

## Around Town

SIGHTS, FACES SEEN

Will S. Kerr sends word from Rockport that he is doing enough fishing for himself and his friends, too. He plans to be gone six weeks to three months.

Homer Brumley is still scratching his head and wondering about the letter he recently received which began, "Dear Madam." It was addressed to Bes Smith Packing Company.

And Lyndal Murray is wondering if he shouldn't let his wife do the bill paying since the couple was recently introduced as "Mr. and Mrs. Betty Murray."

Hereford was represented by 49 scouts at the annual dinner of the Llano Estacado Council in Amarillo Thursday night when Rev. Carl E. Bates of the Amarillo First Baptist Church was main speaker. A group with 58 present won the attendance banner which went to Hereford last year.

A letter from Capt. O. P. Covert, former secretary-manager of the Hereford Chamber of Commerce reveals he is now the Battalion Motor officer whose job it is to keep 350 "worn out" vehicles going.

Thirty-three men, whose names were listed last week in the Brand, will go Wednesday, January 31, for physical examinations from the local board.

Hereford came in for some favorable comment Friday in the Amarillo Daily News, which said:

"If Hereford has become a city. Make no mistake about this. And they have metropolitan ideas and metropolitan people down there.

An old-head newspaperman said yesterday:

"There has never been a more interesting or a snappier chamber of commerce banquet than the one they had at Hereford Tuesday night. It was up-town."

For three solid years The Brain has advised people to buy property, or most anything, at Hereford. Time and time again he has pointed out that it was a hot spot.

"Is it too late to buy in Hereford?" an anxious voice inquired this morning.

Well, much of the slack has been taken up, but not all. Well-selected property will pay off over a period of 10 years, barring a nation-wide catastrophe. A profit should be made.

And there is the added speculation that they may discover oil in that part of the Panhandle. If so, Hereford property would soar. And a lot of oil men think the oil prospects are

(Continued on Page 5)

**3** PAY YOUR POLL TAX BY JAN. 31 MORE DAYS Texas Jaycees

## Homer Fox, Community Leader Here Since 1912, Died Saturday Morning

Homer Fox, 59, who had been active in community projects in Hereford since 1912, died Saturday morning at 9 o'clock at Deaf Smith County hospital following several weeks of illness.

Funeral services have been tentatively set for Monday afternoon.

Mr. Fox suffered from a heart condition and had been in bad health several years. The owner of Fox Man's Shop, he had been unable to be active in his business since Christmas.



HOMER FOX

On Friday he was taken to the hospital where he died suddenly Saturday morning.

The son of the late Mr. and Mrs. M. A. Fox, he was born in Navarro County, Texas, November 29, 1891. He was the youngest boy in a family of eight boys and four girls. The family moved from Navarro County where the father operated a cotton gin to Mangum, Okla., where Homer attended school.

In 1912, Homer Fox came to Hereford to join his older brother, J. A., who had established the Fox Mercantile Company in 1903. He later became manager

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of a branch store in Friona where he met Miss Tess Glenn whom he married in 1913. The couple soon moved to Hereford and Homer and E. D. Fox became partners in the Fox Mercantile Company. After the mercantile company went out of business, Homer Fox established the Fox Cleaning Company which he operated several years before opening the Fox Man's Shop in 1935.

## Hospital Ground Improvement Set By Commission

The city commission will meet with the Deaf Smith county hospital board within the next few days to make final arrangements on a city plan for beautifying the grounds adjoining the hospital on the East, Mayor W. E. Dameron said Friday.

The beautification of the grounds at the hospital site is the first step in a park-improvement program for 1951 and work will begin in the spring, the mayor said.

Work on the site will include grading, removing and transplanting trees, installing a sprinkler system, and some playground equipment.

Members of the board have been contacted individually by the commission and have expressed their approval of the plan. This formal meeting to be held soon will be for making final plans to carry the work out.

Mayor Dameron said the commission discussed the park improvement program at its last meeting and favors a general park program, with improvement work to be begun on another park next year. A sprinkler system will be installed in the Campfire Girl's park before spring, the mayor reported.

## FFA Members At Fat Stock Show

Thirty-three members of the Hereford chapter of the Future Farmers of America left Thursday night for Ft. Worth where they will attend the Southwestern Exposition and Fat Stock show.

The youths will return to Hereford on Sunday after seeing the stock show, rodeo, parade, and touring the Swift and Company's Ft. Worth plant.

