





By Jimmie Gillentine makes us look pretty bad.

The chief topic of conversation for the past few days has been the real estate swap between Kerby and Doughty and the First National Bank. It looks as if everyone is happy over the outcome. Every one, that is except old Streu and I. When they started tearing down the awnings at Third and Main, it

at any time in past history. A lot of folks who might have been a bit upset concerning Kerby and Doughty corner seem to have changed their opinion after meeting and visiting with the two Weatherford men. Abe Martin says he was never treated better in his life. Some are even predicting that they will possibly remodel the old bank structure into another outstanding building. All of which would make it even rougher on a couple of characters just south of the theatre.

Dr. G. W. Heard dropped in the other day to leave the new address of the George Heard family. It is: "Daura Refinery, Box 278, Baghdad, Iraq." Doc said that they are on their way to a new home in a new country. It sounds like fun — except for the recent troubles in neighboring Iran.

Modern transportation has brought with it a lot of problems, not the least of which is bringing back a present every time the man of the house makes a business trip. Doc Kirby has the situation well in hand, though, according to rumors... Doc was recently in Florida and Alabama and came back with a 12-inch alligator. I also hear by the grapevine that the

family is about to dispatch both Doc and the alligator back to the Everglades.

The old adage about "ill winds" still applies, even to the high velocity type we experienced during the recent snow storm, according to Mrs. H. E. Miller. Stranded here from Saturday through Monday were her daughter, Mrs. Jerry Jacobs and family of Lefors. When she got back home, Mrs. Jacobs wrote Mrs. Miller to say that the wind blew their TV antennae over across a high line, energizing the entire Jacobs home. A neighbor's dog was electrocuted on the Jacobs fence — and Mrs. Jacobs was mighty happy it wasn't one of the kids (Charlotte Jean and Eddie) who were visiting here for dental surgery. All of which goes to prove there are worse things than a toothache — even missing a day of school for Mr. Jacobs, who is superintendent at Lefors.

Atha McIver is just back from California, where she visited a few days with her mother, Mrs. H. A. M. White, who is critically ill. While in a beauty shop at Anaheim, Calif., she ran into Mrs. Speck Dodson, former Westway resident and teacher in the Hereford

Schools. The Dodson's, incidentally, are planning on moving back to Texas, probably around Hale Center where they have some property. Mrs. McIver says one of the big hazards of traveling these days is having to recount the recent snow storm. Every time you stop for gas or food, folks see the Texas License and want to know all about the big blizzard.

I notice where the County Commissioners are still talking about the proposed new jail building, and it looks as if they have come up with a good plan in locating it on the courthouse square. Handling of city prisoners on a rental or fee basis also sounds logical and practical. Why don't they go ahead and toss it out? No one who has seen and inspected the present county or city jail facilities could possibly be against a practical plan.

I was also interested to note that plans would be made to care for "40 men prisoners, eight women and four to six juveniles." This should end for all time the hue and cry about juvenile delinquency. Jails are built to handle the people who commit crimes and, if the kids are as bad as some folks think, the specifications would call for quarters to handle "40 juveniles, eight men and four women." When actual statistics show that we have more women prisoners than juveniles, it isn't fair to rant and rave so much about the kids. Looks to me like they are a pretty good lot.

Lee Cocanougher was telling me this week that he has been taking The Hereford Brand since 1905. He said they came to this county in '07 — and took The Brand a couple of years before moving out here. Can anyone top this record?

WEATHER - WISE — Look for some more showers in April. May be a duster for good measure. May should be another "wet" month. Wouldn't doubt if Umberger Lake didn't rise a few inches during the next 60 days. Anyway, let's hope that it will be much better than the plight of the folks in Dallas this week.

Ralph Yarborough finally made the grade and let's hope that he will make Texas an outstanding senator. If determination and stickability count for anything, he has all of the advantage. It is seldom

that a man loses as many races as Yarborough — and still comes back to win. He must have something on the ball, although I could never personally see it. It has been a custom for Texas Senators to stay in Washington for a long, long time, thereby gaining prestige and power for the Lone Star State. Maybe Mr. Yarborough will be another Tom Connally. Time will tell.

The total of 520 votes in the city election was also encouraging, especially to city officials who sacrifice a lot of time. The school election comes off Saturday — and we will be through for a while, unless they do something on the jail.

**1st. National.**

(Continued From Page 1)  
different, third set of plans," said Hennen. Generally speaking he indicated that the building will probably be 100 by 70 feet, fronting on Main with a 100 by 70 foot parking lot and drive-in bank facilities. Hennen also said that the structure will be completely fitted with new equipment and fixtures, including vaults, fixtures and furniture. Bank directors and employees were enthusiastic over the fact that only one move will be required, whereas rebuilding in the old location would have called for temporary quarters and an extra move.  
"We hope to turn the location into a permanent improvement of which the entire community will be proud," said Hennen. "We feel that we have gained some valuable ideas in the changing of plans, and are planning to have one of the most modern banking plants in the southwest."

WEEKEND-GUESTS  
Mr. and Mrs. Frank Lookingbill and daughter LaWanna of Oklahoma were weekend guests in Hereford the past week.

VISIT IN AMARILLO  
Mr. and Mrs. Mont Baker spent the past weekend in Amarillo with their son Dennis, and his family.

JOINS ASSOCIATION  
George L. Olson of Hereford recently was elected to membership in the American Shorthorn Breeders' Assn.

Reserve District No. 11 State No. 1778  
**REPORT OF CONDITION OF Hereford State Bank**

OF HEREFORD, DEAF SMITH COUNTY, TEXAS, at the close of business March 14, 1957, a State Banking institution, organized and operating under the banking laws of this State and a member of the Federal Reserve System. Published in accordance with a call made by the State Banking Authorities and by the Federal Reserve Bank of this District.

**ASSETS**

- Cash, balances with other banks, including reserve balance, and cash items in process of collection ..... \$908,537.85
- United States Government obligations, direct and guaranteed ..... 1,536,006.25
- Obligations of States and Political subdivisions ..... 147,093.84
- Other bonds, notes, and debentures ..... 19,990.00
- Corporate stocks (including \$6,000.00 stock of Federal Reserve bank) ..... 6,000.00
- Loans and Discounts (including 5,802.85 overdrafts) ..... 1,930,441.91
- Bank premises owned \$84,000.00, furniture and fixtures ..... 25,160.00 109,160.00  
(Bank premises owned are subject to \$ NONE liens not assumed by bank)
- Real Estate owned other than Premises ..... NONE
- Investments and other assets indirectly representing bank premises or other real estate ..... NONE
- Customers' liability to this bank on acceptances outstanding ..... NONE
- Other assets ..... 2,009.39
- TOTAL ASSETS** ..... 4,659,239.24

**LIABILITIES**

- Demand deposits of individuals, partnerships, and corporations ..... 3,725,397.93
- Time deposits of individuals, partnerships, and corporations ..... 304,558.58
- Deposits of United States Government (including postal savings) ..... 22,636.19
- Deposits of States and Political subdivision ..... 262,559.64
- Deposits of banks ..... NONE
- Other deposits (certified and officers' checks, etc.) ..... 76,471.70
- TOTAL DEPOSITS** ..... 4,391,624.04
- Bills payable, rediscounts, and other liabilities for borrowed money ..... NONE
- Mortgages or other liens, \$ NONE on bank premises and \$ NONE on other real estate ..... NONE
- Acceptances executed by or for account of this bank and outstanding ..... NONE
- Other liabilities ..... 1,125.15
- TOTAL LIABILITIES** ..... 4,392,749.19

**CAPITAL ACCOUNTS**

- Capital\* ..... 100,000.00
- Surplus ..... 100,000.00
- Undivided profits ..... 53,107.03
- Reserves and retirement accounts for preferred capital ..... 13,383.02
- TOTAL CAPITAL ACCOUNTS** ..... 266,490.05
- TOTAL LIABILITIES AND CAPITAL ACCOUNTS** ..... 4,659,239.24

\* This bank's capital consists of:  
First preferred stock with total par value of \$ None, Total retirable value of \$ None  
Second preferred stock with total par value of \$ None, Capital notes and debentures ..... \$ None.  
Common stock with total par value of ..... \$100,000.00

**MEMORANDA**

- Assets pledged or assigned to secure liabilities and for other purposes ..... 1,098,149.25
- (a) Loans as shown above are after deduction of reserves of ..... 8,293.28
- (b) Securities as shown above are after deduction of reserves of ..... NONE

W. E. WILLIAMS, Cashier of the above-named bank hereby certify that the above statement is true to the best of my knowledge and belief.

W. E. WILLIAMS  
CORRECT—ATTEST:  
J. T. GILBREATH  
TOWNSEND DOUGLAS  
J. A. HODGES JR.  
Directors.

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss:  
Sworn to and subscribed before me this 2nd day of April, 1957.  
PEARL WIGINTON  
Notary Public

**LOOK! BEST VALUES IN TOWN...**

**SPECIAL Hotpoint Automatic WASHER & DRYER**

With Trade  
LK-22 Washer Both \$389<sup>95</sup>  
LB-22 Dryer For  
Regular Price \$529.90

Hotpoint Automatic  
**WASHER & DRYER**  
L-23 Washer \$479<sup>90</sup>  
LB-23 Dryer  
Regular \$599.90  
With Trade

**PARKER BROS. BUILDER'S SUPPLY**  
1306 Park Ave. Phone 719

**WHEAT AND SMALL GRAINS NEED NITROGEN!**

For the nitrogen your crops need, apply Phillips 66 Ammonium Nitrate. The nitrogen and other plant foods removed by last year's crops must be replenished to maintain higher yields and profits per acre. Wheat and other small grains respond quickly to nitrogen to help stimulate early growth... produce and support bigger heads per plant and more plants per acre.

For fall-seeded small grains, apply nitrogen this spring before plants reach the jointing stage. For spring-seeded small grains, apply nitrogen before seeding or as a top dressing early in the season.

**ORDER YOUR PHILLIPS 66 AMMONIUM NITRATE TODAY!**

Still at the Same **LOW PRICE!**

**PHILLIPS 66 ASSOCIATED GROWERS**  
of Hereford

Hear  
**THE GOSPEL of CHRIST**  
at the **CENTRAL CHURCH of CHRIST**  
205 East 6th Hereford, Texas  
April 7 thru 14th  
10 A.M. — 7 P.M.  
by **JACK ORBISON**  
Dallas, Texas  
Everyone Welcome

**Orsborn-Norwood Chev.-Olds.**

OK Hugh Says: GMAC FINANCE PLAN

Ever shaved with a butcher knife? Well—it's just as dangerous to buy a used car that hasn't been thoroughly reconditioned—or isn't definitely guaranteed. Remember, the right kind of dealer won't sell you the wrong kind of car!

**SPECIAL THURSDAY**  
1955 Chevrolet Bel Air 4 door Sedan, V-8, Powerglide, radio, heater, and white tires. Beautiful ivory and tan, local one owner, only 24,000 actual miles. You must see this eye-catching, breath-taking, purse-pleasing "OK" Used Car **\$1695**

1955	Oldsmobile 88 4 door Sedan, shining yellow and green, radio, heater, Hydramatic, power brakes, power steering, good white tires. For an eager, quiet, uncompromising used Olds cast your ballot for this Registered Rocket 88 Olds and you've chosen a winner.	1,595.00
1955	Ford V-8 Fairlane Club Sedan, light blue, radio, heater, Ford-o-matic, white tires, a dream of a car at a realistic price.	1,595.00
1953	Nash Statesman, 4 door Sedan, radio, heater, Hydramatic, light green color. No sugar or spice—Just quality and price	695.00
1951	Chevrolet DeLuxe 4 door Sedan, radio, heater, Powerglide, light gray finish with spoke wheel hub caps. This is an exceptionally clean Chevy and will make a wonderful "second" car when dad uses the family auto.	595.00
1950	Ford, V-8 Club Coupe, dark metallic green, radio, heater, overdrive, fair rubber. Lots of good miles in this Little Henry "8".	395.00

**SEE THESE TRUCKS**

**SPECIAL THURSDAY**  
1954 Chevrolet 1/2 ton pickup, new dark green paint job, heater, 3 speed transmission, good tires, extra nice cab, good motor, new transmission. Ready and rarin' to go. **\$795**

1954	Ford 1/2 ton pickup, V-8, overdrive, heater, light green color. If you are looking for a T-bone value at a hamburger price you must see this special ONLY	595.00
1953	Chevrolet 1/2 ton pickup, blue, radio, heater, 3 speed transmission, excellent cab and bed. You just couldn't find a nicer '53.	645.00
1952	Chevrolet 1/2 ton pickup, 3 speed transmission, near new motor, new paint, a step ahead in quality, a mile below in price.	495.00

— Hugh Tremble — Used Car Manager  
**Orsborn - Norwood Chev. - Olds**  
Truck Transportation Headquarters  
Main & 5th Across Street from Piggly Wiggly Phone 730



# "Howdy, Neighbor!"

**YOU BET WE'RE BUSY... BUT NEVER TOO BUSY FOR A...**

Shop and Save with valuable **FRONTIER Saving Stamps** At **FURR'S.**

**CLOSED SUNDAYS**

We Reserve The Right To Limit Quantity

When folks like their work it just naturally reflects in their personality. Seeing our friends frequently and serving them well brings a great deal of satisfaction to us. Yes, we're always busy keeping our store in ship-shape for you, but never too busy for a friendly greeting. Our low prices assure us we're doing a good job of serving you better for less. Stop in today. We're always glad to see you.

