



ROUND-UP STAFF AT WORK - Editing and preparing copy for the Hereford High School annual is a big job. The staff, shown above, includes (seated, left to right) Barbara Winget, Earleen Plank, Anna Jo Southall, Caroyin

Virden, Sharon Moore, Bill Carmichael, standing are Norma Ruth Cummings, Anita Ponder, Pat Price, Lu Durham, Virginia Sigle, Terry McRight and Jean Jones. W. H. Patton Photo.



EDITING THE SCHOOL NEWSPAPER, "The Whiteface" in the above picture are: Jackie Allmon, Elna Bishop, Gail Biggers, Johnnie Burkett, Janice Craig, Miss Sadye Rigler, sponsor, and Myra Jo Sowell. Photo by W. H. Patton.

DEAF SMITH CHAMBER OF COMMERCE

Reports Successful Year

The Deaf Smith County Chamber of Commerce will close its fiscal year with the Annual Banquet on Tuesday, 23, 1953, at which time members will be given a report stating the accomplishments of the Chamber throughout the year.

Financially, the Chamber has made strides forward. In April 52, at which time the management changed hands, the books were in the red \$1,200. However, by year end the books show a credit standing of only \$450, and at the same time the books debts are being paid off, the Chamber continued with its work program.

Leading the list of activities of the Chamber were the Annual Beer Day and the 4th of July celebration, along with a series of radio programs entitled, "Buy it Hereford" over KPAN New Channels of Hereford and Highway 60 were published with 15,000 being mailed to all points. New businesses have been added by the Chamber of Commerce in locating in Hereford.

Farm Tours and water problems head the list in connection with the agriculture committee. W. L. Davis, director.

Additional services started by the Chamber of Commerce in the year 1952 were the rental service, assist vegetable workers in lo-

ating during the harvest and a travel guide map service. Maps from most states of the U. S. are stocked in the Chamber of Commerce office for those folks planning a trip each year. Several hundred Texas maps were ordered and passed out during the tourist season.

The Goodwill Committee is making plans to welcome three conventions to Hereford the early part of 1953, after having entertained many visitors during the year just past. Goodwill has run rampant with 3,500 inquiries being answered by the Chamber office, B. B. C. Broadcast, talks to civic groups throughout the Panhandle, welcoming booster trips, etc, form the basis of this work.

Seventeen new members were added in 1952 in an effort to put the Chamber on a pay as you go basis.

The Board of Directors approved a plan to send cards to the members seeking their suggestions, as to what projects the Chamber should undertake in the future. A number of the cards were returned and many of the suggestions were made and will lead the activities the Chamber will make in 1953.

Investigate the possibilities of a County Fair.

Organize a newcomers organization.

Sponsor a clean-up drive. Assist industry in locating in Hereford and this area.

Work towards making Hereford a better trade center and many others. Committees will be named by the new Board at their January meeting to begin work on these and other projects.

The Chamber of Commerce is, as should be, the most important organization of our community. It

is therefore important that as many farmers, ranchers and business and professional men and women as possible, financially and actively support the Chamber program.

The strength of the Chamber depends upon our membership. We can only succeed when the membership provides:

1. Adequate financial support.
2. Adequate manpower and staff committees.
3. Ideas and suggestions.

Icy Streets Result In Two Auto Accidents; Slight Damage Caused

Despite ice covered streets and snow only two automobile accidents occurred in Hereford over the holiday period, according to Police Chief, Leo F. Box. No injuries resulted and property damage was small.

Three-way Collision

A three-way collision at Highway 51 and Harrison Highway occurred Tuesday afternoon, Dec. 23. Involved were Mrs. Vera Hopkins Carlyle, 806 Lee; Jackie Ray Barrow, 17, 329 Ave. D, and Joe Manroe Teas, 40. Mrs. Hopkins, driving a '50 model Buick was making a left hand turn and Teas, driving a pick-up with a

cotton trailer was making a left hand turn from the west. Barrow, also driving a pick-up, suddenly found his car without brakes and attempted to go between the other two vehicles. Damage consisted chiefly of bent fenders and scraped paint. The total was estimated at approximately \$50.

Fourth and Main

The second collision occurred at Fourth and Main, Dec. 25, when the '51 Chrysler of Ethridge Ward, 58, collided with a '49 Plymouth driven by Robert M. Hicks, 16. Damages of \$190 were estimated on the Ward car and the Hicks car was estimated at \$25.

Visits, Family Reunions Mark Holiday Interests

Folks do a lot of traveling at Christmastime. Especially, it appears, if they live around Hereford. Almost every one, it seems, either went somewhere, or entertained visitors here. Several reunions highlighted the occasion. Relatives seldom stayed up late at night talking over "other Christmases". Happiest of all, however, were those families fortunate enough to have servicemen home for the holidays. Most people reported, "It was a wonderful Christmas!" in the following survey which is, we know, incomplete due to lack of time and space.

Visitors in the home of Mr. and Mrs. Bob Wilson for an early Christmas dinner on Christmas Eve were: Mr. and Mrs. C. H. Smith of Monahans, Mrs. Jewel Lee and Jimmy of Knox City; Mrs. Winnie Steele and David of Almagorda; Mr. and Mrs. Harry Faulkner of Amarillo and Mrs. F. M. Faulkner of Hereford. The entire group went to Amarillo on Christmas Day to visit with Mr. and Mrs. Harry Faulkner with the exception of the Wilsons, who visited in the home of his mother, Mrs. J. H. Wilson, also of Amarillo.

Mr. and Mrs. R. W. Sparks and family left Christmas Eve to visit relatives in Fort Worth over the holidays.

Mr. and Mrs. B. R. Stafford and children spent Christmas with her mother, Mrs. J. J. Clayton, of Clayton, N. M., Mr. and Mrs. J. D. Clayton and son of Conway, Texas arrived here Dec. 26 and will stay until Jan. 1. They will spend the week with her mother, Mrs. J. J. Clayton and her sister, Mrs. M. T. Rutter.

Christmas guests in the home of Mr. and Mrs. Bruce Wooddell were her parents, Mr. and Mrs. Hugh May of Clovis.

Mr. and Mrs. J. D. Burkett were in Friona for Christmas dinner at the home of Mr. and Mrs. J. L. Taylor.

Christmas Light Contest Winners

Winners in the annual JayCee Christmas Lighting Contest this year were M. H. Koelzer, 805 N. Main, first; Wilbur W. Davis, 326 E. Second, second place; and Bettye Culpepper, 603 25-Mile Avenue, third place.

The Koelzers won \$25, Davis \$15, and Miss Culpepper \$10. This is the second year the Koelzers have won first place in the contest.

Slight Damage From Farm Fire

Slight damage was reported from a fire which broke out in a small house on the Eddie Reinauer place, five miles east and one mile north, Friday afternoon.

The blaze was started from a small gas heater which was sitting next to a clothes closet and heat was thought to have first ignited contents of the closet.

Smoke in the house was considered as chief damage, according to Earl Phillips, fire chief. The Hereford department answered the call, but said the blaze was well under control when they arrived.

Six-Inch Snow Benefits Wheat

A general six-inch snow blanketed the entire Deaf Smith area Tuesday night and was termed by many wheat growers as "the country's finest Christmas present." Actual moisture from the snow was four-tenths of an inch.

The snow came, contrary to earlier weather reports, after starting in the form of sleet. Growers believed that warmth created under the blanket of snow, followed by gradual melting could be of unusual value to wheat dusted-in and previously planted but not yet up.

Weather Report

	High	Low	Moist.
Wednesday	38	19	40
Thursday	28	0	—
Friday	33	9	—
Saturday	38	10	—

(Official snowfall reported at 6 inches.)



SGT. OWEN BUSE almost made it home in time for Christmas. He arrived in Plainview at four o'clock Saturday morning and was met by members of his family. The visit with his parents, Mr. and Mrs. H. D. Buse, will be short, however, as he will leave Sunday morning for Fort Hood where he will be stationed until his discharge from the Army in the near future. Following his discharge Buse will make his home in Hereford.

Homes from McLean, Mr. and Mrs. Loyd Bowsler of Floyd, N. M., Mr. and Mrs. C. B. Garrison of Santa Fe, N. M., Miss Mildred Bowsler of McLean, and Ellen Bowsler of Amarillo.

Mr. and Mrs. R. J. Cramer and sons were in Big Springs visiting her parents, the Brodens.

Mr. and Mrs. Ivan Block were in Amarillo Christmas Day visiting Mr. and Mrs. B. F. Block and Mr. and Mrs. E. C. Finch.

Visiting in the home of Mr. and Mrs. R. G. Blue Christmas Day were Mr. and Mrs. Sam Jolly and son of Amarillo.

Mr. and Mrs. Matt Boever of Walnut Grove, Minn., were visitors in the home of their son and daughter in law, Mr. and Mrs. Marvin Boever.

Mr. and Mrs. G. E. Geron of Fort Worth were visitors in the home of Mr. and Mrs. Leo Box during the holidays.

Mrs. Jeans and son, Ralph, of Amarillo are visiting her parents, Mr. and Mrs. Howard Armstrong. Ralph is just home from Germany.

Mr. and Mrs. Bert Boomer were in California for Christmas in the home of Mrs. Boomer's parents, Mr. and Mrs. Walter Taylor. Mrs. George Boomer of San Diego is visiting in the home of her sons, Bert Boomer of Hereford and Lynn Boomer of Claude.

Mr. and Mrs. Roy Bosley spent Christmas Day in the home of his parents, Cecil Bosley of Canyon.

A Christmas guest in the W. A. Allen home is Wilma Allen, home from Lubbock.

In the Oscar Altman home for Christmas are Mr. and Mrs. Gail Poff and son of Levelland.

Visitors in the Henry Lee home over the holidays were Mr. and Mrs. Oscar King and children of Silver City.

Mr. and Mrs. Leroy Aven visited in the home of Mr. Aven's parents, Mr. and Mrs. A. L. Aven of Hart.

George Beach of Dallas visited in the home of his parents, Mr. and Mrs. H. M. Beach.

Mrs. W. D. Beach visited in the home of her brother, Dawson Beach of Vernon.

Visiting in the home of the C. E. Beauford's for Christmas was their son Clarence, home from Texas Tech, also Mrs. Anne Beauford.

More Christmas Visiting Reports will be found on Pages 2, 3, and 6.

Local Merchants To Shower First Baby Born In '53

Who'll be the first baby of 1953? No one knows, but he or she will be a fortunate scamp. Sixteen Hereford merchants announced in this issue of The Brand that an array of gifts will be showered on the little tot. The gifts range from milk and baby food to silver and flowers, from a christening set to a pair of shoes, diaper panties, a baby bath, clothes hangers, announcements, and many others.

The contest officially opens at 12:01 a.m., Jan. 1, and the chief qualification is that the baby be born in Deaf Smith County. Children born outside the hospital must be reported within 48 hours. Have your doctor state the time, place, sex and weight.



HOME FOR CHRISTMAS! Thomas Botsford visits with his parents in above photo after arriving home from Korea just in time to celebrate Christmas with his family. Botsford, son of Mr. and Mrs. Roy W. Botsford of Hereford, spent last Christmas Day in Ashio, Japan. He will report back to Norton Field in California on January 4 for duty. Those attending the family dinner at the Botsford home Thursday were: Mr.

and Mrs. Ervin Botsford and children of Waxahachie. Mr. and Mrs. Lloyd Botsford and Charlotte of Hugoton, Kansas; Mr. and Mrs. Floyd Harrison and Charley of White Deer, Mr. and Mrs. Roy Neel and Lyla of Hereford. Following the dinner the Botsford boys got down on the living room floor to play with an electric train, which goes to show that boys will be boys no matter how old they are. Staff Photo.



WINS TELEVISION SET -- T. S. Robbs was mighty happy Christmas Eve when he received the above T-V set sponsored by a group of five Hereford merchants. Drawing for the set included selection of a winner from each of the five participating stores, then drawing of the winning name from the five selected. Those who "almost" won" were Mrs. Kenneth Cowan, Elaine Thompson, Roy Graham and Ross Fuller. Donnie Sue Proctor did the drawing. Staff Photo.

Stanley Slagle is home for the Christmas holidays from Texas Tech visiting his parents, Mr. and Mrs. Sylvester Slagle.

A. O. Thompson Abstract Co.



Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

Rebekah Lodge Members And Families Enjoy Yule Party

Members of the Hereford Rebekah Lodge and their families were entertained at a Christmas party Tuesday night in the IOOF Hall. Mrs. Gerald Wilson told a Christmas story and the Westway Quartet sang Christmas songs and carols. Gifts were exchanged and Christmas pudding, coffee and candy were served to approximately one hundred guests. Hostesses were Mesdames; Alyene Lomenick, Ursulae Jacobsen,

Birthday Party For Sallie Whiteside

Christmas games and singing Christmas carols provided entertainment for the group of youngsters attending Sallie Whiteside's eighth birthday party Monday afternoon. Candy canes were given as favors. Those attending were; Jan Story, Caroline Brumley, Susan Hopson, Connie Kent, David Evans, Carol Snead, Diane Wilson Beverley Boyer, Becky Jackson, David Bell, Diana Roberson, Jody Miller, Sondra and Jana Brumley, Jerry Bea Noland, Donna Faye Rogers, Sara Gillentine, Janice Higgins, Janet Rayburn, Dickie Slaughter, Kleta Kay Rutter, Cary Smith, Johnny and Carroll Leonard Whiteside and the honoree's grandmother and cousin of Amarillo, Mrs. E. L. Smith and Ann Britt.

