

	High	Low
Wednesday	40	14
Thursday	57	22
Friday	53	21

Twenty Men Registered In December

Twenty young men from this area registered with Selective Service Board 18 during the month of December.

Six registrants from Hereford are: Edward C. Reinauer, Route 1; Jackie V. Rhodes, 106 Avenue K; Donald L. Thompson, 206-B McKinley; Johnny H. McIver; Pedro R. Ramirez and Celestino Z. Cortez.

Castro Registrants
Castro County registrants are: Carlton L. Casselberry, Raymond C. Chism, Curtis E. Huggins, Johnnie R. Clark and Clarence D. Rogers.

Those registering from Canyon are: Alan R. Hawkins, Robert E. Hood, Charles E. Boling, Arlen A. Ruthart and Charles L. Miller. Registering from Farmer County were: David R. Varner, James M. Wiley, Teddy F. Gulley and Dudley R. Hughes.

Lucille Posey Announces For Re-Election

Lucille Posey, District Clerk of Deaf Smith County, this week authorized The Brand to announce her candidacy for re-election, subject to the action of the Democratic primary in July.

In making her announcement, Mrs. Posey said: "I herewith announce my candidacy for re-election for the office of District Clerk of Deaf Smith County, Texas, subject to the Democratic primary July 24, 1954.

"It has been a privilege and a pleasure to serve you as District Clerk and if you should re-elect me to this office I will strive to the best of my ability to justify your confidence in me.

"Your consideration and support will be sincerely appreciated."

Around Town

Announcement of Judge Horace L. Schloss' candidacy for re-election to the office of County Judge was made late Saturday. The formal announcement will appear in The Thursday Brand.

Alvin E. Eiden C. Gipson, son of Mr. and Mrs. W. R. Gipson of Dimmitt, recently graduated from the I Corps Non-Commissioned Officer Academy in Korea. Gipson entered the Army in October of 1952 and completed basic training at Camp Chaffee, Ark. He arrived in Korea last May.

Floyd Walton of Hereford will represent Deaf Smith County as committeeman for the High Plains Underground Water Conservation District. He was elected January 12.

Joe Beyers, 431 N. McKinley, is reported doing nicely after an operation in the Santa Fe Hospital at Topeka, Kans., last week.

Dust off the Stars and Bars—and, incidentally, go to the bank Monday if you are going to need quantities of change or cash on Tuesday. Both banks have announced that they will be closed Tuesday, January 19. The occasion—Robert E. Lee's birthday.

CORRECTION: The line regarding the location of the Wesley Methodist Church in last Thursday's paper should have read "located on Irving Street", rather than K.

Closing days for 1954 were set up at a recent meeting of the Merchants Committee of the Chamber of Commerce. They are: Labor Day—Monday, September 6; Thanksgiving—Thursday, November 25; Christmas Day—Saturday, December 25; New Year's Day, Memorial Day and July 4 will come on Sunday this year.

Jim Kirby read the statements for Deaf Smith County representatives at the hearing held by the House Agriculture committee Wednesday.



THREE DIRECTORS of the Hereford Texas Federal Credit Union—Mrs. Dyalitha Bradley, Robert Thompson and J. Wallace Robinson—were re-elected at the organization's annual meeting Thursday night in the High School auditorium. Directors will meet Tuesday to elect officers. Present officers and directors of the Credit union are, from left, front row: O. L. Bybee, director; Mrs. Dyalitha Bradley, treasurer-manager; and A. J. Schroeter, director. Back row, from left: J. Wallace Robinson, vice president, and Robert Thompson, president. The man at the extreme right, back row, is Buford B. Lankford of Dallas, regional representative for the Bureau of Credit Unions, who spoke at the meeting. (W. H. Patton Photo)

Three Directors, Re-Elected At Credit Union Meeting

Some 500 members of the Hereford Texas Federal Credit Union met Thursday night in the High School auditorium to elect directors and committee members, and to hear Buford B. Lankford of Dallas speak on "How Credit Unions Are Different."

In the elections, those already holding the various positions were re-elected for another term. These include Mrs. Dyalitha Bradley, Robert Thompson and J. Wallace Robinson as directors; Homer Henslee and Dorothy H. Ross as credit committee members, and Bessie Smith and Velma Hodges as supervisory committee members.

Assets Increased
Assets of the credit union increased \$135,000 during 1953 to \$338,000, according to the report presented by Mrs. Bradley, treasurer-manager of the organization. At the end of the year, the credit union had \$311,000 worth of loans in force, and had loaned, during the year, a total of \$469,559.

Shares in the credit union had jumped 75 percent during the same period, she reported.

Local Officers Praised
Lankford, who is regional representative for the Bureau of Credit Unions, paid high tribute to the Hereford Credit Union and praised the local management and officers for the progress which is being made.

He pointed out, particularly, that credit unions are different in that they are non-profit and service organizations, with the purpose of making loans to members, and encouraging savings.

In congratulating the local credit union on its growth, he warned the members not to lose sight of the purpose of the organization.

Dividend Voted
During the business meeting, the members voted to pay a 4 percent dividend on all shares outstanding on December 31, 1953. This will amount to \$8,850.

A special film on credit unions, "King's X," was shown by Carl Blomquist, representative of the (Continued on Page 2)

Final Plans For Mothers' March Of Dimes Completed

Final plans for the Mothers' March of Dimes were made at the meeting of the Child Study Club Thursday night in the home of Mrs. Robert Bell, Mrs. Lawrence McGee and Mrs. George Heard are chairmen for the Mothers' March, which will be held Friday night, January 23.

Procedure Change
A change in procedure of the drive was announced. Heretofore, the block chairmen, who have been appointed by the club, visited the

homes with lights on to collect the donations and their own donations were collected by the club committee. This year the block chairmen will collect from homes with lights on and will keep a record of homes visited and the amount donated.

They will place their own donations along with the other donations and records in a single envelope to be turned over to the committee. This is being done (Continued on Page 2)

Large Crowd Is Expected For Annual CofC Banquet

A sell-out crowd of 350 persons is expected at the annual Deaf Smith County Chamber of Commerce banquet Tuesday night in the Hotel Jim Hill ballroom, according to G. E. Mullins, Chamber manager. Saturday morning, 328 of 350 tickets had already been sold.

Highlights of the evening entertainment will be presentation of the Lions Club "Man of the Year" award by Lion President

J. W. Robinson Jr., and the principal speech by Roberto de la Rosa of Monterrey, Mexico, who, as cultural agent for the Mexican government, has received wide renown in the United States as a speaker.

Special Music
Special music during the evening will be provided during the evening by a Boys' Quartet, composed of Bill McEachern, Jim Short, Jack Edwards and Harry Renek.

Scheduled to start promptly at 7:30 o'clock, the program will begin with the singing of "America" followed by the invocation by Rev. Bartholomew Paytas, pastor of St. Anthony's Catholic Church.

Harvey, Alderson To Speak
After the special music, 1953 Chamber president Paul Harvey

will make a short address, followed by a reply from incoming president T. W. Alderson.

The man of the year award, which is always looked forward to with some anticipation, as the name is kept secret until the actual time of presentation, will come immediately after the remarks of Harvey and Alderson.

Consul To Introduce
Introduction of the guest speaker, De la Rosa, will be made by Joel S. Quinones, Mexican consul from Amarillo, who is a well-known speaker in his own right.

After De la Rosa's talk Father Paytas will pronounce the benediction.

In case Alderson is unable to return from an out-of-town trip in time for the banquet, Ralph Hastings, vice-president of the

Chamber, is scheduled to reply to Harvey's speech.

Garden Club Decorations
Decorations, in a Latin-American motif, will be done by the Hereford Garden Club, of which Mrs. Duward Robertson is president. Favors for all ladies who attend the banquet are also planned.

Accompanying Consul Quinones from Amarillo will be Ruben Garcia, another official from the consulate.

GOLDEN WEDDING
Mr. and Mrs. P. H. Luck will celebrate their Golden Wedding anniversary next Sunday, January 24, with an open house from 2-5 o'clock at the home of their daughter and son-in-law, Mr. and Mrs. Roy Boyd, 608 Blevins.

Sharp Announces As Candidate For Re-Election

Lowell Sharp, Sheriff and Tax Assessor-Collector for Deaf Smith County, has authorized The Brand to announce his candidacy for re-election to the double office, subject to the action of the Democratic primary in July.

In the statement Sharp prepared to announce his candidacy, he said:

"In announcing my candidacy for re-election as Sheriff, Tax Assessor-Collector, I wish to thank all of the people of Deaf Smith County who have helped, during my period in office, to make the work more pleasant, and who have aided both directly and indirectly. The co-operation of the public has been very good, and it is a fact that without that co-operation the office cannot function efficiently.

"It has been a pleasure to serve you and, if re-elected, I promise that I will carry out the duties of Sheriff, Tax Assessor-Collector to the best of my abilities."

Juror's Absence Causes Mistrial

A mistrial was declared Tuesday afternoon in the trial of H. A. DeYoung, who was charged with selling liquor in a dry area on or about September 14.

One of the jurors, G. W. Ritter was notified that his daughter was ill and had been taken to Amarillo for treatment, and he was excused. At the afternoon session DeYoung's lawyer, Billy Hall of Littlefield, had a motion asking the court to declare a mistrial.

The court granted the motion due to the absence of one of the jurors. A date for a later trial will be set shortly.

Evidence indicates that cigars were first made commercially about 1840.



A SLIGHT CASE OF MAYHEM which seemed about to be committed is not the usual manner in which Toastmasters debates are conducted, or the usual way in which the winners are decided, as those attending the Parent-Teachers Association meeting Monday night at the High School will have a chance to observe. However, a good debate is scheduled on the question of the relative effects of home and school on children. These "debaters" are, from left, Loyd Lovel, Harold Close, Sidney Fuller and Bruce Miller.

Toastmasters Debate Set For P-TA Meeting

Someone is going to get a tongue-lashing, but it will be up to the judges to decide who put up the better argument when members of the Toastmasters Club debate the question: "Resolved That the Home Plays a Greater Part in Preparing Children to Meet Civic Responsibilities Than Does the School" at Parent-Teachers Association meeting on Monday night at 7:30 o'clock.

Kenneth Coker will act as moderator, and Sidney Fuller and Loyd Lovel will oppose Francis Hardwick and Harold Close in the debate.

Music By Band
Musical numbers will be presented by the Junior High Band.

Grandparents aren't supposed to do any baby sitting, as they are to be special guests and will be included in the room count for the floating prize. If a child doesn't have grandparents to ask, he may invite an older neighbor or friend, as "stand in."

Nursery For Youngsters
A film will be shown for the older children. A nursery in the home economics department will be under the direction of Mrs. Frank Prowell, assisted by Home Economics and Camp Fire girls.

An executive board meeting will be held in Superintendent George Graham's office at 7 o'clock.

Velma Hodges Is Candidate For Treasurer

Velma Hodges this week authorized The Brand to announce her candidacy for re-election to the office of Treasurer of Deaf Smith County, subject to action of the Democratic primary in July.

In making her announcement, Mrs. Hodges said:

"I am in the race for re-election to the office of Treasurer. It has been a pleasure to serve the people of this county in this capacity during the past and, if re-elected, I promise to continue to serve to the very best of my ability."

COUNTY COURT

Jury Levies \$100 Fine In DWI Case

A fine of \$100 and court costs was levied against a Swisher County Negro Wednesday by a County Court jury which found him guilty of the charge of driving while intoxicated.

The defendant, Willie Wright, who is more than 60 years old, had appeared without a defense attorney and plead not guilty, and asked for a trial by jury.

Arrested Last August
According to the complaint filed by the Highway Patrol, Wright was driving on Highway 60 about one mile east of Hereford on Aug. 23, 1953, when he was arrested.

His companion, another Negro, was later fined in Justice Court for drunkenness.

At the time of the arrest, two empty beer cans were found in the car, the Highway Patrolmen said, and the defendant had a can of beer in his hand.

Driver's License Surrendered
After informing Wright of the verdict, County Judge Horace L. Schloss had Wright surrender his Texas driver's license, and informed him that his right to drive any type of motor vehicle in Texas was automatically suspended for a period not to exceed one year.

Members of the jury were J. W. Thomas, Maurice Tannahill, Hugh L. Clearman, Kenneth Rudd, Charles Burke and Edward Roberson. Burke was selected as jury foreman.

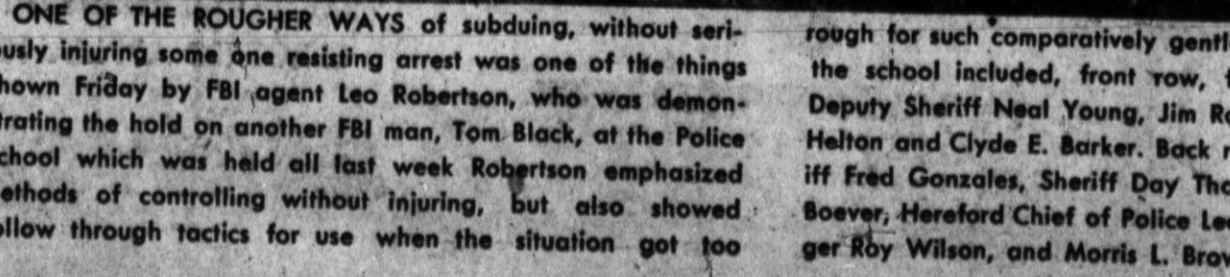
Rites Pending For Loyd Embry

Funeral services are being prepared for Loyd Embry, 54, who died Friday in the Deaf Smith County Hospital after a short illness.

He was born April 27, 1899, in Winnboro and came to Deaf Smith County from Amarillo in 1952.

Survivors include: his mother, Mrs. Josie Embry of Hereford; three brothers, Dan of Burnett, Fred of Maypearl and Elot of Pascagoula, Miss.; five sisters, Leah Bradley of Scroggins, Veda Siehles of Winnboro, Ruth Sowell of Hereford, Eunice Howard of Amarillo and Lorene Woolbright of Hereford.

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



ONE OF THE ROUGHER WAYS of subduing, without seriously injuring some one resisting arrest was one of the things shown Friday by FBI agent Leo Robertson, who was demonstrating the hold on another FBI man, Tom Black, at the Police School which was held last week. Robertson emphasized methods of controlling without injuring, but also showed follow through tactics for use when the situation got too rough for such comparatively gentle tactics. Officers attending the school included, front row, from left: Joe P. Stephens, Deputy Sheriff Neal Young, Jim Roberts of Friona, Herman V. Helton and Clyde E. Barker. Back row, from left: Deputy Sheriff Fred Gonzales, Sheriff Day Thompson of Vega, Marvin J. Boever, Hereford Chief of Police Leo F. Box, Friona City Manager Roy Wilson, and Morris L. Brown. (Staff Photo)

Five Women Named To Rainbow Board

The Hereford Chapter, Order of Eastern Star, held a stated meeting at the Masonic Hall Tuesday night. A short business session was directed by the worthy matron, Mrs. Bessie Jones.

Members named to the Order of Rainbow board were Mesdames Louella Durham, Beatrice Noland, Dessie Mae McCracken, Hester McLallen and Opal Robertson.

Initiation Rites

Initiation rites were held for Mr. and Mrs. William Phipps, with Ed Dart of Panhandle serving as worthy patron for the service.

Announcement was made of the School of Instruction, which will be held in Plainview on April 15. Special guests were Mr. and Mrs. Ed Dart and Mrs. Dena Southwood of Panhandle. Approximately 40 members attended.

Hostesses for the social hour which followed the program were Mesdames Ludie Greason, Irma Pepper, Estelline Gleaton and Marie Davis.

Northwest Hereford News

By Mrs. R. C. Childers

Mr. and Mrs. Edgar Telchik made a business trip to Lubbock, Tuesday, and visited with the C. L. Smiths in New Deal.

Mr. and Mrs. Marvis Southward and Arvis spent last week in Carizo Springs, Texas, visiting a cousin of Mrs. Southward's. They were accompanied by Mrs. Southward's parents, Mr. and Mrs. H. E. Tear of Lubbock.

Mr. and Mrs. R. E. Hargis, Jan and Lynda spent the weekend in Fritch.

Attends Training School

Mrs. Paul Corbett attended the training school for THDA in Amarillo Tuesday.

Mrs. N. H. Greer and son Bob, of Muleshoe, visited Mr. Greer's sister Mrs. Paul Corbett Wednesday.

Mr. and Mrs. Mackie Greer of Littlefield visited Mr. Greer's sister Mrs. Paul Corbett Thursday.

Hip X-Rayed

Mr. and Mrs. Grady Parsons, and grandson Jimmy, and Mrs. J. A. Pool went to Lubbock Saturday. Mrs. Pool went back to the

Doctor for another X-ray on her hip. The Doctor reported that she is making satisfactory progress, and wished that many of his patients her age could do the same.

Mrs. Poole fell and broke her hip about a year ago. Eighteen club members and seven children attended the first meeting of the Cultural Home Demonstration Club this year, in the home of Mrs. R. C. Childers Thursday afternoon, at 2:30.

Floyd Crofford was a caller in the home of R. C. Childers Wednesday morning. The Croffords have recently gotten their phone installed and their number is 2186 in Westway.

Patsy Childers and Patsy Jackson accompanied Robert Miller to Canyon Thursday night.

Pat Childers spent the night in the home of Mr. and Mrs. R. R. Jackson Tuesday.

Brush Party Held

Mrs. A. C. Hershey held a brush party in her home Friday afternoon.

All but three of the Cultural Home Demonstration members

were present for their January meeting. They were Mrs. Leona Packard who was called away on account of illness, Mrs. W. E. Holcomb, who had to work, and Mrs. Fred Wolfington.

Mrs. Leona Packard was called to Amherst Thursday morning, when she received word that her grandson had taken a turn for the worst, after drinking poison by mistake Tuesday. He is in the Amherst Co-op Hospital, and is the son of Mr. and Mrs. Donald Packard, of Springlake.

Mother Of Edd Cardinal Is Buried In California

Funeral services for Mrs. Pete Cardinal, 72, mother of Edd Cardinal of Hereford, were held in Stockton, Calif., January 11.

Survivors include: her husband; two daughters, Mrs. Evelyn Davis and Frances Babeck of Stockton, Calif.; five sons, Lionel of Stockton, Gerald of Floydada, Albert of Fort Worth and Bernard of Van Nuys, Calif.; 11 grandchildren and five great grandchildren.

Burial was in San Joaquin Cemetery at Stockton.

HD Club Program Given On Care Of Sick Children

Mrs. J. E. Dyer reviewed an article "Care of Sick Children" at the Ford Home Demonstration Club's first meeting of 1954 in the home of Mrs. Hardy Benson on January 6.

Mrs. J. E. Dyer, new president, was in charge of the meeting and HD Council recommendations were discussed and voted upon. Club committees were appointed by the president.

Plans For Party

Plans were made for a farewell party honoring Mr. and Mrs. E. E. Bishop and family who are moving out of the Ford Community. The party was held Friday at the home of Mr. and Mrs. J. E. Dyer.

Retirements were served to the following members: Mesdames J. E. Dyer, Willa K. Williamson, Elmer Ayers, E. E. Bishop, L. K. Williamson, Hardy Benson and the hostess, Mrs. H. M. Bishop.

Mr. and Mrs. E. E. Findley were in Amarillo Thursday afternoon on business.

Camp Fire Girls Play Symbol Game

Wakita Camp Fire group met Wednesday afternoon at the Camp Fire Hut for a program on outdoor citizenship given by the citizenship committee.

Carol Ann Newell conducted an Indian symbol game called "Symbolo," and Patricia Howard told something of the history of Indian legends and how they were handed down from generation to generation. Marcelina Olguin named ten useful Spanish phrases and gave their meaning in English.

Flowers Studied

Donna Witherspoon told how to earn honor 523, and guided the group to the Hereford Floral Shop where they learned the names of many flowers.

Special guests at the meeting were a group of Bluebirds who are little sisters of the Wakita group, and their sponsors, Mrs. F. L. Alexander and Janice Craig.

Attending Meeting

Those attending were Ann Caraway, Linda Hair, Patricia Howard, Carolyn Kirby, Melba Gay Lawrence, Carol Ann Newell, Mar-

celina Olguin, Betty and Dolly Paetzold, Dolly Powell, Donna Witherspoon, Virginia Witherspoon and the sponsors who are Mrs. H. H. Caraway and Gracie Fotheringham.

Pvt. Sammie Bradford, son of Mr. and Mrs. Johnie Bradford, Route 1, is now serving with the Seventh Army's 426 Field Artillery Battalion in Germany. He entered the Army last June and completed basic training at Camp Chaffee, Ark. Pvt. Bradford arrived overseas last December.

Cockroaches are found among the most primitive of fossilized. A million dollars worth of gold at \$35 an ounce weighs slightly less than a ton.

We have the best in:

- Feeds
- Seeds
- Baby Chicks
- Supplies
- Lawn & Garden Needs

WE BUY POULTRY & CREAM

HEREFORD POULTRY & EGG CO.

129 Sampson Phone 1208

Delmo Williams, Owner

Final...

(Continued from Page 1) order that no one will be either overlooked or solicited twice.

Children's Problems

Mrs. Dale Kelly, leader of the program for the evening, directed a program on "Child Problems". Each member presented an individual problem, which was discussed in a round table discussion dealing with similar problems and solutions experienced by members.

Mrs. Clyde Denton was welcomed as a new member of the club.

Those present were Mesdames Lawrence McGee, Cawthon Bryant, Gorge Heard, Merlin Kaul, Dale Kelly, J. C. Reese, Joe Story, Maurice Tannahill, F. G. Witherspoon, J. W. Witherspoon, J. L. Woodford and the hostess.

Three...

(Continued from Page 1) Texas Credit Union League, as part of the program.

A meeting of the board of directors is scheduled for next Tuesday, at which time a president, vice-president and secretary-manager are to be elected.