Making the trip will be the following FFA members: James Henderson, Stanley Slagle, Jack McCracken, Lee Ford, Don Russell, Don Veigel, G. W. Suggs, A. L. Williams, Lewis Ray Womble, Franklin Springer, Kenneth West, David McDuff, Don Moore, Joe Hacker, Joe Betzen, Herman Hund, Charles Russell, Bob Morgan, Leonard Walterscheid, Wayne Walser, Gerald Hamby, Joe Streu, Larry Cannon, Leslie Thompson, Jerry Morris, Leon Frerich, and E. W. Solomon.

Claudia Lewis and Patsy Wiltshire will accompany the group as chapter sweethearts.

Mr. and Mrs. William J. Stanford will escort the group to the Exposition. Stanford is advisor for the Hereford FFA chapter.

## Murchison Youth Killed in Korea

Thomas Jowell Murchison, age 19, a former Hereford resident and nephew of Tom J. Carter, was killed in action in Korea on January 13, according to a telegram received this week.

Murchison, the son of Mrs. C. R. Johnson of Dallas and Jowell Murchison of New York, was born in Hereford on March 5, 1931, and lived here until 1937. He was named for his uncle, Tom J. Carter. Murchison was the grandson of the late Mr. and Mrs. A. P. Murchison, pioneers of this region. Mrs. A. P. Park of Dallas is the maternal grandmother.

A member of the tank corps, he had been in the army two

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Dallan	Sherman	Hansford	Ochiltree	Lipscomb
Hartley	Moore	Hutchinson	Roberts	Hemphill
Oldham	Potter	Carson	Gray	Wheeler
Deaf Smith	Randall	Armstrong	Donley	Collingsworth
Farmer	Castro	Swisher	Briscoe	Hall
Bailey	Lamb	Hale	Floyd	Motley
				Ottle

THIS IS a sketch of the proposed revised districts for the Panhandle under the redistricting bill to be introduced in the legislature. According to Rep. Morris G. Cobb, the six counties now in the 123rd Dist. would have two representatives and parts of three other representatives of its own. Randall, Deaf Smith, and Armstrong would join with Farmer, Castro, Swisher, and Briscoe counties to make a district. Carson, Hutchinson, Roberts and Hemphill would make another district; and Oldham, Hartley, Dallan, Sherman, Moore, Lipscomb, Ochiltree, and Hansford would still make another district. The geographical location of the six counties comprising the 123rd district appears to make this the most logical plan for re-districting the Texas Panhandle, Cobb said.

## Commission Proposes Widening of Main Street North to Park Avenue



HEREFORD'S two practice teachers from West Texas State college are shown above watching Mrs. Charlene Wilder, speech instructor, apply make-up on one of her students, Reece Whittington. Shown above are, from left: Juanelle Stevenson, Clarendon senior assigned to the English department; Mrs. Wilder, Hereford high instructor; Reece Whittington, and Lucille Dale, Clarendon senior assigned to the speech department.

## Two Students From Teachers College Practicing at HHS

Two West Texas Teachers college seniors are now teaching in the Hereford high school under a new nine-week resident practice teaching plan instituted this semester.

The two co-eds, Juanelle Stevenson and Lucille Dale, both of Clarendon, work with the teachers of their choice in all school-connected activities, curricular and non-curricular.

Miss Stevenson will work in the English department and has not yet made a choice of teacher instructors. Miss Dale is practicing in the speech department and is working under the direction of Mrs. Charlene Wilder, speech and history instructor.

This system, which replaces the old student teacher plan, makes a "full-fledged citizen" of the student for the nine week period he or she is assigned to one school. The student not only takes part in school activities, but church and community activities as well.

## RADIO CAMPAIGN AND DANCES TO AID POLIO DRIVE

The radio campaign Sunday afternoon, the March of Dimes dances Wednesday night, and the continued effort by each civic organization will conclude the annual March of Dimes campaign, which to date is not reaching the high goal set last year.

John Alkin, county chairman, urged each local resident to turn his radio on at 1:30 and join the radio campaign when Don

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## Board Position On School Bond Issue Is Explained

(Editor's note: This is the third in a series of articles concerning the proposed \$1,000,000 bond issue to finance a new high school for Hereford. This article deals with the bond issue from the point of view of the board of education. The first article, appearing in The Sunday Brand January 21, was written by Supt. George Graham. The second, dealing with taxes and tax rates, was written by Fred W. Baird, tax assessor-collector of the Hereford rural high school district. Letters regarding the school situation will be published by The Brand provided they are signed and do not contain libelous statements.)