Christmas Party

Pat Newell was host Tuesday evening at a Christmas party at the home of his parents, Mr. and Mrs. Charles Newell. Games were enjoyed and Christmas carols were sung to conclude the evening's entertainment. Holiday time refreshments were served from a decorated Christmas table. Favors were red and green Christmas socks, each holding a candy cane. Attending were: Joe Bill Willis and Nancy Milford, E. W. Solomon and Eugenia Knox, Lanny Wilkins and Betty Arrington, Jimmie Cramer and Dorothy Veigel, the host and Dixie Young.

SCHOOL LUNCH ROOM MENU

- Dec. 29-31
- Monday**
Pinto Beans - Onion Rings
Spiced Beets
Cabbage Slaw
Cornbread . . . Butter . . Milk
Fruit Cup
- Tuesday**
Hamburger Patties - Bun
Sliced Tomatoes - Lettuce
Onions . . Pickles . . Mustard
Peach Halves - Milk
- Wednesday**
Turkey Sandwiches
Buttered Green Beans
Cranberry-Jello Salad
Pumpkin Pie - Milk

Card of Thanks
We wish to take this means of expressing our deepest appreciation and thanks for all the flowers and cards during my recent illness.
H. D. Buse and family

PRESCRIPTIONS



WE NEVER HURRY
Someone's health, even life itself, is at stake every time we fill a prescription. That's why our prescription service is always prompt but never hurried. Our professional reputation depends on our taking time to be careful. Accuracy is of utmost importance. Ours is serious work, serious responsibility.

EDWARDS PHARMACY
Wayne Edwards
Conveniently located Next Door to Hereford Clinic

Club Has Annual Party

As You Like It Club held its annual covered dish supper and Christmas party in the home of Mr. and Mrs. Jeff Roberson. The supper was served from a buffet table and gifts marked places for guests at tables for four. Games of canasta were enjoyed after the supper. Those attending were: Mr. and Mrs. Cecil Wilkins, Mr. and Mrs. Joe Kendall, Mr. and Mrs. R. G. Blue, Mrs. Jack Grady and the hosts.

FAMILY AFFAIR

Members of Mrs. Velma Hodges family held Christmas dinner in her home. Those present were Mr. and Mrs. Chas. Hodges, C. L. Hodges, Mr. and Mrs. Bobby Owen and daughter Becky, Mr. and Mrs. Cecil Boyer, Mrs. Kate Caldwell, Mr. and Mrs. Jeff Roberson, Keith Hodges and the hostess.

Father Critically Ill
Roy Robertson was called to the bedside of his father, T. H. Robertson at Altus, Okla., Christmas Eve. The elder Robertson's condition was still listed as critical, according to members of the family Saturday.

Hospital Notes

PATIENTS IN HOSPITAL
Annie Amaro, burn; Janice Ramsey, T & A; M. D. Welty, med.; J. W. Robinson Jr., ortho.; C. E. Williams, med.; Mrs. G. A. F. Parker, med.; Mrs. Alvin Schmucker, OB; Tillie Miller, med.; H. H. Caraway, med.; M. M. Beavers, med.; Mrs. Julia Sowell, med.; Wirt Phillips, med.

PATIENTS DISMISSED
Mary Flaren, med., 12-26-52; Lonnie Whitfield, med., 12-26-52; Mrs. H. E. Miller, med., 12-24-52; Mrs. Lloyd Sharp, med., 12-24-52; H. D. Buse, surg., 12-24-52; M. Lee Kendall, surg., 12-24-52; M. D. Welty, med., 12-24-52; Jack France, accident, 12-24-52; W. A. Allen, med., 12-25-52.

BIRTHS
A son, Harold Vincent, to Mr. and Mrs. Alvin Schmucker on December 26.

ACCIDENT
J. W. Robinson Jr. is being treated for an injury received when he shot himself through the foot while hunting with a friend Friday morning. The injury was not considered serious by hospital attendants.

"In Monday, Out Wednesday" Slated For School Kids

Whether little Junior has worked screws out of his six guns yet or little Mary has pulled the hair from the new Christmas doll's head is immaterial. The inevitable will just be delayed. School starts Monday morning. The reprieve for the parents will be of short duration, though, because it dismisses again Wednesday afternoon--and will be turned out until Monday morning, Jan. 5. By this time if the Christmas toys are still in working order, it's the kid's own lookout--because school hits a regular routine, probably until the Easter holidays.

Christmas Visits

Mrs. E. F. Drury and Bobbie spent the Christmas holidays visiting with relatives in Albany, Texas. Mr. and Mrs. E. Bridges and family left Friday for Oklahoma to visit with relatives. Mr. and Mrs. Dale Hallows and Dick Larsen are spending the holidays visiting in southern Utah. Mrs. Ole Larsen had as her guests this week Mr. and Mrs. L. A. Nebear of Annabell, Utah. She returned home with them for a visit of several weeks.

Mr. and Mrs. Joe P. Stagner of Lawton, Okla., Fred Stagner of San Francisco, Joe Stagner and Della Stagner of Hereford were guests Friday in the home of Mr. and Mrs. Wayne Lawrence. Bill Blythe of Norfolk, Va., who has recently been discharged from the Navy after four years service spent the Christmas holidays in the home of his brother and sister-in-law, Mr. and Mrs. H. D. Blythe. Following the visit here he left for his home in Los Angeles.

Mr. and Mrs. Offos Vick of Ft. Worth spent last Sunday in Hereford visiting in the home of Mr. and Mrs. Eddie L. Layman. Their plans were to return this weekend to visit with his mother, Mrs. O. G. Vick.

Mr. and Mrs. C. E. Leasure Jr. and children, Mr. and Mrs. C. E. Leasure Sr., Lloyd and Merl, spent Christmas Day in Pampa visiting with relatives. Mr. and Mrs. Virgil Young of Fort Worth are in Hereford for the holidays. Mr. and Mrs. A. H. Brooks visited in the home of their daughter, Mrs. J. A. Wise of Big Springs, also in the Wise home were Mr. and Mrs. Will Cox of Canyon, J. W. Wise was home from the hospital for Christmas.

Guests for Christmas dinner in the home of Mr. and Mrs. Walter Easter were: M. S. W. B. Green, Joe and Nettie Lee, Mr. and Mrs. B. R. Dickson of Amarillo, Mr. and Mrs. J. W. Witherspoon and family, and Mr. and Mrs. J. H. Lomas and family. Supper guests were: Mr. and Mrs. Dennis Lomas, Mr. and Mrs. Price Stagner of Lawton, Okla.; and Fred Stagner of San Francisco.

In the home of Fred Henry for Christmas were Mr. and Mrs. J. M. Pickrell of Hart and Mr. and Mrs. C. E. Roy of Amarillo. In the home of Arthur Brock during Christmas was Alton Brock of Oklahoma City; also in the Brock home were Mr. and Mrs. Earl Brock of Dimmitt.

In the Henry Wilson home for Christmas were Mr. and Mrs. Thurman Wilson of Arlington and Mr. and Mrs. Howard Wilson of Brownfield. Visiting in the D. H. Bryant home were Rev. and Mrs. O. W. Carter, Rev. and Mrs. Lester Taylor and family of New Home, Texas, Rev. and Mrs. Noel Bryant of Borger, Mr. and Mrs. Weldon Carter of Pampa, also Mr. and Mrs. Joe Green of Amarillo.

Visiting in the Maynard Buck home was Mrs. Buck's parents, Mr. and Mrs. Edward F. Kelly of Washington, D. C.

FAMILY GET TOGETHER
A holiday gathering was held at the William Betzen home Christmas Eve with members of the family attending including: Mr. and Mrs. Arnold Betzen and family, Mr. and Mrs. John Betzen and family, Mr. and Mrs. Mike Betzen and family and Mr. and Mrs. Clarence Betzen and family. The Betzen's Christmas Day was highlighted by a telephone call from their daughter Sister Mary Camillas of Milwaukee, Wisconsin.

Eldon Powell, student at Texas Tech, spent the holidays Hereford. Spending Christmas in the home of Mr. and Mrs. Jimm Gillentine were his father and sister, R. L. Gillentine of Wellington and Miss Elizabeth Gillentine of Amarillo; her father, her brother's family, Mr. and Mrs. Bobo Castleberry and daughter Beth, also of Wellington.

Mr. and Mrs. J. K. Saiser-Lubbock were visitors in the home of J. J. Buckner.

CHRISTMAS DINNER
Mr. and Mrs. Henry Hastings held a family Christmas dinner for their children and families. Included were Mr. and Mrs. Chaffee Hill and children Mr. and Mrs. J. T. Gilbreath and Royce Ann, Mr. and Mrs. Wayne Hill of McLean and Mrs. Ralph Hastings and son Wayne.

Visiting in the home of Mr. Ellis Burdine were Mr. and Mrs. A. D. Carlisle and family. Mr. and Mrs. Ralph Hastings and son Wayne are in Panhandle to spend this weekend with his relatives.

Mrs. Ray Palmer and son spent Friday with her parents, Mr. and Mrs. Malcolm Cassels. Loyd Moore of Littlefield and Mrs. Anna Moore of Amarillo spent Christmas with J. C. Carter.

Mr. and Mrs. S. T. Chapman spent Christmas in Lubbock with her mother, Mrs. F. S. Southard and brother, O. B. Southard. Mrs. Ruby Chesser spent Christmas with her niece and nephew, John and Dale Armstrong of Denton.

Mr. and Mrs. J. E. Childs were in Amarillo Christmas visiting Mrs. Edith Childers. In the home of J. J. Clark Christmas was Mr. and Mrs. G. Broadus of Roswell and H. Clark also of Roswell.



Heads Up! OLDSMOBILE LAUNCHES A NEW 1953 'ROCKET'

HIGHER POWER (165 H.P.)
HIGHER COMPRESSION (8 to 1)
HIGHER VOLTAGE (12-Volt Ignition)

This is the "Rocket" to top all "Rockets"! It's Oldsmobile's new 1953 version of the most famous engine of modern times! The "Rocket" is new with 165 high-compression horsepower! More power for brilliant new "Rocket" action! The "Rocket" is new with a rocketing 8 to 1 compression ratio! More compression for greater gas savings! The "Rocket" is new with a sensational 12-volt ignition system! More electrical power for faster starting—smoother, high-compression operation! Watch for the new "Rocket"—coming to our showroom soon in the new Classic Ninety-Eight and brilliant Super '88" for 1953!

THE NEW RULING POWER OF THE ROAD!

KINSEY MOTOR COMPANY
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Earn a BETTER RETURN on your savings with proved safety

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

First Federal Savings & Loan Association
Clovis, N. M.
See ELIZABETH WOMBLE
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SEE ME FOR ALL THREE Auto - Life - Fire With State Farm Insurance Companies



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Phone 1270W Office 1674
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"I like my Dearborn"
It's fully automatic... keeps my comfort constant!




No matter how cold it gets—Dearborn keeps your comfort constant! Automatically keeps room temperature at the level you want...quick-heating, circulates clean, moisture-free heat throughout room!

Check these Dearborn features against the field—
FAMOUS HIGH CROWN BURNER—burns gas type gas, gives more heat on less fuel.
GLO-BRITE RADIANTS—give abundant, floor-warming radiant heat in a jiffy.
100% SAFETY PILOT— shuts off gas instantly if flow is interrupted.

Come In—see our complete line of famous Dearborn gas heaters!

BLANTON BUTANE, INC.
Phone 551

Outstanding Performers



Smart dress-ups for girls. Mannish styles for boys. See our complete selection.

Anthony's THE C.R. ANTHONY CO.



AT SALLIE WHITESIDE'S birthday party Monday afternoon were, left to right - Diana Roberson, Sara Gillentine, Dona Faye Rogers, Jeannette Rayburn, Diane Wilson, Carol Snead, Janice Higgins, Connie Kent, Ann Britt, Sallie Whiteside, Beverley Boyer, David Bell, Judy Miller, Dickie Slaughter,

Johnny Whiteside, just behind Dickie, Jan Story, Caroline Brumley, Jerry Bea Noland. Seated are David Evans, Jana Brumley, Becky Jackson, Susan Hopson and Gary Smith. Photo by A. O. Thompson.

Christmas Visits

Mr. and Mrs. John Counts of Tucumcari, N. M., were dinner guests Friday in the home of O. B. Russell and family.

Mr. and Mrs. Otis Lee and family spent the Christmas holidays in the home of her parents, Mr. and Mrs. Wade Griffe of Amarillo. They also visited with an uncle and aunt, Mr. and Mrs. Henry Pilkington and family.

Mr. and Mrs. Eugene Sparks spent Christmas Day in the home of his mother, Mrs. Hazel Sparks. Also visiting in the home of Mrs. Sparks for the day was her daughter, Miss Alice Sparks of Amarillo.

Sgt. and Mrs. Bob Bicknell Jr., of Memphis, Tenn., were in the home of Mr. and Mrs. Bob Bicknell Sr., for the holidays.

M. J. Layman, who is attending school at Wayland College in Plainview is visiting in the home of his mother, Mrs. Ethel Layman over the holidays.

Mr. and Mrs. C. W. Roberts of Panhandle, Richard Oakes, Nancy Hughes, Lee Wilson and Peggy Erdman were dinner guests in the home of Mrs. Maudie Linville last Sunday. The dinner was held to celebrate the birthdays of two of Mrs. Linville's daughters and also served as the family Christmas dinner.