Members of the board and their positions at the present time are: Robert Thompson, president; J. Wallace Robinson, vice-president; Dyalhia Bradley, treasurer-manager; and A. J. Schroeter and O.L. Bybee, directors.

Around...

(Continued from Page 1) nesday in Waco. From testimony given at the hearing, and reports in Waco and other newspapers, it appears that the new cotton acreage bill has a good chance of passing the House. It has already been approved by the Senate.

Tommy Cook of Baytown, state president of Jaycees, is going to be in Hereford Tuesday for the regular meeting of the Hereford Jaycees. He is visiting some of the West Texas clubs prior to a bi-regional convention in Levelland January 24. K. G. Vaughn of Tulia, regional vice-president for the state, will accompany Cook. All Jaycees are urged to attend.

N. D. Bartlett Jr., has been announced as the Advance Gifts chairman of the American Red Cross 1954 campaign in Deaf Smith County. Jimmie Alfred, who will head the campaign this year, said that the county quota will be announced soon, and a drive for both members and funds will be made.

The new Oldsmobiles will be on display Wednesday in the show room of the Kinsey Motor Company.

Rare Mineral Searched
LITTLE ROCK, Ark. (AP)—Anybody want to mine some columbium Arkansas State Geologist? Norman Williams says there is an untapped deposit near Magnet Cove, Ark. of the rare metal used in jet engines. The firms he has tried to interest have rejected it. The United States now imports all of its columbium from Africa.

ARTHRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier

2803 Arbor Hills Drive
P. O. Box 2685
Jackson 7, Mississippi



"I wash every day and still have time to enjoy my family!"

says MRS. BOB DAVIS of GUYMON, OKLAHOMA

"Three boys, the oldest in school, the youngest just one, are the reason I have to wash every day. But the task isn't at all exhausting, thanks to my automatic washer, and I still have time and energy to enjoy my sons."



"When you save soap, as my washer does, you save money. I use less soap and have cleaner clothes. That's real economy."




"With a turn of a dial my clothes are washed. I can do other housework while I'm washing. That's where I save the time that lets me enjoy my family."



"I've had my automatic washer for four years. Since then, I've washed all my family clothes, from nylons to heavy work clothes."



"The clothes are cleaner and I feel better. The automatic washer does the hard work for me. It's time-saving, plus labor-saving."



SYMBOL OF QUALITY
SEE YOUR REDDY KILOWATT
ELECTRIC APPLIANCE DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY

Hospital Notes

Patients in Hospital
 H. Casey, Ortho.; Mrs. Paul Ridd, surg.; Mrs. Lannie Allen, med.; Jack Weaver, med.; M. L. Sampson Sr., surg.; William Payson, med.; Mrs. G. A. F. Parker, med.; G. W. Mosely, med.; Bill Darter, surg.; C. J. George, med.; Mrs. Bobbie Jones, OB; Mrs. Norma Harkins, med.; Louis Gunn, med.; Hugh Witherspoon, med.; Mrs. J. W. Mands, OB; Mrs. Pearl H. Pruitt, med.; Mrs. P. B. Sowell, surg.; Nellie Jones, med.; H. V. Stanton, med.; R. E. Battles, surg.; J. W. Terry, med.; A. J. Kaika, med.; R. L. Criswell, surg.; T. L. Spurkman, med.

Patients Dismissed
 Irma Gale Parker, med., 1-15; Dixie Young, med., 1-14; Mrs. Bob Wear, med., 1-14; W. S. Rice, med., 1-14; Linda Sue Williams, T&A, 1-15; Margaret Byrd, T&A, 1-14; Mrs. W. R. Scarth, surg., 1-14; Martha Hensley, T&A, 1-13; Mrs. Joe Lyons, OB, 1-13; Mrs. Kay Smith, surg., 1-13; Billy Ohlig, T&A, 1-14; Gene Brashear, med., 1-15; Alma Moreno, surg., 1-15; J. P. Blanton, surg., 1-15; Mrs. Ted Smith, surg., 1-13; Miss Marjorie Shaffier, med., 1-15.
Births
 A daughter to Mrs. Bobbie Jones, 1-14.
 At the time of its destruction in a volcanic eruption in 79 A. D., Pompeii had a population of more than 25,000.

Progressive News

By Mrs. Ira Ricketts
 Mr. and Mrs. Jack Dean and Jimmy Joe of Tucumcari, N. M., were dinner guests in the home of Mr. and Mrs. V. E. Dodson Tuesday.

Mrs. J. W. Vick and Harlin were in Dumas Tuesday of last week visiting their daughter and sister, Mrs. Owen Neel, who returned with them and stayed until Thursday. While here, Mrs. Neel and Mrs. Vick visited Mrs. Cecil Boyer in Hereford.

Mr. and Mrs. Ira Ricketts visited Mrs. A. Lowther Sunday.

Returns From Trip
 Mr. and Mrs. Leon Coffin returned Wednesday from a trip to

Dallas and San Antonio where they spent 10 days attending to business and visiting with relatives. In San Antonio they visited their son and his wife, Mr. and Mrs. Parker Coffin. Mr. Coffin also made a business trip to Winter Gardens on the coast.

Inez Brown and Eva Woolbright spent Wednesday night with Donna Buttrill.

Mr. and Mrs. P. L. Carmichael and family entertained as supper guests Saturday evening Mr. and Mrs. Arthur Cantrell and daughter Debbie, of Borger, Don Veigel, who attends West Texas State College in Canyon and Bill Carmichael of Texas Tech.

Mr. and Mrs. Dee Buttrill and family were in Amarillo Saturday on business.

Mr. and Mrs. Virgil Dodson were helping Ira and Jan Scott celebrate their birthdays with a family dinner in the Ira Scott home Saturday.

Doris Russell spent Sunday with Dorothy Veigel.

Linda Russell III
 Linda Russell was ill and had to miss several days of school.

Mr. and Mrs. P. L. Carmichael and family helped Mr. and Mrs. D. R. Carmichael celebrate their sixtieth wedding anniversary Sunday, January 10.

Mr. and Mrs. V. E. Dodson and Kay Lynn Scott attended the James Wolfe concert Tuesday evening. Kay Lynn spent Tuesday night with her uncle and aunt, Mr. and Mrs. Dodson.

Pete Carmichael attended the cotton meeting in Waco Wednesday.

Linda Russell attended the James Wolfe concert Tuesday evening.

Club will meet Tuesday with Mrs. Virgil Dodson.

Visiting in Munday
 Mrs. Lester English and Paul are spending the week in Munday visiting her parents, Mr. and Mrs. Ed Thompson.

Mr. and Mrs. Sam Lesly were hosts for a family dinner New Year's Day when their guests were: Mr. and Mrs. Jack Bridges and son and daughter of Willowbrook, Calif.; Mr. and Mrs. Luther Lesly, Sammy, John and Tom and Mr. and Mrs. H. R. Vaughn and Randall.

V. E. Dodson attended the District Water Board meeting Wednesday in Lubbock.

Linda Russell, after attending Campfire meeting Monday afternoon at Mrs. H. H. Caraways, visited with Carol Ann Newell.

Arrived For Visit
 Mr. and Mrs. W. H. Stephenson of Claude arrived Wednesday to spend the rest of the week with their daughter, Mrs. T. J. Parsons and family.

Mr. and Mrs. Sam Lesly attended the funeral of a friend, Mrs. Ben McCain, in Littlefield Tuesday. They spent Tuesday night with Mr. Lesly's sister and family, Mr. and Mrs. Claude McCain.

Returned To California
 Mr. and Mrs. Jack Bridges and children left Sunday for their home in Willowbrook, Calif., after a two weeks' visit with Mrs. Bridges' parents, Mr. and Mrs. Sam Lesly, and other relatives.

Visiting Mr. and Mrs. E. A. Edwards and family Sunday were Mr. Edward's parents, Mr. and Mrs. J. O. Edwards, his brother and family, Mr. and Mrs. C. W. Edwards and Regina and Mrs. Edward's brother, Mr. and Mrs. O. A. Alexander, and family.

Mr. and Mrs. Sam Lesly spent Sunday with their son and daughter-in-law, Mr. and Mrs. Luther Lesly.

Confined To Home
 Mrs. Leon Coffin returned home Wednesday and was confined to her home because of illness.

Kenneth Matthews and Marvin were Sunday luncheon guests in the home of Mr. and Mrs. H. L. Hershey, Mr. and Mrs. A. C. Hershey and Patricia were visitors in the afternoon to watch the quiz-down show on television.

Mrs. H. L. Hershey spent Thursday with Mr. and Mrs. Ray Hershey who are both ill.

The use of coffee in Abyssinia is recorded from the 15th century at which time its use was said to be very old, but coffee was not used extensively in Europe until the 17th century.

New Group Created

Hospital, Child Welfare Board Members Appointed

Two members of the Deaf Smith County Hospital board were re-appointed and one new member appointed, and a Child Welfare Board appointed, by the Deaf Smith County Commissioners' Court last Monday.

Howard Gault and T. E. Seigler Jr., were reappointed to the hospital board but Ray Cowser, who had asked the court that he be relieved of the duties on the board, was replaced by Wayne Thomas, another Hereford attorney. Their terms will last through Dec. 31, 1955.

Child Welfare Board
 Members of the Child Welfare Board, who were all appointed to hold office until Jan. 1, 1955, are Mrs. O. G. Hill, Mrs. Henry Hastings, Mrs. Homer Brumley, Mrs.

Earl Springer, Ernest McGee, Neil Cooper and W. J. Albracht.

In other business brought before the commissioners, they received and read monthly reports of the various appointive and elected officials of the county, and accepted the bid of Hereford Wrecking Company for the county's wrecked 1953 Chevrolet pickup, which was ruined in an intersection collision near Westway several weeks ago. The wrecking company had submitted the highest of three bids for the vehicle.

A salary list for all county officers and other workers was also approved for the coming year by the commissioners.

Jaywalking Is Popular
 LITTLE ROCK, Ark. (AP) — Patrolman John Baldwin started giving out jaywalking tickets as part of a police drive against midblock crossing.

Within minutes a crowd had gathered. Baldwin could see he was not going to win a popularity contest right then — particularly when large groups deliberately jaywalked right in front of him.

He left. Police Chief Marvin Potts hasn't decided whether to resume the campaign.

Legal Notice

John J. Paetzold doing business as Associated Growers of Hereford has transferred the said business to a Corporation known as Associated Growers of Hereford Inc. Effective 31st day of December 1953 and they will continue to do business at the same address. S-29-4c.

GARRISON IN KOREA

Marine Pfc. Elbert T. Garrison, son of Mr. and Mrs. Ezra Garrison, Hereford, Route 3, has arrived at an air base in Korea for duty with Marine Aircraft Group 12, the "Heavy Haulers" of the first Marine Aircraft Wing. Garrison, who attended Hereford schools, entered the service in 1952.

The Bootleggers' Revenge!
 ASHEVILLE, N. C. (AP) — Two men charged with setting forest fires told authorities they were angry at revenue agents raiding stills in the area.

THE STUDIO
 Barbara Alley
 Dancing Instructor
 Classes begin January 25
 Register January 23, 1954
 10:00 a.m. — 3:00 p.m.
 at 513 Park Avenue
 • • •
 Ballet, Acrobatic, Tap
 and Character
 Children, Teen-agers, Adults

M.L. LEDDY BOOTS
 Genuine Hand Made
 with 12 inch top
 and Walking Heel.
 Choc. Brown
 Sizes 6 thru 12
 \$45.00
DUB'S MAN'S SHOP
 The Home of Quality Clothes

Your Hereford Banks Will Be CLOSED TUESDAY, JANUARY 19th
 In Observance of Robert E. Lee's Birthday
 Hereford Businesses Are Urged to Do their Banking Monday
THE FIRST NATIONAL BANK
 Of Hereford
HEREFORD STATE BANK

Get More for Your Money With
HOTPOINT AUTOMATIC WASHERS

SINGLE WOND-B DIAL CONTROL
Bakelite Plastic Agitator
TRIPLE ACTION RINSING
SANITARY SOLID WALL SPIN TUB
CONVENIENT TOP LOADING FLUID DRIVE
WATERFALL INLET
Recessed Bottom Spin-Tub
Flush To Wall Insulation
SAFE CIRCUIT BREAKER
 Listed Above Are Just A Few of the Amazing Features of a Hotpoint Automatic Washer!
MAY WE DEMONSTRATE
\$29.95 Down **\$2.67** Weekly
 Total Price \$249.95
Parker Bros. Builder's SUPPLY
 1306 Park Ave. Phone 719

COMPLETE RADIATOR SERVICE

PHONE 1597
 Hereford Radiator Serv.
 324 E. 2nd St.

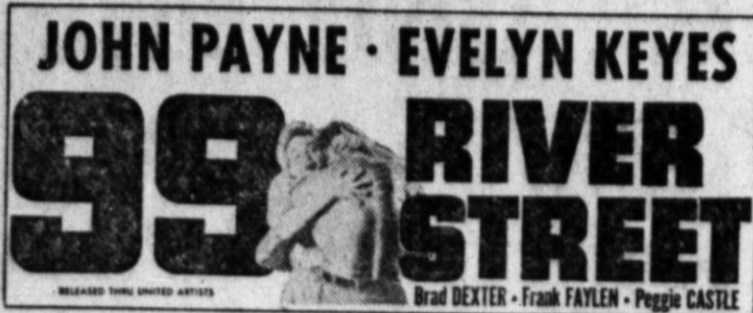
Sensational Sale!
 Making Room for Early Spring Merchandise
 The boss is going to market for new Early Spring and Summer merchandise, so we're going to clear the shelves before she returns... drop by... shop... you'll find bargains galore!

66 FALL DRESSES	Each . . . \$10.00	7 Only Nettie Rosenstein GOWNS	\$15.00
Famous Brands, Values 14.95 to 65.00		Regular 29.95	
Only 13, values 62.50 to 99.95		All COSTUME JEWELRY	1/2 Price
FALL SUITS		Special Purchase Cotton BRAS	\$1.75
4 Sizes 14	2 Size 20	Formfit	
2 Size 16	1 Size 22 1/2	One Group PANTIES	\$1.65
4 Size 18		Fancy Briefs, Long Leg, and Loose Leg. Size 4 to 9, Value to 2.95	
FALL COATS		All Nylon & Orlon SWEATERS	1/2 Price
5 Only, Reduced to clear	1/2 Price	All Falls HATS Regardless of Price	\$2.00
One Group Genuine Leather BAGS	1/2 Price	Values to 19.95	
Both Long & Short . . . All QUILTED ROBES	1/2 Price		
Values 14.95 to 32.95			
One Group of TOMMIE SETS	1/2 Price		
Values to 22.95			
One Group of Broadcloth, Knit Flannel PAJAMAS	\$3.95		
Values to 7.95			
One group of Nylon SLIPS & GOWNS	\$3.95		
Priced to clear			
5 Only Fancy NYLON ROBES	\$25.00		
Values to \$69.95			

Cash Please Sale Prices
THE Vogue

WANT ADS Phone 30 or 31

FREE Theatre Tickets To See



WEDNESDAY - THURSDAY

January 20 - 21

Star Theatre

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

I. FOR SALE Miscellaneous

PICTURE FRAMING with personal attention on each job. Mrs. J. J. Buckner, 24 Ave. D. Phone 751. B-1-15-43-tfc

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

Prevent Wheat Pasture Bloat with Modern Trend Yeast Mineral. **HEREFORD GRAIN CORP.** B-1-21-tfc

FOR SALE OR TRADE: One two compartment rabbit hutch. Bill Brady, 110 Star Street. B-1-14-1-4c

"Spinet and upright piano. Also 1953 Model Wurlitzer Electric Organ. Will sacrifice to responsible parties on terms. Call or write, Credit Department, McBrayer Piano Company, 217 W. 6th St., Amarillo, Texas." B-1-29-3c

LADIES! You'll be pleased with the New Curtis Cabinets at Carl McCaslin Lumber Co. Styled for your convenience. See them today! Phone 7. B-1-23-29-tfc

FOR SALE: Number one alfalfa hay. Francis Hill, 3 miles north 1/2 west. B-1-13-2-4p

FOR SALE: Nice fat fryers. Carl Mountz. Phone 1256. B-1-9-2-2p

FOR SALE: Twenty choice jersey heifers, two and three year-olds. Heavy Springs 3 miles south Happy, Texas. Bill Eubanks. B-1-20-2-2p

SHADE TREES, fruit trees, evergreens, shrubs, roses, hedge and other nursery. Mrs. J. F. Ward, North Main. S-1-17-23-tfc

FOR SALE: 22-revolver, nine shot, H-R; 38 Colt revolver; 5 HP Johnson Outboard Motor. M. J. Boever. Phone 1463-J2. B-1-20-30-2k

BALE HIGERA BUTTS, small stalk, some grain. Loader available. 10 miles south Vega, 3 east, 1 1/2 south. Lyons brothers. Phone 912-W or collect, Adrian 2419. B-1-25-30-3p

YOU WILL FIND COMPLETE stock of products at your Rawleigh dealer, 503 Irving, Hereford. S-1-14-30-1p

HEAVY TRAILER EQUIPPED with tandems, lights and brakes, 503 Irving, Hereford. S-1-11-30-1p

2. FOR SALE Farm Equipment

FOR SALE: Model D John Deere tractor. Good as new. At a bargain. 4 1/2 miles North of Abernathy on pavement. Edgar G. Harp. B-2-23-2-2c

3. FOR SALE Automobiles

FOR SALE: Complete water pressure system. Jet-type. Call at 225 Ave. K. Phone 1825-W, after 5 p.m. B-3-17-30-3p

4. REAL ESTATE

LAND WANTED. TO SELL TO TEXAS VETERANS ON G.I. LOANS. IF YOU HAVE LAND TO SELL, CONTACT US AT ONCE.

WESSON REAL ESTATE 317 Sampson Ph. 944 Hereford, Texas B-4-43-tfc

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

WESSON SPECIALS

PERFECT 1/2 SECTION: Perfect land. Lays perfect for irrigating. All in cultivation. 160 acres in wheat, balance plowed. Full possession. Fine location, Deaf Smith County. \$24,000.00 loan with 12 annual equal payments at 5% int. Priced with new irrigation well cased and fully developed without pump and motor. Per acre \$150.00.

IRRIGATED 1/2 SECTION: Good improvements. 2 good irrigation wells. All good irrigatable land in cultivation. Large indebtedness can be assumed. Will trade equity for city property. Located in Deaf Smith County. Bargain. Per acre-\$165.00. Ph. 944 317 Sampson WESSON REAL ESTATE West of Court House Hereford Texas B-4-28-tfc

FOR SALE OR TRADE

Have nice new home with 2200 feet of floor space, double garage. Will trade for 2 or 3 bedroom home near school on equity. Will trade farm machinery for equity in house in Hereford. If you need any kind of insurance, which we have, we will appreciate your business. **J. M. Hamby, Real Estate** South of Courthouse Phone 701 B-4-29-tfc

SACRIFICE NEW TWO Bedroom house. Large rooms, garage, floor furnace. Paved street. \$1,000 cash. Good terms. Consider late model car as part payment. Call 1099. S-4-25-30-1p

FOR SALE: Section of land near Black. Two modern sets of improvements. Well and windmill, outbuildings. 8" irrigation well. Price \$176.00 per acre, 29 percent cash balance one to ten years. M. A. Crum. S-4-33-30-1p

IDEAL SECTION located in water belt. 1/2 grass, 1/2 cultivated. Fenced, cross fenced. Two stock wells. If interested, write box 673. B-4-21-29-tfc

FOR SALE

Irrigated 400 acres. Two 8" wells, 2 houses, other good improvements. Will trade equity for smaller farm. Extra nice irrigated 160 acres. Two bedroom house. Price \$210. per acre. \$17,500.00 down, ten years on balance. Irrigated 90 acres, improved; on paving. Near Hereford. \$4,000.00 down, balance good terms. New three bedroom brick with double garage, east front. Price \$16,500.00. Small down payment. Three bedroom house. Two above, 1 in basement. Double garage. Across from High School. Extra good buy. \$8,500.00. Might consider some trade. Four room house, bath. \$3,000. Only \$750.00 down. Five room efficiency, single garage. East front. \$6,000.00. Only \$1,000.00 down. We are also adding insurance to our business and will appreciate your business. Fire, Auto, Life, and Hospitalization. Come to see us. **J. M. Hamby Real Estate** South of Courthouse Ph. 701 B-4-1-tfc

FOR SALE: 60x138 lot. Good location on paved street. Desirable neighbors. \$900. Call 1275-W after 6 p.m. B-4-tfc

HOMES . . . FARMS

We have a beautiful 162 acres located on the pavement close in, with a very nice home, good granaries, sheds and corrals. One good 8" electric irrigation well. You can buy this on terms lenient enough that you could never lose it. This is the best buy we have . . . if you want land don't miss it . . . good half section close in . . . WE MUST SELL IT . . . Approximately 324 acres with a good 8" irrigation well . . . shallow water, every inch in cultivation and lays well. Will all water from this one well. \$53,000 total, will take half cash and give long, long terms on the balance. One of the most beautiful sections in our area . . . only 4 miles from town . . . has 3 very, very good 8" wells with natural gas to use as fuel. 665 acres . . . \$166,250.00 . . . only \$38,250.00 cash and long terms on the balance . . . 20 years or more. Like a little diamond! This 2 bedroom home has everything! Carpet, blinds, drapes, beautiful woodwork and one of the nicest of kitchens, lots of landscaping, single garage. Pay \$5500.00 cash and assume \$5,000.00 . . . 4 1/2 % FHA loan. Payments only \$54.00 monthly. Nice large 3 bedroom home, well located, practically new and clean as a pin. \$10,500.00. NOT A BETTER BUY IN HEREFORD. **AMERICA'S LARGEST FARM LENDER . . . THE PRUDENTIAL.** We finance new irrigation wells, homes, barns etc. **Sam Nunnally** LONE STAR AGENCY 136 MAIN Ph. 424 Nite & Sun. 1711 B-4-2c

FOR SALE OR TRADE, equity in 309 acre irrigated farm for smaller place or grazing land, in Texas or adjoining states. Call Hereford 2409 Westway exchange A. H. Borland, Route 4. S-4-31-30-2p

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

5. FOR RENT

FOR RENT: Unfurnished three room house. Modern. Apply at 507 Jackson. B-5-11-48-tfc

BEDROOM CLOSE IN. 509 Ross. Telephone 847-J. B-5-7-1-tfc

FOR RENT: Two furnished apartments. A. Petersen. Phone 839 or 1484-W. B-5-11-30-tfc

FOR RENT: Bedroom and furnished apartment. 401 Lawton. Mrs. W. M. Megart. B-5-12-30-2c

SHARP & EDWARDS Motor Co.

