Mary D. Cochran, med.; Mrs. Roland Smith, med.; Mrs. Gayle Higgins, OB and surg.; Doyle Rose, surg.

Patients Dismissed

John L. Stutts, 12-13; G. I. Cling-

smith; 12-14; Penny Johnson, 12-11; David L. Morgan, 12-11; Roy Vaughn, 12-11; Wirt Phillips, 12-11; Kenneth Charles Loring, 2-11; Mrs. Clyde Denton, 12-11; Perry Lunsford, 12-11; Edana Hopson, 12-12; Mary D. Whitener, 12-11; J. C. Cox, 12-12; Mrs. Jesse Sisco, 12-12; Irene Conway, 12-13; Lee-Roy Brannon, 12-14.

**Births**  
A daughter was born to Mr. and Mrs. Gayle Higgins, 12-12.  
A son was born to Mr. and Mrs. John Williams, 12-13.

Mr. and Mrs. Julia Johnson, of the Frio Community announce the arrival of a baby daughter. She weighed four pounds and one ounce and was born Dec. 2. The parents named her Melissa Ann.



FRENCH BREAD . . . CHOCOLATE DOUGHNUTS

## Week-End Specials

In addition to our Regular Line of bakery goods, we are adding a complete selection of fine, tasty home-baked pastries. Visit us often.

When You Buy Bread Buy <b>HEREFORD BREAD</b>	DELICIOUS <b>FRUIT CAKES</b> 2 Lb. Size <b>\$1.69</b>
--	---

SPECIAL ORDERS on Wedding Cakes, Birthday Cakes, etc., under Personal Supervision of Mildred Knox, Phone 46.

WATCH THIS SPACE EVERY THURSDAY  
We invite the G. P. Owens family to call at the Bakery for a large, iced ANGEL FOOD CAKE with our compliments - - for Sunday dinner.

## HEREFORD BAKERY

# Pastry Shop

CAKES . . . PIES . . . COOKIES . . . DOUGHNUTS

APPLE TURNOVERS . . . CREAM HONORS . . . CINNAMON STICKS  
JELLY ROLLS . . . CHOCOLATE BROWNIES . . . SPECIAL ORDERS

# CLOSE-OUTS!

SAVE...SAVE!

We're Closing Out On Our Stock of Genuine

## Armstrong Enamel

Pints -- Quarts and Some Gallons!  
**YOU BUY**

**1** Pint, Quart or Gallon and we'll give **2** Cans of Equal Size

**You Absolutely FREE** As Long As Present Stocks Last!

JUST THINK OF IT -- 3 FOR THE PRICE OF ONE!

**PARKER BROS. BUILDERS SUPPLY**  
1306 Park Ave. Phone 719

## ANNOUNCING

# HEREFORD MEAT CO.

HAS MOVED FROM 326 WEST FIRST STREET TO 511 PARK AVE.

HEREFORD'S MOST MODERN MEAT MARKET is ready to serve you in our New Convenient Location with up-to-the-minute Sanitary Equipment and plenty of Parking Space for our Customers.

HOURS: Mon. thru Fri. 8 A.M. to 7 P.M. Phone 1555 Saturdays: 8 A.M. to 8:30 P.M.

## WE WANT TO "MEAT" YOU

<b>FRESH MEAT</b> that's a treat to eat Not Just a Slogan -- It's a Fact!	<b>FRESH FISH</b> When we say "FRESH FISH" we mean just that. Not the frozen variety, but real, honest - to - goodness FRESH FISH shipped directly into Hereford to reach your table as a Healthy and Appetizing specialty.	<b>Home Made Pure PORK SAUSAGE</b> Lb. <b>59c</b>	<b>Chubby Chicks FRYERS</b> Lb. <b>45c</b>	<b>CAT FISH</b> - Fresh Water Cat directly from the Louisiana Bayous.	<b>Choice Cuts RIB STEAKS</b> Lb. <b>55c</b>	<b>Fresh CALF LIVER</b> Lb. <b>33c</b>
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**ORDER YOUR CHRISTMAS TURKEYS NOW!**

**A COMPLETE LINE OF BOTH AGED AND FRESH CHEESES**

NEW YORK SHARP CHEESE - 1 YEAR OLD  
KAUKAUNA KLUB  
CHEESE in Hickory Smoked  
Garlic - Onion Port Wine and Appetizer  
BIG EYED SWISS  
BABY GOUDA CHEESE

**FRESH CHOICE LAMB**  
GOVERNMENT GRADED

**RED SNAPPER**  
**JUMBO SHRIMP**  
**SELECT FRESH OYSTERS**



SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS



Double S & H Green Stamps Every Wed. on Purchases of \$2.50 or Over

New Wet Strength SCOTTIES Cleansing Tissues 400 Tissues 2 Boxes 49c

**SHOP WITH CONFIDENCE at PIGGLY WIGGLY**

CHRISTMAS DECORATIONS 1/2 PRICE

6 Bottle Carton  
**7 UP 25c**

Libby's Frozen Fresh Sliced 10 1/2 Oz. Pkg. **25c**  
**STRAWBERRIES** 12 Pkgs. \$2.89

Libby's Frozen Fresh - 10 Oz. Pkg. **43c**  
**ASPARAGUS SPEARS** 12 Pkgs. \$4.79

Libby's Frozen Fresh Chopped **17c**  
**BROCCOLI** 10 Oz. Pkg. 12 Pkgs. \$1.89

Libby's Frozen Fresh - 10 Oz. Pkg. **17c**  
**CUT CORN** 12 Pkgs. \$1.89

Libby's Frozen Fresh Green **25c**  
**LIMA BEANS** 10 Oz. Pkg. 12 Pkgs. \$2.89

Libby's Frozen Fresh **17c**  
**GREEN PEAS** 10 Oz. Pkg. 12 Pkgs. \$1.89

ENGLISH HOLLY Lb. Pkg. **69c**

**PLYMOUTH Whole Bean, Ground Fresh COFFEE** Money Back Guarantee **lb. 97c**

BLUEBONNET **OLEO** Lb. **25c**

Pride of the Ozark, In Syrup - SWEET **2 for 45c**  
**POTATOES** 23 Oz. Can

Hi-Note, Light and Dark Meat **2 cans for 35c**  
**GATED TUNA**

Ideal for Frying, Baking, Etc. **63c**  
**MAZOLA OIL** Quart

Pure Preserves, Peach, Apricot, Grape & Plum In Decorated Glass **3 for \$1.00**  
**ZESTEE**

Kraft **\$5.79**  
**XMAS CHEESE BOX**

Shurfine, 12 - 8 Oz. Jars, Assorted In Xmas Box **3**  
**JELLY**

3 Lb. Can **89c**  
**CRISCO**

Hunt's, No. 2 1/2 Can **4 for \$1.00**  
**PEACHES**

Home Made Syrup from Sulphur Springs  
**Sorghum** 1/2 Gal. Bucket **\$1.29**

Fresh Country Guaranteed  
**EGGS** Large Size 2 doz. **69c**

New Aero White  
**SNOW** 98c Can **69c**  
Just Press The Button

MACARONI and SPAGHETTI  
**SKINNERS** 7 Oz. Bx **10c**

Georgie Porgie White or Yellow Can **10c**  
**POP CORN**

Swift's, Big, 20 Oz. Jar **49c**  
**PEANUT BUTTER**

Diamond, Cut Green No. 2 Can **4 for 49c**  
**BEANS**

Deer Brand, No. 303 Can **4 for 49c**  
**TOMATOES**

Sunshine Crispy Lb. Box **23c**  
**CRACKERS**

U. S. Choice **Lb. 69c**  
**T-Bone STEAK**

Longhorn, Pure Pork **2 Lb. Cloth Bag 98c**  
**SAUSAGE**

Fresh Ground **3 Lbs. \$1.00**  
**BEEF**

Swift's All Meat **Lb. 39c**  
**BOLOGNA**

Swift's & Armour's **Lb. 69c**  
**BACON**

Diamond Brand **lb. 39c**  
**WALNUTS**

Green Pascal **19c**  
**CELERY** large Stalk

Sun Kist **19c**  
**LEMONS** Doz.

Rome Beauty, Baking or Cooking **Lb. 13c**  
**APPLES**

IT'S FAIL PROOF... IT'S FUN TO MAKE!



**MARSHMAL-O FUDGE** ALWAYS PERFECT NO BEATING!

Get recipe at our store  
PENNANT MARSHMAL-O 19c  
HERSHEY DAINTIES PKG. 29c  
PET MILK . . . . . CANS 3 for 39c

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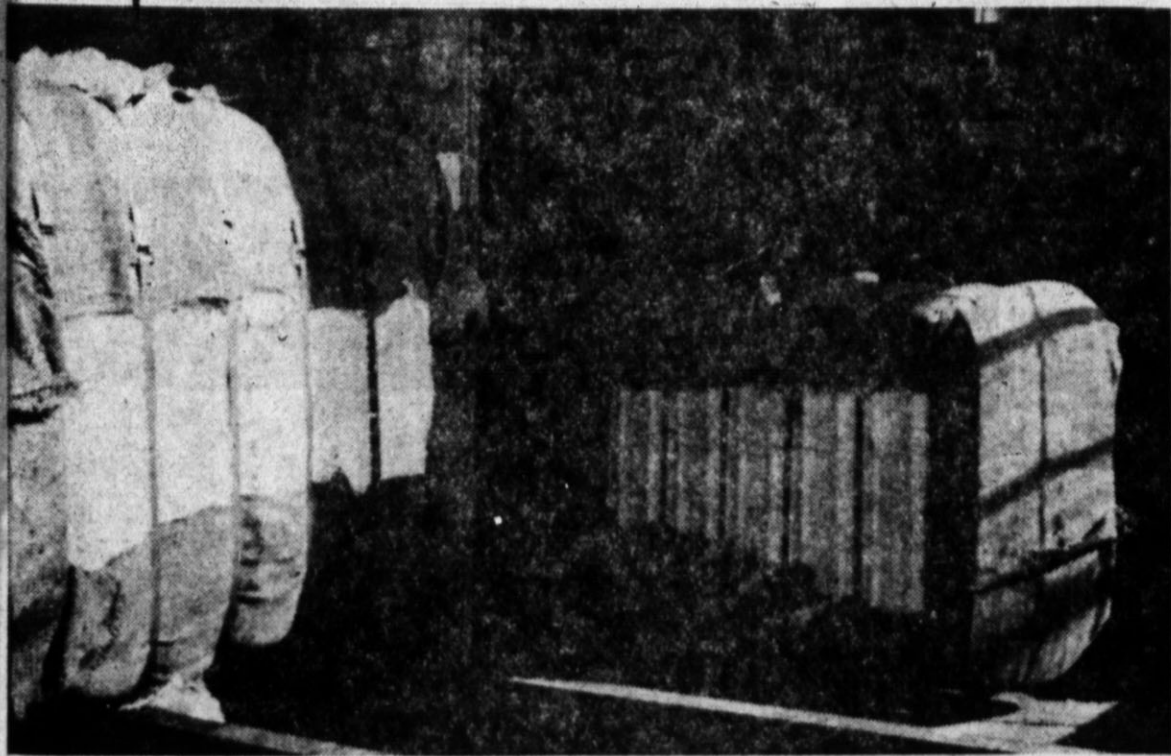


# Neighbors

Visiting with Roberta Campbell

Hereford, Texas, Thursday, December 16, 1954

Section Two



THE FIGURES on the scales are the determining factor in the amount the grower realizes out of his crop as the cost of handling ginning, wrapping and tying is about the same, whether the bale is little better than a remnant or weighs 600 pounds. Somewhere in the 500-pound range is what the owner usually hopes for. (Staff Photo)

FOR THOSE WHO HELD ON

## Cotton Makes Bale To Acre Despite Hail And Hoppers

Perhaps the weather man does have a conscience!

After the pelting cotton acreage in Deaf Smith County took from hail early in the summer, those who refused to accept defeat came up with something out of the ordinary in the way of a cotton crop.

According to John McClesky, local ginner, 5,000 bales of cotton will be ginned from the 5128 acres which remained after the widespread hail damage just as the cotton was getting a start. It would be hard to find a farmer who did not suffer some loss—and many plowed up their entire crop and seeded it to grain sorghum.

While farmers cultivated their cotton under a blistering sun this summer, which seemed to be doing its best to discourage manual labor of any kind the cotton stalks reached down into the moisture and pre-watered the land and dry fields went right on growing. Flea hoppers moved in to take

an additional bite out of the remaining acreage and the whole cotton picture looked discouraging until late in the summer, when farmers were gratified by the way the bolls were showing up on the stalks.

### Prices, Grades Good

The first trip to the gin was a revelation for most of those bringing in their cotton. A good turnout with some of the cotton grading as high as "Strict - Middling" was good news for the grower and, an overall average of 30 cents per pound for cotton grown in this county, is a record according to Mr. McClesky. He says some of the cotton this year brought 37 cents a pound.

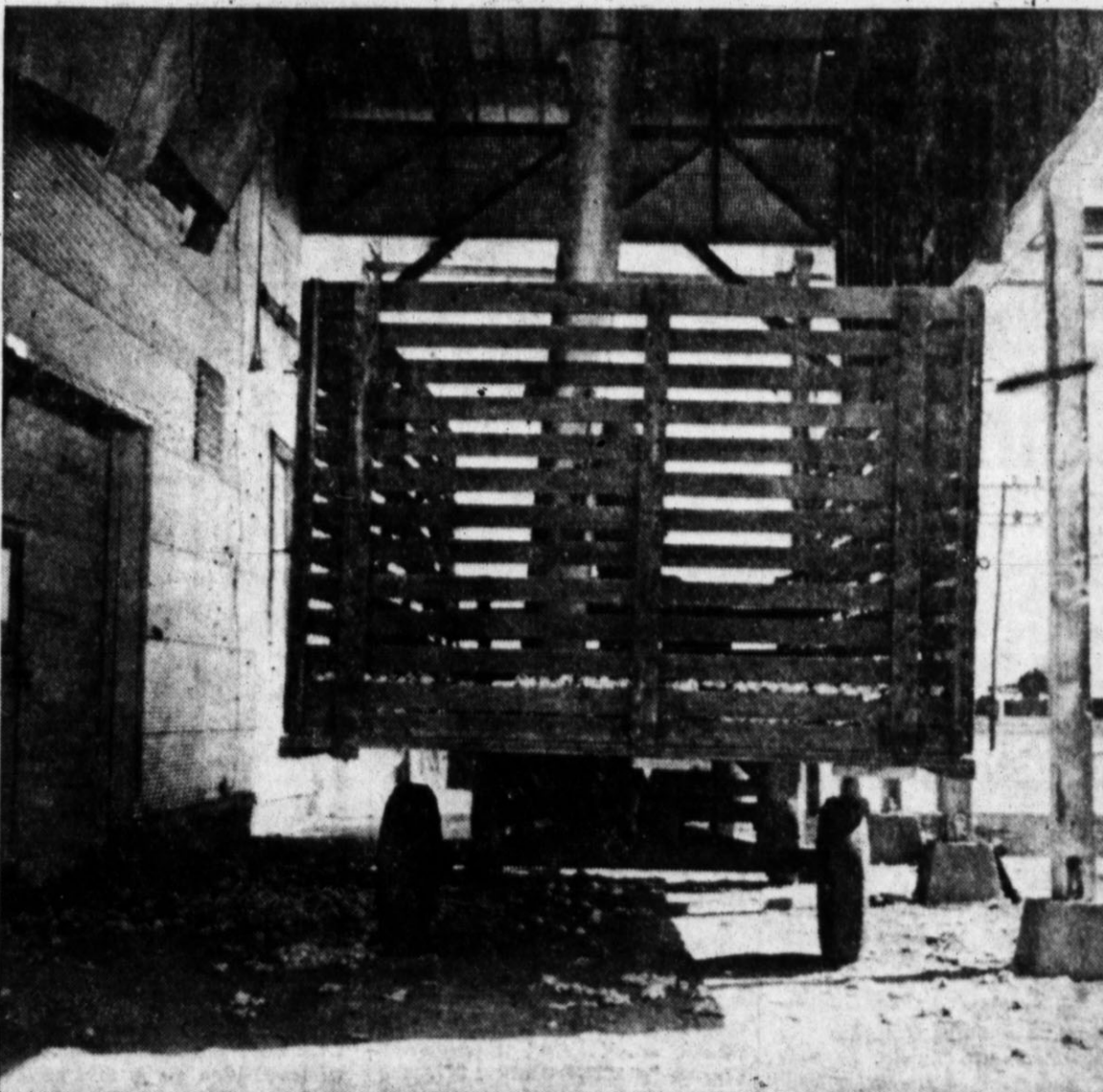
Charles Packard, who farms about five miles southeast of Hereford, refused to give up his cotton to the elements as he already had more row crop acreage than he needed, so he left it in in spite of considerable damage from hail.