Visiting in the C. C. Bowman home for Christmas was her mother, Della Whitefield.

Lois Bell and Don Taylor of Amarillo were visitors in the home of Mrs. Madeline Bell.

Mr. and Mrs. Barney Barnett of Amarillo spent Christmas Day with the W. T. Vernon family.

Mr. and Mrs. Everett Lovvorn of Grady, N. M., were dinner guests on Christmas Day in the home of Mr. and Mrs. E. H. Harper.

Miss Betty Mae Grimes of Southwestern Junior College at Keene, Texas, is home for the holidays. Betty Mae is the daughter of Mr. and Mrs. C. B. Grimes. Also visiting in the Grimes home are Mr. and Mrs. C. M. Chatfield and children of Combs. The Grimes Chatfields and Co. Chatfields visited on Christmas Day in the home of Mr. and Mrs. Y. D. Lee of Erden, N. M.

Mr. Cover Rerick and family, Shawnee, Okla., were visited by the George Sumner family, state Cpl. and Mrs. Bobbie Fox Davis of Lubbock. Mrs. Davis is the daughter of Mr. and Mrs. Sumner.

Kathleen Spore daughter of Mr. and Mrs. Kent Spore is home for Christmas. Miss Spore is attending Texas State College for Women at Denton. The Spores went to Clovis and spent the holidays.

Mr. and Mrs. Marshall Formby arrived home just in time to spend the Christmas holidays here. Mr. Formby had been away on a Navy cruise for reserves.

Miss Jacqueline Newell of Amarillo spent the Christmas holidays with her parents Mr. and Mrs. Charles Newell. Her guest for the holidays was Airman second class Curtis Cooke of Columbia, Miss., who is stationed at the Wichita, Kansas Air Base.

Mr. and Mrs. Wm. D. Hawkins of Las Vegas, N. M., are spending the holidays with her parents, Mr. and Mrs. C. M. Hicks, and with his mother, Mrs. D. W. Hawkins. With them are their two sons and ten day-old daughter, Sharon Lee.

Mr. and Mrs. A. L. Manicot left Wednesday for Wichita, Kansas to spend the holidays with his relatives.

Mr. and Mrs. John I. Willoughby, former residents of Hereford, now of Oklahoma City, are holiday visitors in the home of her parents, Mr. and Mrs. J. O. Newell.

Visiting in the home of Mr. and Mrs. Ernest L. Langley over the holidays were her parents, Mr. and Mrs. H. E. Richter and her brother, Rudy Richter of Abernathy. Also visiting the Langleys is his mother, Mrs. E. L. Langley of Sweetwater.

HARDWICK FAMILY
The Francis Hardwick family held a get together Christmas Day. Included were their sons Ted and Bill and their families. Ted is a member of the Air Force stationed at Roswell, N. M. and Bill and his wife and baby live on a ranch near Clovis, N. M. Also present were their daughters, Pat who is a teacher in the Portales, N. M. public schools and Joan of Hereford.

Mr. and Mrs. Bill Cheshire of Russell spent the holidays here with her parents, Mr. and Mrs. Orlan Carroll. They were joined here by Mr. Cheshire's parents, the Bill Cheshires Sr. of Amarillo.

R. W. Griswold, student at Texas Tech, Lubbock, is home to spend the Christmas holidays with his parents, Mr. and Mrs. W. N. Griswold.

Mr. and Mrs. R. O. Stark of O'Donnell arrived Wednesday to spend the Christmas holidays here with her parents, Mr. and Mrs. Wm. McGehee.

Ted Houston, student at the University of Colorado at Boulder, arrived home last week to be with his mother, Mrs. Frances Houston and sister Jane, during the holidays.

Mr. and Mrs. Fred Oberthier of Clovis, N. M., spent Christmas Day here with his parents, Mr. and Mrs. F. H. Oberthier.

Mrs. Ira Davis and Mrs. Nora Russell were dinner guests in the home of Mr. and Mrs. Roy Thompson Christmas Day.

Mr. and Mrs. R. R. Leemaster of Midland are visiting in the home of Mrs. Leemaster's grandmother, Mrs. W. I. Valentine, this week.

Mrs. W. I. Valentine and Mrs. Zephia Lloyd spent Christmas Day in the home of Mr. and Mrs. Jim Satterwhite of Seminole, Texas. They returned home Christmas night.

Mr. and Mrs. O. D. Jones of Borger, Mrs. George H. Brewer of Coolidge, Ariz., and Mr. and Mrs. J. H. Lane of Hereford were dinner guests Christmas Day in the home of Mr. and Mrs. L. H. Lane.

Mrs. Lou Nunnally of Elk City, Okla., spent Christmas with her son, O. A. Smith. Mr. and Mrs. Smith plan to take Mrs. Nunnally home and visit Mrs. Smith's mother.

Mrs. Donna Blackwell and daughter, April, and Miss Marilyn Larsen of Lubbock, have been visiting in the home of their parents, Mr. and Mrs. D. J. Larsen over the holidays. Mrs. Blackwell has returned to her home in Lubbock, but Miss Larsen will remain in Hereford until after New Year's Day.

In the home of D. R. Carmichael for Christmas were Mr. and Mrs. L. E. Griffin of Kansas and Mr. and Mrs. Colorado.

Mr. and Mrs. Tom Draper and Mr. and Mrs. Mark Murphy, all of Oklahoma, and Mrs. T. O. Wicks of Soper, visited in the home of Mr. and Mrs. W. E. Carroll.

Mr. and Mrs. A. C. Hacker Jr., and children of Colorado, spent Christmas with her parents, Mr. and Mrs. G. S. Rutten.

WANTED: DEALERS!

Hard Water in your area will make you money and save the customers money! \$50.00 complete will buy for them, from you, the "EJAX WATER TURBULATOR"! Simple to install in main line, keeps scale from forming in boilers, hot water heaters, plumbing, etc. Has many other advantages in combating Hard Water. Write for information on Dealership.

"EJAX"

Box 37, 1006 Burnett Street
Fort Worth, Texas

We Are Now

CLOSED

For Inventory

Will Re-Open On Fri.

January 2nd

Sireu Hardware

For Your Best Buys In.....

NEW and USED

Cars, Trucks and Pickups

— See —

Hereford Motor Co., Inc.



Frankly, we just naturally love good automobiles . . . but we don't love 'em enough to keep them standing on the lot while we wait for a big profit. We have to eat and find that you can eat better when you make a little money on each car rather than try to make a killing. Consequently, we trade cars fast . . . keep new cars on the lot . . . and everybody's happy. See us today - - we'd like to trade.

HEREFORD MOTOR COMPANY, INC.

142 N. Miles Ave. Your Friendly Ford - Mercury Dealer Phone 33

WANT ADS Phone 30-31

FREE Theatre Tickets To See

"Somebody Loves Me"

WEDNESDAY - THURSDAY
DECEMBER 31 - JANUARY 1

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.

1. FOR SALE Miscellaneous

Chrysler Industrial Motors Sales & Service
McCullough Motor Co.
111 W. 1st. Ph. 17
B-1-9-tfc

OFFICE SUPPLIES. Regular lines and special orders. The Hereford Brand.
B-1-16-tfc

Hereford Glass Co
Expert Car Glass Installation
Table Tops and Window Glass
302 Park Ave. Ph. 1425
B-1-16-tfc

LUMBER
UTILITY GRADE
2x4's \$45 -- 2x6's \$45
1x8's and 1x10's
\$6.50 per 100 feet
CARL McCASLIN
LUMBER COMPANY
B-1-1 1/2-17-tfc

WANTED: DEALERS!
Hard water in your area will make you money and save the customers money!! \$50.00 complete will buy for them, from you, the "EJAX WATER TURBULATOR"! Simple to install in main line, keeps scale from forming in boilers, hot water heaters, plumbing, etc. Has many other advantages in combating hard water. Write for information on dealership.
"EJAX"
Box 37, 1006 Burnett Street
Fort Worth, Texas
B-1-47-tfc

TURKEYS, ducks, geese and butcher hogs for sale. Phone 1754-J-1. Bill Nofziger.
B-1-12-20-tfc

FOR SALE: Registered Hereford Bull. Four years old. 4 miles north on Highway 51. 2 1/2 miles west. Robert Hodges. Call 555-W-1.
B-1-21-52-3P

2. FOR SALE Farm Equipment

FOR SALE: Fruit trees, shade trees, grape vines, shrubs, roses, evergreens and other nursery. Mrs. J. F. Ward, North Main.
S-1-20-25-tfc

FOR SALE: Three quarter Semmons bed complete with mattress and springs. \$30. Phone 976-J.
B-1-14-27-3k

3. FOR SALE Automobiles

FOR SALE: 48 model Columbia house trailer. Would consider trading equity in house. Wayne Carthel. Phone 1240-W or 701.
B-3-19-27-2k

FOR SALE: My 1947 Chevrolet 4 door Deluxe. Excellent condition. Radio and heater. Price \$2,000 if sold by January 1st. Lloyd Russell, 106 George St. Phone 689.
S-3-27-27-1p

4. REAL ESTATE CHOICE

Irrigated and Unirrigated Farm Land. City Property
P. O. Box 506 -- 338 Main
E. B. POSEY, REALTOR
Hereford, Texas
B-4-15-tfc

NOTICE OF SALE
The unfinished apartment house, garages and garage apartments located at 710 Miles Avenue in Hereford are to be sold to party who has submitted the highest cash bid in writing to this office by noon of Tuesday, December 30, 1952.
GORDON CREAMER AGENCY
712 A West 16th Phone-3-1789
Amarillo, Texas or 6-6834
B-4-25-4C

FOR SALE
New 1100 Square Foot house. Well located, insulated. Lots of storage space. Reasonable price. For any type house, call 9515.
CAWTHON BROTHERS
B-4-50-tfc

FOR SALE
Have several nice clean well located 4 and 5 room houses. Price range from \$6,500 to \$8,000. Good Terms.
GLENN WEIR, REALTOR
109 Main St.
Phone 200 Res. Phone 802
Hereford, Texas
B-4-17-tfc

REAL ESTATE LOANS -- AUTO LOANS
YOU DON'T HAVE TO WAIT QUICK SERVICE
JOHN McLEAN
Phone 273
S-4-2-tfc

J. M. HAMBY-REAL ESTATE
208 EAST 3RD STREET
HEREFORD, TEXAS
Ph. 701 Night Ph. 1240-W
FOR SALE
Irrigated 320 acres, 300 in cultivation, 1-8" Elect. Well. 60 A. S. F. Wheat, 20 acres of alfalfa, 1 mi. off pavement. Price \$165.00 per acre. \$15,000 down. Bal. good terms.
160 Acres all in cul. Good barn, 8" well. 3 1/2 mi. off pavement. \$10,440.00 Down. Bal. good terms.
160 Acres, 8" well set at 135' Imp. 3 1/2 mi. of town. \$18,000 down, bal. good terms.
Extra nice: 40 acres near Hereford. Near pavement. Price \$12,600.00.
Nice 70 Acres in irrigation dist. Price 12,600.00. Might consider trading equity for city property.
Other good buy in large and small farms.
B-4-27-4C

FOR SALE: Good 320 acre stock farm on pavement. Three room house, windmill and tanks. REA, daily mail, school bus. Leased for oil. \$50 acre. Alderson and Ridgeway. 238 Main, Hereford.
B-4-30-27-tfc

HOUSES FOR SALE:

New, two bedroom house on 100 ft. lot, fully insulated, well constructed, lots of storage space, wall to wall carpet on living room. Immediate possession. Price \$7500.00.
For any type house see us first.
Phone 9515
CAWTHON BROTHERS
B-4-20-tfc

SERIOUSLY!
Have Some Buyers for IRRIGATED & DRY LAND FARM TRACTS.
See or write at once
J. B. ELLISTON REALTOR
Serving This Territory for 50 years
NEED YOUR LISTINGS
Box 1503 -- Hereford
B-4-2"-13-tfc

See Us For
FARM & RANCH LOANS
I. O. (IKE) CROSTWAIT
W. R. (BILL) METCALF
632 W First Street on Hiway 60
Box 845 Off. 854
Res. 229-W
Hereford, Texas
B-4-50-tfc

GOOD BUYS
In irrigated and Dry Land farms in Deaf Smith, Castro and Parker counties. Also large listings on houses and lots and business opportunities.
J. M. HAMBY REAL ESTATE
South of Courthouse
Phone 701
B-4-23-tfc

HEREFORD FARMS
One quarter section, close in, shallow water.
PRICE \$105.00 per acre
\$8,500 CASH
320 acres of good level land, no blemishes, no light soil, 1 1/2 miles off pavement... \$8,500 down and good terms on the balance.
SOUTH OF BLACK
Very nice, clean 160 acres, 30 acres grass, in good irrigation area. Unimproved. No Well. PRICE \$150.00
NEED A HOME?
We have a very nice 2 bedroom home on a very large corner lot, ideal location, with nice lawn, trees and pickett fence. Good garage. \$2,000 cash down payment will handle.
PRICE \$7,850
deal location, 2 bedroom home. PRICE \$7,500.00
Level 40 acres, close in --- CHEAP!
SAM NUNNALLY
LONE STAR INSURANCE
Phone 424 Nights & Sun. 1711
B-4-23 tfc