By A. J. SCHROETER

### President Hereford School Board

Some concern has been directed to the Hereford school board with reference to calling for a million dollar bond issue for the construction of a new high school building at a time when world conditions are getting more muddled each day. The board would like to admit that psychologically no worse time could have been picked to call a bond election. However, in light of the fact that the plans for such a building have been in the program of the board for the past five years we invite your thorough study of the plan before coming to a definite conclusion. The board members, as such, and as individuals, could not foresee the rapid change in world affairs, any more than any citizen. But because events have gone contrary to the wishes of us all, the Board does not feel that it is the time to abandon what is considered a well planned school and building program. Should the war in Korea end tomorrow, prices can go but upward, because we have com-

mitted ourselves as a nation to keep ourselves armed and ready for any eventuality. It is the opinion of the members of the school board that at least five years will need to pass before

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MOTHERS MARCH ON POLIO plans were completed yesterday by leaders of the Hereford Child Study Club, left to right, Mrs. J. C. Reese, Mrs. Maurice Tannahill, and Mrs. Worth Covington. The march will be staged from 7 to 8 Tuesday evening. —Brand Staff Photo

## Siren Tuesday Evening at 7:00 To Begin Mother's March on Polio

A siren at 7 o'clock Tuesday evening will be the signal for everyone in Hereford to turn porch lights on in order to be ready to meet women of the Mother's March on Polio, sponsored by the Hereford Child Study Club under the direction of Mrs. Maurice Tannahill.

District, zone, and block chairmen have plans completed for the drive which will be concluded in one hour. Residents of each house in town will be contacted. If someone is missed, Mrs. Tannahill asked they call her at 814W, Mrs. N. D. Bartlett at 305, or John

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# Co-op Men, Bell Will Meet Here February 6 On Phone Problem

By LEO FORREST  
Manager, Deaf Smith County R.E.A.  
WASHINGTON, D. C.—A vocal group of determined Texans, backed by their Congressional representatives, met with Bell Telephone executives in the office of the Rural Electrification Administration Thursday and won a round in their fight to obtain rural telephone service. The Texans, representing two recently-organized farmer cooperatives, gave Bell and REA officials an account of Southwestern Bell Telephone activities which they charged were aimed at destroying the co-op's efforts to bring telephones to farmers. Bell agreed to sit down with the co-op men and work out solutions to the difficulties. These conferences are to begin at once. The date for the Hereford meeting was set for Tuesday,

Feb. 6. At Thursday's meeting were representatives of the South Plains Telephone Cooperatives, Inc., of Lubbock, and the West Texas Rural Telephone cooperative of Hereford. The group includes: S. H. Bradford, president of the South Plains co-op; W. G. Newton, co-op manager; M. N. Glantz, co-op director; and L. A. Howard, co-op attorney. Leo C. Forrest represented the West Texas Co-op. Newton outlined the co-op's problem. The South Plains Rural Telephone association received REA approval of a \$1,227,000 loan allocation October 26, he said, to build a telephone system to serve more than 3,500 rural subscribers in the counties of Lubbock, Crosby, Hale, and Floyd in the northwest part of Texas. Since the loan allocation was made, Newton said, Southwestern Bell has moved in crews of sol-

citers to sign up farmers obviously for the purpose of preventing the co-op from serving the better areas. "They are cutting the heart out of the co-op," he declared. "At the same time, there are a number of residents right—in Lubbock and other towns who want service but have been unable to get it. What I want to know is why the company feels it is justified in spending time and effort in blocking us when it has a job of its own to do." Cong. Poage Speaks Out Congressman W. R. Poage, representative of the 11th District of Texas and father of the REA rural telephone loan program, said this case of "split-line" activity appeared to be a repetition of what the electric co-ops faced 15 years ago and he warned the telephone company men that "if the farmers are frustrated in their efforts to get telephones, they are

not going to forget it and neither are the people in town when you come around wanting rate increases." "The telephone is important to the farmer, but the businessman in town makes money when he can call the farmer," the Congressman said. The Congressman cited the case of the Texas Farmer Telephone Company, Inc., at Belton, Tex., where, he said, "Southwestern Bell went into action just as soon as this independent company got its loan and began signing up people in the richest part of the territory." Arthur Peterson, official of the Southwestern Bell at the meeting, pointed out that his company had developed plans long ago to serve the farmers outside of Temple, Belton, Lubbock, and other towns through Texas. But, he said, materials and manpower shortages had prevented consummation of their