However, he thinks now the damage might have been a help—as the cotton was thick and the thinning might have been beneficial.

### Makes 1/2 Bales

Anyway, Packard left the 79 acres which had been planted on land pre-watered in April and watered the crop again in August. From this patch of Locket Number 1, he gathered 106 bales of cotton which added up to a yield of over one and one-half bales to the acre. Some of the cotton was hand picked and some was gathered by machinery. A bale and a half was a nice surprise for a crop that was all but abandoned.

The overall yield of around a bale to the acre in this county, where once the growing season was considered too short for cotton, is enough to make the cotton farmer make a determined plea for an increase in the allotment given to Deaf Smith County.



TYPICAL OF THE COTTON TRAILERS used for taking the cotton to the gin is the one just being emptied by the suction pipe. The average trailer will hold four bales; however some farmers build only two balers, while others like to make a big haul with as many as eight bales. (Staff Photo)

## Camp Fire Girls Yuletide Party

The Centewasteya Camp Fire Girls held their Christmas party Friday, Dec. 10.

The guests of honor were the sponsoring committee from the Bay View Club, Mrs. Philip Barclay, Mrs. C. J. Crump and Mrs. Ansel McDowell.

After a candle lighting ceremony, conducted by Brenda Beasley, Sara Gillentine and Kay Neill, the girls were presented with the honor beads which they had earned in passing Trail Seeker Rank.

Christmas carols were sung and gifts were exchanged. Refreshments were served from a table centered with miniature wrought-iron reindeer and a sleigh filled with multi-colored Christmas balls. Linda Stephan presided at the tea table.

Those present were: Shari Prowell, Neela Gilliland, Kay Neill, Beverly Boyer, Sara Gillentine, Brenda Beasley, Suzanne Langley, Nancy Edwards, Linda Stephan, Judy Bradley, Susie Woodford, Mrs. Barclay, Mrs. Crump, Mrs. McDowell, Mrs. Cecil Boyer and Mrs. Jimmie Gillentine.

Glaring headlights can cause temporary blindness lasting for as much as three seconds.

## Household Hints

For the lunchbox, drain a can of Norway sardines and mash; add a little grated lemon rind and scraped onion along with mayonnaise. Layer the sardine filling between slices of whole wheat bread and pack the sandwiches in the lunchbox along with celery and raw carrot strips.

If your two-crust pie is soggy, it may be that you did not make enough steam vents in the pastry before baking.

Does your family enjoy browned potatoes served with roast lamb or beef? Use medium-size potatoes and boil them for 10 or 15 minutes, then put the par-boiled spuds

around the roast about 1/4 or an hour before the roast is done. Make sure you turn the potatoes in the fat drippings in the bottom of the roaster so they will be well coated, and sprinkle them with salt and a little paprika.

Give that chocolate cake, made from a mix, new flavor. Add a tablespoon of grated orange rind to the batter before baking. Or fold a half cup of shredded coconut into the batter before you turn it into the baking pan. Chop the coconut into short lengths before you measure the half cupful.

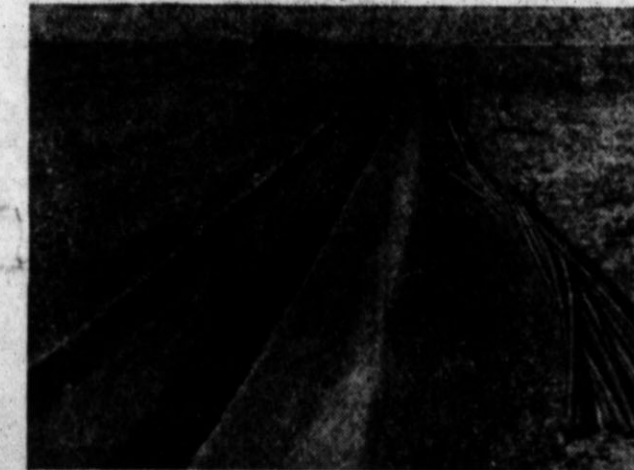
Good soup ahead: four frozen condensed soups will soon be marketed nationally. The new soups are Cream of Potato, Cream of Shrimp, Fish Chowder and Oyster Stew. All four products have a fine flavor and texture which the freezing process does not impair.

## Feed Hereford Brand and Nutrena Feeds

Cracked Corn	Cwt.	\$3.60
Rolled Milo	Cwt.	\$2.80
With Molasses	Cwt.	\$2.80
Wheat Pasture Mineral Suppl.	Cwt.	\$4.95
Cane Molasses	Cwt.	\$1.85
Nutrena Shoat "40" Suppl Nuggets	Cwt	\$6.50

WE BUY EAR CORN

**Hereford Milling Co.**  
Box 243 Phone 12  
Hereford, Texas



Longer gas pipelines can be installed at a lower cost with Carlon plastic gas pipe. Hundreds of miles of trouble-free pipeline have been installed in Texas High Plains area.



Carlon goes underground faster . . . costs only a fraction as much as steel, and it is guaranteed.

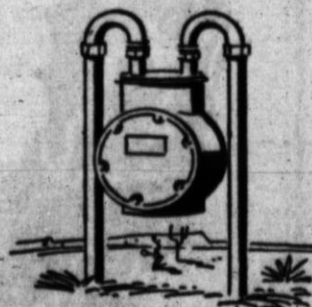


"Solvent Weld" at joints assures years of dependable service . . . completely resists corrosion and is guaranteed forever against rot and rust. Every foot of Carlon plastic pipe is tested under pressure at the factory.

# CONVERTING TO NATURAL GAS FOR PUMPING?

Here's how to irrigate better for less

Fuel savings are only the beginning! You save more when you install Carlon plastic gas pipe. In Texas, over-all installation savings total \$800.00 per mile minimum. Also, a natural gas line on your farm can increase the value of your land \$30.00 per acre or more.



When you convert to natural gas, or plan new wells, PLAN ON CARLON PLASTIC GAS PIPE. Carlon gives you extra savings . . . extra years of service . . . a better pipeline for less money.

Carlon costs less than steel . . . and can be installed for less. By using Carlon plastic pipe, you can save one-fourth the cost of a steel pipeline. Carlon "LF" is right for gas.

Carlon plastic pipe can't rust . . . so it can be buried and forgotten. Its performance is proved by hundreds of miles of trouble-free installations right in the Texas High Plains area.

ALL INSTALLATIONS ARE MADE BY TOP-FLIGHT CARLON APPROVED CONTRACTORS AND SUPERVISED BY FACTORY-TRAINED CARLON ENGINEERS

## ONLY CARLON PLASTIC PIPE GIVES YOU ALL THESE ADVANTAGES

**LONGER LIFE**—Anti-oxidant in Carlon resists aging. Makes Carlon last years longer than ordinary plastic pipe. Lasts longer than steel.

**STRONGER**—Carlon plastic pipe is 10% stronger. It has greater resistance to electrolytic corrosion. Carlon's base material is the toughest formula which can be successfully extruded.

**TOP PERFORMANCE**—Precision extrusion of Carlon provides smoother plastic walls which offer less friction and higher flows. It's like adding a reserve capacity to systems when Carlon is used.

**TOP QUALITY**—Because of Carlon's "know-how", engineering skill and ultra-modern facilities, Carlon plastic pipe is extruded without lubricants which contaminate ordinary plastic pipe.

**ABSOLUTE UNIFORMITY**—Precision controlled manufacturing processes guarantee accurate compounding and control of tolerances. Special Carlon processing eliminates flaws . . . makes Carlon the perfect plastic pipe.

**PROVED PERFORMANCE**—Almost 47,000 miles of Carlon plastic pipe are already in use.

**TROUBLE-FREE FITTINGS**—Carlon fittings are made especially for Carlon plastic pipe. With a Carlon installation, no trouble can be caused from purchasing pipe from one source and fittings from another. Carlon makes both pipe, fittings and pipe-to-fitting integral unit.

**GUARANTEED**—Guaranteed forever against rot and rust. Completely resists corrosion caused by both acid and alkaline soils. This guarantee is backed by Carlon's reputation as the world's oldest and largest manufacturer of plastic pipe.

ONLY CARLON PLASTIC PIPE IS GUARANTEED ALWAYS BUY CARLON . . . THE PIPE WITH THE STRIPE

BUY THE PIPE  WITH THE STRIPE

# CARLON PRODUCTS CORPORATION

WORLD'S LARGEST MANUFACTURER OF PLASTIC PIPE

Plants at Corsicana, Texas; Cleveland, Auburn Corners and Upper Sandusky, Ohio; Asheville, N. C.; Denver, Colo.; Klamath Falls, Oregon, and Acton, Ontario, Canada. Research Center in Mantua, Ohio

MAIL THIS COUPON FOR COMPLETE DETAILS

Carlon Products Corporation  
1310A 10th Street  
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I'd like more information about a Carlon plastic gas pipeline.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



THE COTTON STRIPPER making a turn at the end of the field of Bob Ott in Castro County is being operated by Bill Ott, brother of Bob. Since they had just started harvest-

ing they were not able to give an estimate but reported that the cotton seemed to be turning out pretty good in this patch on the Dimmitt Highway. (Staff Photo)



BALES LOADED for the trip to the Cotton Compress at Dimmitt, where the cotton moves from this locality. The seed is hauled by truck to a number of processing points where the market is best. Cotton seed is bringing \$56 per ton at the present. (Staff Photo)

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS





**MIRACLE SEWING** -- This smart dress of Orlon-and-wool jersey is easy to stitch, if you know the special tricks of sewing on synthetic fabrics. Because the fabric is 80 per cent Orlon and only 20 per cent wool, a Dacron thread is used. Fashion details include cording at waist and a furry collar of white yarn, made on sewing machine with guide attachment — simple if you know how.

## Synthetic Sewing

By Dorothy Roe  
Associated Press Women's Editor  
With all the new synthetics appearing on the market, the average woman is becoming an expert on fabrics and fibers, blends and construction.  
However, while most women appreciate the advantages of man-made fabrics, such as their quick-drying, easy-to-iron qualities, many home seamstresses haven't mastered the finer points of sewing with synthetics.  
Local sewing center experts suggest that it's a good idea to learn the tricks involved in stitching syn-

thetic fabrics, and offer a few down-to-earth tips.  
There are four basic points to remember in sewing synthetics, and these concern the machine stitch, the tension, the pressure and the equipment—needle, thread scissors and pins.  
As a rule, the machine stitch should be shorter when stitching synthetics, especially those of firm weave. The tension should be lighter than usual, and the presser foot also should exert a lighter pressure.  
Most synthetic fabrics, such as nylon, offer considerable resistance to the needle. Therefore it is wise to use a small needle, No. 9 or 11, very sharp scissors and sharp pins such as those made especially for fine dress-making. The selection of thread, too, is important, for while mercerized thread may be used on some synthetics, there are nylon and dacron threads which have been developed specifically for certain fabrics, and now are available in a range of colors. A new monocolored nylon thread is superior to ordinary twisted nylon thread for some purposes. It offers greater resistance to abrasion, it does not snarl and the ends don't unravel. Also, since it is slightly translucent, it has unique color-blending qualities. For instance, a white monocolored nylon thread can be used for sewing on any pastel shade.  
Even though your synthetic fabrics may be labeled "no pressing," remember that seams and construction details must be steam pressed as you sew, just as in other fabrics.  
For further free instructions on stitching with synthetics, and detailed information concerning the properties of nylon, Dacron, Orlon, Lynel, vicara and acrilan, send stamped, self-addressed envelope to: Stitching with Synthetics, Box 415, Grand Central Post Office, New York 17, N. Y.



**GREETINGS & GIFTS** are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through **WELCOME WAGON**  
**MARGARET WITHERSPOON**  
Phone 1258

## Highlights and Sidelights FROM THE State CAPITOL

By VERN SANFORD  
Texas Press Association  
AUSTIN, Tex.—Highlighting the news in Austin is the resignation of U. S. District Attorney Charles Herring.  
Herring is the only remaining Democrat in a federal attorney's job in the nation. He leaves an impressive record as a prosecutor. He will return to private practice in Austin, when his resignation becomes effective, Jan. 1.  
Rumor is that he will be a candidate for Attorney General of Texas in 1956.  
"Russell Wine, San Antonio attorney, is in line for the district attorney's post. He has Republican National Committeeman Jack Porter's backing for the job.  
**State Building Program**  
Karl Kamrath, Houston architect and chairman of the state planning commission, says that state plans for new buildings in Austin will probably be delayed until the capitol city's new "Master Plan" is developed, so that city and state plans may dovetail.  
Kamrath was here to talk with the city's planning officials about the employment of a consulting engineer for preparation of the new master plan.  
State voters recently approved a constitutional amendment authorizing the transfer of surplus money from the Confederate Pension Fund to a building fund for the erection of a new courts building and a new state office building.  
**Another Attempt**  
If you wear glasses you'll be interested in the latest move by the state optometry board.  
Last year the Legislature refused to pass an optometry bill granting the board dictatorial powers over newspaper and other advertising.  
Legislators felt that the public's interest came first, and that the board's bill would only serve to jack up the cost of glasses. As one legislator put it "They are out to make the people pay through the eyes."  
Twice in the last 13 months the board has issued a "ruling"—and recalled it—outlawing newspaper advertising by optometrists, except for card ads. This order was in direct defiance of the state Legislature, and in spite of Attorney General John Ben Shepperd's ruling that they had no such power.  
Now the board has called for "public" hearings, Jan. 3, at the statehouse, as a buildup for another such ruling.  
**Democratic Harmony**  
Maybe there is going to be a little more harmony in the Democratic Party.  
Governor Allan Shivers expressed that possibility in a press conference here.  
He said that the trend of a party meeting in New Orleans seemed to indicate a feeling on the part of Democratic leaders to yield

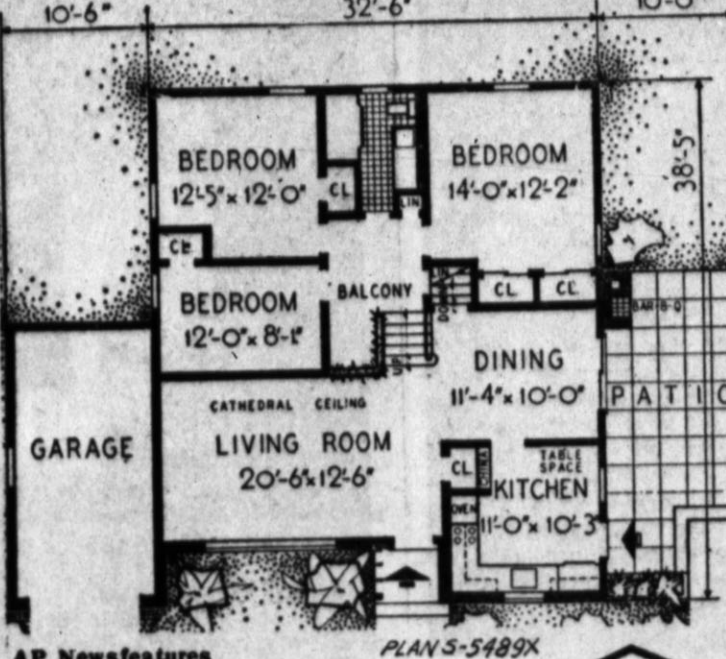
somewhat in their attitude toward southern conservatives.  
"It should be looked on in that light," the Governor said.  
**Legislators At Work**  
Texas legislators, with a \$15 per day pay boost, will spend little time in getting back to work in January.  
Committee appointments and election of a speaker of the House are expected to present no problems.  
Lt. Governor Ben Ramsey is planning to name the Senate committees by Jan. 11, when members convene.  
Rep. Jim T. Lindsey of Texas is unopposed for speaker of the house and the first day's business will see him elected. He's also expected to have committee appointments ready early.  
Under new regulations, legislators receive \$25 a day for the first 120 days, and nothing thereafter. Heretofore they were paid \$10 a day for the first 120 days and \$3 a day for regular session overtime. The new rule should speed up 1955 action.  
Special sessions, under the new law, must end in 30 days, with \$25 a day applicable.  
**Highway Plans**  
A \$2.5 million highway program for Texas has been okayed by a special committee appointed at the request of Governor Shivers.  
State Highway Commission Chairman E. H. Thornton Jr., who set up the committee said that the problem of financing the program would be submitted to the legislature in January.  
**Money and Water**  
Financial and drought problems will be the major matters facing the legislature next year.  
State departments are clamoring for funds—a \$41 million increase in appropriations.  
A majority of the lawmakers are expected to go along with Governor Shivers on the money problem.