## LOWEST EVERY DAY PRICES

**Grapefruit JUICE**  
Elna 45 oz. can  
**25<sup>c</sup>**

**Cake Mix**  
Jiffy, White, Yellow Devils Food 9 oz. pkg.  
**10<sup>c</sup>**

**Apricots**  
Gaylord, In Heavy Syrup No. 2 1/2 Can  
**25<sup>c</sup>**

**TOMATO SAUCE**  
Elna 8 oz. Can  
**3<sup>F</sup> 19<sup>O</sup> 19<sup>R</sup> 19<sup>C</sup>**

- Hominy** Stillwell No. 2 1/2 15c
- Pickles** Food Club Full qt. sour or dill barrel jar 29c
- Spinach** Elna No. 303 Can 12 1/2c
- Peas** Campfire No. 300 Early June Can 10c
- Shortening** Snowdrift 3 lb. Car 87c
- Spaghetti** Bonnelle 300 Can 10c
- Tissue** Northern 3 rolls for 27c

**FLOUR**  
Elna 25 lb. Bag  
**\$1.59**

**FREE**  
1 package of Hit Parade Cigarettes with each carton purchased



**COFFEE**  
White Swan All Grinds 1 Lb. Can  
**89<sup>c</sup>**

- Tea** Lipton's 1/4 oz. pkg. 43c
- Kraft Dinners** 7 oz. 2 for 33c
- Catchup** Libby's 14 oz. Bottle 21c
- Tuna Fish** Flat Hunt's Chunk Style Can 28c
- Tomatoes** Hunt's No. 300 can 17c
- Ivory** Soap Med. Bar 9c
- Dash** Detergent 25 oz. Pkg. 38c
- Ivory** Soap Personal Size 4 for 25c
- Camay** Soap Reg. Bar 3 for 25c
- Tide** Detergent Large Pkg. 29c

**FRESH FROZEN FOOD**

- POT PIES** Libby's chicken, beef, turkey, fresh frozen 8 oz. pkg. 25c
- LEMONADE** Food Club, fresh frozen 6 oz. can 10c
- BROCCOLI** Libby's fresh frozen 10 oz. pkg. 23c

**SEE THE CLOWNS**  
AT OUR STORE FROM 9 A.M. TIL 5 P.M. SATURDAY  
**FREE PRIZES** FOR THE KIDDIES—BALLOONS AND DENTYNE FOR MOM AND DAD FREE SAMPLES OF LUCKIES, PALL MALLS and HIT PARADE CIGARETTES

**FURR'S FRESH PRODUCE**

- POTATOES** Idaho Russet, Fine for Baking 10 Lb. Bag 59c
- CELERY** Calif. Green Pascal, Crisp, Tender lb. 10c
- Cauliflower** Calif. Grown, Snow White Try it in Raw Salad Head 15c

**USDA LOOK FOR THE STAMP**  
It's not just choice because Furr's says so... Furr's Meats are U. S. Government Graded Choice by the United States Department of Agriculture! Protect your family's health and buy wisely... look for the USDA grade stamp on each piece of beef you buy!! USDA choice is tops in flavor! It comes from top heavy grain fed beef. Try some today! Your satisfaction is guaranteed by Furr's USDA CHOICE

- CHUCK ROAST** lb. 45c
- SIRLOIN STEAK** lb. 79c
- RIB STEAKS** lb. 69c
- T-BONE STEAKS** lb. 89c
- CHEESE** Wisconsin Rich Mellow Flavor lb. 49c
- BREADED SHRIMP** Seapak Shrimp Ahoy 10 oz. pkg. 57c

**DENTYNE GUM FAMILY PACK 6 FOR 18c**

Jiffy **BISCUIT MIX** 40 oz. pkg. **29<sup>c</sup>**

# FURR'S

**DRUG NEEDS**

- TOOTH PASTE** Gleem Economy Size 49c
- HOME PERMANENTS** Lilt each \$2.00
- RAZOR BLADES** Gillette, thin blades pkg. 35c
- FOAMY SHAVE** Gillette can 69c
- PENCILS** 4 for 5c
- MIXING BOWLS** Crock Set of 3 \$1.19
- DRAIN TRAYS** Assorted colors each \$2.98
- GARDEN HOSE** 50 ft. green, 12 year guarantee, heavy plastic 1/2 in. val. 4.98 \$2.98









TAKING THE LEAD—Ron Cook of Hereford High steps out in front of the pack in the last lap of the District 1-AAA 880-yard run at Amarillo Saturday. Cook failed to hold the lead and came in third in the race. (Staff Photo)

### Reservations for WT Tour Open

CANYON — A number of reservations for the annual West Texas State College geography field tour are still available, according to Dr. Murry B. Measamer. The summer bus tour will cover the southeastern states and Cuba.

Slated for July 19-Aug. 10, the tour is offered for six semester hours college credit, both on graduate and undergraduate level. This summer's junket will be the fourth offered here at West Texas State by Dr. Measamer.

Planned itinerary by air conditioned bus includes the Austin-Houston area of Texas and Louisiana, Alabama, Florida, Cuba, Georgia, South Carolina, and Mississippi.

Most of the tour time will be spent in New Orleans, and many of the cities of Florida, and in Havana, Cuba. Among the Florida spots to be visited are Tallahassee,

Clearwater, Ft. Myers, Key West, Miami Beach, Daytona Beach, and St. Augustine.

Among famed spots to be visited are Cypress Gardens, with its water slide show, the Everglades, Florida-Keys, Weeki-Wachee Springs and its underwater ballet, historical sites in both Florida and Cuba, including the famed Moro Castle. A full day is planned in Charleston, S. C.

Persons interested in making the tour may contact Dr. Measamer, head of the geography department at West Texas State. Reservations of \$50 are accepted now by the WT business office.

The Polynesians who live on the most easterly of the Pacific islands are among the tallest people in the world.

### H.S. Students Win 5-Firsts in Literary Events

Hereford High School students brought home five first place medals in literary events from the District 2-AA competition in Canyon Saturday.

Stanley Fuhrman, a sophomore, took first place in number sense. He has been coached by Jim Gardner, local math teacher.

In speech events, first places were won by Sue Springer, senior girls declamation; Larry Boston, boys extemporaneous speaking; Eugenia Alexander, girls extemporaneous speaking; and Bob Bat-

terman, junior boys declamation. Sheryl Patterson received a third in junior girls declamation, and fourth places were won by Jane Newsom, in senior girls declamation, and Jonnalee Blocker, in girl poetry reading.

The first place winners will represent the district at the regional meet in Lubbock on April 14.

### IN RICHARD III

Ronald E. Malone, Hereford student at the University of Texas, is a member of the cast in Shakespeare's Richard III, which is being produced April 9-13 by the school's drama department.

More than 2,500 companies are engaged in door-to-door selling in the United States.

### Church of Christ Revival Slated

Revival services will begin Sunday at the Central Church of Christ, 205 E. 6th.

Services will be held each day at 10 a.m. and 7:30 p.m. for a week.

Jack Orison of Dallas is the guest preacher.

### ATHLETIC CLUB EXPANDS

## Sports Plans Draw 271 Youngsters

The Hereford Athletic Club registered 271 Hereford youths in the Amateur Athletic Union of America Saturday, making all those who signed up eligible to compete in AAU-sanctioned sports events.

A total of 202 boys and 69 girls registered. The registration period also was used to survey the sports preferences of the registrants. Each youth signing up checked the sport in which he wished to compete and listed other sports he preferred, but which were not on the form.

Guy Lawrence, president of the Athletic Club, said the survey indicated a strong interest in gymnastics and said the club would sponsor those events as soon as the equipment is purchased. The club already owns a trampoline.

Sports listed on the form given to registrants Saturday included basketball, boxing, gymnastics, track and field, swimming, wrestling, weight lifting, volleyball, horseshoe pitching, judo and baton twirling.

Since most of the high school athletes were competing in the District 1-AAA track meet at Amarillo, the majority of the registrants were below high school age. High schoolers wishing to compete in the athletic club program will be registered later.

Following is a list of the preferences expressed by the youths registering:

BOYS — Basketball, 75; boxing, 43; gymnastics, 101; track and field, 35; swimming, 114; wrestling, 44; weight lifting, 38; volleyball, 13; horseshoe pitching, 25; judo, 44; baseball, 96; football, 30; skating, 27; tennis, 30; ping pong, 1.

### Alma Paetzold Completes Army Medical School

FORT SAM HOUSTON — Army Nurse (Capt.) Alma M. Paetzold, daughter of Mr. and Mrs. Joseph M. Paetzold, 713 Blevins, recently was graduated from the Army Medical Service School at Fort Sam Houston, Tex.

Capt. Paetzold completed a 27-week course in nursing administration. The course trained her in the trends in medicine and surgery and the principles of teaching nursing.

Capt. Paetzold has received orders assigning her to Fort MacArthur, Calif.

The captain was graduated from St. Anthony's School of Nursing in Paris and other scenes in France.



RETIERING CITY OFFICIALS—Mayor Henry Sears, left, and Commissioner Raylan Evans displayed good spirits Monday night as they rounded out their terms on the city board. Incumbent commissioners presented each with matching sets of cuff links and tie clasps. Neither Sears nor Evans sought re-election. Evans plans to move soon to a ranch near Alamosa, Colo. (Staff Photo)

## Child Study Club Elects New Officers

New officers for 1957-58 club season were elected at the Child Study Club session held in the home of Mrs. George Springer Thursday evening.

Those named were Mrs. Charles Coffman, president; Mrs. Tommy Braddy, vice president; Mrs. George Springer, recording secretary; Mrs. Art Stoy, corresponding secretary; Mrs. Marvin Knox, treasurer; Mrs. Bud Taylor, reporter; and Mrs. Ernestine Guetersloff, historian.

The program for the evening dealt with "How Children Live in Foreign Countries," with the main consideration given to Africa and Portugal.

Mrs. J. W. Witherspoon told the story of an African boy who lived in the province of Kenya and was a member of the king's court. Although only 12 years old, he had

had enough education to see how much his people needed and his unhappiness for his people marked his life," she related.

Mrs. Arthur Stoy told of education in Portugal, the land of ceramic tile, and of government under a dictator. She said the predominant religion is Catholic, but people have a freedom of choice.

Mrs. Maurice Tannahill read an article written by Mrs. Syd Sheffy of Dimmitt on the recent Garden Club tour of the South, and Mrs. N. D. Bartlett showed slides made on the tour which included many of the South's most beautiful gardens.

Members present were Mesdames Marvin Knox, Clinton Jackson, J. C. Reese, Maurice Tannahill, J. W. Witherspoon, F. G. Witherspoon, Arthur Stoy, Ernestine Guetersloff, and the hostess.

## Quarterly Report Shows Big Boost in Postal Sales

Postal receipts for the first quarter of 1957 at the Hereford post office show an increase of \$2,344.29 over the same period of last year.

Total receipts this year for the quarter were \$17,431.63 as compared to \$15,087.34 for last year.

"This would indicate an upward trend, but part of the increase is due to the setting of several postage meters," postmaster J. R. Lipscomb said.

Sharpest increase over last year's first quarter was shown in March when receipts totalled \$6,812.39 as compared to \$4,891.41 for March, 1956. The difference is \$1,920.98.

Lipscomb said about 15 meters were set in March.

Save the plastic bags in which carrots and other foods come. They may be used many ways in the kitchen. One idea: shake seasoned flour and meat cubes together in one of them when you want to coat the meat before browning.

The next meeting, a guest day observance, will be held April 11 with Ted Moore showing slides of Paris and other scenes in France.

## The Hereford Brand

Published Every Thursday at 336 Main St.

Hereford, Deaf Smith County, Texas — Phone 30

Entered as second-class matter at the Post Office in Hereford Texas, under the act of March 30, 1879.