plans earlier. He admitted that the REA loan spurred the plans. "Assuming what is happening is more coincidence," Congressman Poage said, "will you tell me here and now what your plans are to serve Falls, Milam and McLennan counties? There is no competition here now. Show me your good faith and make me your commitment and I will go down there tomorrow morning to help you get the sign-up." Congressman George H. Mahon of the 19th district commented on the long period farmers have had to wait for service and deplored the present controversy as "something that will help nobody, least of all the Bell company." He urged the company to concentrate its energies in getting service to those without it in Lubbock and let the organization that will serve the entire

rural area go ahead without interference. Work Out Problem Congressman Walter Rogers of the 18th district, Arthur Perry, representing Senator Connally, and Walter Jenkins representing Senator Johnson, also expressed concern that the co-op's problem be worked out so that "more farmers can get telephones." Forrest described the case of the West Texas Rural Telephone Cooperative of Hereford. This co-op received a loan allocation of \$454,000 on December 18. "We went to Bell before we began plans for our co-op," Forrest said. "They told they had no plans to serve us so we went ahead. When the loan was okayed, however, the company was out there trying to sign up subscribers and telling about its expansion plans. We don't think that's just a coincidence and we don't think it's right." Peterson agreed to meet with

the West Texas group to review the territorial area and the details of the connection arrangements between the co-op and the company. Mr. Aikin, president of the Farm Bureau, which has 1,400 out of the 1,700 farmers in Hale county as members, described the work of his group to get service first from Southwestern Bell and then, after years of fruitless effort, from their own co-operative. "We want service and we don't want to wait 35 years," he said. The determination of the farmers to go ahead despite any actions by Bell was voiced by Glantz. "Some who have signed with Bell," Glantz said, "have paid us \$50 and they are going to stick with us, even those who have Bell phone poles in front of their homes. We're going to fight this thing through." C. E. Burney, rural service

supervisor for Southwestern Bell, said that his company was moving as fast as it could. He reported that 69 out of 250 exchanges in Texas were serving their rural service areas. "Telephone systems do not spring up overnight," declared C. Caldwell Buck, who, along with Ralph Rankin represented the American Telephone and Telegraph company of New York. "It requires planning for a year to a year and a half ahead." Pressure on Bill Rankin said the Bell system has been attempting to cooperate with REA in the telephone program but "has a real problem because of the pressure on us for service." Deputy REA administrator George W. Haggard presided at the conference. He said that REA is determined to stand by these farm people to every extent that is legally possible to help them get telephone service.



**Film Is Shown For Club Group**

A film on "Bolivia" was shown when the Child Study Club met for a program in the home of Mrs. Maurice Tannahill Thursday evening. Franklin Springer showed the film which revealed the life and habits of the Indian natives.

Mrs. Earl Springer told of the "Pacific Wards of Uncle Sam" telling something of the people who inhabit the Islands. Land in the 2000 Islands covers an area about half the size of Rhode Island. Mrs. Springer said.

John Alkin gave a talk on the Mothers Pledge Drive which the club is sponsoring, and announced that homes will be visited Tuesday night.

Members of the club attending were Mesdames, N. D. Bartlett, Jr., George Heard, Clinton Jackson, Merlin Kaul, J. C. Reese, Earl Springer, Joe Story, F. O. Witherspoon, Lisle Woodford, and the hostess, Mrs. Morris Larmer and Mrs. D. C. Kinsey were guests.

**Lunch Room Menus**

Following are the school lunch room menus to be served at each of the three school cafeterias, January 29 through February 2.

**Monday**  
Franks with Sauerkraut  
Potatoes with Cheese Sauce  
Cinnamon Apples  
Bread . . . Butter . . . Milk  
Peanut Buster Cookies

**Tuesday**  
Meat Loaf  
Mashed Potatoes  
Carrot Sticks  
Hot Roles . . . Butter . . . Milk  
Fruit Salad

**Wednesday**  
Pinto Beans . . . Onion Wedges  
Spiced Beets  
Cabbage Slaw  
Cornbread . . . Butter . . . Milk  
Apricot Cobbler

**Thursday**  
Vegetable-Beef Stew  
Egg Sandwiches  
Milk . . . Butter  
Prune Cake

**Friday**  
Chicken Pie

**Cotton Yield Is 723 Bales, 1950**

Income from cotton production in 1950 fell far short of the previous year in Deaf Smith County. John McCleskey, Hereford Gin manager, revealed this week as the gin closed a short run season. The drop was attributed entirely to government acreage allotments in the area.