**Carter Provides Fund**  
Austin headquarters of the board for Texas State Hospitals and Special Schools know that there really is a Santa Claus.  
A donation of \$5,000 has been received from the Amon Carter Foundation of Fort Worth. It is for a special Christmas fund to purchase gifts for patients and students at state hospitals and special schools.  
Amon Carter is publisher of the Fort Worth Star-Telegram.

**Wesley Christmas Party On Dec. 19**  
The Wesley Methodist Church will conduct its Christmas program Sunday, Dec. 19, at 7:30 o'clock, carrying out the Christmas Story in Scripture and song. A candle lighting service will be featured at the conclusion of the program. The junior and adult choirs will both participate in the program.  
The WSCS held their Christmas program Tuesday, Dec. 14. Those participating were: Doris Willoughby, Charlotte Logan, Janie Logan and Buddy Sparks. Betsy and "Prysy" Crume, Jeanne Ann Gore and Peggy Summers sang, "Away in a Manger." Bobby Watts was the candle lighter for the service. Mrs. Glenn Watts was in charge of the program.  
The little children will attend their Christmas party Friday afternoon Dec. 17, from 3:30 o'clock until about 4:30 o'clock. The party will be held at the Wesley Methodist Church.

**RATHER RELAX THAN WORK**  
INDIANAPOLIS (AP)—Entrants in a contest to win an automatic clothes dryer were asked to say why they wanted to win. One frank housewife said she wanted to trade the dryer in on a TV set.

## HOMES FOR AMERICANS



**AP Newsfeatures**  
CLEVER HANDLING of the tri-level idea gives this house a low ranch style front, while it rises two stories in back. The living room ceiling rises with the rafters. Three bedrooms and bath are only half a flight up. A large family room, extra lavatory and laundry-utility room are half a flight down, with their windows all above grade. This is plan S-5489X by Alwin Cassens Jr., architect, 145 So. Franklin Ave., Valley Stream, N.Y. The house covers 1,160 square feet and has a cubic content of 22,200 cubic feet.

## READ THE CLASSIFIED

The Hereford Brand, Hereford, Texas, Thursday, Dec. 16, 1954

**CARD OF THANKS**  
Our heartfelt thanks to all who extended comforting sympathy and help in our recent sorrow. For the beautiful service, floral offerings and other kindnesses, we are deeply grateful. We are also thankful for the goodness of God and the prayers of all our friends.  
We too especially want to extend our thankfulness to Dr. Wills, Dr. Mims and the nurses who rendered their untiring efforts in our time of need. May God's blessings be with all.  
Mrs. Lee Lambert and family.

## Truly-Teague Chevrolet



**BODY SHOP**  
24 Hour Wrecker Service  
All Types Body Repair  
Glass Installation

**TRULY-TEAGUE CHEV.**  
Body Shop Main Office 740  
Phone 2049

## Says Old Saint Nick....

This Year Give Her A **Dearborn**



finer cooking  
Every time  
with  
a  
Dearborn



See Our Dearborn Automatic Gas Dryers  
**BEAUTYRANGE**  
(Butane or Natural Gas)  
from  
**BLANTO N BUTANE**  
Phone 551

One of America's great luxury cars now sells in lowest price field!



Built by Studebaker-Packard Corporation... world's 4th largest full-line producer of cars and trucks.  
Award winning high style!  
Power-packed performance!  
Directly competitive with lowest priced V-8s!  
Studebaker...so much better made...worth more when you trade!  
**LESLEY MOTOR COMPANY**  
345 East 1st St. Phone 600

## Read The Classifieds

**THE REAL M'COYS**  
BY **JOHN and GEORGE**



BET PAW'S GLAD HE INSURED TH STILL WITH—  
**John McLean Insurance Agency**  
24 Years of Insurance  
Know How  
Phone 273



Average annual snowfall in some areas just south of Lakes Erie and Ontario is 150 inches a year. A few hundred years ago, swans were highly valued for human food.

# Good Idea For Holidays

By CECILY BROWNSTONE  
**TRY YOUR HAND** at a new snack for holiday guests. It's easy to make, pretty to look at and good to eat.

For these Sardine Turnovers, use a 9 ounce package of piecrust mix, adding light or heavy cream instead of the water called for on the package directions. Roll out half the pastry at one time and cut into 7 or 8 rounds that are each about 3 1/2 inches in diameter; we use the cover of a squat refrigerator jar as a pattern and cut out the rounds with our pastry wheel for a fancy scalloped edge.

Open two 4-ounce cans of Maine sardines in mustard dressing and put a sardine spread with a bit of the mustard on one half of each round; fold over and press the edges together lightly but well. Make an S-shaped slit in the top of each turnover with a small sharp knife, then in baking they'll open and show a bit of the silvery fish. If some of the sardines are too large for your pastry rounds, chop the ends off and use as the filling for another turnover or two. The 14 to 16 turnovers go on cookie sheets to bake in a very hot (450 degrees) oven for 15 minutes, or until golden brown. Serve the turnovers hot with mustard sauce and your guests' favorite beverage—then bask in compliments.

If you are of a mind to look into some new cook books for help in enlivening holiday meals, or if you want to use them for gifts, here are some of recent publications.

"TANTE MARIE'S FRENCH PASTRY" (Oxford) was translated and adapted by Charlotte Turgeon from the famous French culinary work. It should intrigue anyone who "loves to bake." Here are the secrets of those glorious creations you see on French pastry trays in fine restaurants and on shelves in bakeries. Mrs. Turgeon studied cooking in France, but she worked out her recipes in her American kitchen so they would be practicable. Her notes on freezing pastry doughs, baked



SARDINE TURNOVERS -- Snack for holiday guests.

tarts and tartlets, French pastries, petits fours and cookies, and yeast breads and cakes, will be welcomed by home-freezer owners.

"MEALS FOR GUESTS" by Evelyn R. Patterson (Abelard-Schuman) is a book of 50 or so menus with accompanying recipes. The author is no typewriter cook—she has obviously prepared the meals many times and writes in a helpful way. Many of the main dishes stem from food Mrs. Patterson encountered during three years of travel in Europe and the Near East. They often include some form of tomato—paste or puree—and are accompanied by rice or pasta. The desserts include pies, tortes, cakes and puddings—and their recipes sometimes have an unexpected and delightful original touch. The menus, planned for six, are practical for a hostess without

help since they usually include a main dish and its accompaniment, a salad and dessert.

### HOLD YOUR FIRE

AJACCIO, Corsica (P)—Authorities have decided to end the old Corsican custom of firing off guns to celebrate political events.

The decision followed the wounding of three Corsicans by salvoes hailing the arrival from Paris of Deputy Antoine Serafino, former mayor of Ajaccio. Hereafter spontaneous gunfire will be prosecuted and the weapons confiscated.

# Long Time Ago

### 45 Years Ago

Upon the completion of the water system, which is now only awaiting the arrival of some additional material, the City of Hereford will undertake the equipment of a modern fire-fighting department. Completed, the water system will have a standpipe 100 feet in height, which will afford ample pressure for all domestic purposes, and in addition the direct pressure pump will be used to increase that pressure when needed or in the event of a serious fire.

But a water system without suitable fire fighting apparatus would be useless. Hence the city is to equip a volunteer fire company with modern machinery. A hose wagon with a thousand or more feet of good hose, a hook and ladder wagon with its full equipment of fire-fighting apparatus, will be on the list for immediate purchase. The organization of a volunteer fire department is now in order. In towns the size of Hereford the city marshal usually takes the lead in such matters and no doubt he will do so for Hereford. The matter is purely one of local pride and young men entering such an organization do it more for the general welfare than for private gain.

### 25 Years Ago

The promiscuous taking of the Christmas tree ornaments along Main Street has aroused some of the merchants to the point where some feel like offering a reward for the apprehension of the thief.

The Hereford Post of the American Legion says the "bozo" who took the bulbs from the tree in front of Hale's barber shop will

be given the whole cord of lights if he wants them, one of the barbers will serve as Santa Claus and the Legion will give their last Christmas tree to assist in the celebration.

Members of the Whiteface football team of Hereford, with Coach T. E. McCollum and Manager B. H. Hopkins, delighted the hometown fans and admirers from over the Panhandle by broadcasting Wednesday evening over KGHS at Amarillo.

## Letter To The Editor

To The Brand:

In recent weeks there has been quite a lot of talk regarding an airport in Hereford. Having been flying private planes since 1947, and quite interested in the subject, it seems to me that we are perhaps going after a proposition that is too big for us to handle. I think we should learn to walk, before we start running.

Therefore, I hope you will reprint the following item which recently appeared in the Aircraft Owners and Pilots Association bulletin:

### THE AIRPORT PROBLEM

This title was given to an editorial published recently in the AOPA "Pilot." In view of Texas' great need and your Commission's efforts to initiate the building of as many "community size" airports as possible (and as soon as possible), we would like to quote, in part, some of the timely advice given in this editorial. . . . do

everything you can to get your local communities to establish a minimum of a single-strip airport of its own, a public airport, exempted from exorbitant taxes, a public service facility much like the town parks or streets.

The editorial further points out that in far too many instances city fathers have only been able to think of airports in terms of "concrete meadows" for Convairs and Constellations instead of Pipers, Cessnas and Bteches. City officials should be told that " . . . a perfectly usable small community airport can consist of a single runway, some 2,500 ft. long and 100 ft. wide, grass, and easily and economically maintained by the town's own road-maintenance equipment."

With more of these sorely needed smaller airports, the average airplane would have access to the hundreds of communities throughout the land, and the advantages to the communities themselves in having air facilities does not have to be pointed out to our readers, but " . . . it remains for people in civil aviation everywhere to help educate these city officials."

If you know of a specific need or interest, we are in a position to assist with development of same.

Edward (Bud) Paetzold

**COOK MONUMENT REPAIRED**  
KAILUA, Hawaii (P)—The British Frigate HMS Morecombe Bay made its first visit recently to Hawaii and the crew spent two days at Kealahou Bay where they repaired the monument for Captain Cook, discoverer of the Hawaiian Islands.

A legend says Martin Luther was the first to decorate a Christmas tree.

Most frogs catch only moving prey.

## THE GIFT

THAT'S APPRECIATED PRACTICAL & EVERLASTING

A HOME VAULT

VERTICAL & HORIZONTAL TYPES — KEY OR COMBINATION LOCKS AT \$40.50 & \$45.90



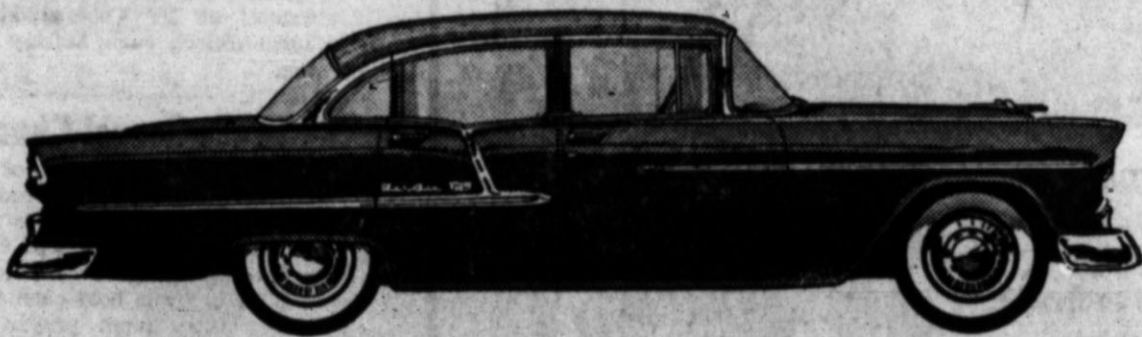
FIREPROOF YOUR INSURANCE POLICIES, BONDS - WILLS - DEEDS BIRTH CERTIFICATES & VALUABLE PAPERS

APPROVED BY UNDERWRITERS LABORATORIES INC. FOR THEIR FIRE RESISTANCE QUALITIES!

OFFICE SUPPLY Phone 201



## The exciting new idea behind the motoramic Chevrolet



The Bel Air 4-Door Sedan—one of 14 new Fisher Body beauties in three new series

Maybe once in a car-buying lifetime, you come across something that breaks all the old patterns and establishes new ones. This is that kind of car. This is the true story of how Chevrolet and General Motors shaped a new idea in steel.

Like most good ideas, this one is pretty simple. Chevrolet and General Motors set out to build the first low-priced car that would:

- bring you the very freshest and finest styling to be had.
- bring you the most advanced engine design and engineering features.
- bring you the kind of performance and the kind of ride that have never been available before in a low-priced car.
- bring you the highest quality of manufacture and materials.

All this in Chevrolet's price field? That did take some doing! And isn't it logical that only Chevrolet and General Motors have the people, skills, resources and facilities, to carry out this exciting new idea? Here is how this new Chevrolet changes all your ideas about cars!



### Real Show-Car Styling!

Your eye tells you the Motoramic Chevrolet is no styling "patch-up" job. A rakish, low profile . . . soft swiftness from its sleek rear fenders to its wide-eyed Sweep-Sight windshield . . . a new outlook for motoring. And that outlook doesn't change when you slip inside . . . exciting fabrics and trim are harmonized with the whole car.

### A Sensational Ride!

You live the new idea instantly . . . you glide . . . actually glide because spherical joints "roll with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And outrigger rear springs mean new balance in turns . . . turns made so effortless by new ball-race steering.

And when you stop suddenly, new Anti-Dive braking control checks that nosing down in front . . . you get "heads up" stopping. Tubeless tires mean much greater protection against blowouts. And with new high-level ventilation there's fresher air.

Drive with care . . . EVERYWHERE! Make December 15 and every day SAFE-DRIVING DAY!