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

Our Slogan: "More People—More Farms"



JAMES M. GILLENTE Publisher  
ROY M. CLARK News Editor

Subscription Rates: \$2.50 per year, Zone 1; \$3.50 per year outside Zone 1. With the Sunday Brand, \$4.95 per year, Zone 1; \$6.15 per year outside Zone 1. All subscriptions strictly cash in advance.

# DRIVE-IN BANKING WINDOW!

## Hereford State Bank

MEMBER: FDIC

Enhances the Value of Your Home

Choose From These Permanent Colors

216 Coral Pink	202 Pearl Grey
211 Coronado Pink	201 Charcoal Grey
214 Crimson	213 Georgian Buff
208 Cinnamon Brown	206 Chinese Yellow
215 Cocoa Brown	205 Majestic White
244 Surf Green	

We deliver anywhere in the Tri-State Area.

Our salesman will call on you with samples upon request.

Meets all specifications of the best grade face brick.

ALL THE BEAUTY OF  
STONE AT THE  
COST OF BRICK

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

## The Hallmark of Circulation Value

In the same way that STERLING on silver signifies a standard of known value, so is the A.B.C. emblem a symbol of integrity for the circulation of newspapers and periodicals. It means that circulation so identified is measured according to the rules and standards of the AUDIT BUREAU OF CIRCULATIONS.

The A.B.C. is a cooperative and non-profit association of 3,450 publishers, advertisers and advertising agencies. Organized in 1914, these buyers and sellers of advertising brought order out of advertising chaos by setting up standards for paid circulation and establishing rules and methods for measuring, auditing and reporting circulations.

Therefore, the work of the A.B.C., of which this newspaper is proud to be a member, provides you with a direct and valuable service. You can buy advertising as you would make any other sound business investment — on the basis of well known standards, known values.

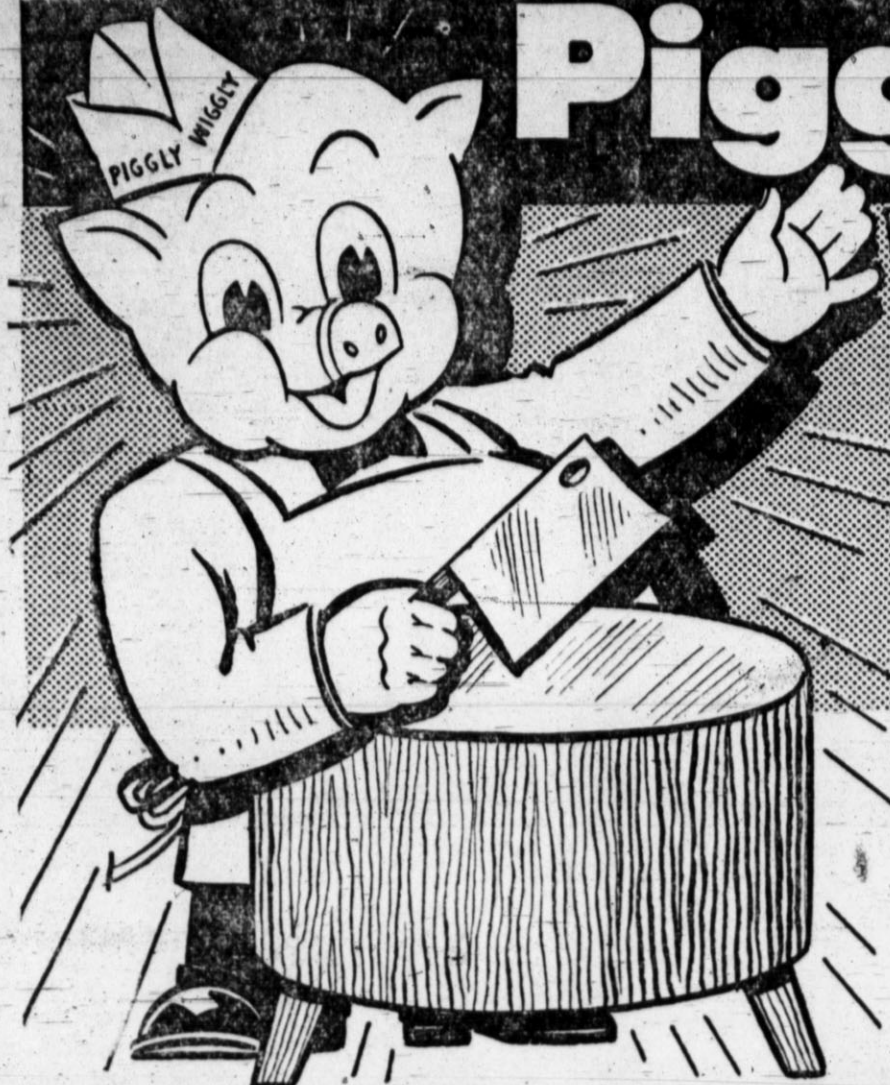
At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of our circulation records. The results of this exacting audit show: How much circulation we have; where our circulation goes; how it was obtained; and many other facts that you need in order to know just what you get for your advertising dollars. This audited information is published by the Bureau in easy-to-read A.B.C. reports which are available to our advertisers on request. Ask for a copy of our latest A.B.C. report.

The Hereford Brand - The Sunday Brand

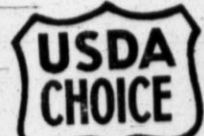
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SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

# Piggly Wiggly Recommends



## ROUND STEAK



# 79¢

lb.

United States Department of Agriculture

### GRADED BEEF LOOK FOR THIS STAMP



## CHUCK ROAST lb. 43¢



... cut from the **FINEST MEATS** obtainable!

## TOMATO JUICE

Shurfine - 46 oz. Can

## GRAPE JUICE

Betsy Ross - 24 oz. Bottle

## GRAPEFRUIT JUICE

Shurfine - 46 oz. Can

## PEACHES

Food King Elberta No. 2 1/2 Cans

# 25¢

## SAUSAGE

Draper's Whole Hog Mild or Hot

# 2 LBS \$1.09

## BACON

Armour's Thick Sliced

# 2 LB. PKG. 98¢

## PORK CHOPS

Lean First Cut

# lb 45¢

## FRANKS

Pinkney's Sun Ray

# 3 LBS 79¢



All Grinds Lb. Can

# 69¢

## TAMALES

Gebhardt's in Chili Gravy No. 300 Cans

# 10¢

## TOMATOES

Hunt's Solid Pack No. 300 Can

# 7 FOR \$1.00

## PICKLES

Shurfine Whole, Dill or Sour

# Full Qt. 29¢

## CATSUP

Shurfine 14 oz. Bottles

# 2 FOR 39¢

## COFFEE

Instant Nescafe Economy Jar

# \$1.19



## SPUDS

Colorado Red McClure's 10 Lb. Bag

# 39¢

## Green Onions

Fresh

Large Bunches

# 2 15¢

## CAULIFLOWER

California Snoball Lb.

# 13¢

## APPLES

Extra Fancy Winesap

# LB. 19¢

## GRAPEFRUIT

Texas Ruby Red 5 Lb. Bag

# 35¢

Plastic Maid - Guaranteed Unbreakable

## WASTE BASKETS

# \$1.49

Reg. \$2.49 Value

Jennie Lee - All Kinds

## CANDY

29c Pkg.

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## OLEO

Pantry Maid

# 2 LBS 39¢

## SPRY

LCBN

# 3 89¢

## FISH

Fresh Frozen Whiting 1 1/2 Lb. Pkg.

# 29¢

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THE BRISK TEA

16 tea bags

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Large Bars 2 FOR 29¢

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for automatic dish washers

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New Beauty Bar Reg. size 2 for 29c Bath size 2 for 39c

## Comet Cleanser

Reg. Size 2 FOR 23¢

## TIDE

Giant 3oz

# 69¢

new! **Scotties** facial tissues



pink - white - yellow

400 count box

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# Rockefeller Museum Features Unique Collection of Folk Art

By W. G. ROGERS  
Associated Press Arts Editor

NEW YORK (AP)—American folk art is two or three centuries old, it is 25 years old, it has gone forever—you can have it about any way you wish.

One of the season's handsomest books is a reminder of all this. Boxed, tastefully bound and printed, with 165 plates, some of them in beautiful color, it is the catalog of a pioneering folk art collection. This book is "The Abby Aldrich Rockefeller Folk Art Collection," published by Colonial Williamsburg, Va., and distributed by Little, Brown.

There was a time, and most of you can remember it, when you could buy an attic full of authentic folk art for no more than the price of this publication—\$17.50.

But probably you missed your chance, so you go to a museum. There you admire the sheet-iron weathervane, the cast-iron stove plate with its design of animals or men and maidens, the cast-iron doorstop in the shape of a soldier or a sleeping child, the glazed pottery jug, the carved pine ship's figurehead, the painted signboard, the decorated birth certificate, the illustration on velvet or silk or in needlework, the sober, flat, earnest portraits, the pictures of "The Bountiful Board," "The Peaceable Kingdom" and "The Baptism of Our Saviour."

FORTUNATELY, you now do have a museum to which you can go for these specific things and

over 400 others. It opened formally yesterday and will admit the general public Monday. Situated just outside the restored area in Williamsburg, it houses this Rockefeller collection.

Folk art began, said Mitchell A. Wilder, director of the museum, on a recent visit here, among a sentimental people who believed, simply, that it was better to have a pretty colored than uncolored seachest or bride's box; or who found that the only record they could keep of dear baby, or beloved grandmother, was the stiff likeness done by the man who began his "art" career by painting wagons.

"Folk art existed in two phases," said Wilder, who also is Colonial Williamsburg vice president and director of presentation. "First the countryman needing a weathervane made himself one and set it up on his barn. That do-it-yourself object accounts for one kind of so-called folk art. Then a neighbor or friend admired it and asked the fellow to make another for his barn. That accounts for the other kind."

It was untrained, unprofessional and, more often here than in Europe, Wilder remarked, it was rather for use than show—a man would be more apt to carve the head of his hitching post than to make a separate ornament for his mantel.

IT WAS AS LATE as the 1930s that Mrs. Rockefeller began her collection. There may be more to

discover, but no more is being made, Wilder thinks.

"Folk art," he said, "or really amateur art is made by the man with no formal experience or knowledge. It is very very difficult to paint deliberately pictures with the unique charm of these"—referring to paintings by Edward Hicks and Erastus Field, or the portrait of Henrietta Frances Cuthbert, or "A. Dickson Enter-

ing Bristol in 1819"—or the fascinating steel-pen drawings of the "Horse" and "Leaping Deer." "You can't do it with education," Wilder believed. "True folk expression is almost impossible when you are encumbered with too much learning."

"The appreciation in value is staggering," he said, recalling that while he was with the Colorado Springs Fine Arts Center before going to Williamsburg in 1953 he spent, hesitatingly, \$100 for an object that now is worth easily \$1,000. Perhaps three quarters of a million people visit Williamsburg annually; to their pilgrimage of historic sites they can now add a stop at a museum open free by day and, sometimes, night. The

## Arts Festival Slated at WT

CANYON—Two weeks of selected music concerts, art exhibitions, opera, drama, seminars and round table discussions will be featured in the annual Festival of the Fire Arts, slated to open April 28 at West Texas State College.

The spring observance will open with a banquet on the night of April 28, with Dr. Viktor Lowenfeld, head of the art and art education department of Pennsylvania State University, as the main speaker.

A joint project of West Texas State's music, speech and art departments, the Festival was started two years ago, and has brought to the Panhandle a liberal offering of the fine arts. The program this year was expanded to cover a two-weeks period.

Persons interested in attending the kick-off banquet may make advance reservations with Dr. Emilio Caballero, head of the W.T. art department. Reservations should be made by April 22. An internationally known authority in his field, Dr. Lowenfeld

is the author of a widely used college textbook, "Creative-Mental Growth." His famed book for parents, "Your Child and His Art," has been translated into seven languages, and he is the author of numerous articles on art and art teaching methods.

CHARGE DISMISSED—CHEYENNE, Wyo.—A railroad engineer can't be cited for careless driving of a locomotive in Cheyenne.

That's what Municipal Judge Maxwell Osborn ruled in dismissing a careless driving charge against John Elliott and F. H. Singleton, engineer and conductor of a train which had collided with an automobile.

An attorney for the railroad men argued that the city ordinance on careful driving applies only to "vehicles" and cited another statute which specifically exempts locomotives from being classed as "vehicles."

YOU CAN'T ESCAPE—DECATUR, Ill.—Jesse Hermon Johnson was held up until he paid police \$102.20 for fines dating back to 1949. He was caught while speeding 70 miles an hour in a 20-mile-an-hour zone.

The speeding fine amounted to \$59 and the balance included running a red light.