NEW & USED CAR VALUES

See Us For

AUTO LOANS AND FINANCING

5th & Main Phone 730

Regular Meeting Night

1st & 3rd Tues. Night of Each Month

AMERICAN LEGION AND AUXILIARY

EA O

THURSDAY JAN. 21

R. L. Thompson, Sec'y
W. A. Bill Phipps W. M.

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

FOR LEASE

200 ACRE FARM: Nice modern home. Electric 8" irrigation well. All good level land on cultivation and irrigation. 50 acres alfalfa. Fine location on highway near Hereford. Per A. \$25.

WESSON REAL ESTATE West of Courthouse Hereford, Texas B-5-50-tfc

FOR RENT: Two exceptionally nice apartments. One newly furnished three-room and bath. One six-room unfurnished. Apply Fullwood Apartments, 232 West 3rd. B-5-23-1-8c

FOR RENT: Six room unfurnished house. Harrison Highway. Contact Cliff Potter. Phone 693-J. B-5-13-1-tfc

COMFORTABLE UNFURNISHED apartment and small furnished house. Phone 949 or 961. B-5-11-1-tfc

FOR RENT: Two room furnished apartment. Private bath. Bills paid. Phone 556. B-5-12-1-tfc

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

FOR RENT: Three room furnished apartment. Private bath. 300 West Sixth Street. B-5-12-2-2k

FOR RENT: Apartment, 3 large rooms; private bath. Unfurnished. Bills paid. Phone 556. B-5-13-2-tfc

FOR RENT: Three room furnished apartment. Private bath. Adults preferred. Phone 775-J. B-5-12-2-tfc

FURNISHED AND UNFURNISHED apartments. Private baths. Phone 569. 115 Avenue B. B-5-11-2-tfc

HOUSE FOR RENT: Three rooms and bath. Nicely furnished. Inquire at 604 Schley. S-5-13-30-1p

FOR LEASE: 320 acres land, 8 miles from town. 5 room house. Dairy barn, one 8" well. Good improvements. Cash lease only! Call 64 or inquire 130 Main, Hereford. B-5-29-29-tfc

FOR RENT: Three room efficiency. Furnished. Close in. Private bath and entrance. Clean and spacious. Bills paid. Adults. Phone 1092. B-5-20-2-p

CASH LEASE: 127 acres, irrigated. 49 acres wheat allotment, now growing 21 acres cotton allotment. 12 acres alfalfa. Use pump and motor. Everything goes. Phone 1099. S-5-26-30-1p

FOR CASH LEASE - 110 acres, 8-inch well. \$2200. E. P. Morgan, 235 Avenue C. Phone 1865. B-5-16-2-2p

FOR RENT: Furnished apartment to couple only. Bills paid. Located 500 East 4th. Mrs. J. B. McMinn. B-5-17-2-2p

9. Situations Wanted

EXPERIENCED GROCERY Clerk Two years experience in produce 6 months grocery for large chain stores. Ronald Huffman, Route 4, Hereford. Phone 554-J2 B-9-23-30-2p.

10. NOTICE

Distributors For **Amalie Oil** H. & W. Implement Co. Phone 5 B-10-48-tfc

GRISWOLD'S REST HOME: Good food and care. Registered Vocational Nurse Manager. Phone 781-W or 1231-J, 401 Irving Street Hereford. B-10-19-29-9p

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowikes, Harrison Highway. Ph. 1574-W. B-10-14-9-tfc

ALCOHOLICS ANONYMOUS Phone 1898-W3 or 1692-W B-10-24-tfc

WANTED

150 New Customers on City Delivery! **THE HEREFORD BRAND** Cell, R. W. Sparks Ph. 1771-W B-10-2-1fx

HULSES SERVICE Station, east on Highway 60 has changed hands. It is now K. and M., Garage and Service Station, Aaron Kent and Jack Kuykendall proprietors. We will appreciate your patronage. B-10-31-2-2c

11. Business Services

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

REAL ESTATE - LOANS E. B. POSEY, DEALER. Phone 366-Box 506, Hereford, Texas. S-11-14-tfc

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

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

RUBBER STAMPS fast service. **Francis Printing Co.** Ph. 1303. B-11-9-3-TFC

REGISTERED CHRONOGRAPH WATCH TECHNICIAN

Does your watch keep good time?

IF NOT, bring it in for a free examination today. A simple adjustment or thorough cleaning may be all that is needed to put it in tip-top condition.

Your Doctor of Sick & decrepit Watches **Kenneth "Doc" Cowan**

6. WANTED

USED PROPANE TANK. 150 to 500 gallon. Box 1716, Amarillo. B-6-10-29-4p

WANTED TO BUY: A combine. S. J. Meschberger, Garfield Arkansas. B-6-10-1-4c

LISTINGS WANTED. Especially Castro County Farms, Ranches or City Property. We may have buyers for what you need to sell. Joe Cowen Agency, Dimmitt, Texas. S-6-25-28-4c

WANTED: 100 NEW MEMBERS for Wesley Methodist Church. Located at corner of Mable and Irving Streets. S-6-16-30-8p

Kiwanis Club Thurs. Noon Hotel Jim Hill

NOTICE OF MEETING ODD FELLOWS Each Monday Night: **REBEKAHS** Each Tuesday Night

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

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

13. Lost & Found

LOST: Ladies Hamilton Wrist watch with grey cord band. Will pay reward. Phone 1193. B-13-14-30-2p

LOST: Ladies yellow gold, Hamilton Wrist Watch, with gold rope band with broken clasp. If found, call 452-J. B-13-18-30-2p

INCOME TAX SERVICE - Mrs. Clyde Cocanougher, 108 W. 8th. B-11-28-9tp

READ THE CLASSIFIED

DR. MILTON C. ADAMS OPTOMETRIST

140 West Third Hereford, Texas Phone 37 Office Hours—8:30 5:00

RUTHERFORD & CO.

Invites You To Enter Your Child In The **CHILD PHOTOGENIC CONTEST**

Mon., Jan. 18 & Tues., Jan. 19

To Be Held In Our Store . . . From 10 A.M. To 5 P.M.

Photographs Made By Taylor's Studio

1st PRIZE 11 x 14 PORTRAIT IN OIL COLORS
2nd PRIZE 8 x 11 PORTRAIT IN OIL COLORS
3rd PRIZE 8 x 10 COPPERTONE FINISH

All Prizes Mounted In Salon Mounts Each Contestant Receives A Free Picture

Soft Pedals by Queen Quality

In Sizes 5 to 10 3A, 2A, A, B

...the smartest
...the softest thing on the sidewalk

Charon #2 In Red, Black \$10⁹⁵ & Tropic Tan Cali

Soft Pedals by Queen Quality

HEREFORD SHOE STORE 323 N. Main Phone 955

BLANTON BUTANE, INC. The Home of Shamrock

BUTANE & PROPANE

DEARBORN HEATERS

Roper Ranges

Phone 551

Beauty at Home

By Lynn Carter

Q. How can I remove lipstick stains from a non-washable garment?

A. First work petroleum jelly or lard into the stain, then sponge with carbon tetrachloride. Should a trace of color remain, sponge with denatured alcohol, diluted with two parts of water for stains on acetate rayon or colored materials. Test colors first.

Q. What is proper makeup procedure for the very round face?

A. Curve the eyebrow naturally, starting it on a line directly above inner corner of eye. Wear rouge on outer portion of cheeks, carrying it upward toward the temple and down so that it faintly shades the jaw. Use the darkest tone rouge that blends with your complexion. It will act as a shadow

and help reduce the fullness of your cheek and jaw. Make up your mouth wide.

Q. How can I avoid accentuating a nose that is too short?

A. Powder the nose first with a lighter shade of powder than used on the remainder of the face.

Q. What can I do if my foundation cream does not spread easily?

A. Try dipping your fingertips in water, scattering a few drops over your face and patting lightly. This should insure an even distribution.

Q. What are some tips for the woman with a too-short neck?

A. She should wear her hair fairly short, and try to keep the neckline of her dress low.

Q. How can I treat freckles and brown spots on my hands?

A. You can try bleaching with lemon juice, bleach cream or hand lotion. And you can conceal the spots with makeup foundation cream.

Q. Should anything be done, in addition to exercise and massage, to help reduce double chin?

A. It is also good practice to rub the double chin with ice (covered with gauze or cotton) or to apply ice water frequently. This contracts the skin and increases its elasticity.

Q. How can I camouflage a sudden pimple on my face?

A. Over the blemish, pat a paste of powder and foundation cream, and then press powder evenly over this spot.

Q. How can I care for light hair to help keep it light?

A. Light hair should be shampooed more frequently. Refrain from using tar soap or sage tea, which are for dark hair only, and oily lotions are also taboo. A shampoo of castile soap jelly is very good. After this, the hair should be dried quickly. An after-shampoo rinse made of camomile leaves will help prevent darkening. Use this as a final rinse.

Q. How can I make a good all-purpose beauty mask at home?

A. Add three teaspoons of powdered milk to the white of an egg, and apply this to face and neck. Let dry, then remove with tepid water.

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THREE GENERATIONS TOGETHER FOR ANNIVERSARY -- The 50th wedding anniversary for Mr. and Mrs. Hugh Roy Cullen, Houston oil man philanthropist, was celebrated by 600 at the Cullen home in Houston. Left to right are Mr. Cullen, his daughter Mrs. Corbin Robertson, named after her grandmother, Mrs. Cullen. (AP Wirephoto)

Noise Chases Starlings

STATE COLLEGE, Pa. (AP) — The Pennsylvania State University has a starling chaser. It cleared the nearby community of Millheim (pop. 1,000) of 15,000 starlings and certain areas of State College being the birds departed on their annual migration.

Headless Patient

DES MOINES (AP) — The Iowa state board for vocational rehabilitation made public the following letter which, it said, was received by a doctor:

"Please call and see my husband. It's his head. He's had it off and on all day today and yesterday, and today he's sitting with it in his hands between his knees."

"The noise," Dr. Herbert W. Frings explains, "will not arouse

the robins, grackles, nor cowbirds, but we feel we can develop a treatment for them also."

Air Shopping Booms

KUALA LUMPUR, Malaya (AP) — Business is booming at the "jungle fighters' shop" — the Air Dispatch Depot of the Royal Army Service Corps here — because more and more army and police units are doing their shopping by air.

Recently live hens were seen floating down to a police unit. The birds suffered no ill-effects and within 48 hours resumed laying. Shortly a number of cats are to be parachuted to another jungle fort to rid it of rats.

About 250 tons of army supplies are delivered to patrols in a month by air.

Truck Has Sex Appeal

NOWATA, Okla. (AP) — Ranchers' trucks are being equipped with cow-caller horns that bring the cattle on the run when they are used.

Cattlemen say the mournful moaning sound works like a charm. The theory is it resembles a mating call.

Final Rites Pending For Mrs. R. W. Tusha

Funeral services for Mrs. R. E. Tusha, 75, mother of Mrs. Dale Tinnin of Hereford, will be held in the Methodist Church in Elida, N. M. The date of the funeral had not been decided Saturday morning.

Mrs. Tusha had been a resident of Elida all of her life, but frequently visited Mrs. Tinnin. Her last visit in her daughter's home was made about six weeks ago.

Survivors include: five sons, Donald of Stratford, Everett of San Angelo, Archie of Long Beach, Calif., Harold of Tucson, Ariz., and Urcil of Carlsbad, N. M.; three daughters, Mrs. Dale Tinnin, Mrs. C. W. Gower of Pueblo, Colo., and Mrs. J. E. Wall of Elida.

He Gets His Number

WARREN, Ark. (AP) — Speaker of the Arkansas House C. C. Hollensworth stopped in Forrest City, Ark., recently to call a friend on the telephone.

The restaurant telephone number from which he called was the same as his own home telephone number in Warren. Later, using

another telephone booth in the same restaurant, Hollensworth placed a call to Memphis. The number of the second telephone was identical with Hollensworth's office number in Warren.

In 1942, a Chinese junk sailed from China to the United States in 86 days with a crew of four.

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GRASS ROOTS

I heard on the television last night where the static is kicking up again in Korea. The commentator seemed to think that by the first of February we would know one way or the other. I wonder if we have been spending too much time and money in trying to talk some "Pseudo - American" or "Pseudo-Communist", as the shoe might fit, into coming home instead of getting ready for another war. I'm inclined to agree with that fellow when he said more publicity had been stirred up by one traitor than there was by the thousands of loyal Americans filling G. I. graves all over the world. If you want to see a revolting picture, buy this past weeks Life magazine and take a gander at the grin on that guy's face.

Things have been pretty slow since the first of the year, but are picking up now and will continue to gain momentum as potato-planting time draws nearer. Incidentally March 10th isn't very far off, and one should be getting the ground ready. Prospects are good for this year's crop and the reduction in acreage in all districts is certainly a healthy condition.

The cost of raising the crop this year will be considerably less than in the past seasons which tends to make a better deal than ever out of potatoes.

Quite a lot of fertilizer being carried out again this winter, and we are called out constantly on what is best for what. Am still convinced that a fertilizer containing Nitrogen and Phosphorus is the best but can quote some fine results from the application of straight Nitrogen. At any rate if you are doubtful about the fertilizer requirements of your soil bring in a soil sample and we can run an analysis for you. It will not tell all the story but it is a good yard stick to go by.

A government bulletin reports that there will be a 30,000,000 acre reduction in wheat, cotton and corn for 1954. Quite a lot of acres to be planted to something. There are going to be some good deals on alfalfa and grass seeding for this year. A lot of farmers feel like these acreage limitations will give them a chance to start some soil building practices that they have wanted for years.



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Some things are subject to change... your mind, for example... your mood... or the weather. But what ever your taste today—your mood tomorrow—or the weather next month—you're ready to look your best—feel your finest in a smart new Swansdown, smartly lined with Milium, the insulated lining that keeps warmer when it's cold and cooler when it's mild. Here, just a sampling of this scintillating, season-stretching collection. Come see for yourself how much fashion value your dollars can buy.

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 "Smart Clothes for Smart Women"

Riders Club Plans For Rodeo In May

A decision to hold the annual Hereford Riders Club Rodeo on the nights of May 27-28-29 this year was at the Riders Club meeting Thursday night in their new clubhouse at the rodeo grounds.

Members decided against holding any Sunday performance this year, so the three week-night performances will complete the show.

Jamboree Discussed
The club also discussed a three-day jamboree, which will be held at Spur in April by clubs belonging to the West Texas Sheriff Pos-

ses and Riding Clubs Association. Plans for the jamboree, as well as other information, was brought to the club by Walter Johnson, president, and Jack France, parade marshal, who attended a meeting of the association Monday night in Lubbock.

Remodeling Plans
The remainder of the meeting was given over to a discussion of plans for remodeling the clubhouse which is a former government housing unit. Partitions have already been removed, and the place will be fixed up with one large club room, a kitchen and two rest rooms.

France was appointed chairman of a committee to plan projects to make money to help pay for the clubhouse.

Petitions for membership were also accepted from three persons—Mrs. Jack Messer, Mrs. Floyd Walton Jr., and John Douglas Pitman.

There were 26 persons present at the meeting.



OFFICERS, DIRECTORS and others holding special posts in the Hereford Riders Club performed their work in the new clubhouse when the club met there Thursday night for the first time. Shown, front row, from left are: Mrs. Homer Brumley, reporter; Ralph Sears, social chairman; Mrs. Woodrow Ireland, secretary; and Walter Johnson, president. Second row, from left: Ky Lawrence, director; Mrs. Ralph Sears, historian; Wylie Roberson, vice president; Jack Messer, treasurer; and Homer Brumley, director. Jack France, parade marshal, was not present when the picture was made (Staff Photo)

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All HATS & BAGS

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Helen's Youth Shop

At The Movies

OFF LIMITS

Today, Monday and Tuesday at the Star Theatre

Starring Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayhoff.

A carefully planned comedy which makes the best use of Bob Hope's humor and sense of timing, with Mickey Rooney playing straight man, this is the type feature that the whole family can enjoy.

Marilyn Maxwell plays the part of Rooney's aunt, the owner of a nitery, and she has some set ideas about what he should plan for in life.

Before it is all over, the pride of the MP's is pretty well shredded but, as usual, Hope does all right in the end.

99 RIVER STREET Wednesday and Thursday at the Star Theatre

Starring John Payne, Evelyn Keyes, Brad Dexter, Frank Faylen.

Frothing with murder, mayhem and malice, this mixed-up melodrama will give the moviegoer little time for meditation.

While the plot may be a little on the loose side, there is certainly plenty of action, which is carried along quite well by Payne, as a one-eyed former boxer who has to take up taxi driving for a living, while his wife takes up with a gangster.

On a large Greenland whale the blubber may be as much as 20 inches thick.

Mt. Zion Church Women Attend WMU Meeting

Colored women from the Mt. Zion Baptist Church were visitors at the Women's Missionary Union Circles meeting of the Avenue Baptist Church at their monthly business meeting and supper Tuesday night.

There were 20 members and one Sunbeam present.

Those present from the Mt. Zion Church were: Elizabeth Webster, Easter M. Williams, Louise Hall, Ara J. Johnson, Mrs. Percy Mayes and Mrs. H. B. Whitten. Other visitors were: Mrs. T. A. Paul, Mrs. James W. Vines, Mrs. Morgole Fouler, and Mrs. A. O. Thompson of the First Baptist Church.

Political Announcements

For District Clerk:

Lucille Poegy

For Sheriff, Tax Assessor-Collector:

Lowell Sharp

For County Clerk:

Ralph Smith

For County Treasurer:

Velma Hodges

EARLY LAYERS MAKE THE MONEY!



START CHICKS EARLY!

earlier in the year (before April 1st) that makes every hen in your flock worth in fall eggs... February starting would figure and bring in around 40¢ more from the flock. That's \$40 more per 100 pullets! A premium for starting chicks early, isn't it? Drop in or telephone your chick order now. Early chicks on Chick Startena and get that turn on the early fall egg market! We'll help started. Come in or phone us your chick order.



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In Keeping With Our Policy to Present Entirely New Stocks At the Change of Season All Fall and Winter Merchandise Is Now Reduced Below Cost To Clear the Shelves for Spring.

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<p>All Costume Jewelry Reg. to 5.98 89¢</p>	<p>11 Wool SUITS 4 Size 14 3 Size 16 2 Size 18 1 Size 16 1/2 1 Size 22 1/2 Reg. to 69.95 \$20</p>	<p>30 SWEATERS 1/2 PRICE • Jewelled Cardigans • Dolman Sleeve Cardigans Reg. 5.98 to 14.95</p>	<p>Large Group Carter's GIRLS GOWNS Balbriggan Coral & Yellow Size 2 yr. to 12 yr. Reg. 3.75 \$1.99</p>
<p>2 Only Plaid RAINCOATS Reg. 29.95 Millum Lined Both Size 8 \$10</p>	<p>2 Long Poodle COATS Reg. 59.95 1 Red Size 7 1 Blue Size 10 \$20</p>	<p>50 BLOUSES • Long & Short Sleeve • Tissue Failles • Cottons Reg. 4.98 to 10.95 2.50</p>	<p>Carter's Childrens Sleepers Size 6 mo. to 4 yrs. Reg. 2.50 Green, Blue, Yellow \$1.50</p>
<p>2 Only Crested Jackets 1 Beige Size 10 1 Navy Size 12 Reg. 29.95 \$10</p>	<p>25 ROBES • Quilted • Nylon • Flannel • Dusters Size 10 to 20 1/2 OFF</p>	<p>15 TOMMISSETS • 2 Quilted Coats Sets • 3 Nylon Sets • 4 Cotton Sets • 6 Seer Sucker Sets Reg. 9.95 to 22.95 1/2 OFF</p>	<p>Children's Knit POLO SHIRTS Size 6 mo. to 3 yr. Reg. to 1.98 79¢</p>
<p>Large Group Better PANTIES Rayon Tricot White, Pink Reg. to 1.00 Size 4 to 11 2 FOR \$1</p>	<p>15 Junior DRESSES Reg. 14.95 to 24.95 Size 9 to 15 \$5</p>	<p>75 Rayon Jersey SLIPS Size 34 to 46 Reg. 1.98 to 2.98 Pink and Black \$1</p>	<p>Johnson's BABY Talcum Powder Reg. 25c Size 10¢</p>
<p>Brushed Rayon GOWNS Size 34 to 46 Reg. 5.50 \$2.99</p>	<p>50 Missy DRESSES Size 10 to 20 Reg. 14.95 to 35.00 \$5</p>	<p>110 Rayon Crepe SLIPS Size 32 to 44 Reg. 3.98 \$1.99</p>	<p>Girls Rayon Carter's PANTY Reg. 79c 2 FOR \$1</p>
<p>Balbriggan GOWNS Cotton Knit Reg. 4.50 \$2.99</p>	<p>29 Half Size DRESSES Size 14 1/2 to 24 1/2 Reg. 14.95 to 24.95 \$5</p>	<p>One Table ODDS & ENDS \$1 Includes Bras, Girdles Garter Belts, Panties, Bedjackets Many Other One of a Kind</p>	<p>One Table Childs Odds & Ends \$1 • Blouses • Sweaters • Bibs • Blankets • Diaper Covers</p>
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Women's Activities

THE SUNDAY BRAND

Social Events — Clubs — Civic Interests

Hereford, Texas, Sunday, January 17, 1954

Section Two

Senior Credit Recital Scheduled For Friday

Mrs. Olive Hinds will present Nancy Crawford in her senior high school piano recital Friday evening at 7:30 p.m. at the First Christian Church.