# TRULY - TEAGUE CHEVROLET

2nd at Schley

Phone 740

## INTERNATIONAL HARVESTER COMPANY

IS

# INTRODUCING 5 GREAT NEW McCORMICK FARM ALLS

All with Fast-Hitch

16 NEW MODELS!

### New Farmall 400

- 4-Plow . . . 4-Row
- Torque Amplifier
- Hydro-Touch
- Independent pts

### New Farmall 300

- 3-Plow . . . 4-Row
- Torque Amplifier
- Hydro-Touch
- Independent pts

### New Farmall 200

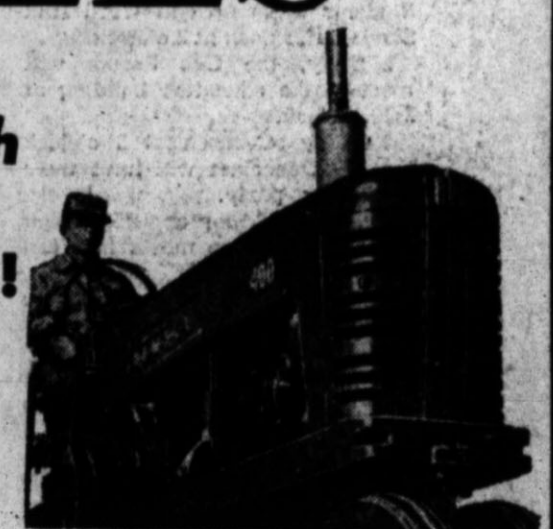
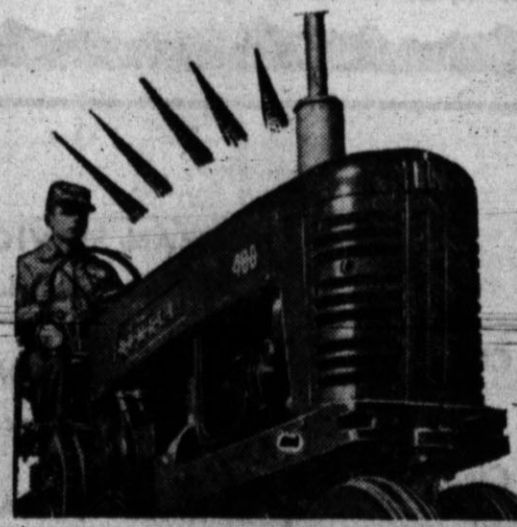
- 2-Plow . . . 2-Row
- Hydro-Crooper
- Touch-Control
- Disc Brakes

### New Farmall 100

- 1-2-Plow Power
- Culti-Vision
- Touch-Control
- Precision Steering

### New Farmall Cub

- 1-Plow Power
- Culti-Vision
- Touch-Control
- Precision Steering



LINE UP WITH THE LEADER—YOU'LL BE AHEAD WITH A FARMALL!

## HEREFORD IMPLEMENT COMPANY

Cordially Invites You to their Introductory Showing of New Farmall Tractors . . .

# ALL DAY TOMORROW

## DECEMBER 17th-CORNER 4th & SAMPSON



# The HEAVENS DECLARE The GLORY Of GOD

## At The Churches

### First Christian

**Sixth And Main**  
**Rev. Don Root, Pastor**  
 Sunday School is held each Sunday morning at 9:45 o'clock and o'clock. Morning worship will begin at 10:50 o'clock. The women's day service is in charge of CWF. The message will be brought by Mrs. Root. Chi-Rho and CYF meets at 6 o'clock Sunday evening and evening vesper services are at 7 o'clock.

Wednesday evening at 3 o'clock, the annual Christmas program for groups one, two and three of the CWF will be held at the home of Mrs. Claude Ricketts. Mrs. B. F. Cain has the devotional and Mrs. Walter London Jr., will provide the program.

At 7 o'clock Wednesday evening the December General Church Board meeting will be held. This is the final meeting of this fiscal year and every member should strive to be present.

At 7 o'clock Friday there will be a U&I Christmas party and a Chi Rho Christmas party.

### First Presbyterian

**616 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.

The Christmas services will be held this Sunday. The Sunday annual Candle Lighting services will begin at 7:30 o'clock Sunday evening.

Evening services will be held at 5 o'clock.

### First Methodist

**Fifth and Main**  
**Rev. S. M. Dunnam, Pastor.**  
 Church services are at 10:55 o'clock Sunday morning. The Christmas Vesper program, presented by the children's division, intermediates and the young people, will take the place of the regular evening worship service, beginning at 5 o'clock.

MYF meets at 6 o'clock Sunday night.

There will be a Christmas Festival of music by the high school division of Miss Swisher's Ward Hall Students to be held in Ward Hall Sunday afternoon at 3 o'clock.

Monday, the Cub Scouts will meet in the education building at 3:30 o'clock.

Tuesday afternoon at 3 o'clock the Win-One class will have their Christmas party.

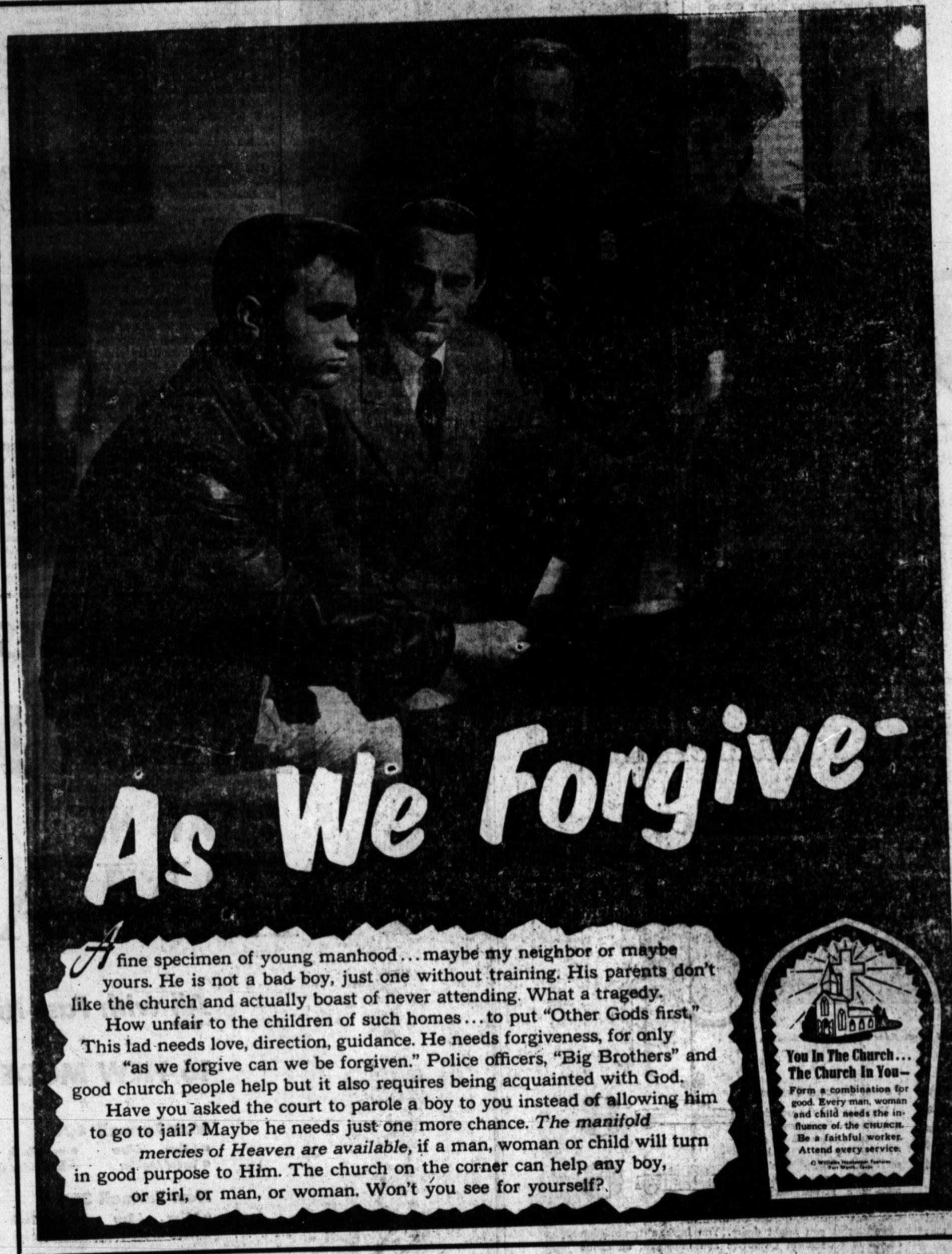
Tuesday morning at 9:15 o'clock the Prayer Group meets in Ward Hall.

Tuesday, the Boy Scouts Troop 52 will meet in the basement at 7 o'clock.

Mid-week prayer services are at 7:00 o'clock Wednesday night with choir practice following at 8 o'clock.

Saturday morning from 8:30 o'clock to 10 o'clock, a prayer vigil will be held in the Sanctuary.

There will also be a MYF Christmas party Thursday evening at 9:30 o'clock.



# As We Forgive

A fine specimen of young manhood... maybe my neighbor or maybe yours. He is not a bad boy, just one without training. His parents don't like the church and actually boast of never attending. What a tragedy. How unfair to the children of such homes... to put "Other Gods first." This lad needs love, direction, guidance. He needs forgiveness, for only "as we forgive can we be forgiven." Police officers, "Big Brothers" and good church people help but it also requires being acquainted with God. Have you asked the court to parole a boy to you instead of allowing him to go to jail? Maybe he needs just one more chance. *The manifold mercies of Heaven are available, if a man, woman or child will turn in good purpose to Him. The church on the corner can help any boy, or girl, or man, or woman. Won't you see for yourself?*



## At The Churches

### Assembly of God

**Union & Ave. G.**  
**Rev. R. H. DeLancey, pastor**  
 Each Sunday morning Sunday School is held at 9:45 o'clock. The morning service is at 11 o'clock. A special missionary service will be conducted at the 11 o'clock worship hour with Rev. Lehman as the speaker. He is recently returned from Africa.

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.

There will be play practice for the Christmas program on Tuesday evening at 7:30 o'clock.

Each Sunday afternoon from 1:45 o'clock until 2:15 o'clock the Hereford church will sponsor the National Assembly of God Radio program "Revivaltime" over Radio Station KPAN.

There will be a Christmas program Sunday night at 7:30 o'clock, after which gifts will be exchanged by the classes.

### Wesley Methodist

**410 Irving**  
**Rev. E. L. Naugle, pastor**  
 The morning preaching service at the Wesley Methodist Church is at 11 o'clock with Sunday School at 9:45 and the MYF at 6:30. At the evening service at 7:30 o'clock, a Christmas program will be given. The mid-week service will be at 7:30 o'clock Wednesday. The choir will meet at 7:30 o'clock on Thursday.

### 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 6:15 o'clock with evening worship at 7 o'clock. Wednesday evening prayer services are held at 7 o'clock. The Hereford Church of Christ radio broadcast is heard daily at 9:30 over KPAN. Hear and see the "Herald of Truth" on TV Channel Four at 10:30 o'clock each Sunday morning.

### Grace Gospel Church

**Thirteenth and Avenue K**  
**Rev. H. V. Fields, pastor**  
 Sunday School is at 9:45 o'clock evening at 7 o'clock and evening preaching service at 8 o'clock. Bible study is held each Sunday Wednesday night prayer meeting is at 7:30 o'clock. Friday night prayer service is at 7:30 o'clock.

### 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.  
 (Continued on Page 5)

### CROWE-GULDE CEMENT CO.

- Of Hereford
- Roy Godwin

### BLANTON BUTANE, INC.

- Shamrock Butane & Propane

### H & W IMPLEMENT CO.

- O. H. (Dell) and Dean Herring

### CONSUMERS FUEL ASS'N.

- Petroleum Products - Farm Supplies

### HUNTER'S FOOD MARKET

- Mr. & Mrs. Russell Hunter

### HEREFORD IMPLEMENT CO.

- Wayne and Raylan Evans

### E. B. BLACK CO.

- Dick Barnard - Jesse Stanford

### Southwestern Public Service Co.

- W. C. Meharg

### HEREFORD CREAMERY

- Mr. & Mrs. Elton Malone

### BEAUFORD TRUCKING CO.

- Mr. & Mrs. C. E. Beauford

### Hereford Laundry & Dry Cleaners

- Ernest Kendall - Clinton West

### LONE STAR AGENCY

- Mr. & Mrs. Jim Wood
- Mr. & Mrs. Sam Nunnally

### Hereford Fert. & Insecticide Co.

- Norman Moore

### FURR FOOD STORES

- Bill Shore

### HEREFORD MOTOR CO.

- Buran Scott

### GILLILLAND FUNERAL HOME

- Matt Gilliland - Marlin Gilliland

### Associated Growers Of Hereford, Inc.

- Raymond Paetzold, Pres.

### PITMAN SERVICE STATION

- Odice & Edd Bulls

### ELIZABETH WOMBLE

- Loans - Insurance - Abstracts

### FIRST NATIONAL BANK

- Member FDIC - FRB
- E. B. Hedrick, Pres.

### FARMERS DRIVE IN

- Troy Moore

### HEREFORD HARDWARE

- Mr. & Mrs. Don Zimmerman

### ROGERS DRUG

- Mr. & Mrs. Grady Rogers

### HEREFORD STATE BANK

- Townsend Douglas, Pres.

### SHELTON TIRE EXCHANGE

- W. O. & Bessie Shelton

### HOTEL JIM HILL

- Mr. & Mrs. Dick Ross

### ACME CLEANERS

- Mr. & Mrs. G. P. O'ward

### KIRKSEY 66 SERVICE STATION

- Jack Kirksey

### DAVIS-McCRACKEN

- W. L. Davis - J. C. McCracken

### BIG T PUMP CO.

- Hilray and Leroy Aven

### Foxworth - Galbraith Lumber Co.

- OF HEREFORD
- Al Yeager

### PITMAN GRAIN CO.

- Mr. & Mrs. J. A. Pitman

### HEREFORD GRAIN CORP.

- Curtis O. Roach, Mgr.

### PIGGY WIGGLY

- Mr. & Mrs. Gaylord Newell

### YOUNG MOTOR CO.

- Mercury Sales & Service

### HEREFORD GRAIN CORP.

- Curtis O. Roach, Mgr.

### LESLEY MOTOR CO.

- Luther Lesly

### John McLean Insurance Agency

- Attend The Church Of Your Choice Sunday

### COOPER'S MARKET

- Mr. & Mrs. Neil Cooper

### FARM & HOME SUPPLY

- W. A. DeBusk



### Courthouse Records

Val Mathes, et ux, to R. J. Engler, a part of Block 2 of Mabry Addition.

Leslie W. Combs, et ux, to W.W. Buck, the West 8.71 feet of the South 160 feet of Lot 6, (as assessed) and the East 86.71 feet of the South 154 feet of Lot 7 (as assessed) of Block 7 of Evans Addition.

S. T. Loerwald to Ben Rule, North 32 feet of Lot four and the South eight feet of Lot 3 of Block 3, Hester and Baskin Subdivision of Block three, Mabry Addition. William Thomas Hollabaugh, et al, to Ada Hollabaugh, 208.835 acres of land out of Capitol League 374, and being described as the East half of the North 417.67 acres of Survey or Section 32, Township 6 North, of Range 4 East of a Capitol Syndicate Subdivision as shown by the plot of said Subdivision of record in Deed records; Lots seven and eight of W. F. Orr's Subdivision of a part of Lot 2 in Block one of Womble Addition.

W. C. Watson, et ux, to C. H. Hale, all of Section or Survey 27, Township four North of Range three East, of a Capitol Syndicate Subdivision of Leagues 465 and 406. C. H. Hale, et ux, to W. C. Watson, a part of Lot six in Block two of Womble Addition.