Vermont was admitted to the Union in 1791.



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**GREEN BEANS Whole, Wapco** 2 No. 303 cans 31¢ | **LIMA BEANS Green & White Wapco No. 303** 17¢

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Boneless English Cut lb. 69¢	Boston Butts lb. 45¢
Center Cut Chuck lb. 43¢	Boneless PICNIC CUT lb. 39¢
No. 7 Chuck lb. 39¢	(Serve with cranberry sauce)

**CHEESE** Longhorn Aged lb. 43¢

**ORANGES** California Sun Kist 2 Pounds 25¢ | **POTATOES** U. S. No. 1 Red 10 Pound Poly Bag 39¢

**CAULIFLOWER** California Large Head 29¢ | **APPLES** Washington Winesap lb. 19¢



## Housewife Tycoon Fools the Doctors

By RAY STEPHENS

KANSAS CITY (AP)—Ten years ago a physician told Mrs. Catherine Allen she never would walk again.

He couldn't have been more wrong in his wheelchair diagnosis.

Not only has the 45-year-old Kansas City housewife learned to walk again, she also has converted what could have been a tragedy into a business which grossed \$60,000 last year.

It was a bleak day in 1947 when a 10-ton truck crashed into the car which Mrs. Allen was driving near Kansas City. Her right leg virtually was crushed in the accident.

"You'll never walk again," the doctor told me," says Mrs. Allen. "But I just knew that if I got a wheelchair, I might as well give up."

"Instead I insisted on being put into a walking cast and having crutches. One doctor did say that if I wanted to walk badly enough, I would do it providing I could stand the pain."

FOR THREE long months after she left the hospital, Mrs. Allen was confined to her home while she worked to regain use of the

leg. She couldn't keep house for her husband, Kenneth, and their three sons.

So, with too much time on her hands, Mrs. Allen began looking for something that she could do. Using the last \$600 of the money she had obtained in a settlement as a result of the accident, Mrs. Allen purchased a second-hand

vari-typer. This machine is operated in much the same manner as a typewriter, and produces type of various sizes.

"I worked at it until I felt I had it mastered, and then I called on printers, stationery firms, the churches, and anyone else I figured might have use for such work," Mrs. Allen says.

She set up an office in the dining room of her home, but within 18 months the business had grown too large for the house. Mrs. Allen borrowed \$2,000, hired another woman to help her, and moved into a one-room office in downtown Kansas City.

Today, the company is in its third office, and 13 persons are employed by Mrs. Allen. The company specializes in producing layouts for catalogues, but also handles special jobs for printing companies.



MRS. CATHERINE ALLEN—Successful head of Kansas City vari-typing firm watches an assistant, Mrs. Dorothy Thomas, operate one of the machines in her busy downtown office.

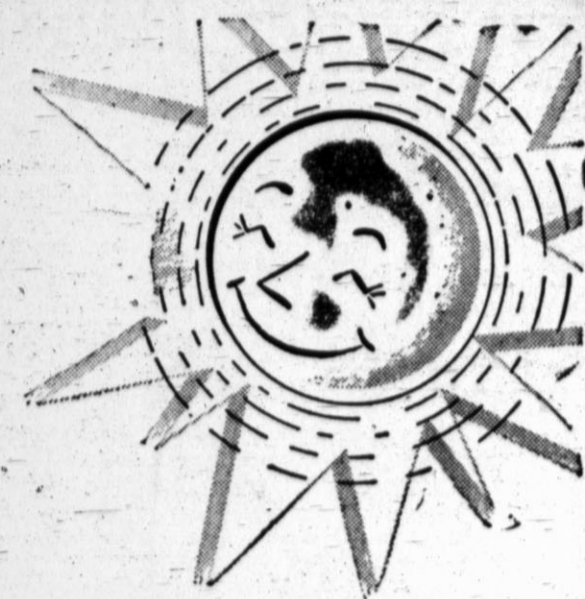
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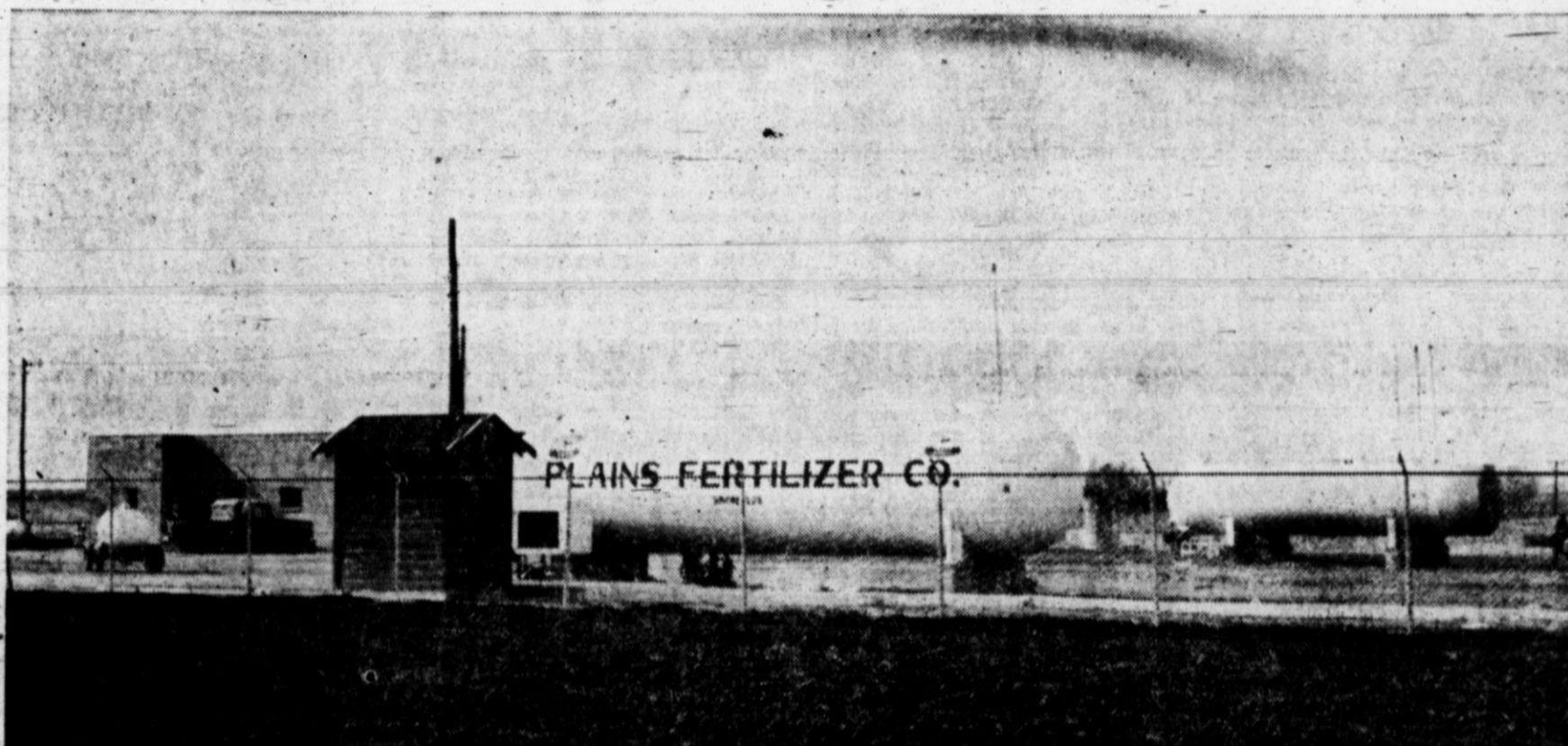
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to tell you about . . .



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1 Mile North on Highway 51 . . .

**2.** The addition of **BUTANE** and **PROPANE L.P.G.**  
along with our present Fertilizer Business!



No . . . we're not through (thanks to the weather) but we have moved to our new location North on 51, and we want to tell you about the new services we've added. Effective immediately, we will have **BUTANE & PROPANE** along with our Fertilizer Business . . . sort of a **ONE-STOP FILLING STATION** where you purchase **FUEL FOR YOUR CROPS** as well as **FUEL FOR YOUR EQUIPMENT**. Come on out . . . let us show you first-hand!

## NOW WE CAN SERVE YOU

With

### FUEL FOR YOUR CROPS

and

### FUEL FOR YOUR EQUIPMENT!

## BUTANE - PROPANE - ANHYDROUS AMMONIA

# Plains Fertilizer Co.

1 Mile North of Hereford on Highway 51

# Junior Easter Parade Lines Up



**EASTER BOUQUET**—These young charmers are all dressed up for Easter in dainty party dresses of sheer Swiss cottons, designed by Elena. They are, left to right: Perky daisy embroidered white organdy over blue taffeta, with double Peter Pan collar, lace trimmed bodice, crisp blue sash; pink organdy with Swiss flower appliques, jewel neckline and sleeveless armholes edged in lace, with pink

satin sash matching the taffeta slip; white coin-dot embroidered batiste with plain organdy hemline and sleeves, over jonquil taffeta slip; white organdy with flower appliques, tucked bodice, jewel neckline and taffeta-lined sash; white satin striped imported voile with pointed collar and narrow sash worn over full-skirted pink taffeta slip.

By DOROTHY ROE

EASTER is the time when little girls as well as big ones blossom out along with the jonquils in new

**Watch Repairing**  
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**KESTER'S**  
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Hereford, Texas  
Across from Post Office

spring finery, looking as gay as a basket of Easter eggs.

This year, since Easter is later than usual, delicate sheer cottons will be the choice of the small fry for their Sunday dresses. Nothing is prettier for a pint-size glamor girl than a party dress of crisp Swiss organdy or sheer batiste or voile. All these are available this spring in white and pastels, looking fragile and dainty, yet thoroughly practical because of their new finishes.

The new Easter frocks have wide swishy sashes and sheer full skirts over pastel taffeta petticoats, and are festive enough to make any little girl feel like a princess.

Many are trimmed with Swiss embroidery, applique, lace or lovely tucks, and all are as pretty as spring flowers.

**JET AGE**

ATLANTIC CITY, N. J. (AP)—The thundering crash of a jet airplane breaking the sound barrier caused an Atlantic City woman to turn in a fire alarm. She thought her oil burner had exploded.

## ACTIVE SPORTS DEMAND EXTRA GROOMING

WHENEVER women engage in sports there is a danger of a breakdown in the fastidious look admired by men.

More women are interested in sports than ever before, with skiing and bowling the two fastest growing recreations for women. Skiing is a sport that encourages fashionable dress for the most part, but bowling often is a "wear what you have" activity.

If a girl assumes a casual attitude about clothes, wearing wrinkled or "it's just been worn twice" outerwear in the belief it will "get dirty anyway," she can't be well-groomed at all times to maintain the standard she has set for her wardrobe.

Wear polished shoes to the bowling alley, and place clean bowling shoes in your bowling bag. Wear clean hose. Your feet will perspire and besides the discomfort, there is always the danger of athlete's foot, if socks aren't clean. Skirts, slacks or sports dress should be fresh and clean. Anything white should be bright white.

# Pre-School Children Like Companionship

By DOROTHY V. WHIPPLE, M.D., AP Newsfeatures

A pre-schooler will play happily with almost any child of about the same age as himself. It matters very little if the children are of the same sex, and it matters not at all what their family backgrounds are. They all like to dig in sand, build with blocks, run toy cars, shout, jump, run and dance. And they like doing it with any others who also enjoy it.

But as a child matures and reaches the elementary school grades he becomes more choosy about his friends. Just anybody won't do. He wants some one special friend. And that friend is always of the same sex as himself. Boys and girls have little use for each other during these years.

This buddy period is sometimes trying on parents. It's an important part of growing up and needs to be encouraged and not inter-

fered with, even if you as parent are not too enthusiastic about the special person your child has selected as his inseparable companion.

**CHILDREN TALK** together and compare notes. Chuck discovers that his chum has problems, maybe even the same growing up problems he has himself. This is a valuable discovery, because many a youngster feels there is something wrong with him because he gets angry at his mother or because Dad is disgusted with the way he plays ball. The knowledge that another is faced with the same thing gives him confidence that maybe he isn't so no-account as he feared.

The two children often feel that together they can face the world. Each is concerned not only about his own welfare, but about that of his chum.

They feel that together they are an invincible unit. This may take on some pretty undesirable aspects from time to time. They may want to wear the same clothes (quite regardless of differences in shape and size), go to the same movies and read the same books. This causes relatively little trouble, but when they begin wanting their parents to go to the same church, or subscribe to the same magazines or have Sunday dinner in the evening instead of at noon, there is likely to be impatient ridicule from the parents and sulking and rebellion from the child.