The program will conclude credit recitals given by Miss Crawford during the past four years. A student of piano and theory for the past eight years, Miss Crawford has been awarded five national honors, three superior ratings and one superior plus in the junior division of the National Federation of Music Clubs. She ranked second division in the West Texas State College audition last spring. The past year she has been doing student piano teaching in connection with her own study.

Program Features
Her program will feature works of Bach, Chopin, Mozart, Beethoven, Debussy and others.

Nancy is the daughter of Mr. and Mrs. H. V. Crawford and a cordial invitation to attend the recital is being extended to all interested friends.

Assisting on the program will



NANCY CRAWFORD

be Lotus Root, soprano, and Mrs. Hinds, who will assist Miss Crawford with the seconds in duets in a group of Victor Herbert favorites originally designed for band and orchestra.

Book On Natural Resources Is Reviewed At Club

The book, "Our Plundered Planet," written by Fairfield Osborn, was reviewed Tuesday afternoon in the home of Mrs. Frank Terrell.

Mrs. O. G. Hill Sr., reviewed the book, which the author dedicated to all who care about tomorrow. Quoting the author, Mrs. Hill advanced the thought that "There is beauty in the sound of the good earth for the world is a machine, each part depending upon the other. The greatest war on earth is that between man and nature. Man is a plunderer depleting the land of its resources, grasses and trees."

Conservation Stressed
The program for the day dealt with Conservation of Natural Resources and was built around the slogan "Service to a just cause rewards the worker."

Plans were made for a silver tea, to be held on February 23, to raise funds for restoration of furnishings for the first floor of Independence Hall, which is a General Federation project. Five dollars was contributed by the club to the March of Dimes campaign.

Members attending were Mesdames: Fred Barrett, H. A. Close, Burl France, N. E. Gass, O. H. Herring, O. G. Hill Sr., Ray Johnson, Ralph McCullough, Wirt Phillips, Mary Seigler, Delmar Sigle, R. A. Tynes, Bess Werner and the hostess.

Children's Entertainment Studied At El Nino Club

"Children's Entertainment" was the topic for the lesson at the El Nino Study Club meeting held with Mrs. Bill Waldrep Monday evening.

Mrs. R. A. Daniel Jr., who was program leader, stated that most children can entertain themselves

if parents let them alone. "Play often reveals conflicts and resentments as well as satisfactions to the observing parent, and the importance of letting children 'be children' cannot be over-estimated," she said.

(Continued on Page 2)

Benefields Will Celebrate 58th Wedding Anniversary Quietly

Mr. and Mrs. H. M. Benefield, who filed on land in Oklahoma Territory in 1899, will look back fifty eight years to their wedding day on Jan. 20, 1895 next Wednesday.

The day will be spent quietly with only their two sons, Lee and Mark and their wives, and a niece, Mrs. Ed Warren, and her husband sharing in the observance of the day.

Married in Montague County

They were married in Montague County and moved the next day to their farm. The bride was born in Hickory, N. C., and came to Texas with her parents when she was 15, locating at Bowie. Mr. Benefield was born in Atlanta, Ga., and moved to Texas from Louisiana when he was a small boy.

The moved to Oklahoma Territory in 1899 and filed on 160 acres of land. After Oklahoma became a state, they added large acreages to their holdings. When the railroad came, the town of Sentinel was established near their land.

They really "grew up" with Oklahoma, taking great pride in the development of the state. They farmed there 31 years and were instrumental in building several Methodist churches. He was a steward for 30 years and did some hard riding in the interest of the church.

When they moved to Hereford right after a bumper wheat crop was harvested in 1929, they immediately affiliated themselves with the church. He has served as steward in the First Methodist Church here, and at present is on the board of trustees, although he is confined to his home most of the time.

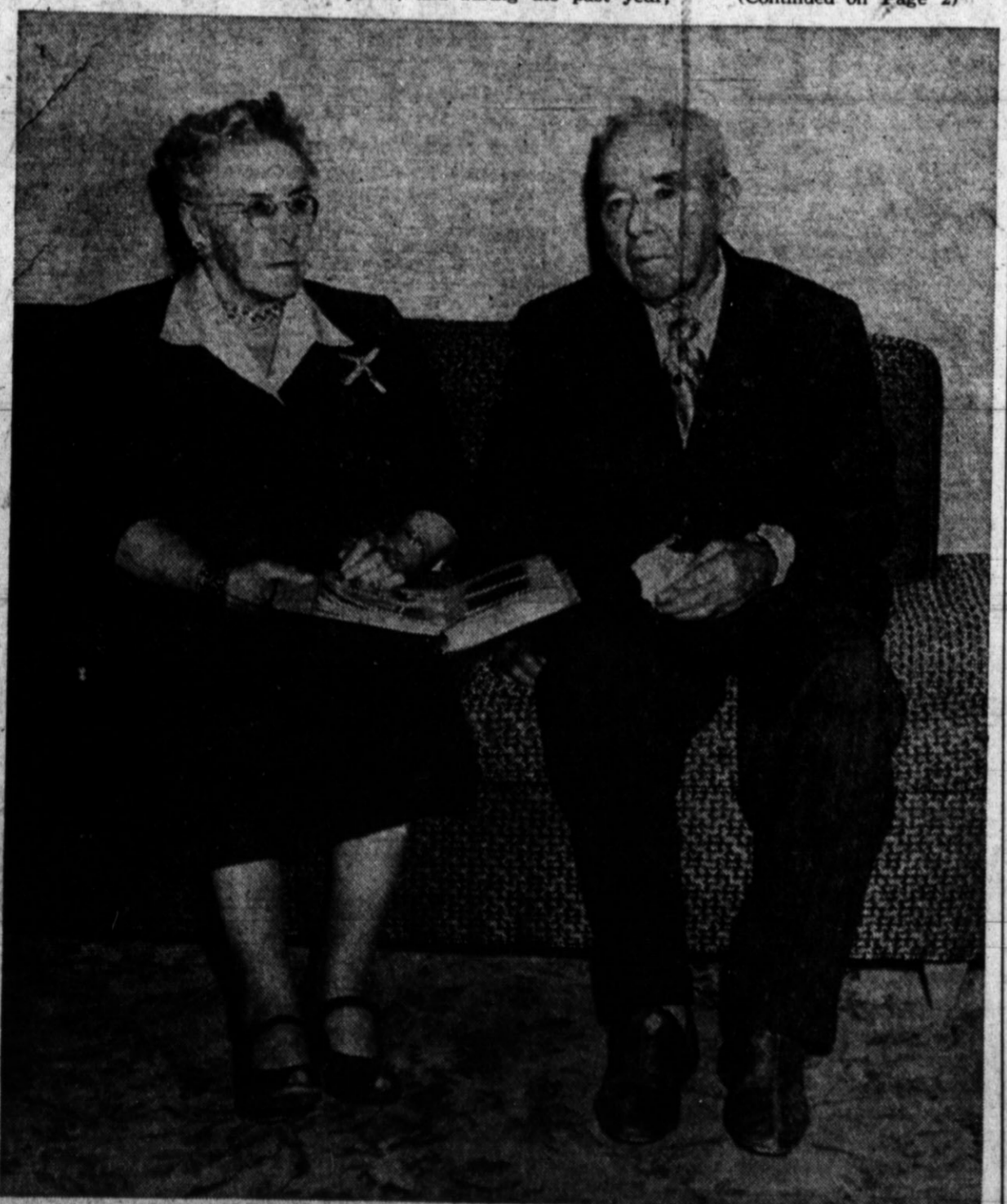
Worst Drouth

The Benefields purchased land in the Walcott community just preceding the worst drouth Deaf Smith County ever had. "We thought we were going to lose everything during that drouth." However, they add quickly, "We didn't leave or even get discouraged and we still like Hereford just as much as we did at first." He is now

85 and she is 76. Both Mr. and Mrs. Benefield have pursued many hobbies, and she is still able to carry on many activities. She has crocheted for years, and during the past year,

has made twelve purses for relatives and friends, and two stoles.

(Continued on Page 2)



MR. AND MRS. H. M. BENEFIELD

D. R. Carmichaels Celebrate 60th Wedding Anniversary



MR. AND MRS. D. R. CARMICHAEL

ALEX O. THOMPSON PHOTO

Mr. and Mrs. D. R. Carmichael whose 60th wedding anniversary was January 7, were honored at a dinner given by their children in their home last Sunday, with members of the immediate family attending.

Mr. and Mrs. Carmichael told of their marriage, a romantic affair, which took place at the home of his father in Cleburne with a Baptist minister performing the ceremony.

Had To Steal Bride

"It wasn't an elopement," Carmichael explained, but I had to steal the bride anyway, for although her father gave his consent, her mother thought she was too young to marry. She was the prettiest little thing I ever saw in a cotton field, and I knew I just had to have her but it took her mother many years to become reconciled to the match. I courted her about a year with the aid of my 15-year-old brother Lewis, who would relay notes back and forth between us.

"It was the coldest day you ever saw. I had a two-wheeled cart and one pony and we almost froze, but after the ceremony we attended church and then went to a farm with a log cabin on it that I had leased. We had some cotton and grain and a few cattle but times were hard and we moved several times trying to better ourselves. Although we didn't call it that then, we were in a 15 year depression and in 1900 we decided to file on Oklahoma land.

"We had two children and had lost a little girl who was burned to death. We filed on 160 acres. I had only \$1.60, two sorrel ponies and an old broken down wagon, and expected to have to move at the end of a year for that was the history of the country. People, try as hard as they would, just could not last more than a year."

Branched Out

Greer County, Okla. was wonderfully productive, however, and in 26 years the Carmichaels had only one short crop. He always kept good horses and branched out with more cattle. When they moved to the Wyche community in 1926, he was able to purchase and operate farms on a large scale. In 1949 he was forced to retire because of his health, and they built their present home at 209 Ave. I. Mr. and Mrs. Carmichael have six children, 28 grandchildren and 30 great-grandchildren.

Both Mr. and Mrs. Carmichael are life-long members of the Baptist Church and have been actively

(Continued on Page 2)

AT STUDY CLUB

Story Of Old Southern Homes Pilgrimage Told

"Pilgrimages to Old Homes in the South" was the subject of the opening portion of the program at the Lone Star Study Club meeting held in the home of Mrs. John Jacobsen Jr., Tuesday afternoon. Mrs. W. S. Fluitt limited her talk on the subject to Natchez, Miss., and told something of the history of the pilgrimages and the way they are planned to take care of the 30 to 45 thousand tourists who enjoy them each year.

She described the Confederate Pageant, which is comprised solely of Natchez residents, and the costumes worn, which are exact reproductions, along with originals, of the styles most popular during the early Civil War days.

Presentation Of Spiritual
She told of the "Highway to Heaven" a spiritual which is presented by the finest Negro talent in Natchez, and of Stanton Hall, now the headquarters for the Pilgrimage Garden Club. This hall was built for people from Belfast, Ireland and all of the building materials and furnishings were imported from Ireland.

In describing the old homes she told of Richmond, which houses the piano used to accompany Jenny Lind at the time of her concert in 1851 and of the priceless china service, painted by Audubon and sent to France to be fired. Longwood, a planters dream which was dashed by the War between the States, was described. This is the place where all pilgrims stare in wonder and try to imagine the finished product.

Talk On Southwest
Mrs. Joe Kendall spoke on "Southern Texas and New Mexico" mentioning El Paso, Albuquerque, Santa Fe and Taos, N. M., and telling of the historical background of various cities of the states. She told of the architecture, art and customs of the Indians and of the Indian pueblos in those localities.

Old Homes Named
Members answered roll call by

(Continued on Page 2)

Rhodes-Smith Marriage Is Solemnized At Friona

A double ring wedding ceremony united Betty Rhodes and David Ray Smith, both of Friona at the Friona Baptist Church December 26, with Rev. Russell Pogue of the

Hereford Baptist Church officiating. The church was beautifully decorated with white mums.

The bride, dressed in a white faille two-piece dress suit, was

given in marriage by her father, O. C. Rhodes. A short veil was attached to a velveteen hat with sequins. She carried a white Bible with a bouquet of white roses and white streamers.

Attendants

Miss Caleta Morgan of Mountain View, Okla., cousin of the bride, was maid of honor. She wore a dress of yellow taffeta. Attendants for the bride were Wedia Nell Day and Dorothy Vaughn, John Smith, brother of the groom, was best man. Candle lighters were Margaret Rhodes, sister of the bride, and Jimmie Nix, cousin of the bride. Ushers were Johnnie Parker and Max Wells.

Mrs. Roy Miller and Joyce Ann Miller gave the musical selections, "Indian Love Call," "Oh Promise Me" and "Because" before the ceremony.

The bride's mother was dressed in a dust rose faille dress and hat with a corsage of white carnations.

Friona High Graduates

Mrs. Smith is a graduate of the Friona School with the 1952 class and is now employed at the City Drive Store. Mr. Smith graduated in 1948 from Friona High School and is now co-owner of the Texaco Service Station in Friona.

A reception was held at the Friona Women's Clubhouse with Mrs. Fwitt Boils registering the guests, Mrs. O. J. Beene serving cake and Mrs. Joe Brumett serving the punch.

Following the reception, Mr. and Mrs. Smith left on a wedding trip to Mexico and New Mexico. They will return to their apartment at the Turner Apartments in Friona.

Out-of-town guests were: Mr. and Mrs. L. L. Nix of Carnegie, Okla., Mrs. Jess Morgan of Mountain View, Okla., Mr. and Mrs. B. E. Rhodes of Borger, Miss Caleta Morgan of Mountain View, Okla., Mr. and Mrs. Chester Reynolds of Canyon and Mr. and Mrs. John Smith of Amarillo.

Mrs. O. L. Click spent the first part of the week with her mother, Mrs. J. P. McMahon, in Lubbock.



Concert Pianist Honored After Concert

A reception honoring the artist performer, James Wolfe, who was presented in a piano concert Tuesday night at the high school auditorium by the Hereford Concert Association, was held immediately following the concert at the home of Mr. and Mrs. G. E. Mullins.

Officers and members of the committee who were unable to attend include Dr. and Mrs. J. W. Barnett, Mr. and Mrs. R. B. Miller, Dr. and Mrs. H. A. Cavness and Father Bartholomew Paytas.

Robert Bell, president of the Association, Mr. and Mrs. Steve Clements, Mr. and Mrs. Harry Caylor, and Mr. and Mrs. Ronald Babione who were special guests of Mrs. Mullins.

Officers and members of the committee who were unable to attend include Dr. and Mrs. J. W. Barnett, Mr. and Mrs. R. B. Miller, Dr. and Mrs. H. A. Cavness and Father Bartholomew Paytas.

Catholic Women's Board Plans For Lenten Season

Members of the board of directors of the Parish Council of Catholic Women of St. Anthony's Catholic Church met in the home of Mrs. Leo Hoffman Tuesday afternoon. The board is representative of the three women's organizations in the parish and of eight standing committees.

Mrs. Leo Hoffman, president, presided over the business meeting, during which problems and future plans for the organizations were discussed.

Reception Planned
Mrs. Ed Jesko, representing St. Ann's Sodality, announced plans for reception of new members in March. Mrs. Clarence Betzen, chairman of libraries and literature, reported that the Antonian Circle will now have the library open on Sunday after each mass.

Plans were discussed for a summer school, and steps were taken to sponsor study clubs throughout the parish during the Lenten season. Plans were also discussed for the annual Council Tea to be held in April.

Lenten Season Activities
Mrs. F. A. Marnell, chairman of the committee co-operating with the Confraternity of Christian Doctrine, is directing activities for

the Lenten season. Rev. Bartholomeu Paytas, S. A., served as moderator. Those attending were Mesdames W. J. Albracht, Ed Jesko, Ray Wilhelm, Albert Stengel, Nollie Elliston, Leon Vinton, Clarence Betzen, F. A. Marnell, Ed Loerwald, Gene Loerwald and Jim Clements.

Personals

Mrs. A. L. Manjeot and Mrs. Ed Warren left Monday for Dallas where Mrs. Manjeot has attended the board of directors meeting of Texas Garden Clubs, Inc. Mrs. Warren visited with relatives in Dallas. They were accompanied by Mrs. O. R. Wipps of Wichita Falls, who is Mrs. Manjeot's aunt, who visited in Dallas and with a sister, Mrs. Tom Bilbrey, in Avalon.

Mr. and Mrs. G. W. Newsom, 1008 Grand Ave. transacted business in Amarillo Thursday and visited with his sister and husband, Mr. and Mrs. R. B. Glenn, 1220 Millam Street.

Accidents in and about the home killed about 27,000 Americans in 1953.

Baptist Women Attend Meeting In Canyon Church

Business Women's Circles of the Baptist Church attended a district supper meeting in the form of a supper and program in Canyon Monday night. Delegates from Baptist churches in Dimmitt, Friona, Canyon, Happy, Tulla and Hereford attended the meet which was held at the First Baptist Church in Canyon.

Following the supper, Mrs. J.O. Clark, president of the district federation, presided. Members of the Baptist Union sextet presented two vocal selections.

"World At Your Door"
Mrs. Gerald Wilson presented the program and introduced Mrs. O. G. Hill who gave the devotional dealing with the program theme, "The World at Your Door".

Patsy Jackson and Shirley Sharp entertained with vocal selections accompanied by Mrs. Lowell Sharp at the piano, and a talk on the program theme was presented by Mrs. Jim Wiman.

Those Attending
Those attending from the Avenue Baptist Church in Hereford were: Mesdames Lewis Shirley, Jim Shirley, O. B. Sumner, Ethel Layman, Bill Willis, George Sumner, Aubrey Self, Dave Palmer,

George Hudson, Herbert Bellar, and Floyd Lowe. Representing the First Baptist Church were: Mesdames A. O. Thompson, Alwyn Savage, Lowell Sharp, Harry Caylor, Gerald Wilson, J. O. Clark, Lynn Kester, O. G. Hill, Jim Wiman, Otis Lee, Sam McLallen, and Clarence Rayburn, and Misses Ethel Womble, Della Stagner, Patsy Jackson and Shirley Sharp.



Let's put the spotlight on Seattle teen-agers and see what gives in their zany world. It's fun to know that there is something new in jargon and joy as reported by Marjorie Jones of The Seattle Times.

"... Unless you care to be classified as a 'runchy character,' a 'kind of a fink,' 'real dark green' or to say the least 'uncool' due to ignorance of Seattle teenage slang, a dip into their 'bo' dictionary may help.

To be "real George" you must include in your working vocabulary such jive talk as:

RINKY: An "icky" or unpleasant person who is overdressed, wears too much make-up or is not conducting him or herself according to accepted behavior.

LOVELY-LOVELY: A "doll" or "queen" who is especially beautiful or she could be called simply "exceedingly so."

MULE, pig, crow or dog: All mean the same—the opposite of lovely-lovely.

PIG-POT: A pot of money given to a fraternity brother who gets the worst of a blind-date exchange.

SOCKED: Past tense for being stuck on such a date.

SPOOK: A stranger; somebody from another town.

DIS: One who dissipates by using alcohol or cigarettes.

HANGING TOUGH: Used in answer to the question, "How are things" when things are not going well.

LET'S HIT THAT: Be sure to attend.

MAN, I REALLY EAT THAT: Like it a lot.

"Dig" is the most overused word of all. It can mean "pay attention to" or extreme likes or dislikes. Hair styles are pretty revolutionary.

The newest style for boys involves wearing hair cropped short on top, with sides long and brushed flat against the side of the head to meet in the center at the back in a kind of swirl. Girls consider these hair styles "icky" but wear a version of the same thing and manage to look cute. The "skunk lock"—a wisp of bleached hair—has lost its appeal in favor of an over-all dye job. Even boys are likely to bleach their hair blond or dye it a reddish blond.

Small Town Produces Queens
FORSYTH, Mont. (AP)—Queens are becoming commonplace in this community of 4,000.

Montana State College named Dorothy Larsen homecoming queen, Gonzaga University named Kay McKeever queen of the millitary ball and Carol McRae was picked queen of the harvest ball at Montana State College. They all are Forsyth girls.

Wrecking More Fun!
MANCHESTER, N. J. (AP)—"All they would offer me was \$10. I thought it would be more fun to wreck it," Phillip St. Germain told puzzled police. He and a friend drove his 1938 model auto outside the city, dropped boulders on it.

D. R. . . .

(Continued from Page 1)
engaged in church work wherever they were located.

DINNER IS HELD
Gay and festive decorations marked the table for the dinner given at their home Sunday, and Mrs. Carmichael wore her first orchid. Two of their six children; Mrs. Charles Brown of Oregon City, Ore. and Mrs. Bill Griffin of Mountaineer, N. M. were unable to attend.

Children and their families attending were: Mr. and Mrs. L. E. Griffin, Mr. and Mrs. Troys Carmichael, Mr. and Mrs. Loys Carmichael and Mr. and Mrs. P. L. Carmichael.

Grandchildren attending were Darrell Dirks and son David Lee; Shirley Ray and Darrell Griffin; Barbara Jean, Bobby and Sandra Griffin; Bill, Kenneth and Shari Carmichael; Merle Carmichael; and Danny and Susan Kay Carmichael.

Nieces and nephews attending the event were Mr. and Mrs. Arthur Lee Cantrell and daughter Deborah of Borger, Mr. and Mrs. John Williams of Farwell, and Mr. and Mrs. J. E. Stone of Farwell.

Others Attending
Also attending were Mr. and Mrs. A. O. Thompson, Mr. and Mrs. A. J. Schroeter, Mr. and Mrs. Ira Scott, Miss Lucille Hughes and Miss Lucile Park of Dumas and W. G. Harris who called in the afternoon.