**GLIB TALKER**  
CHATTANOOGA, Tenn. — Talk about salesmanship! A new car dealer here reports one of his salesmen sold a deaf mute couple a car equipped with a radio.

**SAVE UP TO \$42**  
ON WORLD FAMOUS 15 AND 17-JEWEL WATCHES  
**BULOVAS**

Send only \$1 — balance plus postage C.O.D. Wide assortment of watches... **only \$16.95**  
Write for FREE catalog of diamonds, pearls, watches, costume jewelry.  
**INCARCLOC**... **TRANS WORLD DISTRIBUTING COMPANY**

### Legal Notice

We, the subscribers, have this day entered into a limited partnership agreeably to the provisions of the Revised Statutes of Texas relating to limited partnerships; and do hereby certify that the terms of our partnership are as follows:

The name or firm under which the partnership is to be conducted is McElroy's Furniture Mart, Ltd.

The general nature of the business to be transacted is the trade or business of selling furniture or household goods.

The names of all of the general or special partners interested therein, distinguishing which are general and which are special, and their respective places of residence follow:

Wayne McElroy, general partner, place of residence, Hereford, Texas.

D. C. Kinsey, special partner, place of residence, Hereford, Texas.

Jimmie Allred, special partner, place of residence, Hereford, Texas.

The amount of capital which each special partner has contributed to the common stock is as follows:

D. C. Kinsey, special partner, the sum of \$1,000.00.

Jimmie Allred, special partner, the sum of \$1,000.00.

The period for which the partnership is commenced is the first day of November, 1954 and the period at which it is to terminate is the last day of November, 1964.

WITNESS OUR HANDS THIS 4th day of December, 1954.

Wayne McElroy, General Partner  
D. C. Kinsey  
Jimmie Allred  
Special Partners

### Legal Notice

TO WHOM IT MAY CONCERN:

Notice is hereby given that the Zoning Board of the City of Hereford will convene at the City Hall at 2:00 p.m. on the 20th day of December, 1954, to consider rezoning the following described realty: The Northwest part of Block No. 61, Original Town of Hereford, Deaf Smith County, Texas, described by metes and bounds as follows: BEGINNING at a point 5 feet South of the Northwest corner of said Block No. 61; THENCE South with the East

### Legal Notice

right of way line of Twenty-Five Mile Avenue, 154 feet to a point; THENCE Southeast with the East line of Lee Avenue, 112 feet to a point; THENCE Northeast perpendicular to the East line of Lee Avenue, 140 feet to a point in the alley;

THENCE Northwest with the West line of the said alley, 207.5 feet to a point in the South line of Park Avenue;

THENCE West with the South line of Park Avenue, 69.4 feet to the place of Beginning. J. C. McCracken, Secretary, Zoning Board City of Hereford

### Legal Notice

TO WHOM IT MAY CONCERN:

NOTICE is hereby given that the Zoning Commission of the City of Hereford, Texas, will convene at 2:00 P.M. on the 20th day of December, 1954 at the City Hall in Hereford, Deaf Smith County, Texas, to consider the changing of the following areas from their present zone to that of "D" Zone known as local retail business zone; to wit:

Lot no. 20, lot no. 19, and the south 10 feet of lot no. 18, of Turrentine subdivision of the east part of block no. 10, Evans Addition to the town of Hereford. J. C. McCracken, Chairman Zoning Commission City of Hereford

### Legal Notice

TO WHOM IT MAY CONCERN:

NOTICE is hereby given that the Zoning Commission of the City of Hereford, Texas, will convene at 2:00 p.m. on the 20th day of December, 1954 at the City Hall in Hereford, Deaf Smith County, Texas, to consider the changing of the following areas from their present zone to that of "D" Zone, known as local retail business zone, to wit:

A part of blocks number 6 and 7 of Evans Addition to the Town of Hereford, Deaf Smith County, Texas, said property being located at the corner of Park Ave. known as 10th Street and Ave. "E", extending North on Ave. "E" from Park Ave. 202 feet, and extending from the corner of Ave. "E" east along Park Ave. 308.71 feet.

J. C. McCracken, Chairman Zoning Commission City of Hereford

THENCE South with the East

### Legal Notice

THE STATE OF TEXAS  
TO: JUAN LOZANO, Defendant.

Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A.M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 10 day of January A.D. 1955, then and there to answer Plaintiff's Petition filed in said Court, on the 30th day of July A. D. 1954, in this cause, numbered 3684 on the docket of said court and styled Louisa Arrendondo Lozano, Plaintiff, vs. Juan Lozano, Defendant.

A brief statement of the nature of this suit is as follows, to wit:

A suit wherein Plaintiff seeks cancellation of the bonds of matrimony heretofore existing between Plaintiff and Defendant as is more fully shown by Plaintiff's Petition on file in this suit.

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

Issued and given under my hand and Seal of said Court, at office in Hereford, Texas this the 24th day of November A.D. 1954.

Attest:  
Luelle Posey, Clerk,  
District Court, Deaf Smith County, Texas  
(SEAL) T-48-4c.

### Legal Notice

NOTICE TO BIDDERS

The Commissioners' Court of Deaf Smith County, Texas, will receive bids at the Courthouse in Hereford, Texas, until 10:00 A.M. on December 28, 1954, for the purchase of one Diesel, Tandem Drive Motor Grader of approximately 115 horsepower, equipped with enclosed cab, heater, one 2-ft. right hand and one 2-ft. left hand blade extensions, 13-00-24 front tires, rain traps, 12-ft. blade and hydraulic steering.

The County will offer in trade and part payment one Gallon Model 116 Motor Grader, Serial No. M B 13986, located in Precinct No. 2.

The County will offer as part payment one warrant not to exceed \$4,000.00, due not later than May 1, 1956, bearing interest of not more than 4 percent per annum.

The County reserves the right to reject any and all bids.  
Horace L. Schloss, County Judge T-49-2c.

### CHURCH

(Continued from Page 4)

**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 in the new church and 8:15 o'clock in the school chapel.

Confessions are Saturday afternoon from 5 to 6 o'clock and 8 to 9 o'clock in the evening.

Thursday night Holy Hour is from 8 to 9 o'clock followed by confessions.

**St. Thomas Episcopal**

Sunday School is held each Sunday morning at 9:45 o'clock followed by morning worship at 11 o'clock.

Rev. Rex Sims from Loveland will attend services for Holy Communion Sunday morning beginning at 11 o'clock.

**Church Of The Nazarene**

Fourth and Jackson  
Rev. Orval W. Akers, Pastor  
Sunday School is held at 10

o'clock, worship services at 11 o'clock. Evening worship services are at 7:30 o'clock.

The Junior Society and N.Y.P.S. will be held Sunday evening at 7 o'clock.

Prayer meeting, Wednesday evening, will begin at 7:30 o'clock.

The Christmas program will be held at 7:30 o'clock Wednesday evening, Dec. 22. The children will be participating. The public is invited to attend.

**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 o'clock Morning worship services are at 10:50 o'clock and the evening service at 7:20 o'clock.

Sunday there will be all day services, "Hearing the Called." The morning sermon will be brought by Dennis Surber and the evening message by W. H. Thompson.

Wednesday prayer service will be held at 7:30 o'clock.

Sunbeams, R. A., G. A., and YWA's will meet at 3:45 o'clock each Wednesday afternoon.

Choir practice will be Wednesday evening at 8:30.

**Avenue Baptist**

123 N. 25 Mile Avenue  
Rev. Bob Harris, pastor

Sunday school is held at 9:45 and the morning worship services are held at 11 o'clock.

Training Union is held each Sunday evening at 6:30 o'clock.

Evening worship services are held on Sunday evening at 7:30 o'clock.

Mid-week prayer services are Wednesday night at 8 o'clock.

At 8:45 o'clock there will be choir practice.

**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.

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.

A children's Christmas pageant of Christ's birth will be held on Christmas Eve at 7 o'clock.

o'clock, worship services at 11 o'clock. Evening worship services are at 7:30 o'clock.

The Junior Society and N.Y.P.S. will be held Sunday evening at 7 o'clock.

Prayer meeting, Wednesday evening, will begin at 7:30 o'clock.

The Christmas program will be held at 7:30 o'clock Wednesday evening, Dec. 22. The children will be participating. The public is invited to attend.

**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 6:15 o'clock with the evening worship at 7:30 o'clock.

The Sunday morning Baptist Hour is broadcast at 8 o'clock over KPAN.

The morning worship service is broadcast every first, second, third and fifth Sunday at 10:55 o'clock over radio station KPAN.

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. At 7:30 o'clock, Youth Choir meets. Brotherhood meetings are held at 7:30 o'clock the first and third Tuesday nights of each month.

Wednesday night, at 8:30 o'clock Superintendent's meetings are held the first and third Tuesday night and at 6:45 o'clock officers and teachers' meetings are held. At 6:45 o'clock the Women's Missionary Auxiliaries meet, prayer services are held at 7:30 o'clock and the church choir meets at 8:30 o'clock.

There will be an Associational Youth Rally at Happy Saturday evening, beginning at 6 o'clock.

**Seventh Day Adventist**

Third and Lawton  
Sabbath School is at 9:45 o'clock and morning worship services are at 11 o'clock.

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**AUNTIE MAY** says:  
"since I serve 'em with Karo  
I can't make enough pancakes  
... everybody just loves this  
wonderful waffle syrup."  
Buy the big Decanter Bottle!  
also in the popular 1 1/2-pound bottle  
and in 5-pound cans



"Thanks to G-E push-button control, son—  
Starting our pump is easier  
than turning on a faucet!"

"It sure is easy to start our pumps with General Electric controls. Just push a button and the pump starts—that's all there is to it with G-E magnetic starters! "And you can forget about this control once it's installed. That's because its all-weather case is so well protected from rust, rain, and all kinds of weather. Even the push buttons are weather-resistant! "Now take the overload relays that protect our motor from overheating. They're in a special ventilated compartment so that the heat from the sun will not cause them to prematurely shut off the motor. This compartment is also protected with a rust-proof screen to keep out insects. "All-weather protection for the control means continued protection for the motor because the control guards our motor against damage from overloads and short circuits. And the motor itself is built to last a generation or more! Its controlled bearing lubrication and sturdy cast-iron housing keep it ready for service whenever we turn it on. "Son, General Electric knows our irrigation pumping problems and has the right motor and control team to solve them completely!"

Be sure to ask your local pump dealer for G-E motors and control for your irrigation pumps!

**GENERAL ELECTRIC**

Send for your 8-page bulletin on G-E pump motors and controls. Here's all the information you need on "How to Select and Apply Electric Equipment for Irrigation Pumping." Send this coupon today.

General Electric Co.  
1801 North Lamar Street  
Dallas 2, Texas

Please send me a copy of your free Bulletin GEA-3917B.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**OLDSMOBILE**  
"Make COURTESY Your Code of the Road"

**TRULY-TEAGUE CHEVROLET**

2nd at Schley Phone 740

DON'T MISS ITS ANOTHER GALA OLDSMOBILE 90-MINUTE MUSICAL! NBC-TV - DEC. 18

Still in the lead... because it's still making history! It's Oldsmobile's new "Rocket" 202, backed by more miles—more owners—more experience—than any other high-compression engine! Now it's the "Rocket" to top all "Rockets"! Horsepower is up to 202! Compression climbs to an 8.5:1 ratio! Torque reaches new highs—even for Oldsmobile! And with power-contoured combustion chambers and a high-lift camshaft, your toe-touch is translated instantly into the most thrilling action you've ever known! It's flashing new "Go-Ahead" power to match Oldsmobile's dashing new "Go-Ahead" look! Massive new front-end design, bold new fender lines, daring new "Aging color" styling! Come in soon. Find out why this year, more than ever, it's smart to make a date with an exciting, all-new "Rocket 8"!

**"ROCKET" 202**

NEW!  
NEW!  
ALL-AROUND-NEW!

OLDSMOBILE CONTINUES TO MAKE HIGH-COMPRESSION HISTORY!





**DOLLS BY THE DOZENS** - Mrs. Joe Bowen of Sweetwater, Tex., is shown with the dolls she put on display at the West Texas doll Show in Abilene. Among her finest dolls are some of wax, porcelain and china, some worth as much as \$1,000. Mrs. Bowen has

costumed dolls representing dozens of historical figures, and countries around the globe. Particularly rare are the "old man and old lady," aged, wrinkled wax dolls directly in front of Mrs. Bowen. (AP Photo)

would be infinitesimal compared with the 300 billion dollars that went down the drain in World War I, not to mention the number one price that was paid in blood of American boys. The reason this type of blockade would not be carried out is because of human greed and some seem to think more of material gain than they do of the welfare of the nation. But the fact that we cannot expect a voluntary blockade on the part of the merchants does not rule out the possibility of such blockade under the supervision of the several governments involved. Laws, rules and regulations concerning exports could be adopted by those nations who claim to have dedicated themselves to the peaceful solution of international problems, that would outlaw trade with nations who refused to abide by the rules. By this method, the UN could render a definite service in determining whether or not such nation was an offending nation, without decreeing the cessation of trade with her. The cessation of trade with such offending nation would be for each of the several nations to determine. Of course, this type of proceeding would require definite policing, because there would be violators of the same stripe as "bootleggers" and "dope peddlers." Traffic could be controlled to the extent that the bootleggers would have very little effect. A unified front to effect this purpose by the free nations of this world would produce quick results. After all, it was the economic pressure that finally brought Germany to its knees in World War II and Japan staggering before the Hiroshima and Nagasaki bombings. What we do is to permit these aggressor nations to fill their store houses in preparation for war and then try to blockade them after the war has started. We know that a third world war would involve every nation in the world; and we also know that war is a direct result of one nation refusing to abide by the rules. Therefore, why wouldn't it be sensible to enforce the rules of international law and conduct by peacefully channeling trade away from the violators, rather than waiting until war has been declared and then trying to prevent the trade by force of

international law by holding American boys on trumped up charges would have a telling effect on her economy. She could purchase from other nations friendly to her, but her needs could not be fully satisfied from the five nations who voted for her recently in the UN. Such a blockade would not be the act of the government; in fact, it would be no act at all. It would be a failure to act. Such procedure would no doubt affect the economy of this country to a certain extent, because it would involve the economies of many of our allies who depend to a certain extent upon trade with the Red nations. It would no doubt cost this country some money, but such cost

**WALTER ROGERS SAYS:**

**Economic Blockade of Red China Might Avert War, Solve Problems**

**CHINA BLOCKADE**  
The big question internationally is the debate, pro and con, on the proposal for an economic blockade of China. The ardent supporters of Chiang Kai-shek in this country are the strong advocates of a physical blockade of the China ports. The administration has pointed out that this could, and probably would, be considered an act of war by the Peiping regime.

However, it has not been entirely ruled out. The truth is that Red China could be very effectively blockaded without the commission of an act that could be construed as an act of war, because such blockade could be handled by the merchants of the freedom and peace loving nations of this world. The refusal to dispose of goods and commodities to Red China so long as she persisted in violating in-

**Bible Words for Today**

**JOHN 14:9**—"He who has seen me has seen the Father; how can you say, 'Show us the Father?'"

Men in all generations since time began have voiced, in one way or another, the plea of Philip, "Show us the Father!" We are so constituted that we want to know God. Augustine was very right when he cried out, "Thou hast made us for Thyself, and our heart is restless until it repose in Thee."

One is sometimes amazed at the devious ways that are taken toward a knowledge of God. Not long ago I picked up a book titled, "How Can A Man Know God." It struggled laboriously with such questions as, "Can I find God in science?", "Can I find God in nature?", "Can I find God in humanitarian service?", etc. Except for some judicious thumbing about I might never have come to the consideration of the central fact that we find God in Jesus Christ! Ah, that we might come directly to that point! That is why the Son came into the world—to make known to men the Father—His tender mercy, His forgiving love, His redemptive purpose, His eternal promise.