Up until this chum relationship the child was protected by his parents; he loves them as a source of safety and comfort, but he also considers them as powerful giants who can take care of themselves and their welfare is not his concern.

When the buddy comes along, a new feeling arises in the child. He cares about his chum's happiness, and will go to no ends of trouble to help this pal of his. This is real love — love on an equal basis, and it's the first time in the child's life that he has experienced anything like it.

Caring about someone else, sharing one's inmost thoughts and feelings with a trusted friend, these are qualities of adulthood that we cherish. It's in the buddy phase of childhood that these adult emotions have their beginning.

The child who skips this stage has a hard time getting close to people all his life. The buddy stage is a great rectifier of early personality troubles, and a great preparer for the mature adult emotions to come.

# Belton Spawns Tall Fish Tale

AUSTIN — It's practically a case of throwing in your baited hook and then hiding behind a tree, when it comes to catching crappies in Belton reservoir, according to a field report relayed to Marvin Toole, chief aquatic biologist for the Game and Fish Commission.

He said Kenneth Jurgens, senior aquatic biologist, described crappie fishing in Belton "as bordering on maximum results." The field man anticipated that the good crappie fishing there would continue until about April 15.

Belton is one of the state's youngest big lakes, having been created only three years ago when the Leon River was dammed about six miles west of the city of Belton.

The new impoundment was stocked with black bass but the crappie stock came from the native population in the river. Jurgens said the brushy condition of the lake's bottom created "ideal con-

ditions for the crappie."

He said most of the fishermen seemed to be angling for the crappies at a depth of eight to 10 feet and that they were using "usual crappie minnows." He said the crappies now biting so hungrily, range up to two pounds in size.

The chief aquatic biologist also

said Jurgens had "turned in a highly favorable description of black bass fishing at Inks Lake of the Highland Lakes chain!" Inks, a few months back, became the first deep water lake to be given the Commission's new pioneering selective kill chemical treatment to control unwanted rough fish, mainly gizzard shad.

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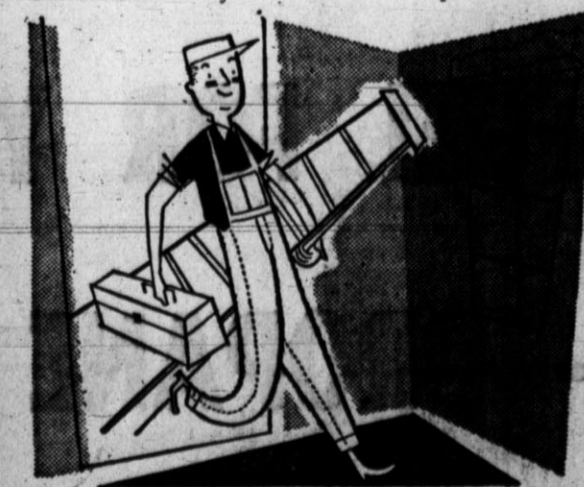
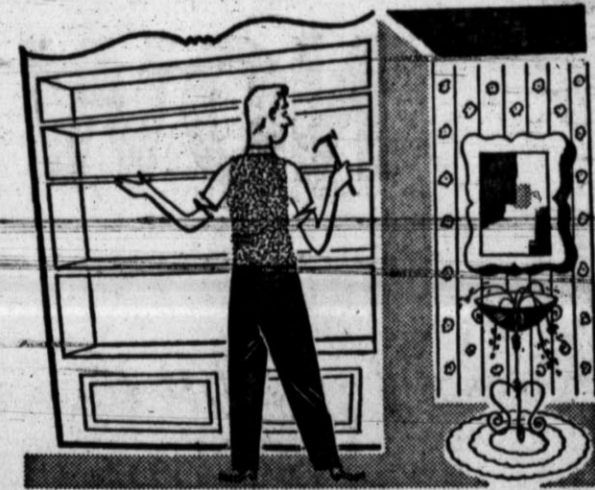
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Gebhardt's No. 300 Cans BEEF TAMALES 2<sup>F</sup>OR 25<sup>c</sup>

Lucky Leaf - No. 2 cans PIE APPLES 4<sup>CANS</sup> \$1<sup>00</sup>

Hormel - Fancy - Ready to serve HAM LB. 59<sup>c</sup>

Pinkney's Ranch Style BACON 2 Lb. Pkg. \$1<sup>13</sup>

Longhorn Brand - Sugar Cured WHOLE HAMS lb 49<sup>c</sup>

Tender - Meaty BEEF SHORT RIBS lb 25<sup>c</sup>

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Hereford - Eat More Frozen BEEF STEAKS 12 oz. Pkg. 55<sup>c</sup>

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Dude Ranch Fancy Delicious - 20 oz. jar Strawberry Preserves 39<sup>c</sup>

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Tooth Paste with Irium and I. M. P.

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Ruby Red - No. 1 3 For GRAPEFRUIT 19<sup>c</sup>



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## Human Bodies Do Combat Weather

AUSTIN — If you think you can't do anything about the weather you're dead wrong. Ask the State Health Department. They'll tell you all of us, assuming normalcy, are constantly doing something about it.

We are all equipped with our own private thermostat. When atmospheric temperatures rise or fall from the 98.6 degrees which is normal body temperature, the thermostat goes into action.

This built-in regulator is a tiny maze of nerve cells in the mid-brain. If the day is hot, it re-routes blood from internal organs to skin capillaries, diluting the flow with fluids drawn from skin and muscle tissue and from the liver. The sweat glands on skin surfaces dilate and exude perspiration. Body temperature is reduced by the dilution of blood and exudation of sweat. When the sweat evaporates your skin cools off.

IF THE DAY is cold the thermostat concentrates the blood and diminishes the flow through skin capillaries. Sweating is minimal and the blood coarsens through internal organs deep within the body. Result: you feel cold and have to put on a coat or an extra blanket to stay comfortable.

As a fact of human physiology, body temperature of warm-blooded animals remains unchanged at 98.6 degrees, even though the air temperature might vary from zero to over 100 degrees.

Provided the air is perfectly dry, a man can maintain normal temperature in an atmosphere that will actually grill a beefsteak. There are experimental cases on record where human subjects, by drinking great quantities of water to sustain perspiration and stripping to the waist to facilitate evaporation, have withstood temperatures up to 260 degrees for extended periods without ill effects.

BUT THE subjects would be in serious trouble if they tried to endure 120-degrees in a damp, humid atmosphere. Sweat evaporation is influenced by the extent to which the atmosphere is already saturated with moisture. In high humidity sweat merely drips from the skin and in no way increases heat loss.

As a Texan, accustomed to hot weather, you are probably most comfortable when the humidity is about 65 per cent — that is,

when the air is 65 per cent saturated.

The fatter a person is the better he can withstand cold. Fat acts as a blanket. Conversely, fat people suffer more in hot weather.

And if you're a man you're more susceptible to cold than your wife. You both have insulating layers of fat but hers is naturally thicker. Therefore, while it may be socially gallant to relinquish your coat to your wrapless lady when you are both caught out in the cold. You need it worse than she does.

## CRANES ROUT COON CULPRIT

AUSTIN — Reports from down on the Aransas National Wildlife Refuge, on the Texas Gulf coast, indicate that some of the mean old predators get an occasional challenge.

Claude Lard, refuge manager, in a letter to the Whooper Network, ranging along the north-south flyway of the celebrated Whooping Cranes, described how a pesky raccoon provoked a pair of the big birds.

This incident was particularly interesting to wildlife authorities since a raccoon was unofficially blamed for the untimely death six years ago this spring of the first baby Whooper born in captivity.

Lard wrote how Emil Leister, a refuge maintenance man, observed a pair of Whoopers lower their red-topped heads and charge a raccoon, finally chasing it across the flats where the birds were feeding and into a brush thicket.

Whoopers are not known for their belligerency, according to ornithologists, and in fact seem to live harmoniously with the birds and beasts alike down on their ancestral wintering ground.

TIMELY GREETING  
HARTFORD, Conn. (AP) — The Connecticut State Health Dept. expressed its holiday wishes this way:

"Children, parents, grandparents too. Polio immunization is protection for you.

"There's no time to lose. It's foolish to wait. "When polio strikes, a shot is too late."

## Crop Prospects Appear Hopeful

AUSTIN — Although Texas' drouth remains unbroken, it has been eased somewhat and many farmers face their first hopeful crop prospects in years.

Not since 1951 has planting moisture been available to so many of our hard-hit farmers. Good February rains have fallen over much of the state, restoring confidence to hundreds of those who have survived the long, dry years in between.

In the Lower Rio Grande Valley, where early prospects were dim and irrigation water critically low, cotton plants have begun to emerge and many farmers have withdrawn cotton acreage originally signed up under the Acreage Reserve Program.

Probably the most encouraging report of all, however, comes from the real drouth bowl which lies south of San Antonio and west of Laredo. That area has been virtually without rain for seven years, and only this year have many cotton farmers had proper planting moisture.

As a practical matter, pink bollworm regulations which prevented cotton planting in 22 of these South Texas counties before March 5 were changed to allow farmers to take full advantage of the mid-February rains. And those who planted on the heels of the first rains were blessed by later moisture which should bring their crops up.

But even with glowing reports from these and other sections of the state we are still faced with the lasting effects of drouth hardship. Even if the drouth should end soon, and we have no assurance that it will, recovery is still a long way off.

The dry weather has left its mark with many mortgages, wind-eroded fields and broken spirits. Drouth relief measures must be continued without relaxation and all future aid consideration must go on.

The future, as in all of these lean years, remains uncertain. But Texas farmers are at least thankful for the opportunity to be hopeful, and this year their hopes are high.

ROAMING BOTTLE  
LINCOLN, Neb. (AP) — on the spur of the moment one day in October, 1953, the LaVerne Sutton family of Alvo, Neb., placed a note in a bottle and tossed it into the Missouri River near Rulo, Neb.

Three years later the bottle turned up on the shores of the Elder River in North Germany, probably 8,000 water miles away.

The surprised Suttons learned about it in a German postmarked letter from one, Otto Andresen, who said "your bottlepost" was found on the Elder's shore "by the peninsula Elderstedt, Germany, near the town Tonning, sharp by the village, Vollerviek on the mouth of the Elder."

ELEMENTARY ERROR  
GREEN BAY, Wis. (AP) — Wayne Truttman, a commercial diver, has a warning for whoever stole his diving equipment, including a cylinder marked "oxygen."

It actually contains helium. And helium, the culprit may find out if he tries to do any diving, is no substitute for oxygen.

Cowboy singer Gene Autry was born in Tioga, Tex., and worked as a youngster on his father's ranch.

## DEER SURVIVAL SAID EXCELLENT

AUSTIN — Combination of a good fall food crop and substantial winter rains enabled Texas' deer to endure the winter with the lightest die-off in recent years, according to E. A. Walker, director of wildlife restoration for the Game and Fish Commission.

He quoted field reports from practically all parts of the main big game range that deer generally enter the spring fawning season "in excellent condition." "This," he added, "should yield a good fawn crop since adult deer mostly were robust during the fall mating season and the does will be capable of nourishing their young this spring."

The director said the reports of winter losses were confined to scattered parts of the Hill Country, including western Kerr County, and to the southeastern part of the Trans-Pecos area. He said mal-

nutrition apparently caused most of these deaths.

"ALL IN ALL," he explained, "the mortality rate for deer during the winter months was the lowest in several years, or since the great drought set in about seven years ago. In the area where acorns are a major food, a bumper crop of this staple meant the difference. Favorable weather likewise stimulated other kinds of food in other areas."

Looking at the broad picture from a game management viewpoint, the Director pointed out that in some cases the tremendous survival rate meant that "too many" deer still are being carried on the land."

He noted that the trend toward applying modern methods toward relieving this critical situation continues in the Legislature where

additional communities are sponsoring measures to permit reduction of overpopulation when and if this condition develops.

The commonly accepted method for this herd correction, he said, is through liberalizing harvest regulations, either to extend hunting seasons or expand legal game beyond the ancient buck deer only provision.

The Republic of China is sending art and industrial exhibitions to several fairs which will be held in the United States in 1957.