A total of 723 bales was reported by Mr. McCleskey, who said that this figure, when compared with the 4,611 of the 1949 season, left the production figure short by a margin of 3,888 bales. Cash income from the production, however, was somewhat better. He estimated a total income of \$170,025 to cotton farmers as compared with

approximately \$600,000 in 1949. This situation was attributed to the 40 cent price this year as compared with a 24 cent price the previous year. Seed was also estimated at \$40 a bale in 1949.

McCleskey was reluctant to predict probable cotton acreage for 1951, but said that many farmers were planning to plant the crop, which might set an all-time high for the county.

Yields for the past year averaged around one-half bale to the acre, he said, which brought a return average of approximately \$120 to the acre.

Motorists should refrain from throwing lighted matches and cigarettes onto highway right-of-ways where grass can be set fire. Serious grass fires have resulted from the practice and motorists should remember that grass is a mighty important item so far as the farmer and ranchman are concerned. The nation's meat supply in part depends upon the amount of grass available for livestock production.

**Question OF THE Week**

**Did you ever run a stop sign?**  
Mrs. Dan Guseman: I think I have. I've run yellow lights, but I didn't get stopped. I never did do it intentionally.

**R. E. Drager:** Yes. I didn't get a ticket. I guess that was just a streak of luck. If I see someone coming, I am sure to stop.

**Frank Daniel:** Yes I ran a stop sign and got caught. We had company in the car with us. I was talking and forgot to stop. The policeman (local) was nice. I think he was going to throw me in the jail, but he just warned me and looked at my driver's license.

**Mrs. Bruce Woodell:** I have

run one, but I didn't get caught at it. I just wasn't paying any attention.

**Mrs. M. R. Kimbrough:** No, I'm a very careful driver! (Knocking on wood), I've never been fined for anything yet.

**John Bragg:** Yes I guess I have, but I never did get caught.

**Mrs. J. A. Schulte:** Yes, I did. It was in Amarillo and the light changed just as I got under it. A cop was looking straight at me and he just turned his head and looked the other way.

**The Daniel News**

**By Mrs. W. R. Moore**  
Mr. and Mrs. A. E. Hudgins and baby of Oilton and Mr. and Mrs. E. W. Shugart of Canyon were visitors in the W. R. Moore home Sunday. Mr. and Mrs. Hudgins also attended church at Palo Duro Sunday morning.

Miss Neta Jo Moore visited with friends in Plainview Saturday.

Rev. Curtis Brown of Canyon preached Sunday morning and night at the Palo Duro church. The people of this community extend their sympathy to Mrs. Thomas Watson of Amarillo, a former resident of Wildorado, in the death of her husband.

Rev. Lee White and family have moved to Mobeetie where he will be pastor of the First Baptist Church.

Mr. and Mrs. E. W. Womble and E. W. Jr., of Cunnison,

formerly of this community, were visitors here a few days ago. The Wombles like their new home.

Gale Higgins is planning to build a new home just east of the home of his father, Ky Higgins.

Mr. and Mrs. Boyd Scivally and children, Bettie, Janice, and Bobby, have moved from the Charlie Cogdell farm to Odessa.

F. E. Paul of Amarillo was in this community Sunday afternoon looking over his farm and property.

**Local Credit Union Re-elects Directors**

Directors of the Hereford Federal Credit Union were re-elected at the meeting of the organization Monday afternoon in the county court room where principal speakers were Paul S. Mullins of Dallas, field representative of the Texas Credit League, and Fred W. Baird, chairman of the supervisor's committee.

Directors, A. J. Schroeter and O. L. Bybee, whose two-year terms expired this year, were re-elected to serve with Robert Thompson, president; J. W. Robinson, vice-president, and Dyalithia Bradley, secretary.

The Board of Directors recommended a declaration of dividends at four per cent which was approved by the members. Also included in the reports of the afternoon was the treasurer's report which shows 442 members and a good reserve.

Appointed to the education committee were Mrs. Argea Draper, chairman, Mack Baum, Arthur Triefel, J. R. Hays, Loyd Heaton, and Mrs. Corinne Smith.