WESSON SPECIALS
133 ACRE FARM: New 5 room, modern house. Good 8" irrigation well. All good level land located Southwest of Dimmitt. Per acre \$225.00.
240 ACRE FARM: Small house and barn. 8" electric irrigation well. All perfect level land. Located N/E Dimmitt. Per acre \$225.00.
320 ACRE FARM: Complete set improvements. 8" irrigation well. All perfect level land in cultivation. Located right close to Dimmitt, Tex. Per acre \$225.00. MANY OTHER FINE FARMS FOR SALE: Write for new descriptive list.
WESSON REAL ESTATE
Hereford Texas Dimmitt
B-4-27-tfc

FOR SALE
Grade A irrigation farm. 320 acres. 8 inch well, new improvements, 100 acres grass, 40 acres good wheat. Near graveled road. School bus at door. 14 miles north of Dawn. Around \$20,000.00 cash, balance to suit you. Possession now. Sell all or half. Priced to sell. W. R. McClain, 317 East 20th, Amarillo, Texas. Phone 2-3128.
B-4-27-3C

FOR SALE: Good 320 acre stock farm on pavement. Three room house, windmill and tanks. REA, daily mail, school bus. Leased for oil. \$50 acre. Alderson and Ridgeway. 238 Main, Hereford.
B-4-30-27-tfc

FOR RENT
TWO BEDROOM unfurnished duplex. Vacant 28th. Adults. 305 Knight.
B-5-9-52-tfc
FOR RENT: Bedroom close in. 509 Ross. Phone 847-J.
B-5-9-29-tfc
FOR RENT: Comfortable furnished apartment. Private bath. Phone 1084-W or 961.
B-5-11-23-tfc
Beautifully furnished one bedroom apartment for rent to couple only -- \$75.00
Lone Star Insurance Agency
Phone 424
Nite 1711
B-5-24-tfc
FOR RENT: Furnished apartment. 613 25 Mile Avenue. Jonnie Estes.
B-5-10-24-tfc
FOR RENT: 240 acres irrigated land. Cash lease or share crop. Good location between Dimmitt and Hereford. 3/4 mile of pavement. Contact E. C. Schneider or A. D. Lewis. Jim Hill Hotel, Hereford, Texas, Sunday, Dec. 28 through Monday, Dec. 29. Phone 3128, Roscoe, Texas.
S-5-42-27-1p

FOR RENT: Front bedroom on South. Close in. Come to 219 Lee or phone 692.
B-5-14-27-2k

FOR RENT: Front bedroom on South. Close in. Come to 219 Lee or phone 692.
B-5-14-27-2k

FOR SALE: Good 320 acre stock farm on pavement. Three room house, windmill and tanks. REA, daily mail, school bus. Leased for oil. \$50 acre. Alderson and Ridgeway. 238 Main, Hereford.
B-4-30-27-tfc

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

Complete EARTH MOVING SERVICE
We've Added a New Service
Concrete Irrigation Ditches Using Fullerform
Method and Machinery
SAVE WATER SAVE SOIL
SAVE MONEY - SAVE LABOR
See Us for Complete Details
WALLACE CONST.
Phone 399
618 West First - Hiway
B-11-2"-19-tfc

13 LOST
STRAYED: Cow on my east place. Branded bar-y. Left flank. Also slash F-bar right hip. H. E. Bippus.
B-12-18-52-tfc
LOST: 6 keys on keyring. Lost near Postoffice. Finder please leave at E. and office, Postoffice or Goodrich Store.
S-13-19-27-1p
STRAYED: Seven weaners White-face calves. Weigh about 300 lbs. Branded X right hip. Strayed southwest from Vega. Call 3904 at Vega collect.
B-12-23-25-4

Card of Thanks
We wish to express our sincere gratitude to you, our friends of this community, who contributed so much to our welfare through your thoughtful helpfulness in attending to our physical needs, and your expressions of love and sympathy evidenced by your prayers, visits, telephone messages, memorial gifts, flowers, letters and cards.
Knowing that so many of you shared the joy of loving little Zee Ann with us for almost four years gives to us an abiding comfort.
The Evans Family

WANTED: Pasture grazing for cattle. O. G. Hill. Phone 93 or 1310.
B-6-12-40-tfc
WANTED: Custom plowing, planting and listing. Floyd Stivers. Phone 9303.
B-6-10-43-tfc
FEEDER SHOATS WANTED: 110 pounds up. 3 miles east of Texaco Refinery on Third Avenue, Amarillo. Phone 2-4068.
B-6-18-47-tfc

8. HELP WANTED
REPORTER WANTED: Prefer intelligent young lady who is willing to learn. Must have at least high school education, emphasis on spelling and English. Do not apply if you cannot type accurately and moderately fast. Inquire at The Brand office.
S-8-9-24-tfc
MAN or WOMAN to take over route in Hereford to distribute Watkins Nationally Advertised Products to established customers. Earnings unlimited. No car or other investment necessary. We will help you get started. Write Mr. C. R. Ruble, Dept. D-4, the J. R. Watkins Company, Memphis, Tennessee.
S-8-49-28-1p

11. Business Services
ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Phone 1574-W.
8-11-14-tfc
RESIDENT Typewriter and adding machine service all makes and models. 24 hour service on all. Work guaranteed. C. T. Knight, 207 Knight St. Hereford.
S-11-20-51-tfc
Concrete Walks, Driveways, Floors, Stucco, Plaster and Redashing. Free estimates.
H. E. Wester
111 Bradley
Phone 417-J
S-11-19-tfc
INCOME TAX SERVICE
MRS. CLYDE COCANOUGH
108 WEST 8th STREET
B-11-27-10P
EXTRA SPECIAL
CATTLE TRUCKS INSURED
YOU DON'T HAVE TO WAIT--WE WRITE THE POLICIES
John McLean Insurance Agency
Phone 273 - 127 W. 3rd
B-11-7-tfc
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
PLUMBING SUPPLIES, lavatories, closets, sinks, bath tubs, water heaters, soil pipe and fittings, lead pipe, traps, etc. We have practically everything for your plumbing needs. Priced right. Miller Plumbing Co. 125 Sampson. Phone 1287.
B-11-34-19-tfc
"BEST SHOP SERVICE IN HEREFORD" Authorized J. I. Case shop service. Contact Carl Kropff for mechanic work on all makes of tractors. New equipment and can handle any job. Call 1109 or come by Farm and Home Supply, your J. I. Case Dealer in Hereford.
B-11-44-47-tfc

Pearl Griffith Dies Saturday

Funeral services for Pearl B. Griffith, 80, were still indefinite today. Mr. Griffith died at his home in Friona Saturday, Dec. 27, following a 10-month illness.

He was born Jan. 25, 1872, in Hocking County, Ohio, and was married Oct. 20, 1895 in Coles County, Ill., to the Ethel Wright. The couple moved to Ellis County, Okla., and later to Friona, where he was engaged in farming. In addition to his wife, he is survived by four sons; Jim, Frank and Paul of Friona; and Tom of Bovina; four daughters, Mrs. Olive Reeter, Mrs. Nola Adams of Friona, Mrs. Louretta Brookfield of Hereford, and Mrs. Gertrude Elliott of Colorado. Also two brothers, one sister, 10 grandchildren and 11 great-grandchildren.

J. W. Anderson Dies At Dimmitt

Funeral services were incomplete today for J. W. Anderson, father of Mrs. C. C. Ellis of Rt. 3. Mr. Anderson died Saturday, Dec. 27, in the Dimmitt hospital at 2 o'clock. Gilliland Funeral Home is in charge of arrangements.

Mr. and Mrs. W. L. Carter went to Wayside for a family reunion Christmas.

Mr. and Mrs. Wayne Carthel are in Plainview for the holidays. Bob Carthel is home from Colo. A & M.

We Guarantee the LOWEST priced RCA VICTOR "Super Set" to outperform the HIGHEST priced TV set of any other make!

STREU HARDWARE

"COLD"

If so, you cannot afford to keep it because a "cold" always weakens the body and makes it more susceptible to disease.
You Will Be AGREEABLY SURPRISED how quickly CHIROPRACTIC ADJUSTMENTS WILL GET RESULTS
Bring all your Health troubles to
DR. C. D. KELTON
Chiropractic Clinic
Phone 91 Hereford, Tex.

The Real McCoy's

Mr. and Mrs. Wayne Carthel are in Plainview for the holidays. Bob Carthel is home from Colo. A & M.

MAN! BETTER HAVE PAW GIT THEM FIRE INSURANCE FROM...

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

PENNEY'S YEAR-END CLEAN-UP!

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

Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y
Robert E. Wagoner W. M.
MASONIC BULLETIN
Hereford Lodge 845

Herford Rotary Club
meets every Friday at 12:05
Hotel Jim Hill

Veterans of Foreign Wars
Meets Every Thurs. 8 P.M.
V. F. W. CLUB HOUSE

Lions Club
meets each Wednesday, 12 noon
Hotel Jim Hill

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

Ladies Bargain DRESSES
20 Only - 5.90 Dresses
Reduced to \$4.00
12 Only - 10.90 to 12.75
BETTER DRESSES
Reduced to \$5.00
One Rack of Girls
Dresses, Reduced to Sell

4 Ladies
Swede Leather
BELTED JACKETS
Sizes 14 to 20 \$15.00

50 Boys
WINTER JACKETS
Zipper Fronts,
Quilted Lining
Reduced to \$5.00

A Bargain In Shoes
LOW HEEL FLATS FOR DRESS WEAR
Girls Size 8 1/2 to 2
Ladies Sizes 4 to 8 1/2
Reduced to \$2.00

Editorials

Where Else Could You Find Such Big Hearted People?

Several times in recent years The Brand has commented on the generosity of the people of this area. Announcements from the county welfare office Christmas week supported any statement we ever made.

The welfare office said that the requests to furnish Yule baskets for needy families far outnumbered the families actually in need of assistance. Some of the requests, they reported, had been on hand since as far back as Thanksgiving. This situation, in view of the itinerant labor in the area, is near-amazing.

Many other towns, including several on the Plains, did not have sufficient baskets to go around. Need and want have been reported rampant in most cities.

Maybe it is a hang-over of the days when cattle was the area's main industry. Maybe it is because Hereford has more churches per capita than any other town its size. Maybe the people are, in general more prosperous. Maybe it's in the air, the soil, or the water, like this "no toothache" business. Anyway, it exists, and it is probably one of the very finest tributes which can be paid to a Christian Community.

Nowhere else in the world will you find people who are so big hearted as those who live in this territory.

What Will 1953 Hold For The People Of America?

With Christmas, 1952, behind us -- and the New Year just around the corner -- people everywhere in this great country of our are justly wondering what 1953 will hold for them.

On January 20, a new administration will be inaugurated, General Eisenhower was the "people's candidate". He was elected by the people, chiefly because they wanted a change, because they frowned heavily upon graft and corruption; because they wanted to stop inflation spirals and, ultimately, reduce government spending and taxes.

One of the big questions in the minds of political leaders, however, concerns the reaction of these people when government doles, subsidies and free spending begins to pinch down on them as individuals. This will surely follow. Just how far and how deep the economy measures reach will, of course, depend on General Ike and the new administration.

Big business, a long chided and mistreated factor in American economy will, unquestionably, change tactics under the new administration. Big business represents production -- and production is the factor which has set America in the lead among other nations. Heavy corporation taxes and lack of consideration had forced the American manufacturer into a corner. If big business ceases to be the "hunted animal" and emerges as the "devouring beast", nothing will be accomplished. If, on the other hand, big business looks at the situation objectively and toward general welfare of the country, the situation can well be improved. Much depends upon how the manufacturers accept and treat the new administration.

Farm groups, though comparatively weak, can likewise do much toward returning the nation to a stable basis. Labor groups, many times unreasonable, will probably continue along the present lines.

All of these factors could easily be cancelled, however, if the country should engage in an all-out war with Russia. Termination of the conflict in Korea would, likewise, affect the national picture.

Meanwhile, we, the little people, can only wait and see what happens. We asked for a change. We got it. Whether it is good or bad, we will ultimately suffer the consequences. The new year definitely holds the answer to a lot of questions. Questions which will determine the future of the United States. Questions which will determine our own personal standard of living and welfare.

QUESTION OF THE WEEK

Fast Driving, Carelessness And Intoxication Cause Most Wrecks

Government statistics indicate that the ever-increasing number of highway accidents are due to "fast driving, carelessness, mechanical faults of automobiles, driving while intoxicated, ect."

What cause, or causes, do you personally attribute most of our highway accidents?

Mrs. Pat Neill, 135 Ave. D.
I would say that most accidents are caused by alcoholics. I may be wrong, but this is my personal opinion.

Mrs. Cecil Payne, 319 Ave. A.
I think driving while intoxicated is the cause of most highway accidents. I like the highway sign that says "If you drive don't drink, if you drink don't drive". I simply don't think people should drive while drinking.

James A. Kirkwood, Highway Patrolman, 135 Grand Ave.

In my territory, I have found that more accidents occur from speed than any other cause. The reason for this is that there is an open road from Canyon to New Mexico, and the highways are good. Most people around here have new automobiles and naturally drive too fast. This day and time, people are in too much of a hurry. I can remember the time when we had model "A's" and when we drove 30 miles an hour, we were really going places. People get in these new cars and they think they aren't driving much faster than when they drove the model "A's", and their foot gets too heavy!