## A. O. THOMPSON ABSTRACT CO.

Mr. and Mrs. A. J. Schroeter, Mgrs. Complete Tract Index of all land and town lots in Deaf Smith County. Write us for information. Box 73, Phone 130



WHO'S AFRAID?—Willis Jarrel Jr., 2-year-old son of Mr. and Mrs. Willis Jarrel of Tyler, says "hi" to Crown Crest Zardox at the Longview AKC All-Breed Dog Show. The Afghan is owned by Kay Finch of Corona del Mar, Calif. (AP Wirephoto)

**At The Movies**  
Female Jungle  
Oklahoma Woman  
A double feature at the Star Thursday and Friday. Jayne Mansfield and Lawrence Tierney star in Female Jungle, a tale including murder, men and women. Richard Dennis, Peggie Castle and Cathy Downs lead the cast in The Oklahoma Woman. Miss Castle portrays the queen of the bandits and sateh business.  
The Mountain  
Spencer Tracy and Robert Wagner climb French Alps for entirely different reasons. Goal of both is wrecked airliner. Claire Trevor and William DeMarest fill out the cast. One day run Saturday at the Star.  
FAMILY STYLE  
SALLISAW, Okla. (AP) — The William D. Mayo family decided on a novel way to hold a family reunion. Mayo chartered a bus for 17 Texas and Oklahoma family members to go on a weekend trip to Carlsbad Caverns.  
DESPERATION?  
POCAHONTAS, Ark. (AP) — Sign in a cafe window at this northeast Arkansas town: "Customers wanted. No experience needed."

**Dr. Milton C. Adams**  
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# OLDSMOBILE

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"That proves it to me... the J-2 Rocket is like two engines in one!"



GOLDEN ROCKET IN HOLIDAY COUPÉ

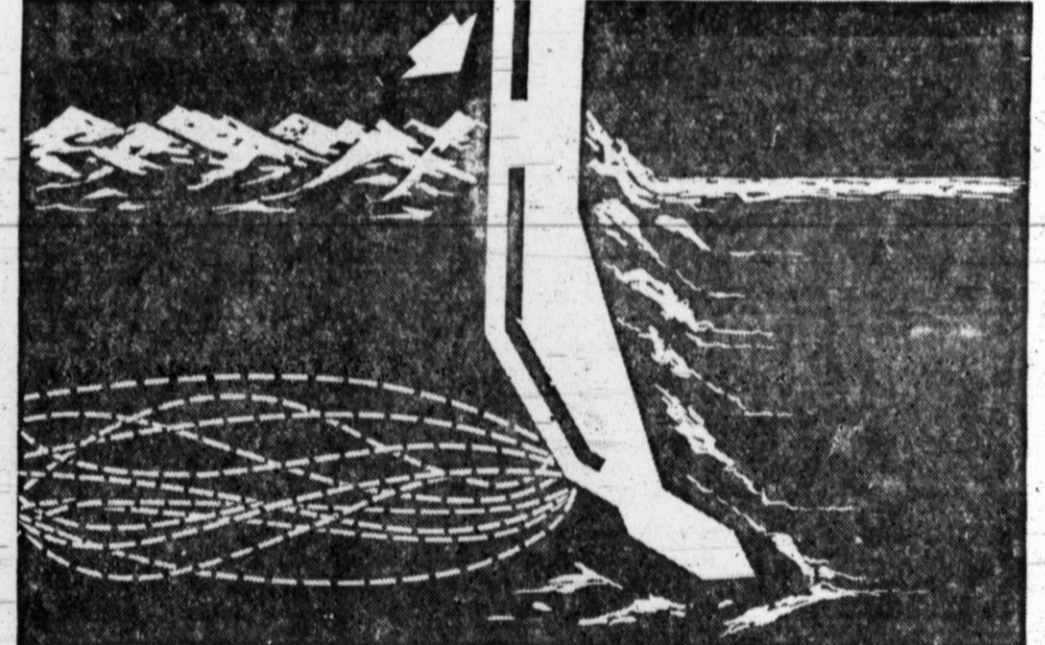
ME: Right! This J-2 Rocket\* is really a new driving experience!  
FRIEND: Well, I've handled a Rocket Engine before, but nothing like this. They've always had pep, but this one's got that extra pep when you need it!  
ME: Don't forget economy.  
FRIEND: Yes, but you can't feel economy.  
ME: Feels pretty good to the pocketbook.  
FRIEND: Right! But it beats me how you get economy with a big car like Olds.  
ME: Easy. For cruising around, you just use one dual-barrel carburetor.  
FRIEND: Bet that waters down your performance some.  
ME: Not a bit. I've got regular Rocket performance right through the economy range. And believe me, that's plenty. But if you need more power...  
FRIEND: Then what?  
ME: Go to Stage Two. You just saw what that does: Give it three-quarters throttle and you've got three dual carburetors dishing up more power and torque.  
FRIEND: Tell you the truth, I've always liked an Olds. Thought we might get one ourselves some day.  
ME: Checked the price lately? You'd be surprised how easy it is to own.

\*277-h.p. Rocket 7-400 Engine standard on all models. J-2 Rocket Engine, with 300 h.p., and special Rocket Engine, with up to 312 h.p., available at extra cost

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# CAST THY BURDENS UPON THE LORD

## First Presbyterian

610 Lee Street  
 Rev. Russell Wingert, Pastor  
 Sunday School is held each Sunday at 9:45 a.m. followed by worship service at 11 a.m.  
 Morning Devotional 9 a.m. Tuesday.  
 Choir Rehearsal, 8 p.m. Wednesday. Prayer meeting Friday at 7:30 p.m.

## First Christian

Sixth and Main  
 Dr. George Cuthrell, Pastor  
 Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.  
 Chi-Rho and CYF meets at 6 p.m. Sundays and vesper services are at 7 p.m.  
 Functional Department's first Wednesday at 8 p.m.  
 General Church Board, second Wednesday at 8 p.m.  
 day at 8 p.m.  
 Choir rehearsal meets each Wednesday at 8 p.m.  
 Groups one and two meet on the third Wednesday at 9:30 a.m.  
 Business women meet at 7:30 a.m. on the second Tuesday.  
 Young Matrons meet on the second Wednesday at 9:30 a.m.  
 Friendly visitation on Monday, Tuesday, Wednesday, Thursday, and Friday at 7:30 p.m.

## First Methodist

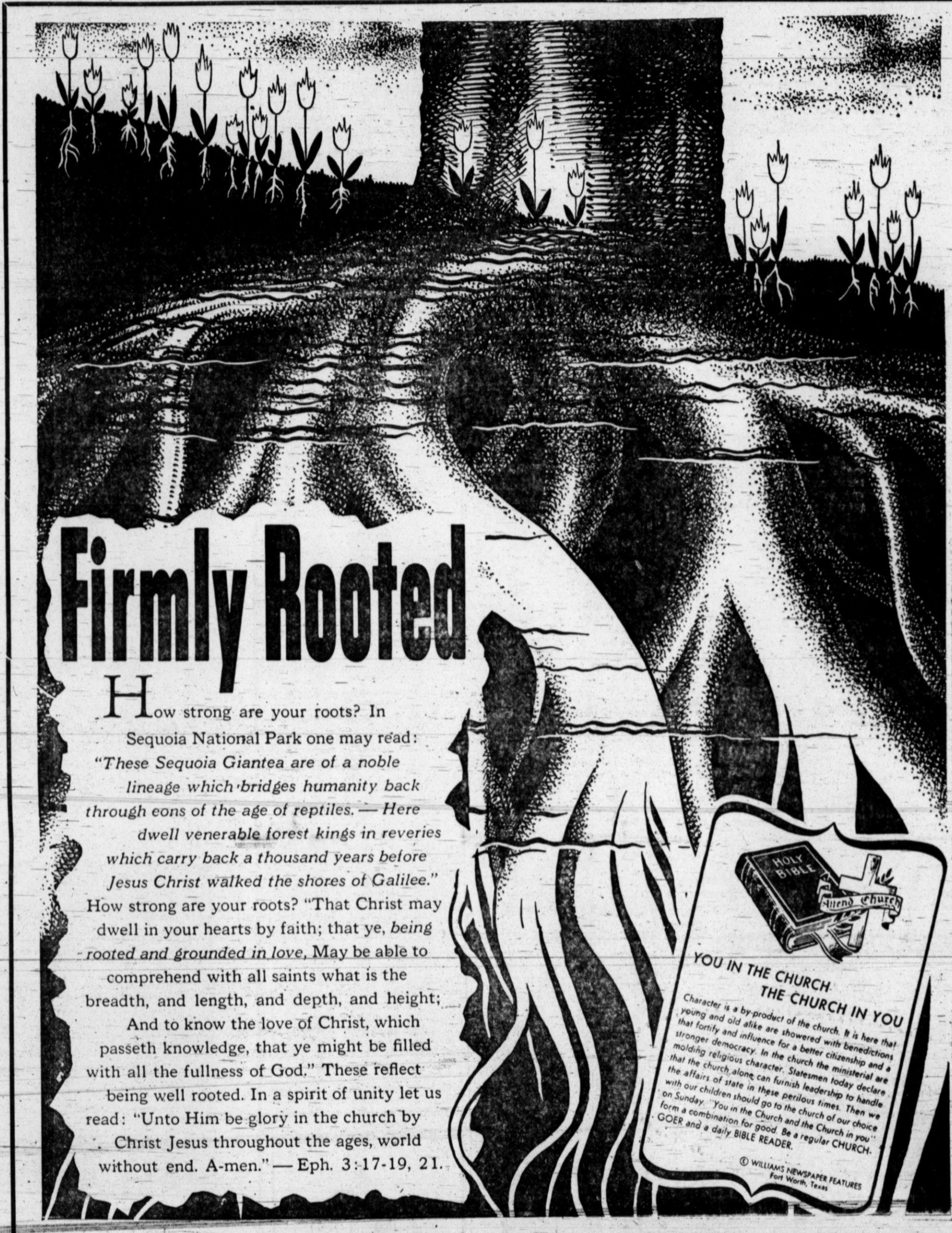
Fifth and Main  
 Rev. Alby Cockrell, Pastor  
 Thursday: Adult prayer group, children's meeting, youth meeting, 7 p.m.; evening worship service, 7:30 p.m.  
 Friday: Adult prayer group, children's meeting, youth meeting, 7 p.m.; evening worship service, 7:30 p.m.  
 Sunday: Sunday school, 9:50 a.m.; morning worship, 10:55 a.m.; adult workers with youth training session, 3 p.m.; SEF, primary and junior, 6:30 p.m.; MYF, intermediate and senior, 6:45 p.m.; adult prayer group, 7 p.m.; evening worship service, 7:30 p.m.  
 Monday through Friday: Breakfast at church, 6:30 a.m.; morning service, 7:15 a.m.; morning service, 10 a.m.; adult prayer group, children's meeting, youth meeting, 7 p.m.; evening worship, 7:30 p.m.  
 Revival services begin Thursday with the pastor doing the preaching. Miss Barbara Sommerville, of Lubbock, Conference director will lead the singing and the youth meetings. Miss Colline Brown will lead the children's group.

## Church of Jesus Christ of Latter Day Saints

(Mormon)  
 Kendon O. Anderson, superintendent.  
 The Mormon Church meets in the American Legion Hall, Sunday School services are at 10 a.m.

## First Baptist

Fifth and Main  
 Rev. Howard Scott, Pastor  
 Sunday School is held at 9:45 a.m. and the worship service is held at 10:55 a.m.  
 Training Union will be held Sunday at 6:45 p.m., with the evening worship service at 8 p.m.  
 The Sunday morning Baptist Hour is broadcast at 8 a.m. over Radio Station KPAN.  
 Worship service is broadcast every first, second, third and fifth Sunday at 10:55 a.m. over Radio Station KPAN.



# Firmly Rooted

How strong are your roots? In Sequoia National Park one may read: "These Sequoia Giantea are of a noble lineage which bridges humanity back through eons of the age of reptiles. — Here dwell venerable forest kings in reveries which carry back a thousand years before Jesus Christ walked the shores of Galilee." How strong are your roots? "That Christ may dwell in your hearts by faith; that ye, being rooted and grounded in love, May be able to comprehend with all saints what is the breadth, and length, and depth, and height; And to know the love of Christ, which passeth knowledge, that ye might be filled with all the fullness of God." These reflect being well rooted. In a spirit of unity let us read: "Unto Him be glory in the church by Christ Jesus throughout the ages, world without end. A-men." — Eph. 3:17-19, 21.