Find Him in the Jesus of the New Testament! Find Him in a daily walk with Jesus as Friend, Lord and Saviour!

Dr. Arthur J. Kindred  
First Methodist Church  
Indianola, Iowa

**Read The Classifieds**

**arms?**  
There are a number of ways of handling these situations, if we will use our heads. There has been entirely too much thinking along the line that we have a choice between only two alternatives: the one, to be insulted; the other, to go to war.

**VISITORS**

Visitors in the office this week were K. B. Watson of Amarillo and Francis M. Wagoner of Borger. Am expecting a visit from Stanley Garnett of Hansford County, and William Hochstein of Tulia, as well as several others who are on their way to the national convention of the Farm Bureau Federation.

**HARDWOOD PLYWOOD COMES IN GRADES**

You can buy hardwood plywood in five grades. Custom grade, specially selected, is used for matching panels and fine furniture making. Good grade is usually used for home wall panels. Sound grade has a smooth surface free from defects, but is not matched for grain and color. Utility grade has minor defects, which do not impair service-ability. Reject grade permits various defects. Panels may be obtained with one grade on the face and another on the back.

**DRY REASON**

**SCHULENBURG, Tex.**—Just about everything's blamed on the drought. They claim they haven't been able to get good reception on eight television channels in this Texas town because there's been no rain to wash off insulators and reduce static electricity in the atmosphere.

**DEAR DEER**

**CHEBOYGAN, Mich.**—John Pritchard, 35, of Dearborn recently bagged more than his limit of deer in Michigan. And he isn't happy about it.

Pritchard told State Police two deer ran into his car on a highway near Cheboygan. But state conservation officers took the deer carcasses and distributed the venison to state institutions. All Pritchard had to show for his feat was a bill for \$300 for repairs to his automobile.

**EUREKA!**

**GREENSBORO, N. C.**—Workers struck oil while drilling a well for water to be used at a bakery. Triumphant they marched in and told bakery manager Max Heath: "You have struck oil." "Yes, but it isn't free oil," Heath said. "It's oil I have in a 4,000-gallon tank."

**TO THE RESCUE**

**NORTH SACRAMENTO, Calif.**—A city hall fire drill was so realistic that an employee dashed back into her office to save her pet canary.

**OUTSTANDING VALUE**

**\$2.98**  
FREE YEAR GUARANTEE  
IMPOSSIBLE TO TELL FROM REAL DIAMONDS  
ENGAGEMENT RING: Large dazzling center STAR-LITE gem set off by 2 delicate stones on each side. 14K rolled gold plate band.  
MATCHED WEDDING RING: Exquisitely set with 7 fancy matched STAR-LITE stones. 14K rolled gold plate band.  
Both rings beautifully boxed in FREE plush lined gift box only \$2.98 plus 30¢ tax. Cash orders postpaid. C.O.D. orders postage extra. State ring size. MONEY BACK GUARANTEE.

**TRANS-WORLD DISTRIBUTING COMPANY**  
1614 C - I.C.T. Bldg., Dallas, Texas



New Dodge Custom Royal Lane with Dramatic 3-Tone Styling.

**Step up to the BIG ONE... step out in STYLE!**

Here's the car America has named "the big one" ... for a lot of good reasons!

This new '55 Dodge is the Big One in size—longer and larger than other cars in its price range. It's the Big One in styling—with flair-fashioned beauty that sets the trend for tomorrow. It's the Big One in power and handling ease—with a Super-Powered Super Red Ram V-8 engine that delivers a surging 193 horsepower.

Come in and discover for yourself how little it costs to step up to the Big One—and step out in style!

'55  
**DODGE**  
FLASHES AHEAD IN STYLE

New Dodge Custom Royal 4-Door Sedan—Plat Fashioned for the Future.



**HALE MOTORS**

218 WEST 3rd STREET

Phone 630

The Christmas Gift of HAPPINESS that Warms the Heart  
**Theatre GIFT Book** \$5.00  
and \$1.00 BOOKS

On our **GIANT WIDE SCREEN** the PANORAMIC DIMENSION

**STAR**

**FRIDAY SATURDAY**  
HE CHALLENGED AN OUTLAW STALLION'S WILDERNESS KINGDOM!



**BLACK HORSE CANYON**  
Technicolor

**JOEL McCREA MARI BLANCHARD**

**FRIDAY TEXAS**

**SPACEWAYS**  
GENE AUTRY

**Robin Hood of TEXAS**

**SUNDAY MONDAY**

**ALAN LADD**  
IN A WHALE OF AN ADVENTURE!



**ALAN LADD HELL BELOW ZERO**

**THE INDIAN ATTACK ON FORT ATKINSON!**

**THE NEBRASKAN**  
CAREY HAYNES

Be Sure To Register For The **FREE MERCHANT GIFT**



Meet Your . . . .

# Neighbors

Visiting With Roberta Campbell



JANET MILLER aids her mother, Mrs. H. E. Miller, in preparation for the annual Christmas Breakfast at the Miller home. (Staff Photo)

## Christmas Breakfast Is Prepared In Advance When Miller Clan Meets

Breakfast on Christmas morning is a special event at the H. E. Miller home when the children and grandchildren gather for the family tree with their parents. Although the late meal is hot rolls with jelly or jam and coffee the rolls are very colorful and festive looking with a topping of candied cherry and colored sugar. Mrs. Miller makes up the rolls as well as those for the Christmas dinner in advance and freezes them until about two hours before they are to be served. She uses the same procedure for plain rolls all during the year, preparing the dough and storing the cut rolls in the home freezer for as much as a week at a time before baking. She doesn't recommend trying to keep them longer than a week, however.

Mrs. Miller starts her dough as follows:  
Hot Rolls  
(Dough may be used fresh or may be frozen).  
2 cakes yeast dissolved in 1/2 cup warm water.  
Into a large mixing bowl put:  
1/4 cup margarine  
1/4 cup sugar  
1 tablespoon salt  
1/4 teaspoon soda  
Four two cups hot water over all and mix.

Cool with one cup potato water. Add 6 cups flour and knead until the dough is smooth. Let rise one and punch down. Place in deep freeze about 2 hours. Remove and roll out on dough board to 1/2 inch in thickness. Cut with small cutter and put on waxed paper for freezing until ready to use. Take out put into greased pan and allow to rise before baking (about two hours).

For the Christmas rolls Mrs. Miller rolls the dough thin and spreads with butter, cinnamon and raisins. The dough is then rolled up and cut in one inch thick pieces and put into a greased pan. On top of each roll she places 1/4 red or green candied cherry and then sprinkles chopped nuts and colored sugar over the top before baking.

**Rolls Made With Potatoes**  
Mrs. Miller also makes a dough using mashed potatoes which she says not only glorifies a Hereford potato but gives the rolls a delicious flavor.

She prepares the dough the same as for the plain rolls substituting four medium-sized mashed potatoes for a part of the flour then adds enough flour to make a stiff dough as for any yeast bread. She doesn't freeze this mixture.

## HD Chatter

by Argen Draper

The Christmas candles that the women are making this year are prettier than ever. Mrs. R. C. Childers has been making some very attractive centerpieces with home-made candles. Too, Mrs. Hazel Sparks, Mrs. J. H. Lomas, Mrs. Otto Massie, and Mrs. Pat Sullivan have made some nice candles from old candles. However, the black paraffin can be used; the color is from crayolas and most anything can be used for molds. Some of the best molds are glasses as these make smooth candles.

The Veterans' Club House is decorated so attractively, thanks to the employees of the Telephone Company. They had a party at the club house one night last week and left their decorations. We appreciated using them.

The club year books are ready and have been given to most of the club presidents. They are bright yellow with black print. Harry Linderer has again done a

good job for us. He is always so cooperative in printing the books for us.

Honey that turns to sugar can be warmed and thus corrected. Honey made from some flowers, sugars faster than others; cold weather causes it to sugar also.

Home industries are always fascinating to most of us. Mrs. Curtis Barelay has made some doll clothes and has taken orders for a good many people. The garments show a lot of originality in designing and they are made well. Santa is glad for her to help.

A Christmas note from Mr. and Mrs. Frank Rickels in Dupree, S. D., saying that the weather has really been cold. They have had a few pretty days the last week, but the days are too short to melt the snow. Mrs. Rickels says they have 1200 sheep on the ranch and that they are doing well. They like South Dakota, but they really miss their many friends in Deaf Smith County.

## Personals

NEWS ABOUT YOU AND YOUR NEIGHBORS

Mrs. William J. Stanford and children of Lufkin have arrived to spend several weeks with her parents, Mr. and Mrs. E. W. Solomon, and her husband's parents, Mr. and Mrs. W. J. Stanford. They are to be joined here for the Christmas holidays by Mr. Stanford, Mr. and Mrs. Stanford have recently moved to Lufkin from Hereford.

Mr. and Mrs. Chester Carthel and family visited in the Maurice Tannahill home Sunday. They are from Lockney. Mr. and Mrs. Francis Carthel, parents of Mrs. Tannahill's, also from Lockney, visited in the Maurice Tannahill home on Thursday. Mr. and Mrs. G. E. Tan-

nahill, parents of Maurice's, visited with Maurice and family, also attending the Lions' Club Banquet with them Friday night.

The LaPlata Study Club will have their Christmas party Friday night.

Mrs. Dennis Lomas, Mrs. Don Fudge and Mrs. Herschel Miller Jr., went to Amarillo Tuesday.

Mrs. Frances Houston and her mother, Mrs. F. H. Oberthier were in Amarillo Tuesday.

The Methodist Youth Fellowship held their Christmas party Wednesday night at 7:30 o'clock.

## Christmas Entertainment Is Featured At Home Demonstration Club Meets In Recent Weeks

Christmas entertainment has replaced the usual demonstrations given at the Home Demonstration Club Meetings and some of the Clubs have already held the annual Christmas party.

Clubs reporting recent meetings are:  
**Westway**  
The Westway H. D. Club held its annual Christmas party recently in the home of Mrs. P. B. Sowell, president. The Christmas tree was the center of interest for the young and old. Soft music was played during the afternoon.

A candle service was held for the installation of officers. During the ceremony candles were lighted by the following: Mrs. Paul Rudd for the Westway Club, Mrs. C. A. Saulcy for the outgoing officers, Mrs. P. B. Sowell for the future officers and for the success of the

club. Mrs. Joe Wagoner installed the following officers: Mrs. C. A. Saulcy, president; Mrs. George Turrentine, vice president; Mrs. B. B. Northcutt, secretary treasurer; Mrs. P. B. Sowell, parliamentarian; Mrs. Sowell, council delegate.

Recreation for the afternoon was a pink and blue shower for Mrs. Charles Owen. Gifts were exchanged and each woman present was presented a corsage from Mrs. Sowell.

At the business meeting the following committees were appointed for next year: Recreation, Mrs. Joe Wagoner, Mrs. Bobby Jones, and Mrs. Paul Rudd; Finance, Mrs. B. B. Northcutt, Mrs. Phillip Miller and Mrs. P. B. Sowell; Expansion - Education, Mrs. Bess Werner, Mrs. Leo Ohlig and Mrs. S. T. Loerwald; Marketing, Mrs.

Abraham Drager; Citizenship, Mrs. Bess Werner; Civil Defense chairman, Mrs. J. C. Morrison; Federated director, Mrs. R. L. Wilson; Assistant treasurer, Mrs. S. T. Loerwald; Reporter, Mrs. Jimmy Thomas; Assistant reporter, Mrs. G. C. Merritt and Alter-nate delegate, Mrs. Charles Owen.

Refreshments were served to Mesdames Elmer Combs, Carl Smyth, Mayo Phipps and J. R. Coleman who were guests and the following members: Mesdames B. B. Northcutt, R. L. Wilson, Johnie Townsend, Tom Draper, Abraham Drager, Kenneth Rudd, Paul Rudd, Floyd Walton, G. C. Merritt, J. H. Landers, Phillip Miller, C. A. Saulcy; Joe Wagoner, Jimmy Thomas, Bess Werner, Charles Owen and the hostess.

Those attending were: Mesdames H. W. Campbell, N. A. Tweak, Floyd Brown, Bruce Coleman, Bob Howard, Elmer Northcutt, Ernest Frown, E. M. Jack, J. T. Guinn, Don Kennedy, Josie Pusby, Bob Wyly and the hostess.

Mrs. J. T. Guinn followed by a poem by Mrs. Elmer Northcutt was the program presented to the members of the Messenger H. D. Club when they met with Mrs. W. D. Howard on Dec. 10.

Plans were completed for the Christmas supper on Dec. 22 honoring the families of club members. Cookies and candy were brought by the women for the Council Christmas party. Roll call was answered by guessing the name of secret pals. Mrs. Don Kennedy was honored with a pink and blue shower after the business meeting.

Those attending were: Mesdames H. W. Campbell, N. A. Tweak, Floyd Brown, Bruce Coleman, Bob Howard, Elmer Northcutt, Ernest Frown, E. M. Jack, J. T. Guinn, Don Kennedy, Josie Pusby, Bob Wyly and the hostess.

## Yule Program At Walcott Dec. 21

A Christmas program will take the place of the regular P-TA meeting at the Walcott School on Dec. 21 at 7:30 o'clock.

All the students at the Walcott School will participate in the program. Music will be in charge of Mr. and Mrs. M. L. Preston. The lower four grades will present a play entitled "A Visit to Santa Claus" and the upper grades will give one on "The Blind Boy of Bethlehem."

Santa will be present to distribute gifts from the Community Christmas tree following the program.

School will be dismissed until Jan. 3.

## Personals

Recent guests in the home of her parents, Mr. and Mrs. J. E. Cokrell, were Mr. and Mrs. L. E. Frost of Abilene. With them were their two children, Gary, 4 years old, who came to their home two years ago, and Rickey, 13 months, who has just arrived to make his home with the Frosts.

While they were here Mr. and Mrs. Cokrell accompanied them to Levelland where they visited another daughter and family, Mr. and Mrs. Edgar Russell, over the weekend.

The Silver Tea Horizon Club had their Christmas party Tuesday afternoon at 5 o'clock. Some of the girls then attended the ball game.

Scouts Troop 52 met Tuesday night.



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**SPAM** 12 Oz. Can **45c** | **Wolf TAMALES** 2 No. 1 1/2 Cans **39c**

White Swan - Fancy Quality  
**GRAPEFRUIT JUICE** 46 Oz. Can **23c**

**CATSUP** Wapco Bottle **15c** | **CLOROX** Quart **17c**

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**CHERRIES** Maraschino - White Swan 8 Oz. Jar **29c**

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White Swan - Highest Quality  
**TOMATO JUICE** 2 NO. 2 CAN **25c**

White Swan, No. 300 Can **29c** | **Gladiola Fancy White CORN MEAL** 5 Lb. Bag **39c**

**BEETS** Pickled - Sliced - Libby's 16 Oz. Jar **19c**

**SWEET POTATOES** Small White Swan No. 2 Can **28c**

**BLACK EYED PEAS** With Bacon White Swan 2 No. 300 Cans **25c**

White Swan **MILK** 3 Tall Cans **39c** | **Dinty Moore - BEEF STEW** 24 Oz. Can **43c**

Mrs. Tuckers **SHORTENING** 3 LB. TIN **85c** **FREE**

**XMAS GOODIES** Complete line of quality Candy, Nuts, Etc. at Bargain Prices

Donald Duck - Frozen  
**ORANGE JUICE** 2 6 Oz. CANS **35c**

Texas Hamlin - Sweet  
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**APPLES** Roman Beauty 2 Lbs. **25c**

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**COCONUTS** 2 for **25c**

Snow Top  
**CAULIFLOWER** Large Heads Each **25c**

C and H Powdered  
**SUGAR** 2 1 LB. BOXES **25c**

Swift's ORIOLE  
**BACON** lb. **55c**

Armour's  
**FRYERS** lb. **45c**

Shoulder  
**Pork Roast** lb. **39c**

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## Hereford Garden Club Christmas Pilgrimage To Two Homes Friday

The Christmas Pilgrimage "Sharing Christmas Joy" of the Hereford Garden Club was held Friday afternoon in the homes of Mrs. O. H. Herring and Mrs. Ralph McCullough.