Mrs. F. G. Witherspoon, 807 Miles
Driving too fast is the worst thing. People simply drive too fast to stop when they might need to.

Lowell Sharp, Sheriff elect, 201 Ave. J.

It is my opinion that carelessness takes in everything. I one fails to keep up the mechanical parts of a automobile, it is only carelessness, driving fast is carelessness and driving while intoxicated is carelessness.

Bill Simpson, Rt. 3
Carelessness is mostly the cause of accidents, I think. Next, I would say fast-driving.

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher has discovered Christmas is gone again, his letter this week reveals. Somebody must have told him.

Dear editor:
Although it seems like it was only a month or so ago when I didn't write you Christmas greetings the last time, here it is already too late for another one.

People say when time flies fast it's a sure sign you've been busy, but I don't believe that will hold in my case. If I've been busy the past year, it certainly wasn't intentional, I wasn't aware of it, and if I was, I don't intend to be any more.

Of course, being busy is subject to all kinds of interpretations. A man can be busy with his feet propped on his desk and his eyes closed, if his brain is working. Eisenhower was pretty busy when he was flyin to Korea, but I imagine he wasn't half as busy as he's gonna be if he succeeds in figuring out a solution to the Korean problem.

But I didn't start out to talk about serious things this week, I just wanted to let you know what I'm lookin forward to writin for you some more in 1953.

In the meantime, a lot didn't enjoy Christmas that should have. I know there's trouble in the world, but it takes more than trouble to put a stop to Christmas. Why, in the past 1,000 years there probably hasn't been over 75 or 100 years when the world was completely at peace, the rest of the time there's been a war of some kind goin on, but that's the thing about Christmas, you go ahead and celebrate it, war or peace, good times or bad.

But to get off the serious side, I hope you and all your readers got everything all of you wanted for Christmas, not just what you deserve, that's no satisfactory standard to go by. As for me, all I want is to keep my sense of humor. Most people have a sense of humor, but there's one or two who could stand to have theirs improved a little: Happy New Year.

Yours faithfully,
J. A.

Panhandle Paragraphs

Cotton ginnings for Jones County continue to run about 10 per cent of last year's ginnings.

Census report show that 2,840 bales of cotton were ginned in Jones County from the crop of 1952 prior to December 1 as compared with 24,635 bales for the crop of 1951 to the same date, according to Bowen Pope, special agent. HAMLIN HERALD, Dec. 19, 1952.

The old bogey-man the Laketon-Miami road -- is about to break into the news and courts again. But, this time it over electricity.

Farmers along the road, and some living off it, stand to lose their electricity by Jan. 1, 1953, the date set by Greenbelt Electrical Cooperative for removal of poles and lines along the T. C. Bates place where the land is still actually under dispute. THE MIAMI CHIEF, Dec. 18, 1952.

ANTHONY'S

January

WHITESALE

FEATURING FAMOUS DAN RIVER SHEETS

Type 140 DAN RIVER MUSLIN SHEETS
72x108-in. **\$2.59**
81x108-in. **\$2.79**
42x36 Inch Cases **59¢**

SALE of DAN RIVER 81x99-in. SHEETS
TYPE 128 \$1.94

Low Prices on All Sizes of Type 128

81x108-in. \$2.29	72x99-in.	72x108-in. \$1.98
--------------------------	-----------	--------------------------

Pillow Cases 42x36 - 36x36 each 45¢

Enjoy in your own home the same luxurious, long wearing sheets that are used in the world's finest hotels! Smooth, soft, firm in texture... Dan River sheets stay invitingly fresh, lastingly white through countless launderings (and no strong bleaches needed!) No wonder they're a favorite with good housekeepers everywhere who know that both luxury and durability are prime requisites for sheets. See Famous Dan River sheets.

Type 180 DAN RIVER PERCALE SHEETS
72x108-in. **\$2.79**
81x108-in. **\$2.98**

Add beauty to your bedroom... comfort to your sleep... and ease to homemaking, too. Dan River sheets are smooth, soft, beautifully made, and stay bright, white, and lovely, even after countless launderings. You'll find Dan River sheets live up to all promises of beauty and long wear.

Mercerized Super Poplin
10-20
38-40
\$3.29

UNIFORM
A neat tailored appearance combined with ease and comfort. Full button front coat style. Pleat front waist... set-in belt. Seven gore skirt... three pockets. Detachable buttons.

27x27-Inch BIRDSEYE DIAPERS \$1.98
Doe.
First quality good weight birdseye cloth diapers. Strong flat selvage and hems. Unusually absorbent... durable; long lasting.

Anthony's Every Day Low Priced

First Quality HOUSEHOLD DOMESTICS

36-inch unbleached BROWN MUSLIN	yd.	25¢
36-inch bleached WHITE MUSLIN	yd.	25¢
40-inch unbleached BROWN MUSLIN	yd.	29¢
40-inch extra strong BROWN MUSLIN	yd.	35¢
42-inch type 128 PILLOW TUBING	yd.	59¢
8-oz. 29-inch GRADE A DUCK	yd.	49¢
36-inch 4x4 count MONKS CLOTH	yd.	98¢

Famous 6 Cord Sewing Thread CLARKS OHT or J. P. COATES
60 yd. Spool **4¢** 120 yd. Spool **8¢** Sizes No. 8 thru No. 70

PEPPERELL Colored SHEETS
81x108 Type 128 **\$2.98**

Pepperell's Red Label colored muslin sheets. Type 128 strong muslin. Extra large full bed size, 81x108 inches. Select from beautiful pastel shades of pink, green, aqua, blue, and maize. Matching cases in same colors.

MEN'S WHITE Dress Shirt \$2.98

Choose regular or spread collar... French or regular cuffs. Beautiful glistening pearl buttons. Sanforized cotton broadcloth. Neck sizes: 14 to 17. Sleeve: 32 to 35.

TAYLOR QUILTED MATTRESS PADS

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Crib Size CONTOUR SHEETS 98¢
Strong durable 80-square contour crib sheets. Anthony's own guaranteed quality Anco. Fits snugly and stays put.

'Tater Peelin's

By Roberta Campbell

We wonder if the teachers didn't feel pretty much as Buster did when he walked out of the school room for the Christmas holidays and remarked.

"Well, I feel like I had just cut my rope and turned myself loose".

It was a pretty Christmas party the mothers fixed up for the youngsters in Mrs. Bookout's fifth grade room at Shirley where our eleven-year-old parks his books this year.

Each child made a wish but the one that impressed us the most was Lloyd Haynie's wish that all the little crippled children could walk again. For Lloyd it was to be an especially happy holiday because his little sister was coming home from the Polio Center to be with her family.

As the New Year is just one turn of the calendar away, we are wondering what will replace politics as the top news item for 1953.

An end to the Korean fighting would be the most popular headlines a newspaper could carry and of course we will be interested in gettin' the Eisenhowers set up to house-keeping in the White House and Queen Elizabeth II crowned, but another thing we'll all be watching for is what our new President takes out of his rat traps.

Now that we've realized our wish for a White Christmas let's hope for a "Happy and Prosperous New Year".

FOIBLES Fancy and Plain

By Kent Snare

Since this column hesitates to get out of stride, that is guessing stride, mayhap you will stand still long enough for a bit of hazarding on the upcoming Bowl games, which we will expedite as much as possible, so as to minimize the derision emanating from the sparse perusers . . . The Rose Bowl - Wisconsin over Southern Cal, that should evoke the initial guffaw; The Sugar Bowl - Georgia Tech over Mississippi, by several; The Orange Bowl - Alabama over Syracuse, there oughta be a law; The Cotton Bowl - Texas over Tennessee, in spite of the fact that the Split T slips out of gear from inaction; The Gator Bowl - Tulsa over Florida, even after the ride . . . If you think the above sound zany, leave me recite the Sporting News picks for January one in '52 Bowlers: The Rose Bowl - Stanford by six; (Illinois tried to run the Indians often the reservation and nearly did, 40-7); The Sugar Bowl - Tennessee over Maryland by one (Maryland laced the Vols 28-13, setting Tatum on a talking spree that he may not survive, whole, that is); The Orange Bowl - Baylor over Georgia Tech by six (that didn't hold up, too, Tech copping 17-14); The Cotton Bowl - Kentucky over TCU by 13 (that one did and also the predictor lost most of his other picks and his mood, probable, he points with pride and loose talk at the exact margin he fingered for the Kaintucks prevailed 20-7); The Gator Bowl - Clemson over Miami by 7 (Miami took it 14-0) . . . Course he can out-point me but he can do it by jes' one, do I miss 'em all . . . That brings me back to an earlier cut that I took at a prognosticate on the Bowls which appeared this fall in this blab, author not known. . . Among other items the opponent for the SWC champ in the Cotton Bowl was pro and conned . . . Stating that the opponent was limited to Georgia Tech, Mississippi, Virginia, Villanova and Penn State, the scribe never mentioned Tennessee, who was the logical,

from the day they dropped Alabama, on account of their mush and milk schedule, altho Kentucky nearabouts curdled the milk with that 14-14 standoff. Of the ten teams in the above 5 Bowls, half of them are from the Southeastern Conference and are well spread as far as ability is concerned. . . . The one SE team that was a standout is Tech and Tennessee will give a good account at an ygiven time, but the others are in there simply because the really merited teams were excluded by league and other bars . . . If Michigan State continues to be double tough, the Pacific Coast Conference may legislate against them. . . . If the Bowls are going to continue to attract spectator interest, and they must or fold, for instincts, that smeller in the Cotton Bowl last year when they had two clubs, both with 4 regular season losses . . . Incidentally I eared a rumor recently that 4,000 tickets for the Cotton Bowl in '53 are till un-snatched, which in itself may be an outgrowth of the last mismatch. . . . All this brings us to the situation, that first: The Bowl sponsors will have to provide more tickets, better traveling and housing guarantees for the competitor's adherents and a better split with the teams, in order to ease the opposition of several conferences and the Have Not members of the aforesaid various conferences will have to ease up on the conference winners, who are desired in the Bowls, if for no other reason, than that they should face the eventuality, that the thing might change and one day, they too, would have a winner and wanna go. . . .

Mrs. Brite and daughter of Amarillo were in the home of H. L. Casebeer, also a son and family, Mr. and Mrs. Casebeer and children of Brownfield.

David R. Brownlow of Fredrick, Okla., and his mother, Mrs. H. L. Brownlow of Amarillo spent Christmas with Mrs. Mary Carter.



CORINNE JENNINGS

I'll Never Forget

By Corinne Jennings

Looking back do you remember the first Christmas, you spent away from home? Or the time you almost did not get back? If you are an adult, the answer is sure to be yes. And it is one that long will remain in your memory as important in its association with the season of the year. Back in 1924 I was teaching in a rural one-teacher school forty miles south and west of Portales and as the holidays neared I impatiently waited the day for the departure for home. Then just a few days before the time arrived there came a big snow. It snowed as only it could snow in those days and so different from what seems to be the cycle of moderate winter weather we have been experiencing in the high plains country the last few years. It swept across the plains and sand hills in drifts, on the level places clean and free from snow. You never knew what depth you would flounder in and out of - if you would. The day before we were to leave it took the mail car 15 hours to make the forty miles from Portales. Besides the mail car there was not another chance of our getting out of there. Few people had cars in that part of the country and those who did, would not want to make the trip out, so the man who drove the mail route was our only chance. And we had the count against us as he lived in the community and not at Portales. Another teacher and I did get to the store and post office at Emzy from which he was to start. And though it had quit snowing, it was still overcast and not very encouraging looking. But this teacher, whose name I have long since forgotten, and I were ready to take the chance. We wanted to go home, no matter how deep the snow, or risk, the odds of getting through. She had come from the Rogers community and I from the unromantic place named "Nigger Hill". (a historical name I was told which helped some). All we had to do was to convince the mail carrier that his duty was more to be considered than his desire to sit safely at home by a warm fire with his family --- (and the chance of perhaps not getting back himself for Christ-

mas) cuts which we filled with what we could find to get out, or got out and pushed some more.

The sun soon hid his face again making a colder, drab and discouraging grey day. But it did favor us in that there was less melting of snow and ice or we might never have made it as soon as we did.

By nightfall we were about half way to our destination and we cut across a pasture to reach a house, the driver had in mind as our haven for the night.

Its occupants greeted us gladly and we crowded in with the family and had our first food since an early breakfast. A big red hot stove soon thawed us out leaving no serious results. How they managed to find beds for all of us I do not remember, but I know the teacher and I had a nice warm bed and we were certainly ready for it.

After breakfast, she and I debated whether to offer to pay or leave it some place where they would find it. In those days this did not conform with the hospitality of the west. So finally we decided against it, hoping that our deep appreciation expressed would suffice and that perhaps at some future day we could do something in repayment. I still feel that we owe those people an unpaid debt. For never was I more happy to see a place as I was that one, unless it was home which I was able to make that day.

When we left here we made better time and had no more trouble, there was less snow and the prairie country was easier traveling than in the sand hills we left behind. We reached Port-



CHARLOTTE RITCH, daughter of Mr. and Mrs. Hugh E. Ritch, Route 3 is spending the holidays with her parents. Charlotte received her Master of Science degree from The Ohio State University, Friday, December 19, 1952, after first completing the dietetic internship at the University Hospital in Columbus, Ohio last September. Miss Ritch has the unique distinction of being the ten thousandth member of The American Dietetic Association, the organization with which she became affiliated in November, 1952. She received her Bachelor degree in Home Economics from Texas Tech in May 1951.