## Immanuel Lutheran

Park Avenue at B Street  
 Rev. Andrew Szegedin, Pastor  
 Phone 871-J  
 Worship service every Sunday at 11 a.m. Sunday School and Bible Classes at 10 a.m.  
 "Call to Worship" every Sunday over Station KPAN 9:15-9:30 a.m.  
 Children's Instruction Class every Saturday at 2:30 p.m.  
 Lenten Service every Wednesday at 8 p.m.  
 Topic for Sunday, April 7: "Caphas, and the Doctrine of Substitution." Text: John 11:47-53.  
 Topic for Wednesday, April 10: "The Thorn-Crowned Savior." The text: Matt. 27:27-30.  
 Meeting of Ladies Aid and the Men's Club on Friday, April 12, at 8 p.m.  
 Walther League meets on Sunday, April 7: Executive Board meets at 6:30 p.m. Business and topic discussion at 7 p.m. Topic: "You are There," Topic Leader: Leon Vogler.  
 Let's We Forget: "I myself must believe in God the Father Almighty. The Faith of another cannot save me. In six days God created heaven and earth. He is the Creator of all things, visible and invisible. He has created, that is, made, all things out of nothing, by His Word. This we believe because God Himself has revealed it to us in Holy Scriptures. God, the Maker of heaven and earth, always has been and always will be. From everlasting to everlasting. He is God. He is our almighty and all-wise Father, always loving, good, and merciful. In Him we can and will trust."  
 A most cordial welcome to you!

## Temple Baptist Church

Forrest St. and Ave. K.  
 Rev. Robert Lacerwell, Pastor  
 Sunday School begins at 9:45 a.m. and Training Union is in the evening at 6:15 p.m. Worship services are at 10:50 a.m. and 7:15 p.m.  
 Wednesday prayer service will be held at 8 p.m.  
 The teachers and officers meeting will begin at 7:30 p.m. Wednesday.

## Grace Gospel Church

Thirteenth and Avenue K  
 Rev. H. V. Fields, Pastor  
 Sunday School is at 9:45 a.m. and worship services convene at 11 a.m.  
 Bible Study is held each Sunday at 7 p.m. and preaching services at 8 p.m.  
 Wednesday prayer meeting is held at 8 p.m.

## St. Thomas Episcopal

Harrison Highway  
 Rev. Lester L. Jones, Pastor  
 Sunday School is held each Sunday morning at 9:30 a.m. and church services at 11 a.m.  
 Holy Communion is held each second and fourth Sunday, and Wednesday at 9:30 a.m.

## Church of God

B and 12th Street  
 Rev. E. F. Murphy, Pastor  
 Sunday School will begin at 10 a.m. Worship service is at 11 a.m. Sunday evening worship begins at 7:45 p.m. and young people's service Friday at 7:45 p.m.

(Continued On Page 5)

I Was Glad When They Said Unto Me, Let Us Go Into the House of The Lord

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 Mr. and Mrs. Dick Ross

**PITMAN SERVICE STATION**  
 Odice & Edd' Buffs

The Hereford Brand, Hereford, Texas, Thursday, April 4, 1957

# CHURCH

(Continued From Page 4)

## Assembly of God

Union & Ave. G.  
Rev. V. W. Marcontelli, Pastor  
Sunday School is held at 9:45 a.m. Morning worship service convenes at 11 a.m.

C. A. service begins at 6:30 p.m. Junior C.A.'s meet at 6:30 p.m. and worship service begins at 7:30 p.m.

From 2 to 2:30 p.m. each Sunday, the "Words of Life" Broadcast may be heard over Radio Station KPAN.  
Prayer meeting and Bible Study will be held Wednesday at 7:30 p.m., after which choir practice will convene.

C. A. service begins at 7 p.m.; Junior C.A.'s meet at 7 p.m., and worship service begins at 8 p.m. Wednesday at 8 p.m.

## Central Church of Christ

205 E. 6th Street  
Russell Ingalls, Minister  
Bible School is held each Sunday at 9:50 a.m., with the morning worship at 10:55 a.m.

The Young People meet Sunday evening at 7:10 p.m. with worship service beginning at 6 p.m.  
Wednesday prayer services are held at 7:30 p.m.

## Seventh Day Adventist

Third and Lawton  
Arthur C. Carlson, Pastor  
Sabbath School begins at 9:45 a.m., song service at 9:30 a.m., worship service at 11 a.m. Saturday.

For the new quarter the lessons are from the Acts of the Apostles I, with lesson for Sabbath April 6 taken from Acts I. Subject will be "The great commission of the 12 Apostles." Memory verse: Acts 1:8. Study helps: "The Acts of the Apostles," chapters 1-3; "Testimonies," vol. 8, pp 19-23; "Desire of Ages," pp 829-835; Lesson help in "Review and Herald" of March 21; "the Seventh Day Adventist Bible Commentary," Acts, Chapt-

er 1. Lesson outline: 1. The closing scenes of Christ's life. 2. The church assemble. Key thought: The return of Christ is as certain as was His birth, His life on earth, His death, His resurrection and His ascension. Each is as sure as the other. They stand together as a glorious whole.

## Wesley Methodist

410 Irving  
Bernard F. Seay, Pastor  
Sunday School is conducted at 9:45 a.m. and MYF at 6:30 p.m. Worship services are at 11 a.m. and 7:30 p.m.  
The mid-week service will be Wednesday at 7:30 p.m.

## St. Anthony's Catholic

Harrison Highway at 25 Mile Ave.  
Father Michael Sugrue, Pastor  
Sunday Masses are at 6:30, 8 and 10 a.m. Daily Mass is at 7 a.m. and 8:15 a.m.

Confessions are Saturday afternoon from 5 p.m. to 6 p.m. and 8 a.m. to 9 p.m. followed by confessions

## Avenue Baptist

123 N. 25-Mile Avenue  
Rev. G. N. Allison, Pastor  
Sunday School is held at 9:45 a.m. and worship service at 11 a.m.

Training union is held each Sunday at 6:30 p.m.  
Evening worship services are at 7:30 p.m. Sundays.  
Mid-week prayer services are on Wednesday at 7:30 p.m. At 8:15 p.m. there will be choir practice

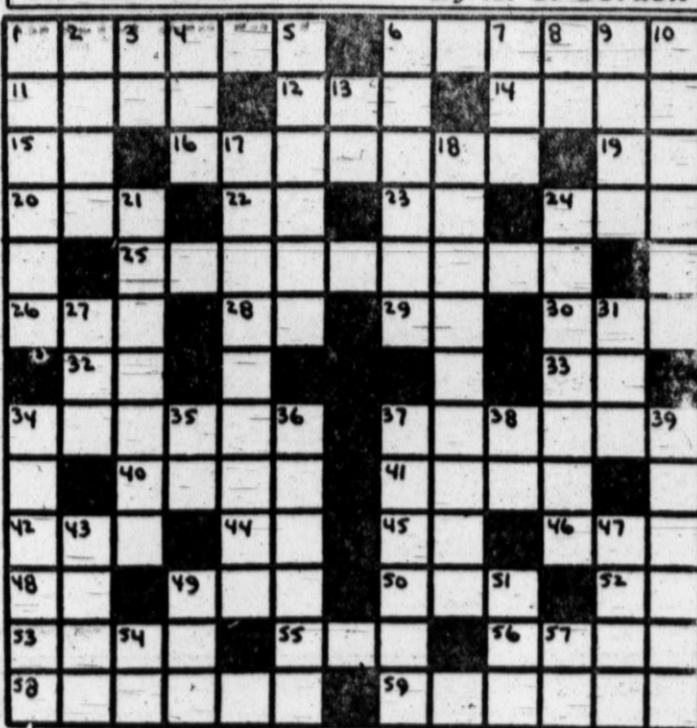
## Church of the Nazarene

Fourth and Jackson  
Sunday School is held at 10 a.m., worship service at 11 a.m. and evening worship at 7:30 p.m.

The Junior Society and N.Y.P.S. will be held Sundays at 7 p.m. Visitation will be held at 7:30 p.m. Thursday.

Prayer meeting, Wednesday will begin at 7:30 p.m.

## CROSSWORD • • • By A. C. Gordon



- ACROSS**
- 1 - Negligent
  - 6 - Sarcastic
  - 11 - To neglect
  - 12 - Australia's beginning
  - 14 - Russian river
  - 15 - Mystic word
  - 16 - Easter
  - 19 - Pronoun
  - 20 - Girl's name
  - 22 - Neuropsychiatric (abb.)
  - 23 - Public notice
  - 24 - "Honest..."
  - 25 - Decreeing
  - 26 - "Hen fruit"
  - 28 - Preposition
  - 29 - Delirium tremens (abb.)
  - 30 - Beast
  - 32 - Exclamation
  - 33 - Roman deuce
  - 34 - Dwarf
  - 37 - To caper
- DOWN**
- 1 - Raw recruit
  - 2 - Girl's name
  - 3 - Musical note
  - 4 - That thing's
  - 5 - Oriental skiff
  - 6 - Water-bounded land
- 40 - Stagger**  
41 - Directs  
42 - Torrid  
44 - Sun god  
45 - Parent  
46 - Boy's nickname  
48 - Printer's measure  
49 - Query  
50 - Deer's cousin  
52 - Prominent Editors (abb.)  
53 - Solid food  
55 - Heed  
56 - Always  
58 - Hold in affection  
59 - Comprehends
- 7 - Pronoun**  
8 - Close by (abb.)  
9 - Poetical-foot  
10 - Golf clubs  
13 - Above  
17 - Chargers with an offense  
18 - Newspaper's viewpoint  
21 - Cheesecake food  
24 - Opposed to  
27 - Gangster's gun  
31 - Urge a dog upon  
34 - Plan  
35 - Neon (chem)  
36 - Reducer  
37 - News spreaders  
38 - Exist  
39 - Church officers  
43 - Portent  
47 - Fencing weapon  
49 - Consumed  
51 - In the Scottish know  
54 - Public notice  
57 - Legal "opposed to"

## GRANDPA'S BOY



## HOSSFACE HAN



## THOSE WERE THE DAYS



## SONNY SOUTH



## OFF MAIN STREET



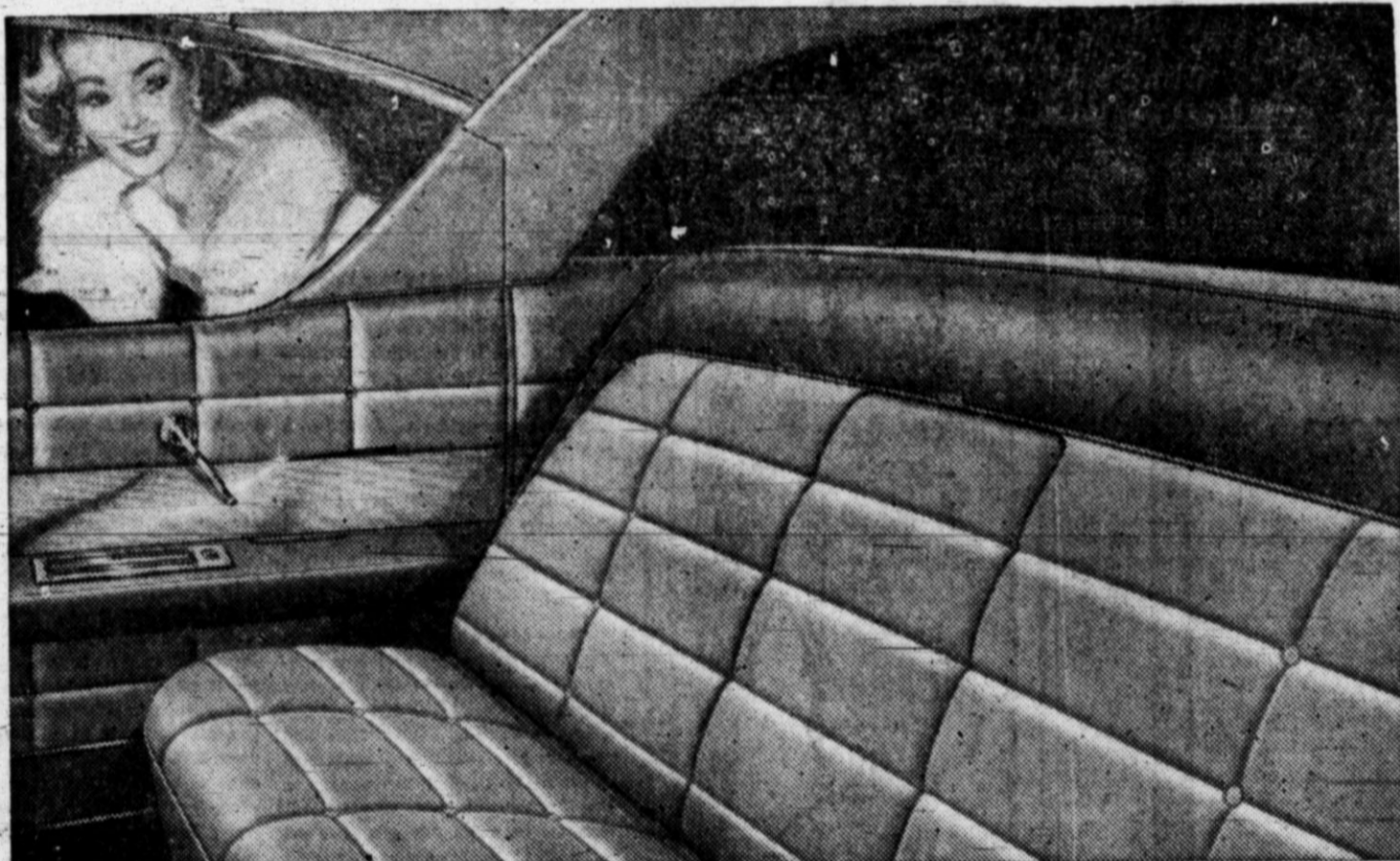
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## LITTLE FARMER



## DEEMS



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# ROADMASTER 75

Custom Built by Buick **NOW ON DISPLAY**

A NEW CONCEPT in motorcar excellence awaits your inspection in the ROADMASTER 75 just introduced.