Two highlights of the celebration were their granddaughter Merle's birthday, which also occurs on January 7, and the gift of the children, a chest of silver.

Benefields . . .

(Continued from Page 1)

besides dozens of little articles which she delights to give to her friends. She is a television fan, but she can crochet and watch television at the same time.

The Benefields also have a daughter, Mrs. George S. McLaughlin of Mexico City, who will not be present on the anniversary date, but will visit her parents at Easter time.

Story . . .

(Continued from Page 1)

naming old homes each had visited and giving brief descriptions of them.

Those present were Mesdames Roger Corbett, V. E. Dodson, W. S. Flutt, Jack Grady, H. E. Henslee, Jim Higgins, E. W. Hobson, Joe Kendall, Robert Lingenfeiter, Vivian Major, G. W. Newsom, Earl Springer, Robert Thompson, L. L. Womble and the hostess.

CHICK STARTER ALL MASH!

- Grower (Crumbles & Pellets)
 - Broiler (Crumbles & Pellets)
 - Lay Mash (Crumbles & Pellets)
 - Poultry Supplement 32% (For home mixing)
- Place your order now for baby Chicks!



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Fertilizer:

- Ammonium Nitrate
 - Ammonium Sulphite
- Phone 360

Hereford Grain Corp.

Phone 360

Children's . . .

(Continued from Page 1)

Discussion Of Toys
In conclusion, Mrs. Daniel concluded a round table discussion on "Should children be allowed to play with war toys?"

During the business session plans were made to hold the annual husbands party on February 22 instead of the scheduled date of Feb. 8, in year books. Mrs. Wayne Thomas was welcomed as a new member.

Those attending the meeting were Mesdames Darrell Blanton,

Ivan Block, Elizabeth Bonesio, Jim Bookout, Ben Childers, T. J. Clay, R. A. Daniel, Bill Decker, O. Z. Golden, John Jacobsen Jr., Robert Lindsey, Sam Nelson, Berry Green, and the hostess.

Are Hunters Blind
WINTHROP, Mass. (AP)—Rep. Key, a member of the Massachusetts House, has filed a bill which would allow the state to issue free hunting licenses to the blind.

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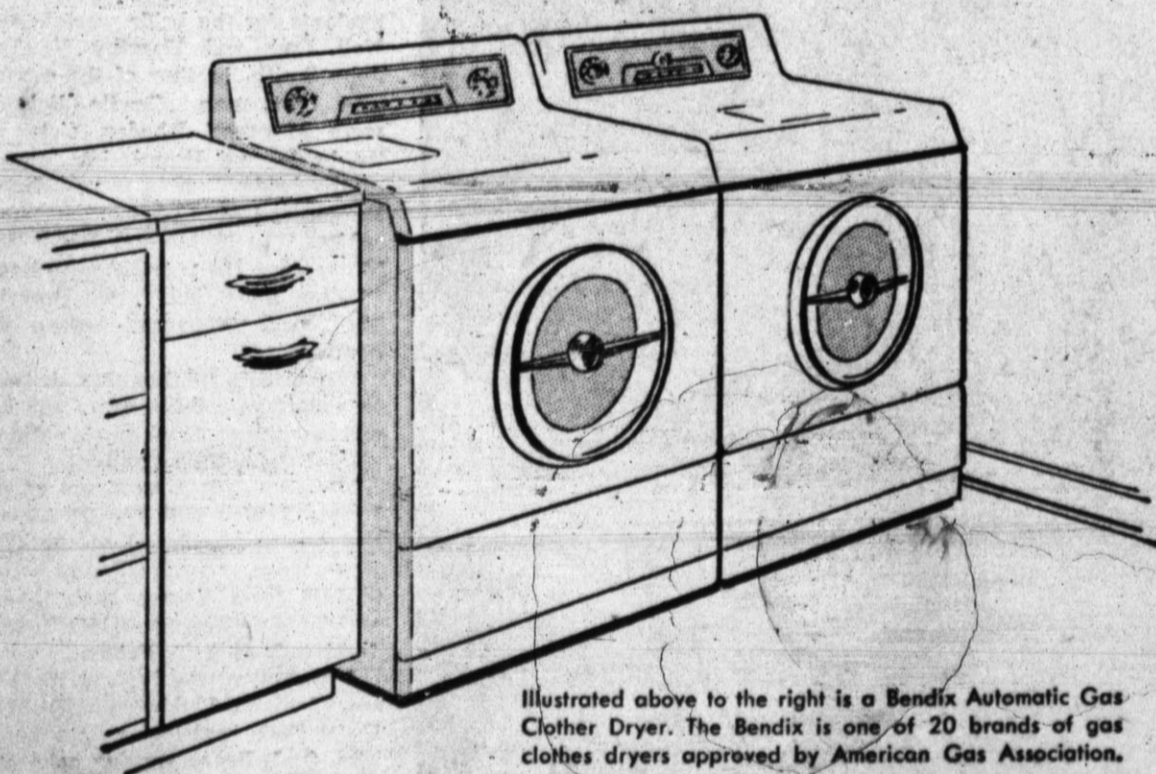
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Pioneer Natural Gas Company

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Hundreds and Hundreds of Yards of New Spring Fabrics

Special Purchase For Our Fabric Fair . . . New Spring

COTTONS 37¢ PER YARD

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Lovely colors and combinations. Beautiful fabrics that will make you want to start your spring and summer sewing this minute. Check the list above . . . check this low sale price. Regular 59¢-69¢ and 79¢ values. Plan now, buy now . . . you'll save.

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Wrinkl-Shed Values From 98¢ to 1.19 Yard

Choose from Plaid Gingham, Checked Gingham, Fancy Suitings, Plain and Polished Chambrays, Broadcloths and tweed effect cottons. Only through a special purchase is this grand value possible. You'll recognize the quality the minute you see these Famous "We can't mention the name" cottons. Hurry for your share, these will go fast at this special sale price.

Gorgeous New Spring Collection of 39 Inch

PLAIN AND PRINTED NYLONS

ALL FIRST QUALITY DOUBLED AND ROLLED . . . FOR EVER SO MANY USES

Ladies: if you like to sew and save, then here is a bargain too good to miss . . . New solid or printed spring colors in first quality 100% nylon. Washable, will stand up to 140 temperature. Make a mental note now to shop Anthony's tomorrow . . . you'll be glad you did.

\$1 PER YARD

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Let's Cook Something



Mrs. Colby Conkwright visited a friend, Mrs. Homer Thompson, in Vernon during the Christmas holidays and came home with a wonderful barbecue sauce recipe that we pass on to you in this column today. Mrs. Conkwright cooks meat expertly and likes to experiment with different ways of

preparing meat and with different meat sauces. Since this recipe is equally good with beef or chicken, it appealed to her, both for its flavor and adaptability. Here it is:

BARBECUE SAUCE
1 3 or 3½ pound hen or beef roast
1 medium sized onion diced

2 tablespoons fat
1 cup tomato ketchup
1 cup water
3 tablespoons Worcestershire Sauce
¼ cup diced celery
3 tablespoons vinegar
1 tablespoon dry mustard
3 tablespoons brown sugar
1 teaspoon red pepper
Salt to taste

Cut the hen in serving pieces and brown in the fat. Place hen in baking dish. Brown onion in fat and add all other ingredients and allow to simmer thirty minutes. Pour over hen in baker and bake-uncovered one hour or until tender, at 350-F degrees.

When using the sauce with beef, add one cup more water to mixture before pouring over meat and cover. Cook by the same method as for the hen.

Rev. Bonaventure Koelzer Addresses Catholic Group

Rev. Bonaventure Koelzer of Graymoor, N. Y., was guest speaker at a meeting of St. Anthony's Guild held in Catholic School Hall Wednesday evening.

Rev. Father Bonaventure is visiting his mother, Mrs. Mary Koelzer, while in Hereford. He was stationed in Rome at the time of the election of Pope Pius XII. He described some of the ceremonies of the election. He spoke of the Holy Father, and told of audiences with the Pope, and also described St. Peter's Cathedral in Rome and told of a canonization ceremony there.

Games Night Plans

During a business session, members scheduled a games night for sometime in February, and Messdames Ed Loerwald, Gene Loerwald, John Gallagher and Walter Lueb were named to a committee to work out plans for the games night. Mrs. Ray Wilhelm, president, presided.

Roll call was answered by members naming Books of the Bible

and entertainment features included Bible games and quizzes. Mrs. Henry Vicari received high score award in games and Mrs. W. J. Albracht was presented with the gift fund award.

Father Bonaventure Koelzer S. A. and Father Bartholomeu Paytas S. A. were special guests and nineteen members were present. Hostesses were Messdames Ed Dzuik, Bob Lamb and W. J. Lueb.

Household Scrapbook

By Roberta Lee

Thawing Frozen Pipes
If a water pipe becomes frozen, dip towels in hot water, and place them on the pipes, particularly at the joints. Leave the faucets open. If necessary, repeat the operation until the water starts to flow.

Chapped Lips
To make a salve for chapped lips mix 20 parts of white wax, 40 parts of spermaceti, 10 parts of oil of sweet almonds, and 80 parts of perfectly pure and fresh lard.

Dressing
A dressing that is delicious and easily prepared is made by adding India relish and catsup to plain mayonnaise.

Bluing
Dissolve the bluing in warm water, then draw a cloth through it to take up any floating particles. Shake the garments to loosen the folds before placing in the bluing water, and it will prevent having streaks.

Wall Paper
To remove wall paper saturate the paper with boiling water applied with a whitewash brush. When loose, use a broad-bladed putty knife for scraping it off.

Poached Eggs
Use hot milk instead of hot water for poaching eggs. The result will be much more tasty and nourishing.

Frying Pan Odors
A little vinegar should be poured into the frying pan immediately after using it. Heat over a fire, then wash thoroughly, and any

odor will be destroyed.

Felt Hats
The dust and dirt can be removed from a felt hat, and it will have an almost new appearance, if the entire surface is rubbed with fine sandpaper.

The Teeth
The teeth can be whitened, by applying peroxide of hydrogen that

is diluted with one-half water.

Baking Powder
If any combination such as milk, water, or other fluid contains baking powder, the liquid should always be cool or cold. If warm, the heat will expand and release the gases in the baking powder too quickly.

Inflamed Nose

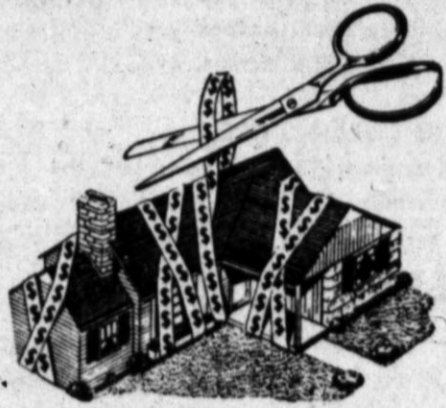
An effectual remedy for an inflamed nose is to make applications of equal parts of witch hazel and pure alcohol.

Twice as much heat is produced in burning a given weight of charcoal as is produced by burning the same weight of wood.

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Have the kind of home you want
and enjoy it!

ROCKWELL BROS. LUMBER

Phone 4

How Can I?

By Anne Ashley

Q. How can I remedy elbows that are rough and unsightly?

A. Scrub them every night with warm water and soap, using a soft brush. After they are cleaned, rinsed, and dry, massage with warm olive oil. Keep up this treatment for two weeks and see the improvement.

Q. How can I mend galoshes?

A. A leak in the galoshes can be satisfactorily mended by pasting some adhesive tape over the hole on the inside of the rubber.

Q. How can I relieve a sore throat?

A. Dissolve a teaspoonful of flour of sulphur in hot milk, and sip slowly.

Q. How can I make a potato poultice?

A. Potatoes are often as effective as linseed for a poultice. Boil the potatoes in a bag, and when soft, mash in the bag and apply as hot as can be borne.

Q. How can I keep the glove clasp from pulling apart?

A. Tap the little ball of the clasp lightly with a tack hammer and there will be no trouble in keeping the glove fastened.

Q. How can I prevent dried

fruits from sticking together when grinding them?

A. Run cold water over the dried fruits and they will not stick together. Dried fruits can be cooked and kept on hand for a week or more.

Q. How can I freshen satin slippers that have become shabby at the toes?

A. They will look like new if they are given an application of wood alcohol rubbed the same way as the satin. This applies only to black or very dark slippers.

Q. How can I remove grease stains from marble?

A. Make a paste of fuller's earth and water, covering the stains with this paste and allowing it to remain for a few days.

Q. What is the best way to pop corn?

A. Start with a moderate heat when popping corn, then increase the heat gradually; and avoid having the popper too full, allowing for expansion.

Pompeii was destroyed by an earthquake in 63 A. D., rebuilt, and finally buried by a volcanic eruption in 79 A. D.

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We have recently been appointed as your new Pontiac Dealer in Hereford, and wish to take this opportunity to pledge to you, our friends and customers, the best buys that we can possibly give you, plus guaranteed service to back up these buys.

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For Your Convenience, we will Remain open until 9 p.m. Saturday, January 16th



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Editorials

Get Back -- Alive

There are more holidays than you think. Everyone knows those that are nationally observed, such as New Year's Day, July 4, Labor Day, Thanksgiving and Christmas. But for most Americans, who work on a five-day week, there are a hundred more that occur, usually on Saturday and Sunday, aside from their customary two-week vacation period.

It is no wonder, then, that week-ends, like holidays, are periods of mass slaughter on the highways. Unfortunately, however, American families are not accustomed to thinking of their Saturday and Sunday holidays as constantly recurring danger periods for automobile travel, as they have been taught to regard the national holidays.

When week-ends coincide with a national holiday, there is always a long list of dead and injured that gives at least a momentary shock to most people. Perhaps some may drive more safely for a few days, but when the next week-end rolls around too many have lapsed back into unsafe motoring practices which cause the weekly bulges in accidents that pile up lists of dead and injured almost as long as those compiled following the official holidays. And this goes on throughout the year, with the result that 41 percent of all highway fatalities and 36 percent of all injuries occur in week-end accidents.

The death toll on an average week-end runs to about 290 men, women and children, according to Paul H. Blaisdell, public safety

Police Schools

Of special interest in the community during the past week has been a Federal Bureau of Investigation school concerning methods of arrest, technique of handling firearms and other phases pertinent to police work. The school, in addition to offering classes for officers of this area, likewise included representatives from Priona and Dimmitt.

This is the second school of this nature sponsored here during the past 12 months and, our way of thinking, affords timely endorsement from the public.

Very few policemen on duty in small towns over the United States have had any appreciable amount of training and experience. In addition, the police force all over the country is definitely in the lower income bracket. To hand a neophyte a gun, a badge and a uniform and expect him to be an outstanding policeman is not only foolish, but dangerous. Men in other jobs require training, and few are the jobs which can match that of a policeman when it comes to public service which touches the lives of all who live in the community.

In addition to handling firearms, the present course included "How-to-Make-Arrests" and touched sharply upon public relations. Some critics may feel that policemen are unnecessary where little crime appears; yet never stop to recall that little crime naturally appears where capable, well trained officers are on the job. Certainly, there is no substitute for a qualified police force and training courses of the type just concluded lead the way to just that.

The city commission and police officials, we feel, are definitely to be commended for such efforts toward self-improvement, which will ultimately lead to community improvement.

The Sunday Brand

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Published every Sunday at 336 Main St
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James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas

News Editor Bob Phillips
Adv. Manager Melvin Young
Tech. Superintendent Stanley Phillip
Society Editor Mrs. John McLean

director of the Association of Casualty and Surety Companies. Add to that an average of more than 13,600 injured victims, and you begin to get the picture of a single week-end's accidents.

It should make sense to the ordinary family driver, therefore, that a double dose of caution is in order during week-ends when the risk of an accident is much greater. Besides being especially careful about his own actions at the wheel, he must also "watch out for the other fellow" whose recklessness might cause a serious accident.

At all times, but especially on week-ends, every family driver should remember the safety rule: "Slow down—lives are in your hands!" It will help bring the family back home alive.

Cotton Allotment

A group of Deaf Smith County producers this week appeared in Waco in behalf of increased cotton acreage in this community.

This county, comparatively new in Texas cotton production, has unquestionably been confronted with technicalities which have worked hardships on the growers.

We recognize that so long as the government maintains support prices they must also maintain acreage controls. The two factors go hand-in-hand. However, a few years back the area was penalized through lack of experience as growers. This year the government changed procedure and caught the cotton growers in a reverse squeeze. Most controversial in this area, however, is the fact that such tremendously small tracts were allowed in so many scattered spots. Some producers came up with two, five, and ten acre allotments, thus making it impossible to take advantage of the actual acreage allowed.

All in all, the cotton growers of this immediate area do appear to have a legitimate complaint. Perhaps those in other areas feel the same way. The fact still remains that allotments are necessary, however, if we are to continue with price supports of cotton.

March Of Dimes

Soliciting campaigns and worthwhile causes, like clothes, are inclined to wear out. Such seems to be the case with the annual Polio "March of Dimes" drive.

This drive hit a peak in Hereford and Deaf Smith County in 1951 and, since that time, has dropped a little each year. Right now, on the heels of a drought and declining economy, it could easily follow the trend in 1954.

Actually, this should be the banner year for the Polio Drive. Recent reports indicate that tests in the final stages today will probably result in completely wiping the scourge of polio from the face of the earth. It was such a dream that made the other Polio Drives successful. It would be a shame for financial support of the cause to wane at this particular time.

As hard as money comes, a few dimes or dollars right now could easily result in saving your own child, brother or sister from months on months of pain and torture.

We leave it to you. Seldom does The Brand crusade for a cause of this type. With conditions as they stand today, however, we urge every person to contribute all he or she can to the 1954 Polio Drive. To fall down now would be comparable to an army fighting a battle for days, then retreating just as victory becomes assured. Honestly we believe your Polio Dimes today will do more than did your Polio Dollars yesterday.

"The failures of domestic government and the personality clashes are part of the price we pay for a system founded on freedom of personal expression. The rewards for outweigh the penalties, so despite all the uproar over subversion and malfeasance the domestic situation is never regally out of control." WALTHAM, MASS., NEWS-TRIBUNE

"Is there any reason why parties to a labor contract should be on any different basis from the parties to any other contract?" ALBANY, ORE., DEMOCRAT-HERALD

"There is no dishonor in being a capitalist. Just be sure, and this to every small home owner and worker, that some one doesn't try to take it away from you some time." EAST ROCHESTER, N. Y., HERALD



"EARLY AMERICANA"

QUESTION OF THE WEEK

Taking Loss On Coffee Sales Doesn't Seem Right To Most

Do you think that cafes and other places which serve coffee would be justified in raising the price to ten cents a cup if, as they claim, they are consistently losing money on coffee at five cents a cup?

CHARLES H. OWEN

"Well, I guess they would be justified in raising the price. Personally I'm not a coffee drinker so it doesn't make too much difference to me."

MRS. C. R. DAMRON

"I think if they are losing money that they should raise the price, still I think that five cents should be enough for a cup of coffee."

MRS. J. M. WRIGHT

"Well yes, I think that they would be justified in raising the price if they are losing money. I don't drink coffee so it wouldn't effect me. However, I don't see any reason for anyone losing money."

ELMO HICKS

"If they are losing money with coffee at five cents a cup I guess that they had better raise the price."

MRS. TONY BURRUS

"A nickle a cup seems enough but I guess that if they are losing money that they should raise the price. It seems to me that they should not lose money."

MRS. ORVAL GALLEY

"I have heard arguments both ways. Some say that coffee at five cents a cup is a drawing card and they get more business that way and sell other things. It really doesn't make much difference to me because I don't patronize the cafes too often anyway."

JOHN JACOBSEN

"I'd say they should raise the price of coffee if they are losing money. I don't drink too much coffee and I'm sure that a lot of coffee drinkers will not agree with me. They will have some customers that would only patronize them for coffee and of course that would just be a loss. I think that it is foolish to have a loss on anything."

MRS. C. W. HUTTON

"Well, having been in the cafe business naturally I'd say, yes they should raise the price. I understand just what they are up against. I mean so many people drink coffee and if you are losing money on each cup it adds up to quite a loss."

'Tater Peelin's'

By Roberta Campbell

At long last this looks like it might be the year that our contribution to the March of Dimes will be used to prevent polio instead of to carry on research to find out what causes it. If the one million tests given to second grade children scattered over the nation prove what everybody is hoping they will, then a lot of money will be needed to immunize the rest of our children. We should give as much as we can to help.

While we are on the subject of children everytime we look at the substantial cottages which have replaced the bleak old building that used to be the Children's Home in Amarillo, we are happy over the new trend in orphanages.

With children of all different ages in each cottage it must seem so much more like home to the youngsters.

In case of an epidemic it is also easier to keep down exposure to the other children.

If you enjoyed debates back in your school days then you are going to like the program at P-TA Monday night. Four of the Toastmasters are going to put up quite an argument on whether the home or the school has the greater part in training children for civic responsibilities in later life.



AUSTIN — Prospects for a special session of the Legislature shaped up this week as a committee appointed by the governor considered a teacher pay raise plan. Governor Allan Shivers had said that if the committee agreed on the proposal, which would give the teachers a pay hike of \$402 per year, and if the legislators generally favored it, he might call the Legislature into special session in the near future.

He said that a U. S. Supreme Court decision on the natural gas tax law, involving money for a teacher pay increase, would not necessarily determine his special session move.

Shivers asserted that the question of revenue for the pay boost might be a problem facing the Legislature, if the tax law is declared invalid.

He pointed out the possibility of a court ruling coming about the same time as his decision on a special session.

Sheppard Argues Case Attorney General John Ben Sheppard argued the state's case for the natural gas tax before the Supreme Court.

Pipeline companies, opposing the tax, said it violated the interstate commerce clause of the U. S. Constitution. Sheppard countered by saying that Texas pays more of the tax than any other state, and that state protection against unlimited drilling enables the lines to stay in business.