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**TAPPAN** GAS RANGE

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MEMBERS OF the Hereford high school choir, who recently presented a program at the Lion's club meeting, are shown above with their director, Don Moore. —Photo by Alex Thompson

### Wally Knief Is News Editor Of Hereford Brand

W. W. "Wally" Knief Thursday assumed the duties of news editor of The Brand.

Mr. Knief comes to Hereford from Decorah, Iowa, where he has been employed for the past two and one-half years as news editor of The Decorah Public Opinion, a semi-weekly newspaper, which maintains a staff similar in size with The Brand.

He was accompanied by Mrs. Knief and their four-year-old daughter.

In addition to his newspaper experience Mr. Knief, age 26, is a veteran of World War II, having served in the air force 33 months, 12 in the ETO, where he completed 62 missions as a combat pursuit pilot. He was discharged with the rank of First Lieutenant.

In addition to Mr. Knief, Mrs. Blevins will continue in The Brand news department as assistant and Mrs. John McLean will continue as Society Editor.



MEET MRS. W. L. THOMPSON, who is shown with Charles Leffel and Nelda Mae Barnett, students who are examining a "pie plate" clock made during class work. A graduate of Texas Tech, Lubbock, Mrs. Thompson is working on her master's degree at Eastern New Mexico College, Portales. This is her fourth year to teach in the Hereford system. —Brand Staff Photo.

### Gillentine Speaker At Meeting of Texas Press Association

Jimmie Gillentine, publisher of The Brand, was one of the speakers at the mid-winter meeting of the Texas Press Association Saturday afternoon at Austin. The topic of his speech was "Why We Went Semi-Weekly."

Gillentine left Friday noon for Amarillo from where he flew to Austin. He will return to Hereford Monday.

One of the featured speakers at the press convention will be Martin Dies head of the Dies Un-American committee while he was a member of Congress.

Dies spoke on the "Communist Menace to America."

The group, which held the meeting at Austin's Driskill hotel, also toured the governor's mansion Saturday afternoon.

Gillentine is a director of the TPA, and attended the meeting of that body Friday night.

Mr. and Mrs. Pick Harman are in Kansas visiting her mother. They plan to be gone about a week.

Mr. and Mrs. Sam Steele of Fort Sumner, New Mexico spent Friday here with her father, M. L. Steele, and other relatives.

### Commission Morgan Brothers Together at Army Base in Germany

part of Main street, the commission favored the project because it will—with the installation of the electroliers—fit into the increased lighting plan for Hereford.

The purpose of the engineer's visit here is to obtain a definite commitment on the price of the project before taking further action.

Mayor Dameron said Friday that the plan has been discussed by members of the commission at several of the past meetings as part of a program to relieve traffic congestions and beautify the city.

SON IS BORN

Mr. and Mrs. T. V. Laird of Morton, Mississippi are the parents of a son born January 22. The baby has been named James Earl Laird.

Mrs. Laird is the former Miss Wanda Jean Reed, daughter of Mr. and Mrs. H. D. Reed, formerly of Hereford and now of Amarillo. The Lairds have a daughter, three year old Vickie Ann.

Chief Warrant Officer John W. Morgan and Sergeant First Class James N. Morgan, sons of Mrs. Nell Morgan, Route 1, Hereford, are presently serving together with the 14th Armored Cavalry in Germany. CWO Morgan is the personnel officer of the 14th and SFC Morgan is the 84th Constabulary band's 1st Sgt. Both of these boys attended Adrian high.

CWO Morgan is the older of the two by 10 years. He enlisted in the army in 1939 and served with the 1st Infantry Regiment at Fort Warren, Wyoming until 1942. From 1942 until 1945 he was with the 90th Infantry Division in the European theatre. During this time he was awarded the Bronze Star and the Army Commendation Medal.

SFC Morgan enlisted in the Army in April, 1948. He arrived in the European command in December of that year as a private.



MISS INEZ TUCKER

Mr. and Mrs. F. A. Tucker are announcing the engagement of their daughter, Inez, to Robert Doyle Kelley, son of Mr. and Mrs. R. W. Kelley of Lamesa. The vows will be read Sunday, February 11, at the First Baptist Church here. The bride-elect, a graduate of Hereford High school with the class of 1949, returned home this week from Hardin-Simmons University where she was a student the first semester. Mr. Kelley, a 1947 graduate of Lamesa High school, is a senior at Hardin-Simmons University in Abilene.