At the first home Mrs. M. T. Rutter, president, presided, and Mrs. John Jacobson Jr., was program chairman. The theme was carried out in a gift exchange when members shared garden gifts and packages were collected for a Mexican Orphanage. Mrs. E. W. Young sang a Christmas solo.

Special guests who included the members of the Bud To Blossom Club and Mrs. H. L. McCullough of Harrison, Ark., were presented packets of garden seed for Spring planting.

Sharing Christmas Joy arrangements were made by Mesdames Herring, Jack Roberson and John Jacobson Jr., with Mrs. Jacobson scoring high point with a door piece.

### "The Christmas Story"

At the second the Scriptural story of Christmas joy was presented by Miss Colline Brown who sang the Christmas Song accompanied at the piano by Mrs. Jacobson, and Mrs. O. G. Hill gave the story "The Substitute Santa Claus" by B. J. Schute. The club president was presented with a Christmas corsage and following the program holiday refreshments were served in the den.

The table was laid with a Christmas green cloth and decorations featured greenery, red candles and scenes of choir boys singing carols.

Christmas dainties carried out the seasonal theme and Mrs. Don Martin, president of the Bud To Blossom Club, poured. Mrs. R. L. Criswell served as chairman of the social hour.

Arrangements here were made by Mesdames Frank Brinkman, Glenn Boardman, Ralph McCullough and A. L. Manjeot. Mrs. McCullough's Nativity Scene scored high. Judges were members of the Bud To Blossom Club.

Members of the Bud To Blossom Club attending were Mesdames Herbert Haseloff, Jack Johnson, Glenn Williams, Bill Patton, Fred Higgins, Sam Long, Preston Hagan, Jim Wood, Don Martin, Lloyd Sharp, B. A. Daniel Jr., and Ray Howell.

Hereford Garden Club members in attendance were Mesdames: Glenn Boardman, R. L. Criswell, John Hacker, O. H. Herring, O. G. Hill, John Jacobson Jr., L. H. Lomas, A. L. Manjeot, Ralph McCullough, E. Ramey, Jack Roberson, M. T. Rutter, S. S. Williams, E. W. Young, D. C. Waiser, W. C. Hromas, J. A. O. Thompson, Rex Tynes, E. E. Bradley, F. M. Kester, Frank Brinkman, Jeff Gilbreath, and C. D. Kelton.

Cook quartered cored apples in a light sugar syrup flavored with lemon. Serve over slices of sponge cake or lady fingers with whipped cream. This is a good make-ahead dessert for a company supper.

Winter shortcake: arrange canned sliced peaches and whipped cream between two layers of spice cake. Top with more cream and peaches.

Good enough for company: broiled chicken breasts over thin slices of Virginia ham and a topping of cream sauce. Make the sauce with butter, flour, chicken stock and a light cream; season with salt, pepper and paprika. Garnish this deluxe dish with parsley sprigs and send to the table.

The National Society for the Prevention of Blindness estimates that 100,000 American children have eye accidents every year.



### COMPLETES BASIC - 9/3c

Charles O'dell Spears has completed his basic training at Lackland Air Force Base at Denver, Colo. He will be stationed at Denver for 10 months, where he will take special training as a flight gunner. Airman Spears is the son of Mrs. Nadean Hulse, 209 Avenue A, Hereford.

## Shower Courtesy Honors Bride-Elect Jane Houston Saturday

A lovely tea courtesy honoring bride-elect, Miss Jane Houston who became the bride of Terry Kirby, was given in the home of Mrs. Jack Bradley last Saturday afternoon. Members of the Auxiliary of St. Thomas Episcopal Church serving as hostesses.

Included in the house party were Mesdames Roy Smith, Alton Frasco, Bill Waldrep, Curtis Traewick, Mayes Miller of Dimmitt, Joe Smith, Bruce Miller, Helen Pipkin and F. L. Alexander.

The receiving line was made up of Mrs. Tommy Carrahan, honor matron in the wedding, at the door. Mrs. Bradley, the honoree, Mrs. Ted Houston, Mrs. B. H. Kirby and Mrs. J. W. Kirby.

The Bradley home, in its entirety, reflected the gay holiday season with the bride-elect's chosen colors of wine, silver and pink, emphasized in table decorations. Laid with a silver damask cloth, the table was centered with an arrangement of pink and wine colored roses and carnations with silver

vered foliage, flanked by pink tapers. Tea delicacies carried out the nuptial theme with mints in shapes of tiny wedding bells, heart shaped sandwiches and cake squares topped with love bixits.

Mrs. Colby Conkwright and Mrs. Ruth Perrin presided.

Those signing the guest register between the appointed hours of 3 to 5 were Mesdames V. O. Hennen, E. B. Hedrick, C. R. Smith, D. H. Alexander, R. R. Johnson, Jas. W. Witherspoon, Troy Moore, Paul Mathers, Will S. Kerr, Frank Gyles, W. J. Stanford, Ray Conway, F. L. Lucas, Jeff Gilbreath, Geo. V. Stambaugh, Lee Benefield, Ed Warren, Lisle Woodford, W. S. Fluit, F. P. Lyons, J. W. Robin-

son Jr., A. L. Manjeot, Bill Dameron, John McLean, W. E. Dameron, J. O. Newell, Emil Dettman, Arthur Kant Soare, J. E. Beyer, Earl Plank, E. W. Hobson, Essie Cardwell, Elizabeth Womble, W. L. Davis Sr., Jim Kirby, S. O. Wilson, O. L. Click, Earl Phillips, A. J. Schroeter, A. O. Thompson, Robert Womble, Marshal Wilson, Dacia Jones, Roy Crutchfield of Amarillo, members of the house party and the honoree.

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## Dawn News

By Bertha Frye

A daughter was born to Mr. and Mrs. Jesse Sisco at the Deaf Smith County Hospital on Wednesday of last week.

Mr. and Mrs. Palmer Norton and children have returned home after an extended stay in California.

Mr. and Mrs. Harley Neal returned to their home in Lawrenceville, Ill., on Thursday.

Mr. and Mrs. H. F. Trimmer were dinner guests on Tuesday evening of Mr. and Mrs. Charley Hood's in Hereford.

Mr. and Mrs. Gayle Neal and children were weekend visitors of his brother's and family, Mr. and Mrs. Buddie Neal in Midland.

Mr. and Mrs. Murl Little were in Lawton, Okla., over the weekend, where they attended the 50th wedding anniversary of his grandparents.

Mr. and Mrs. H. F. Trimmer attended the concert at the Hereford High School last Monday night.

Mr. and Mrs. Harold Robinson of Canyon were Sunday guests in the Zed Stewart home.

The Dawn H. D. Club held its Christmas party Friday afternoon in the home of Mrs. Orval Galley. Several of the club members attended the Christmas party of the H. D. Council on Saturday afternoon.

Mrs. R. A. Frye, Mrs. A. T. Frye and Miss Bertha Frye attended a Christmas party in the home of Mrs. Harold Kaestner's in Hereford Thursday afternoon.

The Dawn Music Club will hold a bake sale Saturday, Dec. 18, at the Dawn Mercantile. They will have cakes, pies, cookies and candy for sale.

Mr. and Mrs. H. S. Fuller were hosts at a party for the intermediates of the Dawn Baptist Training Union at the school house Friday night. Present were Irene Galley, Billie Wimberley, Bobby Lucybeth and Gail Miller, Barbara Martin, Manuel Beavers, Rev. and Mrs. McClung and the hosts.

## Personals

Captain and Mrs. James McGuire and family started back to the base in Savannah, Ga., Saturday after a month's visit here in the John Albracht home.

Jack Brown returned home on Monday night, after attending the funeral of an aunt, Mrs. Alma Mann, in Annona, Tex.

**NEW POST OFFICE**  
BISBEE, ARIZ. — Growth of the population in the vicinity of Ft. Huachuca has brought about the opening of a post office at the settlement known as Don Luis. This will be a branch of the Bisbee post office and will serve Don Luis — Huachuca Terrace and Don Luis Estates — none of which were in existence before the reopening of the fort.

A car moving 30 miles an hour will cover a 40-foot block while an average pedestrian crosses a 40-foot street.

Dr. Milton C. Adams  
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29.95 Value Now Only **\$17.95** Tax Incl.

<b>COTY</b> City "Beauty" Soak-in Emulsions \$3.50 plus tax	<b>CUTEX</b> Cutex Moisture Evening Bag \$3.00 plus tax	<b>SEAFORTH</b> Trip-Kit \$2.50 plus tax	<b>EVENING IN PARIS</b> "Winter" Gift Set \$3.50 plus tax	<b>UNIVERSAL</b> Automatic Toaster \$19.75	<b>EVENING IN PARIS</b> "Blue Lily" Gift Set \$5.00 plus tax
<b>MENNEN</b> Skin Brocer \$1.00 plus tax	<b>MENNEN</b> Gift Set for Men \$1.50 plus tax	<b>MASTER-ARTIST</b> Master-Art Numbered Paint Set \$2.50	<b>CASCO</b> Steam and Dry Iron \$18.95	<b>U. S. TIME</b> Walt Disney's Cinderella Costly Wrist Watch \$6.95 plus tax	<b>U. S. TIME</b> Regulating Costly Wrist Watch \$6.95 plus tax
<b>TAWN</b> Deluxe Travel Kit for Men \$2.50 plus tax	<b>TAWN</b> Men's Set \$3.50 plus tax	<b>RONSON</b> "Essex" Lighter \$8.50	<b>COUNSELOR</b> "Counselor" Bath Soap \$8.95 (Bever & West, 59.45)	<b>WRISLEY</b> Flower Vase Bubble Bath \$1.00 plus tax	<b>COTY</b> "Charlotte" Costly Gift-Set \$3.50 plus tax
<b>CUTEX</b> Cutex Lipstick Christmas Card \$1.00 plus tax	<b>UNIVERSAL</b> Coffee-maker \$29.50	<b>CUTEX</b> "Year Very Own" Manicure Kit \$2.50 plus tax	<b>LA CROSS</b> "Lady Fingers" Manicure Set \$5.95 plus tax	<b>AMITY</b> "Director" Billfold and Key Ready Set \$7.50 plus tax	<b>SCHICK</b> Custom Electric Shaver \$28.75
<b>JEWELITE</b> Brush and Comb Set \$2.50	<b>JEWELITE</b> Dresser Set \$5.75	<b>SENTINEL</b> "Little Pal" Alarm Clock \$3.95 plus tax	<b>UNIVERSAL</b> "Stewardess" Steam and Dry Travel Iron \$14.95	<b>EASTMAN</b> Brown's New-Keye With Ovals \$13.65	<b>SYLVANIA</b> Sylvania Bon-Tam & Flash-balls Gift-Set \$1.77
<b>REMPER</b> "Mr. Squawker" The Duck \$1.98	<b>REMINGTON</b> Remington 60 Deluxe Electric Shaver \$29.50	<b>PAPER-MATE</b> Pen \$1.69	<b>HASBRO</b> "Mr. & Mrs. Potato Head" \$1.78	<b>GEM</b> Gem Deluxe Shaving Coarsener \$2.00	<b>EVER-READY</b> Shaving Brush \$3.00

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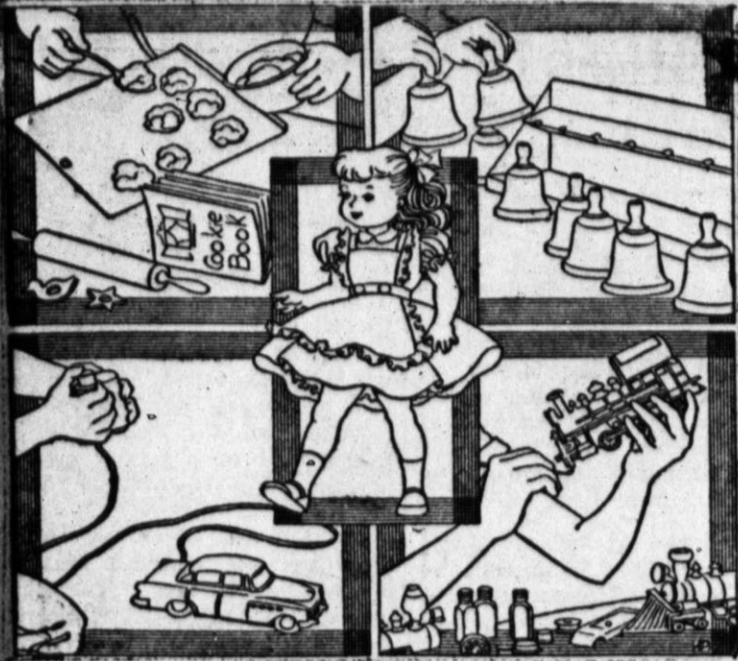
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**TOP OF THE TOY PACK** -- The almost-human doll, that walks, talks, kneels and has her hair done; train hobby construction sets for young collectors; cookie-baking and other domestic toys for future housekeepers; Swiss bell set; Do-it-yourself toys.

## Top Toys Of 1954

Once upon a time, the three necessary toys for a successful juvenile Christmas were a doll, a teddy bear and a little red wagon.

This Christmas the basic ingredients in Santa's 900 million dollar pack are the same, but the variations are infinite. Dolls, stuffed animals and wheel toys are still tops in popularity, but today's models are far different from the simple toys of a generation ago.

And research into the educational value of toys has widened the field to include a large proportion of do-it-yourself toys such as construction sets, educational games, science kits and housekeeping toys. Says Melvin Freud, president of the Toy Guidance Council, whose organization specializes in advising parents and retailers on "the

right toy for the right age":

"Our group of 104 prestige toys, chosen by panels of leading education and child guidance experts, illustrates the broad scope of the toy industry's contribution to young America's development. Dolls, animals, wheel toys and train accessories are prominently featured, of course, but they share equal billing with a wide range of other toys and play materials."

Among the years best-selling toys are the following: radio stations, trucks, a rubber train, a fire station, dolls that have almost human talents, a hospital nursery set, a doll bath set, doll carriages, a collection of whimsical stuffed animals, finger paints, a pogo stick, stilt, Swiss bells, a super market, school bus, electric trains and bicycles.

**HOME BUILDING** is expected to account for more than half—55 percent—of all new private construction in 1955. This is the joint forecast of the U. S. Department of Commerce and the U. S. Department of Labor. This official outlook for a total of 39½ billion dollars in all types of construction exceeds all private guesses.

Architectural Forum came close to that figure. Explaining its reasoning the Forum listed five influences: (1) The continued high birth rate and the lowering of the death rate, (2) Continued growth in personal income, (3) An upward shift in average income, (4) Increasing propensity to spend, and (5) Increased security in old age.

"These five influences," the Forum concluded, "make for an intensification of the demand for construction, directly in the form of houses, schools, hospitals, recreational facilities, churches and indirectly in the form of facilities for all the industrial, commercial and public activities that a vigorous and confident economy requires."

**SOME BEARISH** influences may be felt. The rate of new family formations has continued to decline since 1950, although the population is still growing. Trouble in getting sewer and water service extended into ever sprawling outlying areas also is mentioned by some observers. The growing school problem in those outlying districts is another handicap. And some experts think that FHA and VA administrative difficulties and a possibility of tighter credit late in 1955 may tend to keep new home building from reaching the peaks predicted.