A victory for the pipeline companies probably would mean that the Legislature would attempt to levy some other tax on gas; but if Texas wins the case, the Legislature is expected to increase the tax rate to provide adequate funds for teacher pay and other purposes.

Speculation On Governor Along the political front, the governor said that he would announce his plans "in the future."

Other candidates couldn't know his plans, Shivers quipped, because he himself doesn't know them.

But speculation as to the governor's intentions was given a shot in the arm as he announced the appointment of two administrative assistants.

C. Read Granberry resigned as assistant to the Chancellor of the University of Texas and took leave as a member of the faculty in order to join the governor's staff.

Also brought in was Jimmy Banks, publications director for the Texas State Teachers Association, which was in conflict with Shivers last year on the teacher pay raise issue.

These appointments were interpreted by some observers as preparation for an early legislative session and intensified political activity this year by the governor.

Hinson Announces Another political development was the announcement by Representative George T. Hinson of Mincola that he will run for lieutenant governor.

Hinson, 43, is a teacher, locomotive engineer, and farmer. (Continued on Page 5)

Panhandle Paragraphs

MORE FIRES IN '53

Tulia Fire Department answered 27 calls during 1953, according to John Rice, fire marshal. Eleven of these calls were outside of the city limits. Insurance paid as a result of these blazes amounted to \$5,860.13.

During 1952, 34 calls were made, 12 of which were out-of-town. Insurance paid on these fires totaled only \$345. THE TULIA HERALD

EVEN BURGLARS CONTRIBUTE

The night of January 6, between the hours of 10:30 and morning, the Panhandle service station was broken into and about \$20 in cash, and a number of tubes possibly six or eight, cigarettes and money from the cigarette machine were taken.

Unmolested by the burglars was a counter placard, with a plastic tube to hold donations for the March of Dimes on the counter. It contained about five dollars. This was not taken by the robbers, probably realizing the intended use of the money for polio victims. THE FLOYD COUNTY HESPERIAN

LONG DISTANCE FIRE

According to Earl Ladd, of the Muleshoe Volunteer Fire Department, the local fire fighters are getting so good that far away places, including California, are sending their fires here to be extinguished by experts.

This observation was brought about by the fact that Tuesday night, January 5, the fire boys had to go to the Santa Fe tracks in the city limits to pour water on several bales of cotton which had caught fire in a box car. The boys had to pull several bales from the car before they could get to the blazing fleecy staple.

The cotton had been loaded in California, probably was going to Houston. MULESHOE JOURNAL

WIN CONNECTING CONTEST

Members of the Stephenville Volunteer Fire Department attended a meeting of the North Central Texas Fire Association at Gorman Tuesday night. The Stephenville hose and pump team won first place in the connecting contest with a time of 23.3 seconds. STEPHENVILLE EMPIRE TRIBUNE

"The communist sympathizers in high office who are wailing so loudly over the exposing of spies in the government and saying that the unfavorable publicity reflects against the national honor should consider gravely how much the cause for this investigation has brought disgrace to the nation. No festering sore on the body politic has ever been helped by covering it up." NEWAN GROVE, NEB., REPORTER

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Johnson grass farm is way out of his territory this week, as you'll discover by his letter.

Dear editor:

I noticed in a copy of a newspaper which the wind wrapped around a fence post out here the other afternoon and I removed it to keep the post from falling over where there is a lot of discussion over how many football games and other college athletic events ought to be televised.

While this problem does not directly concern me or the amount of Johnson grass I expect to have in my crops this year, it is something to think about, and I'll think about anything in preference to working.

As I understand it, colleges are worried about television, on account of more people are discovering it's nicer to sit in a comfortable living room at home than it is to fight traffic to a cold stadium, and attendance is being affected. Everybody knows football is designed as a sport, for the benefit of the players, but without a stadium-full of paid fans, universities seem to lose interest in the project, claimin softball between classes is just as good.

I do not look at it this way. Football is a wonderful spectacle, a great game, and it's desinged for the fans, whether they see it in person or on their television sets. If all the tax payers are gonna get out of colleges is college graduates, it ain't worth it.

Therefore I think you ought to start a move to get more football games televised, and also basketball games, baseball games, etc. Naturally I recognize this will cut down on attendance, in fact I can foresee the time when the annual bowl games on January 1 will be attended by only the players, the sideline tacklers, the officials and a few paper napkins blown around in the empty stadium.

Naturally this is gonna create a problem. With no paid attendance, football is gonna become a losin proposition and colleges are gonna want to shift to something else. In fact, the players themselves will loose interest.

But I've got a solution. Why don't they keep the films say of the bowl games already played, and each New Year's day just run one off on television? You take a good bowl game film two or three years old, I'll bet there aren't a tenth of the fans who can remember what happened. Every New Years just run one off, with all the sound effects, and the thing will work out satisfactorily. There must be enough film on hand now to last eight or ten years, and after that they could shut down the television stations a while and produce some more.

If you don't think this will work, you won't be by yourself.

Yours faithfully,
J. A.



MARCH OF DIMES MONTH in Texas, January 2-31, has been declared by Governor Allan Shivers, above left. As Governor Shivers signs the proclamation, he is watched by Ruth Ann Bryant, 3206 Cherrywood, Dallas, a three and one-half year old polio victim, and General Robert J. Smith of Dallas, State Chairman of the 1954 March of Dimes Campaign and President of Pioneer Air Lines. The National Foundation for Infantile Paralysis, through the March of Dimes Campaign, is seeking to raise an average of 50 cents for every person in Texas. Part of the 1954 plans are to conduct vaccine field tests in the State.

Highlights...

(Continued from Page 4)

He was a sponsor of higher teacher pay at the last session of the legislature.

Hinson, who said he would file in the Democratic ticket immediately, will be the first announced candidate in the lieutenant governor's race.

Ben Ramsey, the incumbent, has said that he will run for re-election. Shivers seeks another term as governor. Otherwise, Ramsey may be a candidate for the chief executive's job.

Republicans Plan Dinner
Texas Republicans are looking to their finances, inasmuch as they will have to hold primary elections in this state this year.

Republican leaders met in Dallas and made plans for a Lincoln Day dinner at which Senator Joseph McCarthy has been invited to speak.

Cotton Acreage Question
Hardships in drouth areas of Texas are expected unless provision is made to adjust cotton acreage allotments.

Governor Shivers reported favorable reception in Washington to his proposals for changes in the law that will allow a county to redistribute acreage unused by cotton farmers under their allotments.

Such changes, supported by Senator Price Daniel, were before the Senate in a bill which also would increase the 1954 cotton acreage.

A House agriculture committee met this week in Waco to review the cotton situation and other farm problems.

Funds Running Low
Meanwhile, State Agriculture Commissioner John C. White warned that funds for the drouth emergency feed program were running low. White temporarily closed the program.

In this connection, the governor said he had discussed the situation with U. S. officials and relief needs were being surveyed.

Shivers said about \$3,000 of state money remains available for matching federal funds.

Suspension Ruled Out
Suspension of District Judge C. Woodrow Laughlin of Alice was ruled out by the Texas Supreme Court.

Eleven lawyers who have brought court action to remove Judge Laughlin moved his suspension in order, they said, to protect the people of the 79th Judicial District against possible continued practice of the acts for which they believe the judge should be ousted. Judge Laughlin's district includes the counties of Jim Wells, Duval, Brooks, and Starr. His removal, the attorneys said, is justified by the findings of District Judge D.B. Wood, appointed by the Supreme Court as master to hear testimony in the ouster case against Judge Laughlin, whose district often is referred to as the empire of political boss George Parr.

Too Much Money
More money than they know what to do with—that's the problem of the State Board of Education.

With \$62 million cash surplus in the permanent school fund, the board worried about where to put the funds—and found no solution.

Action taken was: authorization to Chairman Thomas B. Ramey of Tyler and a committee to invest up to \$30 million in government securities prior to the March meeting, if suitable issues could be found.

Members of the board said that the state is losing about \$2,000 per day because the cash surplus is not invested.

Teachers Meeting
More about education: hundreds of school teachers from over the state convened in Austin for a mid-winter advisory conference sponsored by the Texas Education Agency.

Most of the visitors were district and county school superintendents. Also present were principals and school board members, university and college faculty members, and others interested in the public schools.

Keynote speaker at the session was Dr. Frederick Eby, professor of the history and philosophy of education at the University of Texas, who spoke on "The Centennial

Year in Texas Public Education." **Protestants Meet**

Also in session were delegates to the Texas Council of Churches, holding their first annual convocation here.

Representing 1,100,000 communicants of the 11 Protestant denominations, they considered problems as varied as racial segregation and world peace.

State Revenue Low
By the middle of this year the state treasury's general fund may be in the red.

Big slashes in oil production—more than 400,000 barrels per day—brought about a reduction of revenue at the rate of \$20 million per year. Taxes on oil production provide a major part of the state's revenues.

If oil production goes up the trend may be reversed, but as it looks now, the general revenue fund is headed for a deficit.

The state is spending at the rate of about \$1,750,000 per day, including federal money for public assistance and highways.

Tin Can Phones Work
KUALA LUMPUR, Malaya (AP)—A tin can telephone system is providing communications for Malay villages in five areas in Kelantan state, north Malaya.

The Telecommunications Department in Malaya disclosed existence of these phones in a warning issued to the villagers to have them dismantled as wires from their phone networks were interfering with regular government lines whenever they fell across them.

The Department said in a statement it "applauds the initiative of the people" and promised to fix up a field telephone system for them.

The tin can phone system consists of two cans. One end of each can is cut out and through the other end a hole is made. The ends of a length of wire, linking two villages, are attached to the cans through the holes. The open end of the can is the mouthpiece as well as the earpiece of the phone. As one speaker talks in to the open end, the listener at the other end has the open end to his ear.

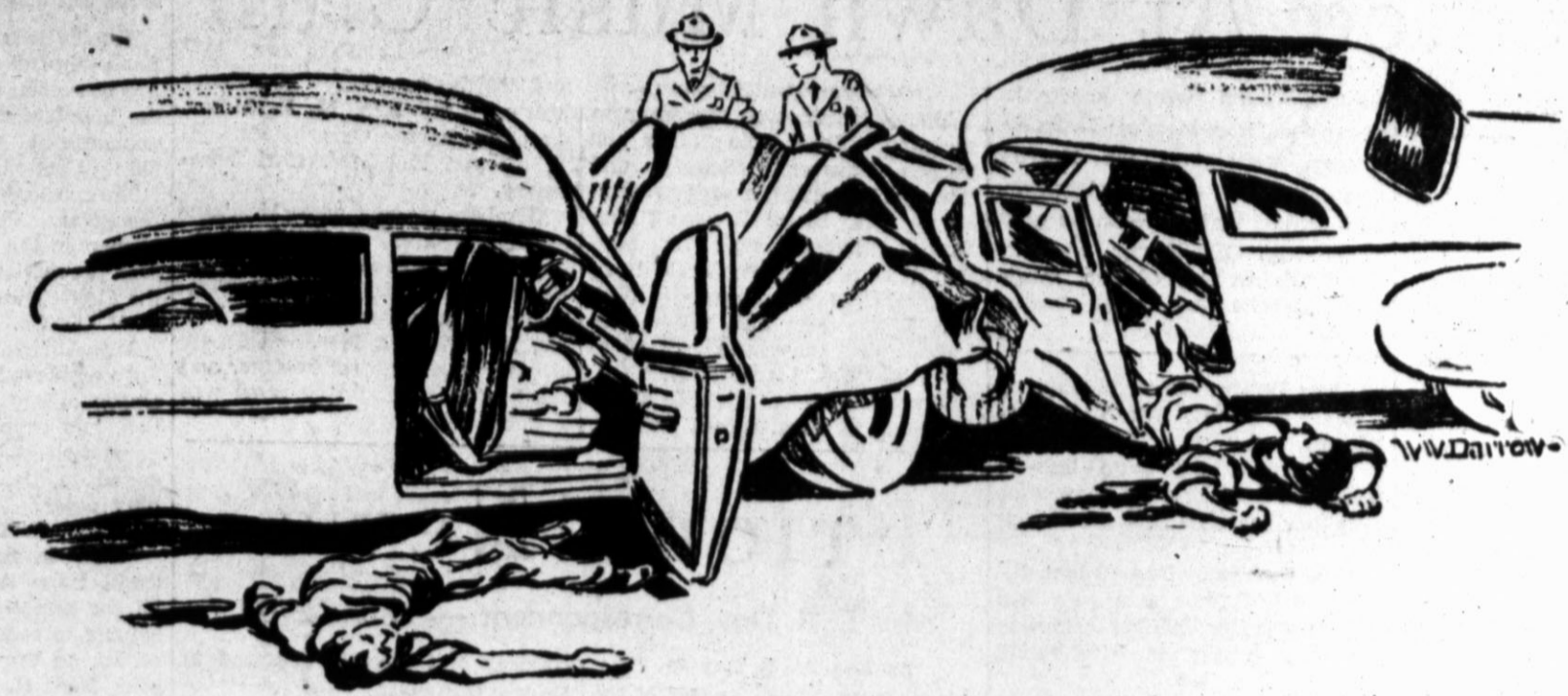
Absolute zero, the complete absence of heat is 4599.72 degrees Fahrenheit below zero.

Some scientists believe that brick was made by men 12,000 years ago.

A whale's flippers have the same five-fingered structure as the human hand and foot.

Vatican City, one-sixth square mile in area is rated as Europe's smallest independent state.

Monaco, tiny European state is about one-half square miles in area.



DEADLY WEEK-ENDS

Pleasure time is no time for accidents and sudden death, but unfortunately that is when the grim specter works overtime.

On the average week-end about 290 persons are killed and more than 13,600 injured. In a year's time, week-end and holiday casualties climb to the numbing total of 15,000 dead, 750,000 injured, or about 41 percent of all lives lost annually in traffic accidents.

With a week-end or holiday coming up, families and vacation parties swarm the roads to places of recreation, traffic is congested, driving strain increased—and then the fatal count begins.

Millions of good, bad and indifferent drivers speeding, cutting in, weaving, ignoring the rules of courtesy, challenging traffic controls, provide the lethal ingredients for crashing and killing. Add to this the potion of the drinking driver and the mixture is deadly.

When you plan week-end driving be doubly cautious. Try to avoid peak hours of travel and congested routes. Start early, return before or after the rush. Watch your driving, keep your temper, don't contest the right-of-way—and watch the other driver!

Slow down—take a little longer and bring your family home alive.



SLOW DOWN—LIVES ARE IN YOUR HANDS!

See Editorial on Page 4

HEREFORD STATE BANK

MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION

OLDSMOBILE for '54

The Car That's Showing

ONE FULL YEAR IN ADVANCE!

ON DISPLAY

WEDNESDAY, JANUARY 20th

KINSEY MOTOR COMPANY

Program On American Music Presented At Dawn Music Club

The Dawn Music Study Club met Tuesday afternoon in the home of Mrs. H. V. McCabe for a program on "American Music", with Mrs. McCabe as leader.

Discussing "From Patchwork to Pattern", Mrs. McCabe told how American music has been in the patchwork stage, having been derived from elements of foreign music, Negro and folk tunes and Indian folk tunes.

passion, and wrote successful songs for three decades; Duke Ellington, who gives the Negro's conception of music; Gershwin, who proved that jazz can be good music, and Cole Porter, who elevated the writing of jazz music to a suave and sophisticated stage.

Tax Dodgers Face Trouble
LITTLE ROCK, Ark. (AP)—Arkansans who buy from liquor stores across the state line in Missouri, Louisiana or Tennessee may face searches by State Troopers.

State Beverage Department Director Eli Collins said he's had enough of folks dodging Arkansas taxes by buying in neighboring states.

"Much of it is being bought in case lots by what we call our best citizens," Collins said in announcing he is stationing agents at out of state loading points to radio ahead to other agents waiting at the state line to catch the tax dodgers.

Musicians Influence
She told of the influences of Lowell Mason, who advocated teaching music in public schools; of Stephen Foster, who gave the masses good singable songs, of Sousa, who paved the way to public school bands; and of Walter Damrosch, who brought fine music on radio. She also mentioned MacDowell, whose compositions on Indians and nature produced a truly American pattern of music.

Mrs. H. H. Miller discussed composers of popular music who have had great influence on American music. She told of Berlin, who made ragtime music a fashionable

Selections On Program
Music selections on the program included: Cornet solo "Stars and Stripes Forever" (Sousa); and "Always" (Berlin), a song presented by Mrs. Bruce Brown; "Blue Skies" (Berlin), sung by Mrs. Henry Turner; "The Creole Love Call" (Ellington), played by Mrs. Carl Wimberley; and "Somebody Loves Me" (Gershwin), a vocal given by Mrs. Gayle Neal.

Victor Herbert's "Kiss Me Kate" was sung by Mrs. Alfred Reinart,

and "Without a Song" (De Rose) was sung by Mrs. N. R. Miller. Accompaniments were by Mrs. R. T. Stewart and Mrs. Carl Wimberley.

Members present were Mesdames Melvin May, J. B. Caraway, Gayle Neal, Reece Stewart, Bruce Brown, Alfred Reinart, Carl Wimberley, Henry Turner, H. H. Miller, N. R. Miller, Mrs. Bill Carthel, who was assistant hostess, and the hostess, Mrs. Mary Byrd was a guest.

Friena News

Mrs. E. R. Day, Correspondent — Phone 2792

By Mrs. E. R. Day Sr.
Rev. C. M. Fields, pastor of the Friena Baptist Church, left Friena the first of the week for Fort Worth where he will go to school.

Tonight at 7:30 the Business Women's Circle of the local Women's Missionary Union will have a covered dish supper and a program from the Royal Service will be presented.

Brotherhood Supper
The Brotherhood of the Friena Baptist Church will hold its regular meeting Tuesday evening at 7:30 o'clock and supper will be served and a program presented.

Mr. and Mrs. Lee Renner and Dickie and Mrs. Rudolph Renner and Cotton returned home Tuesday from different places in California, where they visited with Mrs. Renner's sisters and attended the Rose Bowl game.

Mrs. Neva Raburn of Springfield, Colo., and her father, Nat Jones of California, have been visiting in Friena with Mr. and Mrs. A. M. Drake and family.

Returns From Colorado
Mr. and Mrs. C. F. Lafion of Springfield, Colo., returned home last week after visiting in Friena and Bovina with their children. They also visited in New Mexico with a daughter.

Mr. and Mrs. Bob Jones returned home last week from Denver, Colo. where they had gone with Mrs. Mary Bogness who will make her home there.

Mr. and Mrs. James Boyles returned home last week from Stockton, Calif., where they visited with their daughter and family.

Mrs. John Charles Guinn and

children of California returned to Friena last week.

The quarterly meeting of the Tierra Blanca Associational WMU will meet with the First Baptist Church in Happy this morning at 10 o'clock. A group from the Friena Baptist Church will attend.

Mr. and Mrs. Buster Shelton and daughter of Crosbyton visited his brother, and family, Mr. and Mrs. Ralph Shelton, Wednesday.

Mr. and Mrs. J. W. Baxter returned home Thursday afternoon from Elk City, Okla., where they had been to attend the funeral of Mrs. Baxter's aunt.

Checked On Construction
Mr. and Mrs. Calain Martin of Lamar, Colo., were here Wednesday to advise carpenters about construction of their home.

Mr. and Mrs. Miles Robbins of Blunt, S. D., were here on business week.

"Whoa" Wouldn't Help
Gene Guinn, mechanic at the John Deere shop, had an unusual experience Wednesday when he went to see about a tractor in operation, plowing with a wheel guide, on the Jimmie Charles' farm. He stepped the pickup nearby and thought he could catch the tractor as it came along. He had quite a laugh because he had to chase the tractor about 300 yards. Wouldn't do any good to holler "Whoa!" to it. Such is modern farming.

Jimmie Crosley, who fell and received serious injuries at the North Plains Gin last week, is reported doing fine at the Parmer County Hospital.

Several new students have enrolled in the Friena School since January 1.

Pink and Blue
Mrs. J. B. Shirley of Hereford, formerly of Friena, was honored with a pink and blue shower in the home of Mrs. Leo Bails Thursday afternoon.

Baby name games were played after which Mrs. Shirley opened the lovely gifts.

Refreshments of devil's food cake, cocoa, coffee, ritz crackers

Nominees Wanted For Carol Lane Safety Award

Nominations for the 1954 Carol Lane Awards for Traffic Safety are now open to women throughout the country, according to an announcement from the National Safety Council.

The nation's only award which recognizes the achievements of women in the field of traffic accident prevention is administered by the Council through a grant of the Shell Oil Co.

Any American woman not gainfully employed in the promotion of traffic safety is eligible. In addition, any women's or parent's organization not professionally engaged in the traffic safety field may enter.

In Third Year
"Now in their third year, the Carol Lane Awards have revealed the effectiveness of women in helping to reduce the tragic waste of life on the nation's highways," said Ned H. Dearborn, Council president. "Women are giving tremendous and invaluable support to official agencies, schools and others, and in some cases have inspired entire community programs."

Women have improved traffic conditions in their communities through such projects as pedestrian training, driver training courses for high school students, reflectorizing and inspection of bicycles, improvement of traffic laws, enforcement of traffic regulations and schools for bus drivers, the Council said.

Of Equal Importance
The achievements of women in metropolitan areas, small towns and rural sections are of equal importance in the selection of winners as long as they represent worthwhile safety accomplishment the Council pointed out.

The awards are named for Carol Lane, women's travel director of Shell, and the top award for both the winning individual and club consists of a \$1,000 defense bond and a bronze sculpture by the noted American sculptress, Berta Margoules. Three additional honorable mention plaques are presented to winners in each category.

Trips For Winners
The four individual winners and representatives of the four winning clubs will receive expense-paid trips to Chicago for the National Safety Congress, where they will be entertained and formally receive their awards.