You will see what we mean the first time you glimpse the interior.

The impeccable tailoring and taste of the rich appointments are as obvious as the comfort is opulent.

The seats, for example.

They are meticulously fashioned in glove-finished fabrics of broadcloth or Nylon, with backs topped in supple, hand-buffed leather. They are thickly layered with contoured foam rubber. They are wide, deep, superbly soft.

The doors present a new standard of luxury and restfulness—fully uphol-

stered and softly cushioned from floor line to window.

The instrument panel, below the safety cushion, is chromed from end to end. The deep-pile carpeting is backed by foam. The integral armrests are fully in keeping with the spacious grace of the car.

The complete interior is matched by the mechanical excellence that is ROADMASTER tradition.

Indeed, nowhere else among the world's fine cars can you enjoy superb performance quite like that of a ROADMASTER 75—from the instant response of its brilliant new Dynaflo, to the smooth obedience of its all-new air-cooled aluminum front brakes—*newest and the finest in the fine-car field.*

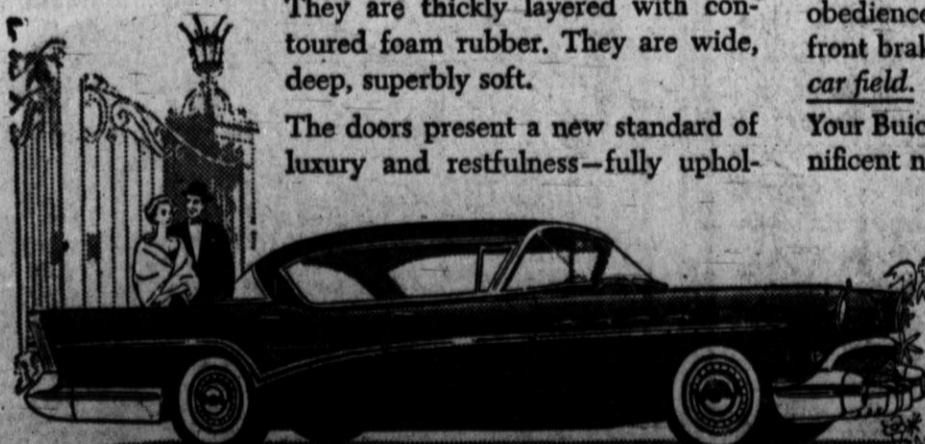
Your Buick dealer is ready to show you this magnificent new automobile. See him this week.

Try Springtime in a Buick

—IT'S THE DREAM CAR TO DRIVE

GAY NEW COLORS! GREAT NEW ZING! WONDERFUL SPRING-SALE BUYS!

See your Buick dealer for a sparkling Spring tonic—today



When better automobiles are built Buick will build them

SEE YOUR AUTHORIZED BUICK DEALER

WALCOTT NEWS

# Illnesses Follow Big Snow Storm

By MRS. T. L. COLLINS  
A variety of illnesses hit the community following last week's big blizzard. No family was without food or shelter, though. Livestock suffered and homes were plastered with mud from dirt that



Time is money! Why waste it paying bills in person? You can pay inexpensively, swiftly, and safely by mail, with checks drawn on us: Come in and open your checking account soon!



**FIRST NATIONAL BANK**  
of Hereford  
Since 1906  
Complete Banking Facilities

was mixed with the snow. Mary Ruth Weaver, first grade daughter of Mr. and Mrs. Jack Weaver, was taken to the Friona hospital Monday after the blizzard. She has scarlet fever, black measles, strep throat and kidney infection. She was brought home from the hospital Saturday.

Mrs. A. L. Shelton has suffered for more than a week with flu and cold which settled in her sinus. Dianne and Marla Jack both have the measles. Mrs. Norman Minks was real sick with flu and then her sinuses became infected. Her daughters, Nancy and Margaret, both have measles. Larry broke out with the chickenpox Sunday and then with the measles Tuesday. He was taken to the doctor Friday and X-rays reveal a secondary infection of the lungs.

Cecelia and Kathryn Burrus both have been ill with the flu. Mrs. T. L. Collins missed two days of school with flu and a throat infection. Mrs. J. V. Perrin taught for her.

Don Barnett is still using crutches because of his injured right knee.

Mr. and Mrs. Walter Neinst and girls had Mr. and Mrs. James Smith and Ricky from Midland as visitors during the storm.

Mr. and Mrs. V. D. DeArman and children missed the snow by going to Paoli, Okla., for six days. They visited his parents, Mr. and Mrs. Paul DeArman, and bought some farm equipment.

Several Walcott students entered a declamation contest at Hereford last Thursday. Linda Bias recited Indian Children; John Perrin, The Flag Goes By; Shirley Benton Wander Thirst; Diana Bias, Black Tailed Deer; Barbara Neinst, The Touch of the Master's Hand; Merry Kay Pruitt, I Am An American; Barbra Swinney, O Captain, My Captain; James Burrus, White Mustang; J. V. Perrin, Concord Hymn and Lee Myers, Psalm of Life. Linda Bias, John Perrin, Barbra Swinney and Lee Myers were selected to represent



THIS IS FOOD?—Paon Roti et Pare de son Plumage was the piece de resistance, when the Greenhill School Junior Gourments Club held its third annual cooking contest in Dallas. The dish is really stuffed peacock and the top of the bird from its bright blue head to its fantastic tail covers the dish. Mollie Cox, 1, left, was the cook. Charles Eschenfelder, 18, center, watch Henri Piller judge, record his findings. (AP Wirephoto).

Walcott in declamation at the District 3-B Interscholastic League Meet held at Lazbuddie Friday. In the declamation contest Linda Bias placed second and John Perrin was third.

In other literary events Gay Wyly won second in story telling; George Steward and Diana Bias entered as a team in fifth and sixth grade spelling; J. V. Perrin Jr., and Wayland Northcutt entered as ready writers; Barbara Neinst and Merry Kay Pruitt entered as a team in number sense and seventh and eighth grade spelling; Elaine

Newman and Shirley Benton made the trip as alternates. Mr. and Mrs. Herschel Burrus brought the newest member of their family, Frances Irene, home from the hospital Tuesday.

Mrs. Shelton's first and second grade children are working on a play based on Alice in Wonderland for the April P-TA meeting. Sandwiches will be the refreshment for this program.

Mrs. Minnie Miles of Pampa came to stay with Joe Don and Charlene Weaver while Mary Ruth was in the hospital. She is Mrs. Jack Weaver's mother.

**NEW OWNERSHIP**  
OTTAWA, Ill. (AP) — The site of the Indian village of LaVantum opposite Starved Rock, which had once housed 20,000 Indians, is under new ownership.

It was included in the sale of 100 acres on the north bank of the Illinois River. On the property is a farm house three and a half stories high built a century ago and known in its day as the "Half Way House" — midway between Ottawa and Peoria.

**TOUGH BREAKS**  
MILWAUKEE (AP) — The Clifford Miron family was the victim of two bad breaks recently. Miron slipped on some ice and broke his left leg. While he was traveling home from the hospital, his 2-year-old son, Alan, tumbled from a living room chair and fractured his right leg.



SATURDAY

CHALLENGING AN IMPOSSIBLE MOUNTAIN — SEARCHING FOR A WRECKED AIRLINER!



PARAMOUNT PRESENTS SPENCER TRACY ROBERT WAGNER. THE MOUNTAIN

Actually filmed in the FRENCH ALPS in VISTAVISION  
Produced and Directed by CLAUDE TREVOR - EDWARD DIMITYK  
Screenplay by RONALD MACDOUGALL  
Based on the novel by Henri Troyat  
TECHNICOLOR

Passes have been sent to the following honoring them on the occasion of their Wedding Anniversary April 4-6, 1957:  
Mr. & Mrs. Olin Long  
Mr. & Mrs. Herman L. Lane  
Mr. & Mrs. Thomas L. Crone  
Mr. & Mrs. R. B. Miller  
Mr. & Mrs. Jack Knox  
Mr. & Mrs. E. W. Talbat  
Mr. & Mrs. Irvin A. Reeves  
Mr. & Mrs. Junior Hampton  
Mr. & Mrs. C. R. McQuigg  
Mr. & Mrs. G. F. Auller  
Mr. & Mrs. Dalton Criswell  
Mr. & Mrs. Ivan Woolsey  
Mr. & Mrs. R. L. Hance  
Mr. & Mrs. Hershel Miller Jr.  
Mr. & Mrs. Bill Davis Jr.

**STAR**  
DOUBLE FEATURE  
THURSDAY FRIDAY

THRILLS JOLT  
WITH THE BURST OF GUNFIRE!  
"JAYNE MANSFIELD...SEX ON THE ROCKS!"

RIPPING...TEARING...CLAWING...  
...WITH ALL THE FURY OF SAVAGE WILDCATS!  
RICHARD DENNING  
PEGGIE CASTLE-CATHY DOWNS  
THEIR OKLAHOMA WOMAN  
SUPERSCOPE

Female Jungle  
KATHLEEN CROWLEY-TIERNEY  
AND  
CARRADINE-MANSFIELD

SUNDAY MONDAY TUESDAY  
CHANGE IN ADMISSION PRICES  
FOR "FRIENDLY PERSUASION" ONLY  
ADULTS 75c CHILDREN 25c

Please READ  
WHAT THIS SINCERE, HOMESPUN EDITOR  
HAD TO SAY ABOUT  
"FRIENDLY PERSUASION"

the Old Arm Chair  
with Louis Spillman

Whatever criticism we may have had in the past several years about motion pictures is dispelled in one fell swoop by the Allied Artists' production, "Friendly Persuasion" that began a week's engagement at the... Theatre. This is a fine, clean comedy-drama, replete with gentle humor, high comedy, drama, romance and spurts of exciting action. In nearly a quarter of a century of "Arm Chair" comment we have recommended less than half-a-dozen pictures. But we go overboard to commend "Friendly Persuasion."

Those of us who have grown understandably weary of the grotesque wriggling of... and the sordid studies of mental twists and psychoses offered in so many modern films, find "Friendly Persuasion" a gentle breeze... a refreshing zephyr. Motion pictures should primarily provide entertainment and leave the viewer feeling uplifted and inspired. "Friendly Persuasion" does that... and more. From start to finish it is worth seeing.

Some afternoon... some evening... during the seven days that "Friendly Persuasion" will be at the... you should set aside the time to see the picture... and take your whole family with you, because it's that kind of entertainment. Better count on going the first two or three days because it is conceivable you may want to see it twice! We've been crying for better pictures. Well, here is one in answer to those cries. If we demonstrate a willingness to support better pictures, the chances are we'll get more.

SHOWTIME: 1:45 - 4:19 - 6:55 - 9:31  
FEATURETIME: 2:00 - 4:36 - 7:12 - 9:46

YOU'LL TALK ABOUT IT FOR WEEKS!

Of all the movies produced, none can be presented more proudly than this giant of entertainment. By all means, bring the whole family and glory in its wholesome greatness.

GARY COOPER  
WILLIAM WYIERS  
"FRIENDLY PERSUASION"  
with Dorothy McGuire  
Introducing ANTHONY PERKINS, the most exciting screen discovery since James Dean  
Magnificent COLOR

NOW!

Humble research presents  
to the motorists of West Texas

# Golden Esso Extra

World's Finest Gasoline

Once again, Humble's leadership in the improvement of gasoline quality sets new standards for other gasolines to follow.

Now you can get all the performance that is built into your car... the last extra ounce of power... the last extra mile per gallon of gasoline.

Golden Esso Extra is the finest gasoline you can use. It has highest octane rating.

Give your car the performance advantage that comes from using

Golden Esso Extra. Some motorists say they notice immediate improvement on their first full tank. Others use Golden Esso Extra because the world's finest gasoline is the best to use in modern cars in every price class.

Costs more? A little, but your car repays you by delivering all the performance you paid for when you bought it.

Fill up at the new Golden pump under your neighbor's Humble sign.



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