However, Myron L. Matthews of the Dow Service building reports, says "construction activity has in no way arrived at a volume which needs to be classified as 'boom,' especially if the use of the word connotes 'bust' and 'disaster.' 'Boomlet' is possible."

In dollars involved, the 1955 rate of construction will top 1950 by nearly 40 percent, and the average of the booming 1920's by about 245 percent. But allowing for the population increase since the '20's, and figuring expenditure on a per capita basis, Matthews says we'd have to spend 44 billion, instead of 39½ billion, to equal the roaring '20's.

"The American standard of living is going up 22 percent every decade; and the American standard of housing, which has lagged behind the rest of the American standard of living, must now rise even faster to catch up."

**THIS IS HOOM TALK**, but 1955 is expected to be the biggest building year on record. Authoritative Gavin, editor of the American Builder, says "our prediction for 55 is 1,400,000 housing starts, an all-time high, and the possibility at the total may reach 1,500,000." FHA Commissioner Norman P. Mason predicts that the latter figure will be the closest.

Easier mortgage terms are cited as the big reason.

"In the short time the Housing Act of 1954 has been in effect," says Gavin, "there already are certain trends established."

Expansion and decentralization of industry, "which is increasing migration rate of industrial and commercial personnel," is cited as another factor. And, says Mason, "there is still a large GI backlog coming in the market increasing numbers from rental and for other reasons."

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If a common cold left you with a cough that has hung on for days and days act quick. It is dangerous to delay. Chronic bronchitis may develop. Get a large bottle of Creomulsion and take as directed. Creomulsion soothes raw throat and chest membranes, goes into the bronchial system to help loosen and expel gummy phlegm, mildly relaxes systemic tension and aids nature fight the cause of irritation. Use Creomulsion and get wonderful relief at last. Creomulsion is guaranteed to please you or druggist refunds money.

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## On The House

By David G. Bareuther, AP Real Estate Editor

**DO YOU WANT** to buy a new house in 1955? If so, here is the situation you may encounter:

1. You should be able to swing the deal with much less cash than was needed a year ago—the FHA has lowered down payments for a \$12,000 house, for example, from \$2,400 to \$1,200 and has lengthened mortgage terms from 25 to 30 years to keep monthly payments about the same.

2. You will find more new houses to choose from—all experts agree that 1955 will see the greatest number of new homes built.

3. But the price of a 1955 house may be higher.

4. Because it will be a bigger and more complete house.

**HOME BUILDERS** say they will put up fewer low-cost houses and more of what they call "quality houses." They aim to concentrate their efforts in the price class of between \$15,000 and \$20,000.

After a recent conference of industry leaders, the trade publication House & Home had this to say:

"America is wiping out poverty so fast that already more families have incomes over \$5,000 than incomes under \$3,000."

"We already have at least 25 percent more low-cost houses than we have families who can afford to buy better."

"We have nowhere near enough quality houses for those who could afford them."

"By 1959 the low-cost house market around most of our cities will be glutted even if no more cheap houses are built."

"The American standard of living is going up 22 percent every decade; and the American standard of housing, which has lagged behind the rest of the American standard of living, must now rise even faster to catch up."

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**Mother and Daughter HOUSE SLIPPERS**

In colorful brocaded satin, wedge type. Many lovely color combinations.

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**Men's Smart New DRESS SLACKS**

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Hollywood style, in solids or splash weave designs. Popular charcoal tones. Expertly tailored for perfect fit. Free alterations. Sizes 28 to 36.

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SAY... **Merry Christmas**

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**Glamorous TO WEAR... TO GIVE RAYON GOWNS**  
by "Lorraine"

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That say "Merry Christmas"

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• Favorite Colors

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Genuine Leather Soles **\$1** Pr.

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- Thrifty Priced





MRS. C. A. SAULCY, left, Mrs. Dwayne Walker and Mrs. Carroll Newsom served refreshments of homemade candies, cookies, and punch to the Club Women and 4-H girls who attended the H. D. Council party, at the Veteran's Club on December 11.



MRS. CECIL PARKER right, is the new director for the H. D. Choral Club which sang Christmas numbers under her direction at the Council Christmas Party recently. Mrs. Clay Ridgway is pianist. Only a part of the group making up the chorus appear in the picture. Those who can be identified are, from left Mrs. Tom Draper, Mrs. Joe Landers, Mrs. T. J. Parsons, Mrs. John Draper, Mrs. Taft McGee and Mrs. E. M. Cox. (Staff Photo)



"CHRISTMAS SHOPPING" was the name of the skit at the Council Christmas Party in which Mrs. John Jacobsen Sr., played the part of a mother taking her little daughter on a tour of the doll shop. Mrs. W. A. Waters was the saleslady who attempted to interest Mrs. Ott, who played the daughter in a

Baby Doll (Mrs. Bob Baird) A Talking doll, (Mrs. Vern Witherspoon) Little Bo-Peep (Mrs. Carlos Vaughn) and a doll with long hair (Mrs. Tom Draper) but all of the time the little girl kept screaming "I Don't Want A Doll, I Want A Train." (Staff Photo)

### H - D Council Has Annual Yuletide Party Saturday

Working in groups of two clubs for each number, the Home Demonstration Clubs of the County presented skits and other entertainment at the Council Christmas party held in the Veteran's Club House Saturday, Dec. 11. Also featured on the program was the H. D. Choral Club under the direction of Mrs. Cecil Parker with Mrs. Clay Ridgway at the piano. The Chorus sang several numbers including Christmas music. Sharon Brinkman gave the vocal accompaniment for a pantomime; Susie Loerwald was at the piano. Other 4-H girls appearing on the Program were Carlyn Williams and Martha Logan from the Happy Homes Club with Jane Newsom as pianist. Kathy Kramer played a piano solo and Cynthia Kramer

gave a Christmas reading. Both girls are from the Caprock Club. Christmas gifts from the club women were presented to Mrs. Tom Draper CHDA by Mrs. T. J. Parsons, Council Chairman and to Mrs. Loyce Sullivan, assistant agent from the 4-H girls by Mrs. Ira Ott.

Following the program refreshments of homemade candy, cookies and cranberry punch were served from the club kitchen by Mrs. Dwayne Walker, Mrs. Carroll Newsom and Mrs. C. A. Saulcy.

Decorations of unusual materials, such as a yucca Christmas tree and tumbleweeds atop the piano in a camouflage of Christmas colors added to the holiday motif on small tables and on the curtains.

The arrangements were made by Mrs. E. M. Cox, Mrs. R. C. Childers.

All available chairs were taken by the visitors and a number had to stand up for the program. Year books were distributed to the new club presidents.

Save those plastic bags in which rolls, carrots and other foods are often packed. Then when you are making stew or fried chicken, put your seasoned flour mixture in the bag along with the meat or poultry pieces and shake well to coat the meat or poultry with the seasoned flour. Detergent and warm water will do a good job of cleaning the bags; then hang the bags over a dish drainer to dry.

### Geigel Holds Junior Heavyweight Title In Wrestling Matches Saturday Night

The wrestling matches, which were held Saturday at the bull barn, were concluded by a fight for the title of the Southwestern States' Junior Heavy Weight Championship. The match was full of suspense and excitement for all. Preceding this title match, were two other bouts, a short 20 minute or one fall round and a semi-final match, 45 minutes or two out of three falls.

The first fall was taken by Geigel in 15 minutes with a splitting-arm hold. James won the second fall in four minutes with a body smother, following a series of drop kicks.

The third fall, which determined the Junior Heavy Weight Champion, was won by Geigel in 11 minutes with a body smother. Geigel showed his wrestling ability in successfully retaining his title.

Does your pastry for one-crust pies ever shrink or buckle? If it does you may be stretching the dough too much during your rolling of it or when you fit it into the pie plate. Or it may be that you are not pricking the sides and bottom of the crust enough before baking.

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THE SMITH MOTEL east on Highway 60 is one of the first motor courts to be built in Hereford, but landscaping has added much to the up-to-date appearance that is now evident. Mr. and Mrs. G. D. Caison, Sr.,

owners, take a great deal of pride in the flowers as well as the shrubbery. Mrs. Caison is shown standing in the doorway of the office where she thought she had escaped the photographer. (Staff Photo)

## 'Thank You' Photo Replies

By IRVING DESFOR

MANY A NEW CAMERA will poke its body out of a Christmas wrapping, open its lens wide for a look around and start a new family career. To insure a snap-happy life, perhaps a few words of advice about the care and feeding of cameras to new owners are in order.

In the first place, each newcomer is an individual with a personality of its own that must be understood and handled properly. But this isn't difficult since each comes with a set of instructions. Absorb these instructions with the camera in your hand and most of your questions about where, how and why will be answered.

After studying the information and holding the camera, get the feel of handling it in shooting operation, but without film. Run it through its paces and practise a full sequence of viewing, shooting and winding. Open the back of the camera and observe the shutter's operation at the various speeds and note the difference between a time exposure (T) and a bulb exposure (B).

Notice particularly that a careful squeeze of the finger on the button will set the shutter off, whereas a quick jab will jar the camera at the same time, causing a perceptible movement in the final picture.

When you understand the operation of camera and accessories, it's time to load up with film and start shooting. Fortunately, there's no lack of subject matter at hand at this time. If there are youngsters around with their new Christmas acquisitions, you may run out of film and bulbs before you run out of picture material.

You don't have to be a mathematical or scientific genius to figure exposure. You follow instructions and guides which come with film, flashbulbs and reflector bulbs. You can shoot at one shutter speed, say 1-50th of a second,



PUT THAT NEW CAMERA right to work and send a "Thank You" photo message.

and maintain it at all times. That leaves only one item that changes when you shoot indoors: the distance from the subject. It is common sense that as you go farther away, the light is less bright and therefore you must open the eye of the camera (the lens) wider. As you come closer, the light becomes more intense and you must

close the eye to compensate. for it is very difficult to refrain from saying, "Stop... look at the camera!"

The greatest thrill in photography probably comes with first seeing the finished pictures. Good habits can be started here too. Begin by dating and identifying your negatives and storing them safely in some sort of a personal filing system. Date your prints, too, so that months or years later you won't have to depend on a faulty memory. At the beginning, you may want to write down the shooting data about film, lights, distance, and exposure so that you can correct mistakes or duplicate good exposures under the same conditions.

Try to take pictures of people doing whatever they're doing... instead of staring at you. This will test your will power to the utmost.

signment. You can use your camera to convey a photographic "Thank you" to those who sent Christmas gifts to the family. Snap the youngsters enjoying their toys or writing an appropriate message on a blackboard and mail prints to gift givers.

A more effective way to send these pictures, instead of regular prints, is to make them into postcards. Your camera store can print pictures on regular postcard stock or on double weight matte paper which measures 3 1/2 by 5 1/2 inches. This can be ruled up on the blank side to act as a postcard.

You can be sure that photo greetings get a warmer reception and make a more lasting impression than convention notes.

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A wonderful high-fashion skirt is yours for the making... and it's so simple, too! Buy only enough fabric to go around your waistline, plus one inch for a seam. (For example, if your waist measures 27", you only need 28" of Ever-pleat fabric.) Follow the give-away instruction sheet... 20 minutes is all it takes to make this skirt! And just think, this beautifully pleated skirt can be machine washed in lukewarm water, dripped dry and it needs no ironing! Hurry to Penney's Fabric Dept. now for your choice of Tahoe blue, red, Eureka gold, fiesta green, navy. Matching Unpleated Solid Colors—59¢ yd.

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#### CHROMSPUN ACETATE TAFFETA

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#### PENNEY'S OWN HIGH COUNT RONDO PERCALE

39c Yd.

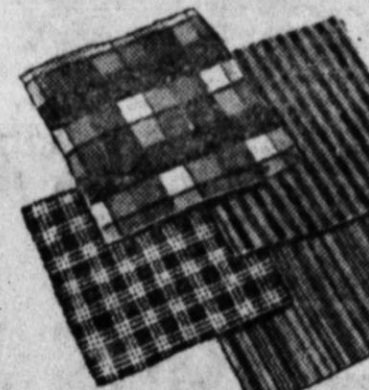
Whatever your sewing pleasure... here's a value-priced high count cotton percale that's tested and proven machine washable! See the terrific new selection at Penney's now... see darling juvenile patterns, kitchen motifs, checks, dots, stripes and florals. 35 - 36".



#### FABRIC VALUE! FAMOUS PENNY DENIMS

59c Yd.

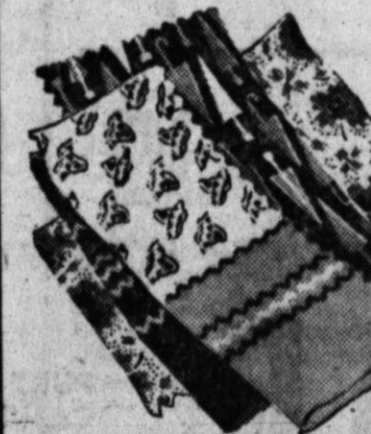
Terrific, because you sew these denims into sports logs, fashions, ... home decorating needs, too! They're Sanforized... pop into your washer, wear like mad, look trim and smart everywhere! Buy in solid colors, "burnt" shades, stripes, checks, plaids! 35 - 36".



#### PENNEY'S OWN NEEDLE'N'THREAD BROADCLOTH PRINTS

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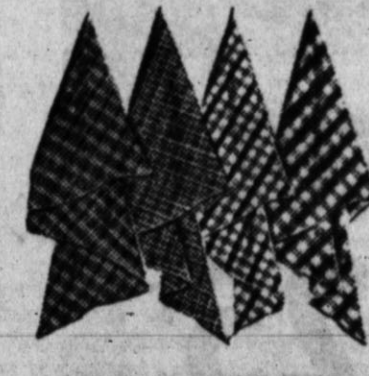
The highly styled cotton that's Sanforized, Mercerized... stays smooth and lustrous thru constant wearings and machine washings. See many, many prints as "new-as-tomorrow" that will be true sewing inspirations for you! 35" wide.



#### COLORFUL CLAN PLAIDS IN WOVEN GINGHAM

79c Yd.

Superb, smooth-woven, mercerized preshrunk ginghams... now in gay-as-a-Scotchman's kilts plaids! Buy for back-to-school sewing... for your own plaid fashions, too! Choose Black Watch, Dress Stewart, many others! 35 - 36".



#### NO - IRON PLISSE NOW IN BOLD BRIGHT PRINTS

59c Yd.

Crinkle cotton plisse prints... wash happily, skip the ironing! Patterns to suit every spring, summer sewing need. Beautiful colors, dramatic checks, stripes, perky polka dots, western and juvenile motifs! 35 - 36" wide.



#### NEWS! NUBBY CHROMSPUN IN RAYON SUITING!

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#### EMBOSSED COLOR CRESTED COTTON PRINTS

69c Yd.

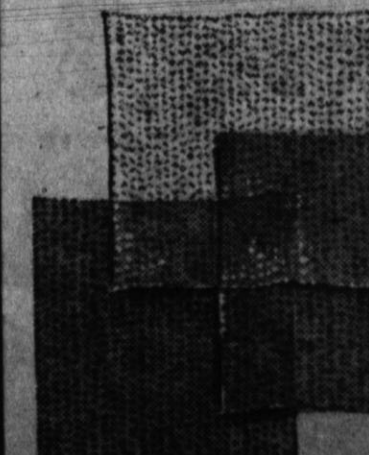
Cracker-crisp, with "no-muss" good manners... they're Penney's embossed cotton color crested prints! See them now!... their mint-fresh good looks will be perfect for curtains, drapes, spreads too! Machine washable in lukewarm water! 35-36".



#### FLOAT - Y KOKETTE PUCKER NYLON

98c Yd.

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