Information and nomination blanks may be obtained from Miss

and peanuts were served to the following guests: Mrs. A. H. Hadley, Mrs. E. M. Jack, Mrs. J. A. Wyly, Mrs. Grace Hart, Mrs. J. H. Lea, Mrs. Jim Baxter, Mrs. Mayme Adams, Mrs. Burtram Jack, Mrs. Opal Baxter, Mrs. Mildred Walters, Mrs. Lorraine Greason, Mrs. Clarence Martin, Mrs. Mildred Guinn, Mrs. Delmer Shirley, Mrs. Wayne Carthel of Hereford, and the honoree, Mrs. J. B. Shirley.

Alice Catherine Mills, director of women's activities, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. Nominations can be made through June 30, 1954.

Geographical Liquor Problem
GREENVILLE, S. C. (AP)—Police have confiscated liquor from the same spot 22 times in a year — no arrests.

The spot is in a vacant city area, close enough to be within handy reach of nearby houses when customers arrive, but not close enough to connect the contraband booze with anyone.

Sundae Is No Holiday
MADILL, Okla. (AP)—Lawrence Ables looked forward all week to eating Sunday breakfast at a cafe here because he heard a certain brand of preserves was served only on that day.

When he got his food, the preserves were missing and he asked for them.

"I waited all week because I was told those preserves were served only on Sundays," he told the waitress.

"That's right," she replied. "They're served only on sundaes."

Fire Brings Rescue
NEW HAVEN, Conn. (AP)—Fire Marshal Eugene Mulligan and a fire department inspector went to a house next door to the scene of a fire to ask if they could use the telephone. They found Mrs. Helen Peterson and her seven children all partly overcome from lack of oxygen, caused by the flame in a ventless hot water heater.

"I guess the Lord sent us to that particular house," Mulligan said later. "I don't think they would have died, but they would have been much sicker if we hadn't arrived when we did."

GOVERNMENT SURPLUS

- Two Bedroom homes with plumbing and wiring Size 20 x 26 \$750.00
- One Bedroom efficiency \$450.00
- Duplex (4 Bedroom 52 ft. x 20) \$1550.00
- Duplex 42 ft. \$1250.00
- Duplex 32 ft. \$950.00

Ready to move to your Farm or lot.

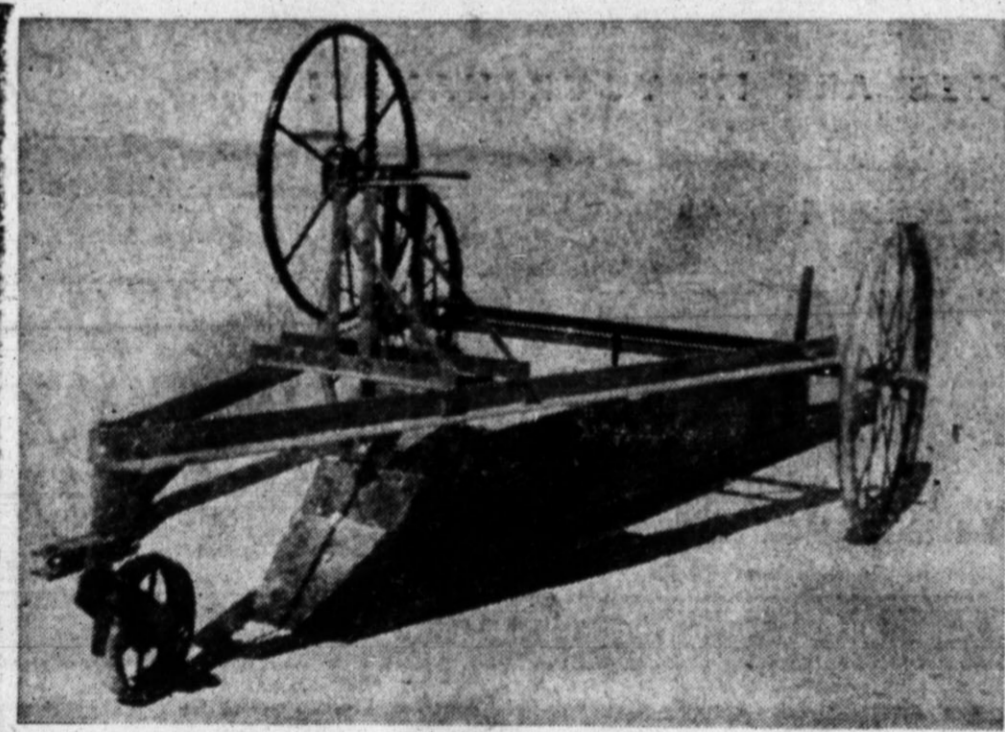
See Len Rogers, Machovec Homes, Dumas, Tex.

Phone 2-4722

Buyer pays moving cost of \$50. plus \$1.00 per mile. \$75.00 plus \$1.00 per mile on Duplex.

Closed on Sundays

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- Large hand wheel for easy raising and lowering or
- Hydraulic control using any 8" Stroke cylinder
- Adjustable for any width ditch up to 5 1/2 feet from bank to bank
- Cleans out wet ditches
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- Rear wheels adjustable to 84" in width
- Any size tractor can handle • Weight 700 lbs.
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JOB!

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WHEN YOU BUY CONCRETE

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Crowe-Gulde Cement Co. of Hereford 1st & GOUGH ST. PHONE 1722

You'll Be As Busy As

A Little Bee Next

HARVEST TIME

- IF -

YOUR CROPS HAVE AMPLE WATER!

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LET'S TALK irrigation . . . with FAIRBANKS-MORSE DEEP WELL TURBINE PUMPS THE POMONA LINE

Yes, and these Fairbanks-Morse Turbine Pumps talk it at its most economical and efficient level. You see, Fairbanks-Morse Turbine Pumps . . . the Pomona line . . . have many advantages . . . whether you need oil or water-lubricated pumps. You can readily adjust capacities on these pumps by merely turning a nut in the top of the motor head — this means savings for you through no wasteful throttling!

And remember that all steel parts subject to corrosion in Fairbanks-Morse Pumps are protected by "Fairmortesting," a rust-repellent process that means longer life and better service from your pumps. Drop in and let's talk soon.



CLOWE & COWAN, INC

Summerfield NEWS

By Ann Lookingbill

Those attending the Baptist workers' conference in Friona were Rev. and Mrs. Don Larkins and boys, Mr. and Mrs. Buck Green, Mrs. C. R. Walsler, Mrs. W. Walsler and Mrs. Earl Lance, Mr. and Mrs. Charles Harkin of Truth or Consequences, N. M., visited in the homes of Mr. and Mrs. Ky Lawrence and Mr. and Mrs. J. B. Noland last week.

Mr. J. E. Larrick of Colorado Springs, Colo., stopped to call on Ed Clark recently as he was passing through on a business trip.

Mr. and Mrs. Lenard Latham spent Monday night visiting friends in Ropesville and returned home Tuesday.

Visited In Spur

Mr. and Mrs. D. M. Thomason, Mr. and Mrs. J. W. Thomason spent last weekend visiting relatives and friends in Spur.

Those enjoying an old time musical party in the home of Mrs. J. A. Noland were: Henry Ely of Plainview, Wes Cox of Phoenix, Ariz., Mr. and Mrs. Clyde Smyth-ers, Jess Scott, Mack Noland Mr.

and Mrs. Joe Story, Janice and Gary; Mr. and Mrs. Bradley Lookingbill, Debby and David of Hereford; Charlie and Betty Noland; Mr. and Mrs. J. B. Noland, Linda, Jerre and Larry; Mr. and Mrs. O. L. Noland and Othena, Brit Clark, Mr. and Mrs. Wiley Nance and Mike of Lockney; Mr. and Mrs. L. B. Lookingbill, Bill, Ann and Fred of Summerfield. Mr. and Mrs. Nance spent Saturday night and Sunday visiting his sister, Mrs. J. B. Noland. They went home by way of Canyon to visit their daughter, Mrs. Mayme Lou Harp.

Kenneth Walsler On TV

Several people who have television were happy to see Kenneth Walsler of our community last Sunday afternoon on the quizdown program.

Mr. and Mrs. Luther Foust of Plainview spent Sunday visiting in the home of her aunt and husband, Mr. and Mrs. Lee Curry.

Mrs. J. A. Noland spent Monday and Tuesday visiting in the home of her son and his wife, Mr. and Mrs. Jim Noland of Amarillo. Mr. and Mrs. L. H. Lookingbill, Sr., were visitors in Amarillo Monday.

Attended Convention

Rev. and Mrs. Don Larkins and



THIS HEREFORD HOME is owned by Mr. and Mrs. Loyd Neill, 304 Avenue J. Mr. and Mrs. Neill moved into the house in August of 1950. The house has four rooms, a living room, two bedrooms, kitchen and bathroom. It is painted white with a brown trim. (Staff Photo)

their sons, Steve and Gary, and Mr. and Mrs. Guy Walsler were in Fort Worth attending the Baptist Convention this week.

Mr. J. B. Noland and Larry, Mrs. J. B. Noland and Mrs. Ky Lawrence have gone to Truth or Consequences to spend two or three weeks.

Mrs. Lee Curry and Bette Jean Noland are on the sick list this week.

Leaving Field Work
This cold weather is really making the farmers leave the field work for a warmer day.

Mr. and Mrs. Ray Bodkins, Mr. and Mrs. Carl Lee and Mr. and Mrs. Kenneth Christie are driving new cars.

Mr. and Mrs. Henry Kuper had an old-time hog butchering Mon-

day. Those taking part were: the Walter Kupers, the L. J. Kupers and the H. J. Kupers.

Pete Hansen of Lubbock visited in the home of Ray Johnson Sunday. David returned home with his father.

Courthouse Records

Deeds of Trust

H. E. Henslee, et ux, to the First Federal Savings and Loan Association of Amarillo, being a part of Block No. 11, Evans Add.

G. W. Brumley, et ux, to the Federal Land Bank of Houston, Lot 49, Block No. 1, Allison Sub.

W. Jeff Parton, Jr., et al, to Joe Ballinger, being a part of Section No. 112, Block M-7.

O. R. Sanders, et ux, to the Connecticut General Life Insurance Company, all of Section 34, Township 4 N. Range 3 E. Capitol Syndicate Subdivision.

J. H. Honea, et ux, to the First Federal Savings and Loan Association of Clovis, N. M., the W 78.71 feet of Lots 21 and 22 and the W 78.71 feet of the N 40 feet of Lot No. 23 of the Hough Sub. of Blk. 33, Evans Add.

Warranty Deeds

Ned Hogan, et ux, to Raymond Higginbotham, et ux, being an undivided interest in and to all of the SW 1/4 of Sec. No. 70, Blk. K-3.

W. F. Ponder, et ux, to H. E. Henslee, being a part of Blk. No. 11, Evans Add.

Charles E. Huston to Stacy M. Scott, et al, 497.3 acres of land out of Sec. No. 66 in Blk. M-7.

Stacy M. Scott, et al, to Ira Scott and H. V. Lee, 497.3 acres of land out of Sec. No. 66 in Blk. M-7.

Joe Ballinger to W. Jeff Parton, Jr., et al, being a part of Sec. No. 112, Blk. M-7.

Lavern Wesley Winfrey, et ux, to Fred C. Winfrey, all of Sec. No. 11; all of the N 1/2 of Sec. No. 36; and of the E 1/2 of Sec. 25; all located in Township 4N, Range 3 E, and all of the S of Sec. No. 2 Township 4N, Range 3E.

Ray Evans, et ux, to Jesus Moreno, a part of Blk. No. 5 of the Welch Add.

J. M. Hanby to W. L. Brink, being a part of Blk. No. 5 of the Welch Add.

New Autos

Roy Delashaw, 1953 Ford, 1-4; E. C. Reinauer, 1953 Studebaker, 1-4; McCullough Motor Company, 1954 Plymouth, 1-4; Leo V. Gallagher, 1953 Buick, 1-5; Dick Axe, 1953 Ford, 1-5; Earl Richards,

Cattle Horns Provide Carving Materials

Dallas (AP)—H. H. Belcher carves cattle horns into polished reproductions of animals, birds and flowers.

His tools are a wood rasp, a coping saw and jackknife.

About 400 Objects

Belcher, a 75-year-old retired cabinet maker, has carved approximately 400 objects in 10 years.

"It's fascinating," he says. "You can never tell from the outside what colors or markings you will get when you remove the horn's outer coating."

Range of Colors

In his home are sailfish, seals, ducks, deer, a coiled cobra, turtles a black panther. They range in color from cream through amber, mahogany and black.

Belcher, who lost the sight of his left eye 65 years ago when a playmate hit him with a sunflower stalk, works in the garage of his son's home. He can transfer horn into the likeness of a bird feather or flower petal.

He has won prizes in hobby shows at Toronto, Canada, and Detroit.

The Gulf Stream flows through the 100-mile-wide Straits of Florida at an average rate of 7.245 million gallons a second says the Woods Hole Oceanographic Institution.

1953 Ford, 1-5; Adolph Knabe, 1953 Chevrolet, 1-6; Lloyd Neil Smith, 1953 Ford, 1-6; Mrs. Mary G. Phillips, 1954 Plymouth, 1-7; Jack E. Morley, 1954 Ford, 1-8; Dalton L. Criswell, 1953 Oldsmobile, 1-9; City of Hereford, 1953 Ford, 1-8; Leon Smith, 1953 Buick, 1-9; Cleo C. Forson, 1953 Studebaker, 1-9.

Personals

Edd Cardinal and his brother, G. L. Cardinal of Floydada, returned yesterday from Stockton, Calif., where they attended the funeral services of their mother, Mrs. Pete Cardinal.

Mr. and Mrs. Ralph McCullough,

139 Texas Ave., left Wednesday for Corpus Christi, Port Aransas and the Rio Grand Valley on a vacation and fishing trip. They plan to be away about two weeks.

Mr. and Mrs. O. L. Click, 505 N. Roosevelt St., have returned from Paris, Tenn., where they spent the Christmas and New Year's holiday with their son and

family. Mr. and Mrs. Jesse Click and baby. Their daughter-in-law and grandson returned to Abilene with them where they are visiting her parents, Mr. and Mrs. J. C. Stovall.

Crucifixion was the form of execution used by the Romans for condemned persons who were not Roman citizens.

The folks at Big "T" Pump Company are

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CONSIDER THIS!

Of course, we're also proud of the fine pumps we sell, but no matter how good a pump is, it's NO BETTER THAN THE SERVICE BEHIND IT! And . . . this is where we excell . . . we have one of the finest service department available anywhere, servicing all makes of pumps, from A to Z. We have spent a considerable amount of money in the past, so that you will be assured of fast, efficient service when you bring your pump troubles here.

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East Highway 60

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Again in 1954—of all the lines of cars—

CHEVROLET IS LOWEST PRICED!

As in years past, Chevrolet is first in cost with the lowest-priced line of cars. Because of greater buyer preference, year after year, more Chevrolets are built than any other car. This, in turn, means mass production economies that are passed on to you in terms of higher all-round quality at lower cost.

And this year, Chevrolet brings you more "money's worth" . . . more downright dollar value than ever before! The new '54 Chevrolets are brimming with new Fisher Body beauty outside and in. You get new high-compression power, too, combined with money-saving gas mileage.

In addition, Chevrolet for '54 is first in the low-price field with a complete choice of automatic power features—conveniences like Powerglide, Power Steering, Power Brakes, Automatic Front Window and Seat Controls.* Of course, these options cost extra, but a new Chevrolet with all the power features you want actually delivers for less than most other makes without them.

Come in and see all the wonderful new things you get in the new Chevrolet—the lowest-priced line in the low-price field.

*Power Brakes available only on Powerglide models. Automatic Front Window and Seat Controls only on "Two-Ten" and Bel Air models.



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on your savings with proved safety

Open an account now . . . add to it regularly!

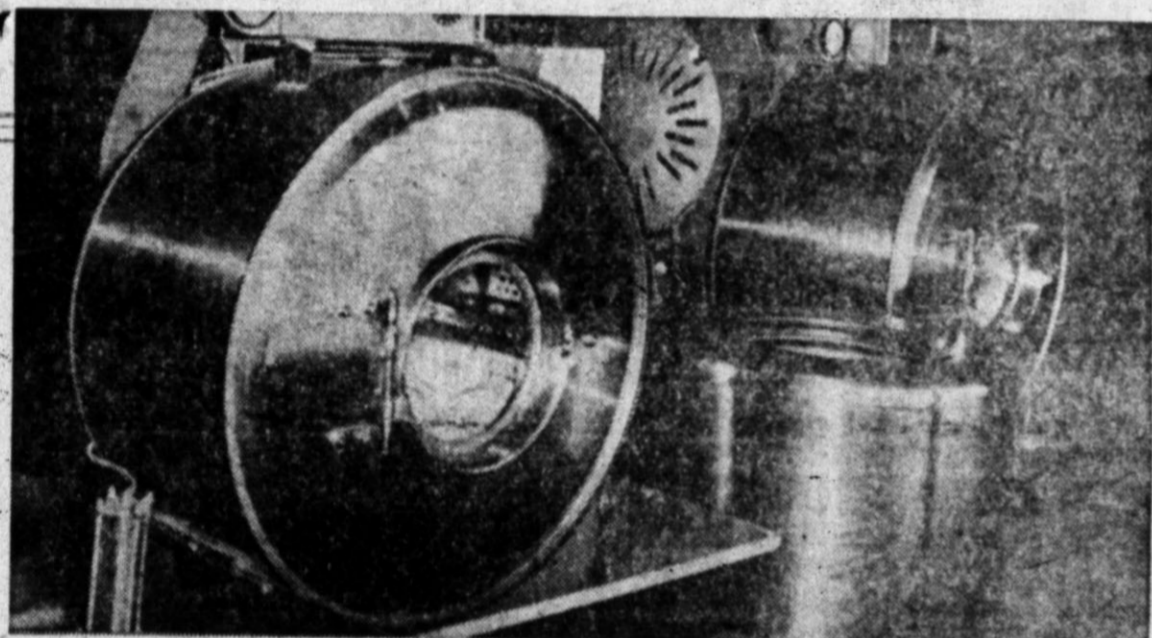
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Clovis, N. M.

See ELIZABETH WOMBLE

INSURED SAFETY up to \$10,000 for each week



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WASHATORIUM

featuring

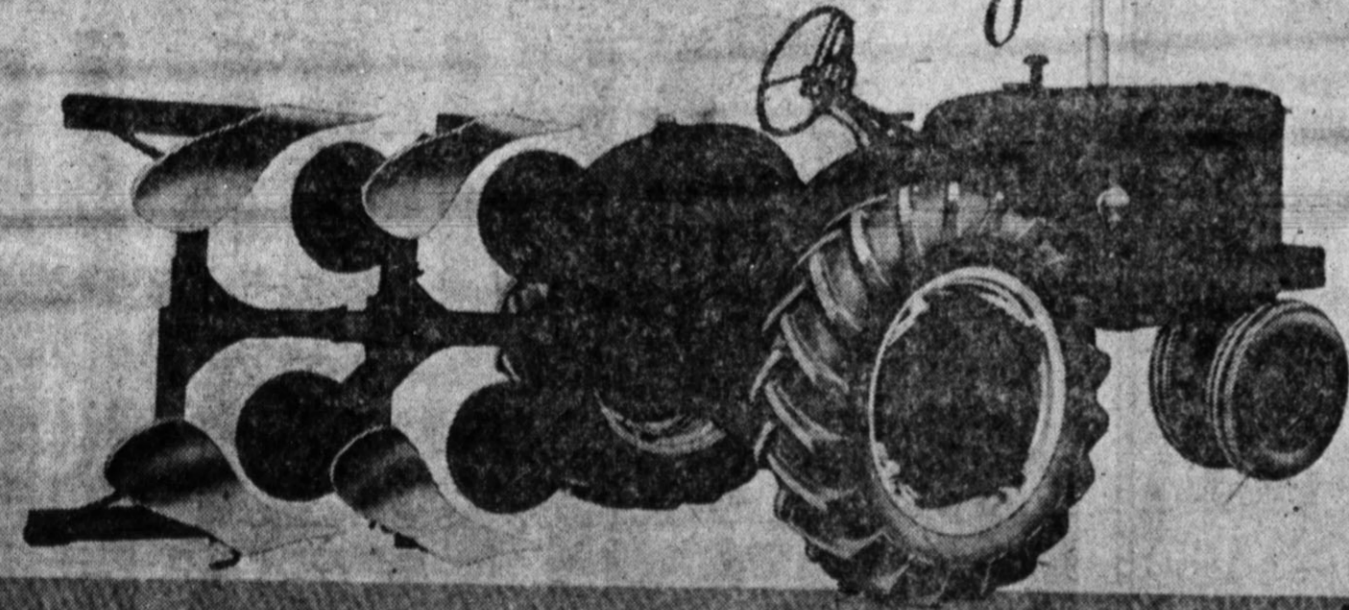
2-HOUR, CASH and CARRY LAUNDRY SERVICE

Entrance on Second Street

Hereford Laundry & Dry Cleaners

Phone 298

Fast, Economical Plowing!



TWO-WAY TWO-FURROW SPINNER-TYPE PLOW . . .

- IDEAL FOR IRRIGATED LAND
- BUILT FOR QUICK MANEUVERING
- HIGH CLEARANCE AT ALL TIMES
- CAN BE ADAPTED TO OTHER MAKES OF TRACTORS

JACOBSEN BROS. INC.

SCHOOL LUNCH MENU

(The following menus for January 18-22 are published by the Hereford Brand as a weekly public service. Mrs. Claude Francis is supervisor of Hereford Public Schools lunch rooms.)