### Polio...

(Continued from Page 1)

Alkin at 907J and someone will contact them.

The mothers of Hereford have given freely of their time in planning the campaign because they realize the great need. Our national foundation is five million dollars in debt. The drive is falling short. There is no other drive as close to a mother's heart," Mrs. Tannahill said.

### Police To Help

Chief Floyd H. Reeves said the city police will cooperate with the mothers and will collect the money just after 8 o'clock from the following designated points: Mrs. Earl Springer, South Main Street; Mrs. B. M. Wiltshire, 129 North Texas; Mrs. F. G. Witherspoon, 807 N. Miles; Mrs. Deward Robertson, 402 Union; Mrs. H. H. Cooke, 507 Park Avenue; Mrs. Pat Neill, 135 Ave. D (S Apt.); Mrs. John Robinson, 703 E. 4th St.; Mrs. R. A. Daniel, Mrs. Phil Barkley, 827 S 25 Mile Ave.; Mrs. Jimmie Allred, 118 Catalpa; Mrs. Worth Covington; Mrs. Dale Tinnin, and Mrs. Joe Story, 117 F Avenue.

Following are the zone captains and block workers for each district:

District 1: captain, Mrs. Jimmie Allred; workers, Mrs. O. H. Culpepper, Mrs. Cliff Estes, Mrs. Charles Dones, and Mary Louise Bruce; captain, Mrs. Caw-

thon Bryant, worker, Mrs. Phil Radovich; captain, Mrs. J. W. Witherspoon, workers, Mrs. G. T. Slaughter, Mrs. Jack Robertson, and Mary Bradley; captain, Mrs. J. C. Reese, workers, Mrs. Phil Barkley, Mrs. C. L. McDonald, Mrs. Clarence Hollabaugh, and Ethel Womble.

District 2: captain, Mrs. B. M. Wiltshire, workers, Mrs. Wiltshire and Patsy Wiltshire.

District 3: captain, Mrs. Cecil Boyer, workers, Mrs. Jeff Robertson, Mrs. G. D. Gibson, Mrs. A. C. Watts; captain, Mrs. B. E. Roberson, workers, Mrs. B. E. Roberson and Mrs. E. J. Kirksey; captain, Mrs. John Hicks, workers, Mrs. Hicks and son; captain, Mrs. H. E. Miller, workers, Mrs. Miller and Mrs. D. C. Kinsey; captain, Mrs. Emmett Milburn, workers, Mrs. W. E. Landrum, Mrs. Cecil Gunter, and Mrs. W. C. Meharg; captain, Mrs. Alex Thompson, workers, Mrs. Nelson McRight, Mrs. A. L. Manjeot, Mrs. Edna Collier, Mrs. C. I. Rudd, and Mrs. Forrest Minton.

District 4: captain, Mrs. Worth Covington, workers, Mrs. Irvin Willoughby, Mrs. M. A. Bellis, and Mrs. Frank A. Giles, Jr.; captain, Mrs. Joe Story, workers, Mrs. Don T. Martin, Mrs. Bruce Miller, and Mrs. James Roberts.

District 5: captain, Mrs. F. G. Witherspoon, workers, Mrs. D. C. Barnard, Mrs. Glen Witherspoon, Mrs. Oscar Easley, Mrs. France Houston, and Mrs. J. T. Woods; captain, Mrs. Clinton Jackson, workers, Mrs. Jim Lipscomb, Mrs. Charles Skelton, Mrs. Tom Carter, Mrs. Lee Conklin, Mrs. Jean Jackson.

District 6: captain, Mrs. H. H. Cooke, workers, Mrs. Russell

Wingert, Mrs. George K. Muse, Mrs. Carl McCaslin, Mrs. Jim Kirby; captain, Mrs. Marlin Gilliland, workers, Mrs. John Jacobsen, Jr., and Mrs. Homer Brumley.

District 7: captain, Mrs. M. B. Houser, workers, Mrs. Vern Witherspoon and Mrs. Calvin Goodwin; captain, Mrs. Wes Bradley, workers, Miss Evelyn Bell, Mrs. Cecil Lady, and Mrs. Roy Bickford; captain and worker, Mrs. D. W. Wall; captain, Mrs. Vivian Majors.