She and her family were able to make train connections to get home in time for Christmas.

Beauty At Home

Q. What is a good "homemade" mouth astringent?
A. Very good is the unsweetened juice of a lemon in 1/4 glass of water.
Q. What is a good external treatment for acne, or pimples, on the face?
A. Bathe the face at least twice daily with pure soap and water, rinsing thoroughly with very warm and then cold water. Use lanolin as a substitute for face cream, and as little powder as possible.
Q. How can I promote more glossiness in my hair?
A. A brisk towel rubbing after the shampoo, and then 10 minutes of good vigorous brushing works wonders in adding sheen to your tresses.
Q. How can I avoid smearing of my lipstick?
A. If you'll add a bit of petroleum jelly over the lipstick, it will help. This gives it a permanent finish until you are ready to remove it with cold cream.
Q. What is a safe home treatment to de-emphasize freckles?
A. Use pure lemon juice, and remove this from the skin with little milk after five minutes. The milk relieves any irritation. Buttermilk may be used for the same purpose.

DR. MILTON C. ADAMS

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Who'll be **first** in 1953?

WIN AN ARRAY OF VALUABLE GIFTS

RULES OF CONTEST . . . Have your doctor state the exact time and place of your baby's birth; sex, weight, and name, plus the name and address of the parents. Send this information to the Sunday Brand. The baby born first after midnight on January 1, 1953 in Deaf Smith county, will be declared the winner of the 1953 First Baby Contest. Watch this newspaper for the announcement of the winner.

Babies born within the county, but not in the hospital must be reported at The Brand office within 48 hours following their birth to be eligible in the contest.



CHRISTENING SET
for **BABY'S BIG DAY**
The First Baby in '53 will receive a lovely embroidered, batiste christening set, as our gift!

Village Sport Shop



A GIFT OF SILVER FOR BABY . . .
An infant's set of matching spoon and blunted fork in a lovely pattern of gleaming silverware -- is our salute to little "53"!

Kester's Jewelry & Gift Shop



WHEN THE WINNER STARTS TO CRAWL
He (or she) will be wearing a pair of our famous-made shoes -- our gift to the first baby in '53. Washable white leather with non-slip leather sole.

Hereford Shoe Store

Home of Weatherbird Shoes

WHEN BABY GOES VISITING . . .



Mother will love our gift of this heavy-gauge plastic bag with envelope for soiled diapers and 2 bottle bags. Adjustable shoulder strap. Also one dozen Birdeye Diapers, 2 bottles and 2 extra caps.

C. R. Anthony



A GIFT SET OF BABY NEEDS . . .
A gift-boxed set of famed-name infants' toiletries for the proper care of baby's tender skin will be presented by Rogers Drug to 1953's first baby.

Rogers Drug

Gour Gift For A Good, Healthy Start

For 2 weeks we will deliver 1 quart a day of our nourishing vitamin enriched milk free of charge to '53's first baby -- for a good start to life!

HEREFORD CREAMERY



A full case of our famous brand canned infants' foods will be presented by Cooper's Market. Our gift of good health and good nutrition for baby--

Cooper's

Park Avenue Drug Store Will Give 1953's First Baby A Pair Of DRYPER PANTIES And A Months Supply Of Dryper Pads

The Hereford Brand Will Furnish The Printed Announcement Cards As Our Gift To The First Baby Of '53

As our gift to the winner, The Western Flower Shop will send a bouquet to the Mother.

Western Flower Shop

A full case of our famous brand canned infants' foods will be presented by Hunter's Grocery Store. Our gift of good health and good nutrition for baby.



Hunter's Food Store

Rutherford & Company Will Give 1 Bottle Playtex Baby Oil 1 Bottle Playtex Baby Cream 1 Can Playtex Baby Powder

An Oval Baby Bath For The Baby Will Be Given By Hereford Hardware

An Oval Baby Bath Will Be Presented To The Winner By Western Hardware

Our gift to the baby of 1953 is a package of Little Ducky Clothes Hangers and a Johnson's Baby Gift Box. City Drug Store

The Sunday Brand SOCIETY

Hereford, Texas, Sunday, December 28, 1952

Aichlmayr-Deiter Wedding Held In St. Anthony's Catholic Church

The marriage of Miss Clementine Aichlmayr and Harold Deiter has been announced here. Vows were exchanged in St. Anthony's Catholic Church at 9 o'clock Monday morning Dec. 22.

Attendants were Mr. and Mrs. Cyril Neusch.

The bride wore a ballerina length frock of gold embossed satin with matching bolero. Her accessories were in brown and her bouquet was of bronze chrysanthemums.

Mrs. Neusch wore a dress of rust satin made similar to that worn by the bride. Her corsage was of white carnations.

After the wedding a dinner was served in the home of Mr. and Mrs. Walter Kuper.

When the couple return from a wedding trip to points in South Texas they will make their home on a farm south of Hereford.

Out of town guests attending the wedding were: Mrs. Mike Deiter and Betty of Lindsey, Mr. and Mrs. John Leven, Mr. and Mrs. Francis Neusch and family, and Mr. and Mrs. Cyril Neusch of St. Francis; Mr. and Mrs. George Schacker and Marian, J. B. Aichlmayr, and Margaret Aichlmayr of Nazareth; John L. Womack, Dimmitt and Bob Deiter of Muenster.

LET'S COOK SOMETHING

Southern Cook Tells How To Fix Pineapple Souffle

The delightful flavor of pineapple may be utilized in many ways. Added to sauces, salads or in cakes. Serve it as an appetizer or as an accompaniment at lunch or supper. In fact, pineapple can come to the table at any time during the meal including the dessert.

One of the most delectable dishes to serve during the holiday season is pineapple souffle and the recipe for today is provided by a southern cook who clings to southern ways of cooking, than which there is none better.

Mrs. H. G. Conkright was reared in Kentucky and knows how to plan and prepare wonderful holiday fare as well as giving that added touch to commonplace foods. Here is her recipe for pineapple souffle:

- 4 tablespoons butter
 - 4 tablespoons flour
 - 2 cups milk
 - dash of salt
 - 1/3 cup sugar
 - 2/4 No. 2 can of crushed pineapple
 - 3 eggs beaten separately
 - 1 teaspoon vanilla
- Mix all ingredients, except the eggs, together and cook in double boiler until thickened. Pour while still hot over well beaten egg yolks. Allow to cool and then fold in the stiffly beaten egg whites. Place in a baking dish or casserole and bake in a 375-F oven until eggs are set.
- This is a good dish to serve with any kind of meat, particularly chicken, turkey or ham.

Miss Bettie Sue Holland, Jim Shirley Marry In Church Rites

In a ceremony Christmas Eve morning at 8 o'clock at the Avenue Baptist church, Miss Bettie Sue Holland, daughter of D. W. Holland and the late Mrs. Holland, became the bride of Jim Shirley, son of the late Mr. and Mrs. G. F. Shirley. Rev. H. V. Fields directed the couple in reciting the vows. Baskets of white gladioli and chrysanthemums, and tapers in candelabra flanked the altar space.

Leaton Clark, pianist, gave a short prelude of wedding music preceding the double ring ceremony and Sue Nell Sumner, niece of the bride, sang "Always," "Because" and "The Lord's Prayer" in benediction.

The bride's attendants were Mrs. Grover A. Benton, Shawnee, Okla., the bride's sister, who served as matron of honor. She wore

a navy gabardine suit with white nylon blouse and a corsage of pink Carnations. Miss Lou Shirley, bridesmaid, daughter of the bridegroom, who wore a blue and gray suit with white blouse and pink rosebud corsage.

Lewis Shirley served as best man and O. B. Sumner was groomsmen. Ushers were Kenny Wilson and Leslie Thompson Jr. Candles were lighted by Carolyn Shirley and Ruth Shirley.

At the first strains of Wagner's wedding march from Lohengrin, the bride entered with her father who gave her in marriage. She wore a gray fleeced flannel suit, identical in material to that worn by the bridegroom. She wore a white nylon blouse and navy velvet hat. She carried a white Bible topped with a sin-



MR. AND MRS. JERE COLLIER

Mary Helen McGilvary Is Bride Of Jere Collier

The marriage of Miss Mary Helen McGilvary, daughter of Mr. and Mrs. R. C. McGilvary, and Jeremiah W. Collier, son of Mr. and Mrs. Robert E. Collier of Fort Worth, was solemnized at 8 o'clock Sunday morning in the sanctuary of the Methodist church. Rev. T. Edgar Neal, pastor, was the officiant for the formal, double-ring ceremony.

December decorations marked the altar before which the couple and their attendants stood to repeat the vows. Tall Christmas trees hung with silver trim were smaller trees converging at the altar where the gold cross in the immediate background was framed with greenery, wedding bells and lighted tapers. Christmas tree arrangements of white poinsettias flanked the cross and extended across the altar space, while dozens of flame-tipped wedding tapers arranged in pyramidal candelabra gave illumination. Pews were marked by wedding tapers in double candelabra tied with silver holly leaves and white satin ribbon bows.

Mrs. Wm. J. Stanford, at the organ presented a pre-nuptial concert including "Traumeri," "Always," "Dream of Love" and "Ave Maria." Greig's "I Love Thee" was played as mothers were ushered in and MacDowell's "To a Wild Rose" was played as candles were lighted by Tommy Fry of Sweetwater and Bill Forbus. During the ceremony Mrs. Stanford played Chopin's "Etude in E Major" as soft musical background. Miss Mattie Mae Swisher's vocal offering was "Because." The traditional wedding marches were used.

The feminine attendants all wore identical dresses in sapphire blue fashioned with sleeveless velvet bodices attached to petal shaped peplums that fell over full bouffant skirts of nylon net over taffeta worn over crinoline. They wore mits of matching net tied with small velvet bows, and all wore half hats of net to match their dresses, embellished with seed pearls and matching velvet bows. All carried a line cascade of Golden Delight rosebuds with tufts of satin and net and silver leaves.

Miss Coyita Griffin, Santa Anna, was maid of honor and bridesmaids were: Olga Lee Winfrey, Andrews; Ann Collier, Fort Worth and Mary E. Young and Betty K. Owen, of Hereford. Little Jane Ann Collier was flower girl, and Robert Earl Collier III carried the rings on a white satin pillow.

Robert E. Collier Jr. of Fort Worth, brother of the bridegroom, was best man and groomsmen were Reuben C. McGilvary, the bride's brother, of Midland; Bob Mody, Lamesa; Tommy Fry, Sweetwater; John Leiman, Fort Worth, and Wayne Parker, Semi-

nole and Bill Forbus, who also served as ushers.

The bride, given in marriage by her father, wore a Regency gown of imported French lace and Duchesse lace. The lace bodice featured a Queen Anne collar and was fastened down the front in an unbroken princess line with tiny satin covered buttons. The sleeves were long and fitted and came to notal points at the hands. A wide cascade of lace extended onto the skirt, extending into a deep V in the back and the full satin skirt extended into a Cathedral train.

Her tiered veil of French tulle was held by a satin Juliet cap outlined in seed pearls and her only jewelry was a gold necklace her mother had worn in her wedding. For sentiment she carried a face handkerchief she had carried at her high school and college graduation. The bride's bouque which topped a white Bible, the gift of the bridegroom, was of gardenias, sprinkled with lilies, and staphanotis and white leaves cascaded with white satin ribbon streamers caught with loveknots of net.

At the conclusion of the ceremony, Bill Hutchinson sang Malotte's "The Lord's Prayer" in benediction.

The bride's mother wore a navy suit with navy hat trimmed in white and white gloves. The bridegroom's mother wore a two-piece navy dress with dusty rose accessories. Both wore gardenia corsages.

Reception is Held Following the wedding Mr. and Mrs. McGilvary were hosts at a reception honoring the couple in Ward Hall. Refreshments were served from a table laid with white linen and centered with an arrangement of white roses, gardenias and white chrysanthemums, flanked by white tapers. The three tiered cake was garlanded in blue icing and decorated with sugar spun yellow rosebuds. A bridal couple carrying out the blue and yellow theme, topped the cake. Miss Mattie Mae Swisher presided at the silver service, and Mrs. Reuben C. McGilvary of Midland presided at the cake, assisted by Miss Elaine Thompson. Others assisting were Mesdames: Colby Conkright, Harry Lomas, Dennis Lomas, Frank Terrell and Louie LeGrand. Mrs. D. W. Holladay of Littlefield presided at the guest book.

When the couple left on a short wedding trip the bride was wearing a brown suit with lined shoes and bag and gold felt hat. Her corsage was of yellow rosebuds.

Mrs. Collier is a graduate of Hereford High School and McMurry College, Abilene. She was a member of the McMurry Indian Band, Chanters and the Girls Treble Clef.

Mr. Collier graduated from Hardin-Simmons University, Ab-

ilene, and was a member of the famous Cowboy Band and of the Rodeo Association. He is now doing work on a master's degree at North Texas State College, Denton.

Following the wedding trip the couple will return to Fort Worth to make their home. Mrs. Collier is a teacher of public school music in the Fort Worth public school.

Out of town guests besides those in the wedding included: Mrs. R. E. Collier Jr., Fort Worth, Mr. and Mrs. D. W. Holladay, Littlefield, and Mrs. Bob Moody of Lamesa.

Rehearsal Dinner

The rehearsal dinner was held Saturday evening at Hotel Jim Hill with all members of the bridal party attending.