- Monday**
Meat Balls... Tomato Sauce
Mashed Potatoes... Carrot Sticks
Buttered Green Beans
Bread... Butter... Milk
Oatmeal Cookies
- Tuesday**
Hamburger... Buns
Sliced Tomatoes... Lettuce
Onions... Pickles... Mustard
Sliced Peaches... Milk
Chocolate Cake
- Wednesday**
Chicken-Rice Loaf... Giblet Gravy
Buttered English Peas
Fruit Salad... Cranberry Sauce
Hot Rolls... Butter... Milk
Ice Cream Sticks
- Thursday**
Frito Pie
Seasoned Pinto Beans
Combination Vegetable Salad
Bread... Butter... Milk
Orange Halves
- Friday**
Salmon Patties
Black-eyed Peas
Sliced Tomatoes
Bread... Butter... Milk
Apricot Cobbler

The Real McCoy's
By Iahn and George



RECKON THAT LITTLE GAL SHOULD BE FULLY COVERED WITH...

JOHN McLEAN
Insurance Agency
23 Years of Insurance
Know How!

127 West 3rd Phone 273



THESE HAPPY YOUNGSTERS were sharing in birthday celebrations for Merle Carmichael at a party given by her mother, Mrs. Troys Carmichael, on her seventh birthday, January 7. Included in the picture are first row, from left: Penny Jones, Penny Johnson, Cheryl June Parker, Nancy Martin, Cheryl Edmonson, and Patsy Pottorff. Second row: Barbara Jean

Griffin, Alice June Calloway, Gail Witherspoon; Merle Carmichael the honoree; Betty Scott, Susan Stapp, Camelia Ann Anderson, Sande Winkler and Shari Carmichael. Third row: Mrs. Troys Carmichael; Mrs. A. O. Thompson, the honoree's grandmother; Barbara Gresham and Phyllis Jean Ward (A. O. Thompson Photo)

This Tastes Good in Texas

- | | |
|---|--|
| Foods and Nutrition Specialists
Texas Agricultural Extension
Service A&M College
Recipe of the Week
SWEET POTATO PIE
1 1/2 cups mashed sweet potatoes
2 egg yolks, beaten
2-3 cup brown sugar
1/4 teaspoon ginger | 1/2 teaspoon cinnamon
1 1/2 cups milk
1/2 cup cream
1 teaspoon vanilla
1 lemon, rind and juice
3/4 cup pecans or black walnut meats (optional)
1/4 teaspoon salt
2 egg whites |
|---|--|

Combine sweet potatoes with all ingredients except salt and egg whites. Add salt to egg whites and whip them until they are stiff and fold them into the combined ingredients. Fill the pie shell. Bake the pie in a hot oven (450 degrees F.) for 15 minutes, and in a moderate oven 325 degrees for an additional 30 minutes.
By using the 1 1/2 cups milk this is a very light filling. If you prefer it heavier use only 1 cup of milk and cream in all.

- Let's Eat This For One Day**
- | | | |
|--|---|--|
| Breakfast
Oatmeal
Brown sugar
Cream
Biscuit
Butter
Honey
Bacon
Milk
Coffee | Dinner
Roast Beef
Buttered Onions
Green Beans
Tossed Salad with Garlic Dressing
Bread
Sweet Potato Pie | Supper
Potato Soup
Carrot Sticks
Crackers
Pickles
Cookies
Milk
Fruit |
|--|---|--|
- Timey Tips**
1. Plentiful foods for November include beef, potatoes, onions.
2. The 1953 crop of sweet potatoes is larger than last year's crop. The quality is good, and prices attractive at this time of the year. Plan to use them often.
- Tax Audit Ordered**
LITTLE ROCK, Ark. (AP) — An audit for every business in the state collecting sales taxes has been ordered by Revenue Commissioner Vance Scurlock after a spot check in 12 towns. The check showed only 68 per cent of the firms were collecting the full tax and that 5 per cent were collecting no tax.

1st 1st
YES, YES -- We're Blowing Our Own Horn
and only show that recognizes the occasion of your anniversary with a free pass.
and only show that provides special "Child Seats" for your children's comfort. Parents inquire upon entering Theatre.
Deaf Smith County's biggest baby sitter.

STAR THEATRE

SUN. MON. TUE.

OFF THE RECORD...
They're the Greatest Laugh Team of All Time!

BOB HOPE MICKEY ROONEY MARILYN MAXWELL
OFF LIMITS

WED. THUR.

This one is rough and tough for any movie goer, it stresses **MURDER, MAYHEM and GORE** by the carload.

Bullet-Force **FURY**... Tight-Skirted **TEMPTATION!**

JOHN PAYNE EVELYN KEYES
99 RIVER STREET

- Anniversaries from Thursday, January 14 - Saturday, January 16:
- Mr. & Mrs. Loyd Airhart
 - Mr. & Mrs. H. L. May
 - Mr. & Mrs. Fred Inman
 - Mr. & Mrs. Lewis West
 - Mr. & Mrs. Burl Pottorff
 - Mr. & Mrs. O. L. Massey
 - Mr. & Mrs. W. H. Awtry
 - Mr. & Mrs. L. E. Hendrick
 - Mr. & Mrs. Elbert Hendricks
 - Mr. & Mrs. L. H. Woodford
 - Mr. & Mrs. C. W. Edwards
 - Mr. & Mrs. Glenn Hopson
 - Mr. & Mrs. J. S. Orr
 - Mr. & Mrs. Ed Sevier
 - Mr. & Mrs. H. I. Nickerson

TEXAS

SUNDAY ONLY
A Technicolor Musical
Randolph Scott
Gypsy Rose Lee
Dinah Shore
Bob Burns

BELLE OF THE YUKON

TUES. - WED.
The Golden Hawk

Technicolor
Starring FLEMING - Sterling HAYDEN

We were a long time buying SHANE—but we wanted to bring it to you at a regular ADULT ADMISSION and we did.
ADULT - 60c — CHILDREN - 25c — INCLUDING FEDERAL TAX

5 BIG DAYS STARTING FRIDAY



There Never Was A Picture Like

SHANE

color by Technicolor

ALAN LADD • JEAN ARTHUR
VAN HEFLIN
- GEORGE STEVENS' -
SHANE

YOUR ONLY REAL SECURITY -- A HOME OF YOUR OWN!

TAKE STOCK NOW!

In What Condition Is Your Storage Space

WISE FARMERS

KEEP THEIR FARM BUILDINGS IN REPAIR!

Mr. Farmer! Have you taken stock of your Farm Buildings lately? What condition are they in? You'll be wise to keep those farm buildings in top-notch shape, and right now, during the off season, is an ideal time to work on them. Don't let your machinery be stored in a building with a leaky roof... it might as well set outside. Why not drop by the Carl McCaslin Lumber Company today and let us give you a FREE ESTIMATE. You'll save, by doing it NOW!

USE OUR BUDGET PAY PLAN

Carl McCaslin Lumber Co.
A Complete Building Service
1 Block East of Courthouse Phone the Lumber Number 7

TOP O' TEXAS

HEREFORD BREEDERS

SHOW and SALE

— PAMPA —
WEDNESDAY, JANUARY 27, 1954
JUDGING: 9:30 A.M. SALE: 12:30 P.M.

Fifty Five Head of Choice Cattle

40 BULLS 15 FEMALES

CONSIGNORS

- John A. Baggerman & Sons, Groom, Texas
- Alex Born & Sons, Follett, Texas
- J. P. Calliham, Conway, Texas
- Clyde L. Carruth, Pampa, Texas
- George Coffee, White Deer, Texas
- Douglas Coffee, White Deer, Texas
- Frank M. Carter, Pampa, Texas
- Combs & Worley, Pampa, Texas
- Paul Dauer, Panhandle, Texas
- C. J. Frantz, Jr., Waka, Texas
- C. J. Frantz & Sons, Waka, Texas
- F. Jake Hess, McLean, Texas
- R. H. Holland, Perryton, Texas
- Wayne Maddox, Miami, Texas
- George L. Miller, Happy, Texas
- Robert L. Newton, Lark Texas
- M. C. Overton, Jr., Pampa, Texas
- Tomie M. Potts, Memphis, Texas
- H. H. Reeves, Shamrock, Texas
- Lyndon H. Sims, Wheeler, Texas
- Jerry Thomas, Pampa, Texas
- Gordon Whitener, Wheeler, Texas
- R. T. Alexander & Sons, Canadian, Texas

JUDGE: Glen Bratcher AUCTIONEER: Col. Walter Britten
SHOW AND SALE WILL BE HELD IN NEW BARN

CLARK DIKE

by
RAY GOTTO



ALL BUSINESS IS LOCAL

Don't go "buzzin' around" looking for bargains! Shop Hereford—where you'll find every type of merchandise—every modern service—you could possibly want. And you'll appreciate the near-to-home convenience, the extra stopping time that's yours, when your business is local! Shop at home, and save!



The Sunday Brand

Houston, Texas

Our Slogan "More People—More Fun!"

BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE—

EH? WHAT'S THAT?

I SAID THERE WAS AN **EXPLOSION**, MR. SEALYHAM.

A WHAT?

AN EXPLOSION!

EH? DID SOMETHING HAPPEN?

EXPLOSION WHISTLES BLEW OFF CALLOPE.

YOU'RE THE ENGINEER. FIX IT! I WISH TO ENJOY THIS CHILD'S SWEET MUSIC.

IMPOSSIBLE NO MORE WHISTLES.

THEN FULL SPEED TO NEW YORK! AND DON'T YOU WORRY, DEAR CHILD. I'LL BUILD YOU A NEW CALLOPE—A **SUPER CALLOPE**—THE **BIGGEST AND LOUDEST** CALLOPE ON EARTH! EVERY EVENING YOU'LL PLAY ME TO SLEEP.

THERE'S GONNA BE TROUBLE, GUYS.

IF SHE SAYS YES, OVERBOARD SHE GOES.

NO

BUT WHY NOT? I'LL PAY YOU **ANYTHING! A THOUSAND A WEEK! TWO THOUSAND! THREE!**

IT'S REAL SWEET OF YOU, MR. SEALYHAM, AND I APPRECIATE YOUR LIKING MY MUSIC, BUT **NO.**

I HAVE IT, MISS SWEENEY! I'M A LONELY WIDOWER—MARRY ME AND WE'LL CRUISE THE WORLD! JUST YOU AND I, WITH YOUR STEAM CALLOPE PLAYING SOFTLY IN THE MOONLIGHT.

REALLY, MR. SEALYHAM.

NO

IT'S A GOOD THING YOU DIDN'T ACCEPT, SISTER.

HEY, DON'T YOU KNOW THE OLD GOAT'S WORTH **MILLIONS?**

YES, I KNOW.

THEN WHY DIDN'T YOU SAY YES?

IF YOU MUST KNOW THE TRUTH, I CAN'T STAND THAT NOISE ANY LONGER, **MYSELF.**

BLONDIE
by
CHIC YOUNG

DAGWOOD, MY WIFE LOCKED ME OUT 'CAUSE I STAYED OUT SO LATE PLAYING CARDS WITH THE BOYS

IT'S TWO A.M.

I HOPE YOU'LL BE COMFORTABLE ON THE SOFA, HERB

YOU'RE A REAL PAL

RING

NOW, WHO CAN THAT BE?

I WAS IN THE SAME GAME WITH HERB WOODLEY, AND MY WIFE LOCKED ME OUT, TOO

YOU CAN SLEEP ON THE FLOOR

I HOPE THE FLOOR WON'T BE TOO HARD, FRED

Z-Z

GOOD NIGHT, DAGWOOD

RING

SOME MORE OF YOUR FRIENDS

WE WERE IN THE GAME AND WE'RE ALL LOCKED OUT, TOO

NOW, BOYS, IF YOU'RE ALL COMFORTABLE, I'LL GO BACK TO BED, MYSELF

Z-Z

Z

RING

THERE CAN'T BE ANY MORE!

WHERE ARE OUR HUSBANDS?

IT'S OUR WIVES!

CHIC YOUNG
47

THE HUSBANDS HAVE GONE. QUICK, RUSH DOWNSTAIRS AND TAKE CARE OF THE WIVES

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**Shop In Hereford
For Your Best Buys!**

THE KATZENJAMMER KIDS



ALL BUSINESS IS LOCAL

Our feathered neighbor above "shopped" locally . . . got what she wanted quickly, without tiresome travel. Meral: Local business is smart business. For when you shop with your Hereford Merchants, you get all the top-brand merchandise at fair and honest prices . . . plus extra service without inconvenience. Shop at home and save!



MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

ON DR. GALE'S AFRICAN FARM...

A KIND OF LIZARD, DR. GALE. BUT LIKE NOTHING ANY MAN HAS EVER SEEN BEFORE. ABOUT FIFTY FEET HIGH.



1



IN THE DARKROOM, WHEN MANDRAKE'S CANDID PHOTO IS DEVELOPED AND ENLARGED--

THIS IS --IMPOSSIBLE! TYRANNOSAURUS REX! A DINOSAUR!



2

THE MIGHTIEST FLESH-EATER IN THE HISTORY OF THE EARTH! BUT HIS KIND DIED OUT A HUNDRED MILLION YEARS AGO. IMAGINE--A PHOTO OF ONE!

WHAT'S HE DOING IN 1954?



3

I'M AFRAID--I DID IT! IN MY EXPERIMENTS HERE, I TRIED TO "BREED BACK" ANIMALS-- TO FIND THE ANCESTOR TYPES OF MODERN ANIMALS.

I DISCOVERED A RAY TO SPEED UP THE PROCESS.



4

SEVERAL YEARS AGO, I PUT AN EGG FROM THIS BIG LIZARD UNDER THE RAY. INSTEAD OF ONE MINUTE, IT WAS UNDER THE RAY ALL NIGHT. WHATEVER WAS IN THE EGG ESCAPED.

AND GREW INTO "REX"!



5

SO--I BRED THIS ANCIENT MONSTER? I DON'T KNOW WHAT KIND OF WEAPON CAN KILL HIM, BUT HE MUST BE DESTROYED!

DESTROYED? NO, DR. GALE! LET'S CAPTURE HIM ALIVE!

OH--NO! HOW?



6

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CONTINUED--

SHOP

With the Friendly Merchants
of Hereford
Help Keep Hereford Ahead

KING of the ROYAL MOUNTED

by
ZANE
GREY



GOOD HUNTING, SERGEANT KING! BRR! I CERTAINLY DON'T ENVY YOU!

THANKS FOR YOUR COOPERATION, CONDUCTOR... BETTER "HIGH-BALL" THE TRAIN BEFORE YOUR PASSENGERS GET CURIOUS! SO LONG!



NUMBER FOUR CLANKS TO A HALT ON ORE HAMMER MOUNTAIN GRADE, ONLY FOR A MOMENT, TO ALLOW A PASSENGER TO DISEMBARK... A MOUNTIE!

BRR! IT'S BELOW ZERO OUT THERE... THAT MOUNTIE IS SURE WELCOME TO HIS JOB AS FAR AS I'M CONCERNED!

YOU SAID IT, CHARLIE! I'LL STICK CLOSE TO THIS NICE WARM BOILER!



LOST GHOST HILLS ARE SEVENTEEN MILES NORTH. M'COY'S PLANE LOST RADIO CONTACT THERE... WHEW! NO WONDER THE SEARCH PLANES COULDN'T GET THROUGH!



I DON'T EXPECT TO FIND M'COY ALIVE, BUT I'VE GOT TO LOCATE HIS SHIP... I MUST FIND IT BEFORE IT FALLS INTO UNFRIENDLY HANDS!



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MEANWHILE... LOOK, BULLET! A FIRE! A CAMPFIRE!

A STROKE OF LUCK! STAY WITH THE DOGS! WE MUST SURPRISE HIM... HE MUST NOT HAVE TIME TO DESTROY WHAT WE SEEK!



Jim Grey 1-17



ALL BUSINESS IS LOCAL

When you make a "local call" at any of your Hereford Merchants, you find famous-brands, new merchandise . . . wide selections . . . prices as low or lower than elsewhere—and the kind of courteous, individual attention that makes shopping locally a truly pleasant experience! Shop at home,, and save!

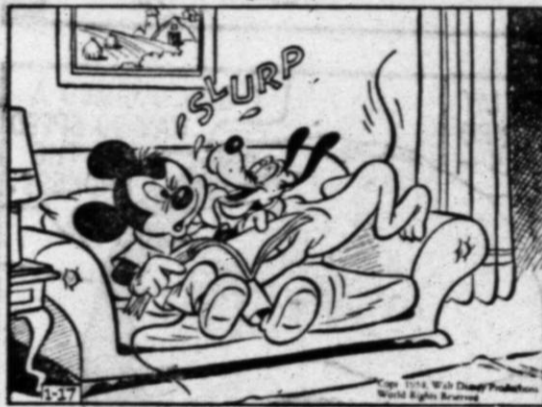
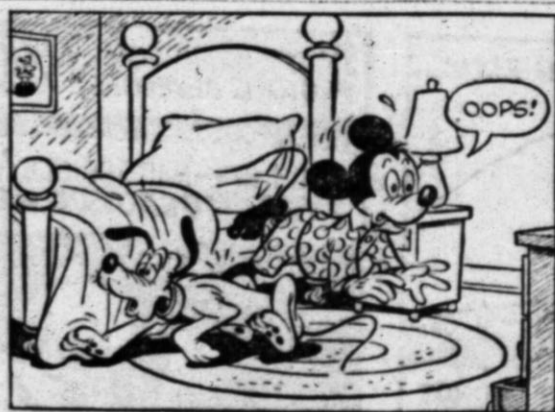




SHOP

With the Friendly Merchants
of Hereford
Help Keep Hereford Ahead

WICKKEY MOUSE
by WALT DISNEY



UNCLE REMUS
AND HIS TALES OF BRER RABBIT

WHY BULLY COME WHEN BRER FOX TRY'N' TO MATCH INTELLY GUNCE WITH BRER RABBIT.



US ALWAYS BUMPS BACK INTO WHUT US RUNS FRUM!



ALL BUSINESS IS LOCAL

Lemonade or garden spade . . . candy bars or motor cars, you'll get a better deal if it's a local deal. Only your Hereford Merchants are equiped to give that personalized friendly attention that makes your daily shopping busines a real pleasure! Shop at home!



LITTLE ANNIE ROONEY

by
BRANDON WALSH
AND
DARRELL MCCLURE



DON'T YOU WORRY, MR. JULIUS~ NOTHIN' IS GONNA HAPPEN TO THE BUS THAT'S BRINGIN' YOUR WIFE AND KIDS~

IT WAS A LUCKY NIGHT FOR ME WHEN I STUMBLED IN HERE~ JOBLESS, WET AND HUNGRY~ AND YOU GAVE ME SHELTER FROM THE STORM~



MR. COBB GAVE ME A JOB~ AND NOW I'LL HAVE MY WIFE AND KIDS WITH ME AGAIN~ MY OWN LITTLE FAMILY~

GEE~ IT MUST BE TERRIBLE GRAND TO HAVE A FAMILY ALL OF YOUR VERY OWN~



BUT YOU ARE GOING TO HAVE A FAMILY OF YOUR OWN~ MR. AND MRS. COBB PLAN TO ADOPT YOU AS THEIR OWN CHILD~

I KNOW~ BUT IT'S JUST LIKE A DREAM~



MEANWHILE
MINNIE MEANY~ HI YA, KID~ AM I GLAD TO SEE YOU! WHATEVER THE JOB IS I'LL TAKE IT, AN~

KEEP YOUR NOISY TRAP SHUT, BABY-FACE BOGGS, OR WE'LL BOTH LAND IN THE SOUP!!



ARE YOU KIDDIN'? YOU MEAN YOU'RE GONNA BREAK AWAY FROM YOUR OLD LADY? THAT'S BAD~ IT'S RISKY DOUBLE-CROSSIN' YOUR OWN MOTHER~

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KEEP YOUR ADVICE~ DO YOU WANT TO PICK UP A BUNDLE OF EASY MONEY FAST? IF YOU DON'T~

DID I SAY NO? IF IT'S MONEY I'LL BE ALL EARS AND NO MOUTH~



THIS IS A HIJACKING JOB~ MY MOTHER IS PLANNING TO FIND A LITTLE KID AND MAKE A HUNDRED GRAND~ OUR JOB IS TO STOP HER~ SHE WON'T DARE YELL TO THE LAW~ CATCH ON?

I KETCH, BABY~ I KETCH~

1-17

Shop In Hereford
For Your Best Buys!

RUSTY RILEY

by FRANK GODWIN



**Trade In Hereford
For Your Best Buys!**

JOHNNY HAZARD

by FRANK ROSSIN



JOHNNY, VALERIE AND ESTABAN HAVE ESCAPED FROM BASIL, AND MOVE DOWNSTREAM TOWARD MANDALAY ABOARD THE PACKET BOAT! BUT NOW... A NEW THREAT DEVELOPS IN...CAPTAIN SHARK!

NOBODY COMMANDS THIS BOAT EXCEPT ME, CAPTAIN SHARK... AND RIVER PIRATES DON'T LIVE TO STAND TRIAL WHEN I CATCH 'EM!

YOU'RE MAKING A MISTAKE, CAPTAIN! WE'RE NOT PIRATES... AND IF YOU'LL GIVE ME A CHANCE TO EXPLAIN...



WELL, CAP'N SHARK... THAT FUSILLADE SHOULD CONVINCE YOU THAT WE'RE NOT PIRATES!



WHY... IT'S BASIL AND HIS BOY! I'VE GOT NO QUARREL WITH 'EM... WHAT DO THEY THINK THEY'RE DOIN'?

IT'S US HE'S AFTER, CAPTAIN SHARK... AND IF WE'RE CAUGHT HE'LL KILL US!



THEN LET 'EM! BASIL'S MY FRIEND... NOT YOU! I'M RUNNIN' UP A WHITE FLAG!

SORRY, CAPTAIN...



THIS MAY BE YOUR BOAT... BUT IT'S OUR LIVES!



AS JOHNNY AND CAPTAIN SHARK BATTLE ABOARD THE BOAT...



PUT YOUR BACK INTO IT, SYNREE... WE'RE CLOSING THE GAP SLOWLY... BUT SURELY!

1-17 CONTINUED...

**Trade In Hereford
For Your Best Buys!**

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GRANDMA
by
CHAS. KUHN-



**Stop!!
Shop!!
Save!!** *In
Hereford*