MR. AND MRS. JIM SHIRLEY

Photo by Travis Caraway

Engagement Is Announced

Mr. and Mrs. Joe H. Pitts announce the engagement of their daughter, Lola, to James M. Hawes, son of Mr. and Mrs. John E. Hawes of Cameron, N. M. The wedding will take place sometime in September, 1953. Miss Pitts and Mr. Hawes are both students at Eastern New Mexico University at Portales.



MISS LOLA PITTS

St. Anthony's Guild Holds Yule Party

St. Anthony's Guild held its annual yuletide party at the home of Mrs. Frank Brinkman, on Monday evening, Dec. 21.

Exchange of gifts was held and Christmas caroling provided entertainment. Those appearing on the program were Ed Dzuick Jr., soloist and a group of carolers: Helen Diller, Coletta Betzen, Marcela Bezner, Dorothy Ann Hund, Dolores Loerwald, Annette Behrend and Gwendolyn Jesko at the piano.

The ladies participated in group singing with some of the ladies adding interest by singing carols in the German language.

Christmas goodies were served to 27 members and two guests, Mrs. E. A. Albracht of Davenport, Iowa, and Mrs. Herman Hellman of San Francisco, Calif.

Assisting Mrs. Brinkman as hostesses were Mrs. C. J. Behrend, presiding at the punch bowl, Mrs. John Gallagher and Mrs. Ed Dzuick.

Mr. and Mrs. Abel Ruber and daughter of Big Springs are visiting in the home of her parents, Mr. and Mrs. C. C. Acker.

Mr. and Mrs. Wallace White of Ft. Riley, Kan., were visiting in the home of her parents, Mr. and Mrs. E. B. Barryman.

Miss white orchid with white satin streamers knotted with staphanotis. Her locket was worn by her mother at her wedding on December 24, 1911.

A reception was held at the home of Mr. and Mrs. Lewis Shirley, 224 Avenue F. Mrs. O. B. Sumner and Ruth Shirley presided at the bride's table which was laid with a lace cloth and featured a three-tiered wedding cake decorated in yellow rosebuds and topped with a miniature bride and groom. Mrs. Kenny Wilson assisted guests in registering.

Mrs. Shirley is a graduate of Greenville High School and received her nurses training at Parkland Hospital, Dallas. She was formerly employed at Deaf Smith County Hospital but for the past year and a half, she has been employed at the Hereford Medical Clinic.

Mr. Shirley attended public schools in Asher, Okla. He is employed at Western Battery and Electric Shop.

The couple will make their home at 111 Kibbe Street.

Out of town guests included Mrs. Grover Benton and daughters, Judy, Georgia and Margaret of Shawnee, Okla.

The Sunday Brand

Published every Sunday at 336 Main St. Hereford, Texas Established 1948



Texas' Outstanding Semi-Weekly

James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas

Society Editor Mrs. John McLean Adv. Manager Melvin Young Mech. Supt. Harry Linderer

"Always a Good Show" STAR Theatre

SUNDAY - MONDAY - TUESDAY

SPRINGFIELD RIFLE

COLOR BY WARNER COLOR

with PHYLLIS THAXTER · DAVID BRIAN · PAUL KELLY · LON CHANEY

WEDNESDAY - THURSDAY

Betty Hutton

Somebody Loves Me

Ralph Meeker

GET UP A PARTY FOR YOUR NEW YEAR PREVIEW -- WELCOME 1953

Tony CURTIS Piper LAURIE

No ROOM for the GROOM

We Of The Theatre Congratulate You On The Occasion Of Your Wedding Anniversaries

Anniversaries from Sunday, Dec. 28 - Wednesday, Dec. 31

Mr. & Mrs. W. M. Massie	Mr. & Mrs. Ellis Coombes
Mr. & Mrs. C. E. Leasure	Mr. & Mrs. P. L. Dishman
Mr. & Mrs. Marvin Parish	Mr. & Mrs. James W. Holman
Mr. & Mrs. K. R. Hunter	Mr. & Mrs. W. J. Stanford
Mr. & Mrs. Jim Clements	Mr. & Mrs. L. W. Denton
Mr. & Mrs. James C. Castor	

TEXAS SUNDAY MONDAY

BIRDS OF PREY WITH TALONS OF TERROR!

SPECTACULAR SCENES NEVER BEFORE FILMED!

VALLEY of the EAGLES

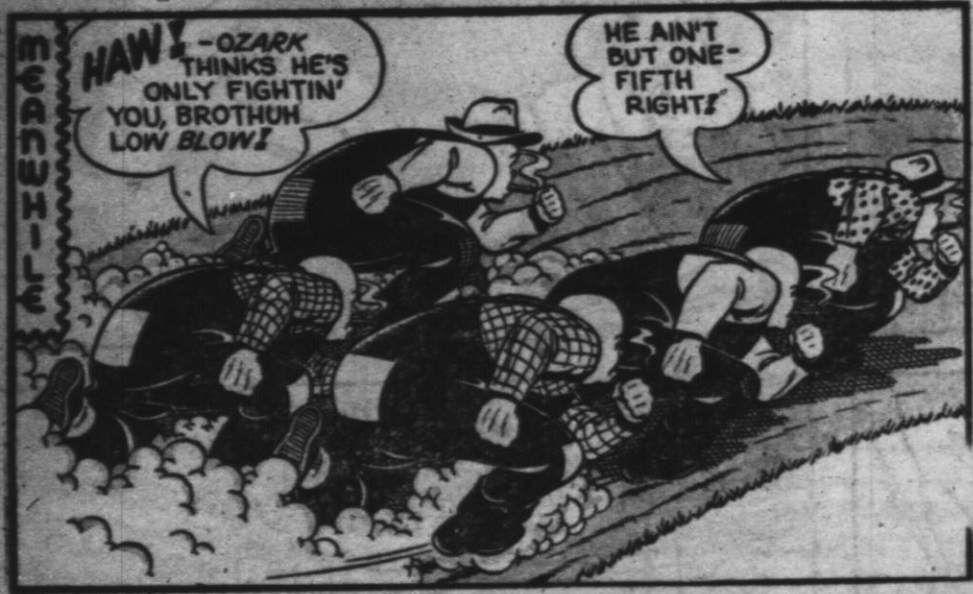
FILMED IN THE WILDERNESS OF THE PERILOUS ARCTIC!

STOLEN LOVE... STOLEN SECRETS... Living under the shadow of the mighty eagles!

Jack WARNER · Nadia GRAY · John McCALLUM

OZARK DIKE

by
RAY GOTTO



DAYS LATER WITH THOUSANDS ON HAND FOR THE BIG BRAWL...

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The Hereford Brand

The Sunday Brand

Harford, Texas

Our Slogan: "More People—More Farms"

BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE



Executive, Steno, and Lounge Chairs.

and Mrs. R. C. N. Jeremiah W. Coll and Mrs. Robert E. Worth was solemn clock Sunday no sanctuary of the Me Rev. T. Edgar, No the officiant for th ble-ting ceremony.

December decor the altar before v ple and their atten repeat the vows. trees hung with sl at each end of the smaller trees cov altar where the g immediate backtr ed with greenery, and lighted tape tree arrangements settles flanked th tended across th while dozens of fl ding tapers arran ing candelabra tom. Pews were n dine tapers in den led with silver h white satin ribbo

Mrs. Wm. J. S organ presented concert including "Always," "Dreant Ave. Maria," Gir Thee", was play were ushered in ar "To a Wild Rose". candles were ligh Fry of Sweetwate bus. During the Stanford played in E Major" as sof ground. Miss Mat er's vocal offering The traditional w were used.

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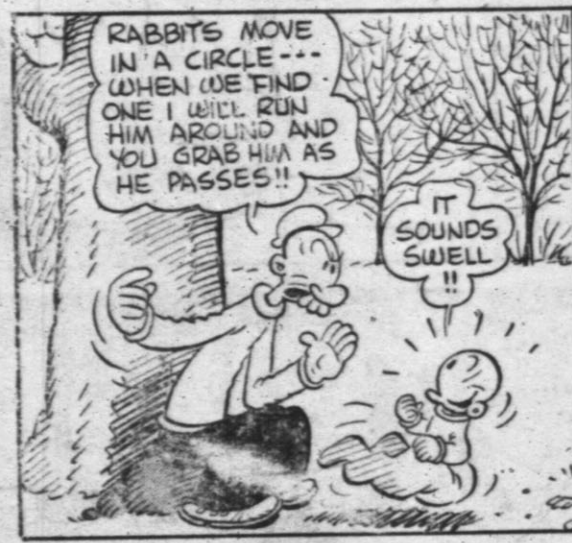
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THIMBLE THEATRE :- Starring POPEYE

By TOM SIMS and BILL ZABOLY

Registered U. S. Patent Office



Tom Sims and Bill Zaboly 12-28
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Do You Need A Typewriter In Your Business or Home? We Have Remington Portables On Hand The Hereford Brand

Mary
Brid

MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS



SAVE YOUR VOICE, NARDA. HE CAN'T HEAR YOU. THE GLASS IN THAT WINDOW IS A FOOT THICK.



THAT'S MANDRAKE, ALL RIGHT-- SWIMMING OUT THERE.

MANDRAKE! MANDRAKE!



DON'T SHOOT HIM UNLESS YOU HAVE TO. IF HE'S FOUND WITH A SPEAR WOUND, IT'LL LOOK SUSPICIOUS.

NO, I'LL TRY TO DRIVE HIM DOWN TO OLD WIGGLY. WE'LL LET OLD WIGGLY TAKE CARE OF HIM!



THE THIEF CLIMBS FROM THE CAVERN TO THE SURFACE OPENING, WHICH IS HIDDEN BY BOULDERS--



--THEN, MAKING SURE THAT NO ONE HAS SEEN HIM, HE DIVES DOWN-- AND HIDES BEHIND A ROCK--



I'VE SEEN NOTHING DOWN HERE. MAYBE I'M WRONG. MAYBE NARDA IS GONE FOREVER--HEY --WHAT'S THAT--?

NEXT WEEK: OLD WIGGLY

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GRANDMA
by
CHAS. KUHN-



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CHAS.
KUHN-

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MOUNTED

by
ZANE
GREY



NOT KNOWING THAT KING AND MRS. MARSH ARE HOPELESSLY SURROUNDED BY A WOLF PACK, THE CITY GUNMAN RUSHES TOWARD THE SNARLING BEASTS!

SOMEONE'S COMING TO HELP US... AND JUST IN TIME, MOLLY!

GET DOWN, KING, IT'S 'SCAR-FACE' MIKE! HE'S NOT SHOOTING AT THE WOLVES... IT'S US HE WANTS TO KILL!



GREAT BLAZES! THE WOLVES HAVE TURNED ON HIM!

HE DROPPED HIS GUN AND IS RUNNING STRAIGHT TOWARD TOWER CLIFF!

HELP!
HELP!



I CAN DRIVE OFF THE WOLVES, NOW! MIKE, STOP! THERE'S A SHEER DROP-OFF AHEAD!

IT'S TOO LATE... HE'S FALLING!

EEE OW!



Jim
GARY
12-28

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FORTUNATELY 'SCAR-FACE' HAD NO MORE LUCK IN TRYING TO KILL US THAN HE DID IN HIS ATTEMPT TO MURDER JOHN!

JOHNNY'S ALIVE! M-MY PRAYERS HAVE BEEN ANSWERED!



NEXT WEEK "MAROONED WITH MYSTERY"

COMBINATION

File and Storage Cabinets

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\$56⁰⁰

and Mrs. R. C. Jeremiah W. Co. Worth, was solo clock Sunday in sanctuary of the M. Rev. T. Edgar N. ble-ting ceremony

December seen the altar before, ple and their at- repeat the vows, trees hung with smaller trees, con- altar where the immediate backg- ed with greenery and lighted tap tree arrangement settled flanked it tended across it white dozens of fl- ing tapers arran- ing candelabra- tion. Pews were- the tapers in de- tied with altar- white satin ribbs

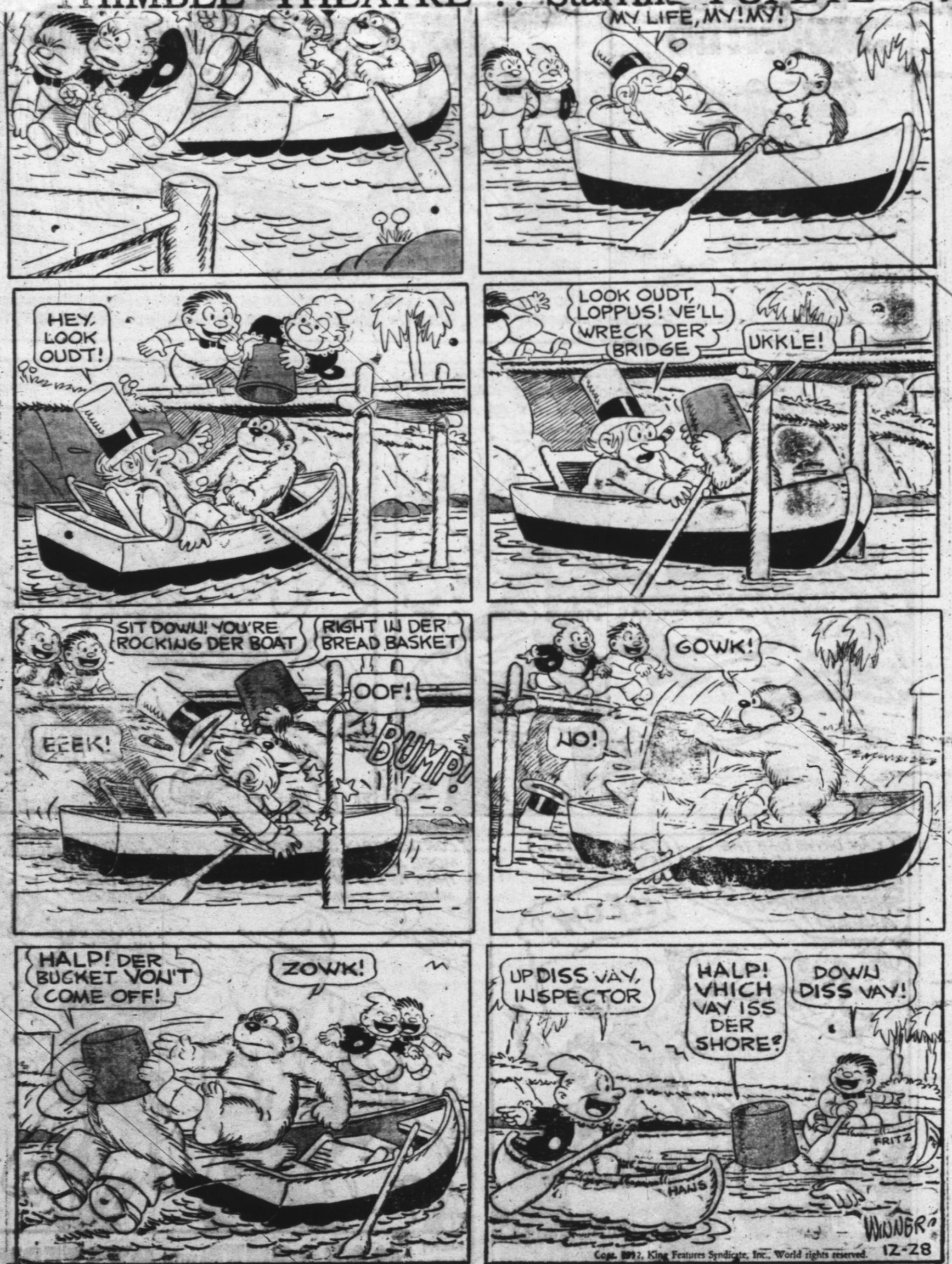
Mrs. Wm. J. organ presenta- concert includin- "Always," "Plea- "Ave Maria," "Ca- Thee," was pla- were adhered in i- "To a Wild Rose" candles were lit- ary of Sweetwat- bus. During the Stanford played in E. Major" as so ground. Miss Ma- er's vocal affectin- The traditional w- were used.

The feminine wore identical dr- blue fashioned, at- wet bodices at- shaped perlimin- bourtant skirts o- taffeta worn ove- wore mitts of m- with small veiv- wore hat, hairs- their dresses, at- seed pearls and- hoes. All carried- of Golden Della- turts of satin an- leaves.

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Robert E. Cal- Worth, brother o- was best man- were Redden C- beds' brother- Mandy, Legman- Sweetwater, John- Worth and Wayne

HIMBLE THEATRE :: Starring POPEYE



New Air Foam Cushions

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 NEW LOW PRICE

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ARE YOU GOING TO EAT ALL SIX HAMBURGERS HERE, GIR?

NO, ONLY TWO... PUT THE OTHER FOUR IN A BAG... I'LL EAT THEM LATER.



I'LL JUST MAKE SURE I FASTENED THE BACK DOOR OF THE VAN... I'LL BE RIGHT WITH YOU!

MAKE IT SNAPPY!



HERE, RUSTY, TAKE THIS AND KEEP QUIET!... I'LL LET YOU OUT WHEN WE REACH BROWNSDALE... THIS DRIVER WOULD GIVE YOU THE OLD HEAVE-HO IF HE KNEW YOU WERE IN HERE!

JEEPERS, THANKS, MR. STOVEPIPE! OKAY... WE WON'T MAKE A SOUND.



HOURS LATER AT THE CARNIVAL GROUNDS IN BROWNSDALE. NOW LOOK, RUSTY MY BOY... I DON'T KNOW WHAT YOU'RE UP TO, BUT IF YOU'RE IN TROUBLE WITH THE POLICE...

OH, NO, MR. STOVEPIPE... I HAVEN'T DONE ANYTHING WRONG!... IT'S NOT THAT KIND OF TROUBLE!



IT'S MY UNCLE RUFUS... HE'S TRYING TO GET ME TO HELP HIM GET A LOT OF MONEY FROM MR. MILES... HE'S MY ONLY LIVING RELATIVE AND HE SAYS IF I DON'T HELP HIM, HE'LL TAKE ME AWAY!

HM-M!... I THINK I SEE YOUR PREDICAMENT... BUT, MY DEAR LAD, HOW DO YOU EXPECT TO LIVE?



I THOUGHT MAYBE I COULD GET A JOB WITH MR. DOOLEY'S CARNIVAL!

DENVER DOOLEY IS VERY HARD-BOILED ABOUT BOYS WHO RUN AWAY... BUT PERHAPS I CAN SOFTEN HIM UP A BIT...



WHEN I TELL HIM ABOUT YOUR VERY TOUCHING AND UNSELFISH ACT IN THE MATTER OF MRS. JONES. MEANWHILE, THERE'S A SHACK OVER BEYOND THESE TREES.. YOU AND FLIP GO GET SOME SLEEP!

OKAY, MR. STOVEPIPE, AND THANKS.



MEANWHILE, ON THE OTHER SIDE OF THE GROVE.

LISTEN, SPECS... I KNOW YOU'RE PLENTY SORE AT DOOLEY, BUT ARE YOU SURE Y'WANNA GO THROUGH WITH THIS?

ARE YOU KIDDIN'?.. I BEEN WAITIN' TWO YEARS FOR HIM TO BRING HIS "CARNY" TO BROWNSDALE! COME ON OVER TO THAT SHACK AND I'LL TELL YOU JUST WHAT TO DO!

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12-28-50 TO BE CONTINUED

We Have **ESTERBROOK** Fountain Pens and Push Type Pencils.
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LITTLE ANNIE ROONEY



by
BRANDON WALSH
AND
DARRELL MCCLURE



WE'RE TERRIBLE LUCKY TO BE IN A CITY WHERE THERE'S HOUSES, AN' SIDEWALKS, AN' LIGHTS~ OUT IN THE OPEN COUNTRY THIS BLIZZARD WOULD BLOW US AWAY LIKE A COUPLE OF LITTLE CHICKEN FEATHERS~



AIN'T THIS A LONESOME TOWN? IT'S FULL OF PEOPLE, BUT THEY'RE ALL SMART ENOUGH TO STAY HOME ON A NIGHT LIKE THIS~ BUT POOR ORPHANS AIN'T GOT ANY HOMES TO STAY HOME IN~



IT'S HARD TO TELL FOR SURE, BUT IT LOOKS LIKE A SWELL HOTEL OR SOMETHIN'~ I HOPE IT'S A HOTEL 'CAUSE HOTELS HAVE KITCHENS AN' KITCHENS HAVE DISHES AN' MAYBE~~



GEE~ IT'S SOME KINDA HOME, BUT IT SEZ POSITIVELY NO DOGS ALLOWED~

HOME
POSITIVELY NO DOGS ALLOWED



GOLLY~ A NICE, HOT ENGINE ROOM~ IT SEZ EMPLOYEES ONLY~ BUT IT DOESN'T SAY POSITIVELY~ AN' MAYBE TOMORROW I'LL BE AN EMPLOYEE~

EMPLOYEES ONLY



GEE~ AIN'T THIS GRAND? IT'S SO WARM AN' COZY~ JUST LIKE A SWELL SUMMER RESORT, ONLY WARMER~



~ AN' IT WOULD MAKE ME FEEL GLAD ALL OVER IF ALL THE POOR KIDS IN THE WORLD WAS AS WARM AN' COMFY AS WE ARE~

DARRELL MCCLURE

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We Have OFFICE CHAIRS to Fit Your Every Need. Drop in to See Them.

The Hereford Brand

Executive, Steno, and Lounge Chairs.

and Mrs. R. C. Jeremiah W. Col and Mrs. Robert F. Worth, was solemn clock Sunday m. sanctuary of the M. Rev. T. Edgar N. the officiant for a ble-bing ceremony.

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DLUNDIE

by
CHIC YOUNG



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CHIC YOUNG 12-28

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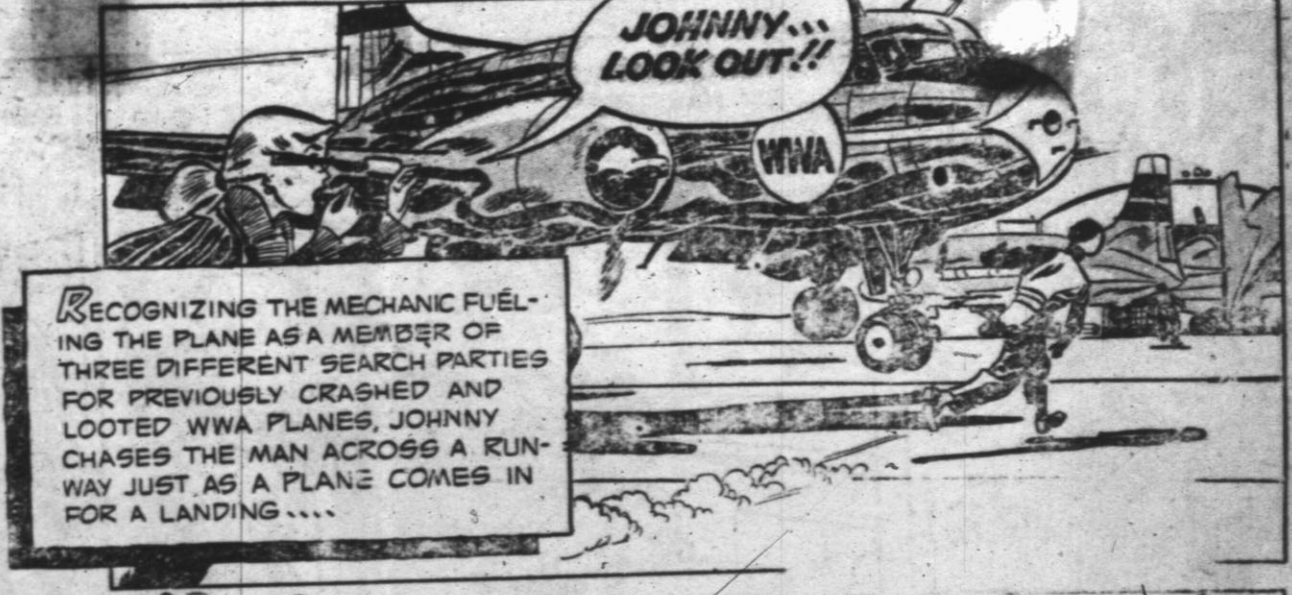
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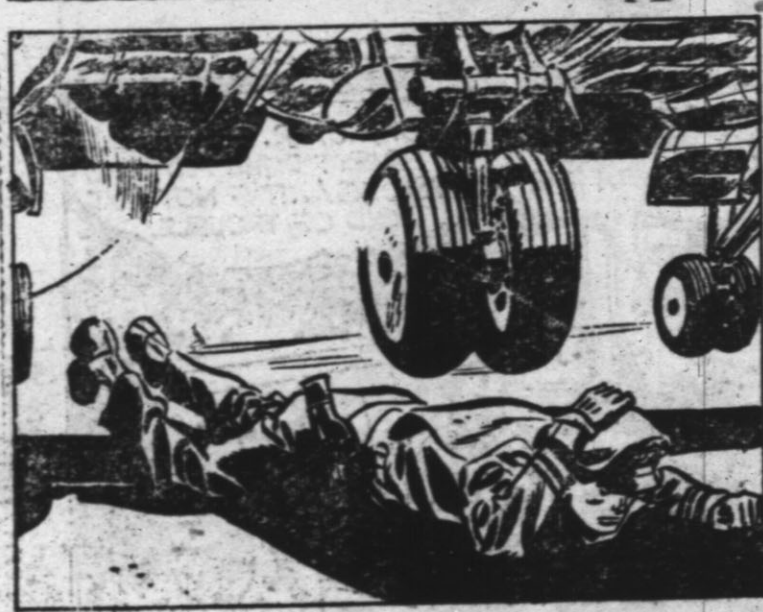
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In Mercandise, Shop the Ad Columns of This Paper!

Mar
Bric



RECOGNIZING THE MECHANIC FUELING THE PLANE AS A MEMBER OF THREE DIFFERENT SEARCH PARTIES FOR PREVIOUSLY CRASHED AND LOOTED WWA PLANES, JOHNNY CHASES THE MAN ACROSS A RUNWAY JUST AS A PLANE COMES IN FOR A LANDING....



OH-OH! AFRAID THE CHECKUP IS OUT! WE CAN'T DELAY... MIGHT TIP THE MOB WE'RE WISE TO THEIR GAME!



WRONG, CUTOUT! SINCE WE STARTED, WE'VE BEEN THREE POINTS OFF OUR COMPASS COURSE!



12-20

CONTINUED...

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