District 8: captain, Mrs. Hazel Sparks; workers, Mrs. Wilbur Davis, Mrs. Claude Higgins, and Miss Ruth Loerwald; captain, Mrs. Henry Benson, workers, Mrs. Richard Petersen, Mrs. Elizabeth Womble, Mrs. Willis; captain, Mrs. Colby Conkright, workers, Mrs. S. L. Walser, Mrs. F. L. Terrell, and Mrs. Doyle Rose.

District 9: captain, Mrs. John Robinson, workers, Mrs. Howard Gault, Mrs. Clarence Beauford, Mrs. Owen Stagner, and Mrs. Tom Alderson.

District 10: captain, Mrs. R. A. Daniel, workers, Mrs. R. N. Yarbro, Mrs. Charles Calloway, and Mrs. C. L. Morris; captain, Mrs. C. W. Parker, workers, Mrs. Roy Thomson and Mrs. Ralph Smith.

District 11 and 12, captain: Mrs. Earl Springer; workers, Mrs. Springler and Mrs. Paul Coneway.

Articles made of nylon should be washed frequently. Any of the commonly used household soaps can be used. Handwashing is recommended for the delicate trimmings. Squeeze the suds through the fabric, rinse in warm water, squeeze out excess moisture and hang to dry.

was with him. A Red threw a burp gun through the window and just missed him by inches, but says he was safe again.

### Large Audience Terms Osta Presentation 'One of the Best'

An audience of more than 300 persons hailed as 'one of the best' the concert presented by Teresita and Emilio Osta, playing and dancing brother-sister team, at Hereford High School auditorium on Thursday evening. The program was the second in the series of concerts sponsored by the Hereford Mutual Concert Association here this season.

Those who attended expressed appreciation not only of Teresita's artistry in her dance routines, but her personal charm and her varied and authentic costumes. Emilio's performance at the piano was called the 'best yet' by local musicians who have attended previous concerts presented by outstanding artists.

Emilio took the audience on imaginary visits to the country where each of the dance numbers originated, telling of its religious significance and often explaining the origin of his accompanying piano selections. In two groups of piano solos, he exhibited his mastery of the piano in numbers showing definite Spanish influence and in favorite classical selections.

Both adults and children in the audience were fascinated by Teresita's playing of the castanets to accompany several of her dance numbers. She describes castanets as "a pair of concave disks, made of black ebony, and played by clapping together." Properly handled, they are fastened to the thumb by a slip-knot, although non-professionals habitually and wrongly wear them on the second finger.

It is not generally known that the left and right hand castanets have different tones and separate and distinct musical functions. The left hand (sometimes referred to as the male) is the bass which concentrates on rhythm, while the right hand (female) carries the melody and elaborates upon it. How much elaboration there is

and how well it is done depends on the player. "The most difficult thing about castanets," Teresita says, "is mastering the 'roll.' At best, it takes four months before you get a perfect 'roll.'"

As to the origin of castanets: The name comes from the Spanish word "castanea" and the Italian "castagna," both of which mean "chestnut" in plain, everyday English. It is suggested that the forerunner of modern castanets was made from chestnut shells, or at least from chestnut wood.

### Letter From Mrs. Ray Hill Tells of Sons Serving With Army

Three Hereford men serving with the armed forces wrote their mother, Mrs. Ray Hill of Star route, Hereford, on their experiences.

The following is the letter sent to The Brand by Mrs. Hill: Cpl. Archie Hill, stationed in Alaska, received a week's furlough from Camp Whittier and went to Mt. McKinley to a resort hotel. Said he enjoyed it very much, but it was just 25 degrees below zero while he was there, so he didn't get to go out much.

Pvt. Buffard Hill wrote a note with his left hand saying he caught a "gook" stealing cigarettes so he was "just going to teach him not to steal" and broke his hand. So Buffard's hand will be in a cast for awhile. Mrs. Hill says it's going to be hard waiting till she can hear from him again.

Pfc. Winston Hill said hello to his friends. He is working long hours and said combat boots were scarce. His feet were about to freeze. Buffard had one pair but they were too small and he couldn't seem to find any large enough for him.

Winston wrote that the Lord

**There's Glamour Galore in Koradenim\* Pair-Offs!**

Rugged denim goes glamorous when talented Stephanie Koret adds shell pink and oyster white to her famous collection of regatta faded blue Koradenim\* Pair-Offs! Burnished gold-metal clips mate with twisted loops to create unique closings. For wonderful mix-up, multiple costumes... choose Koranit striped cotton jersey coordinates.

*Best of California Koradenims\* are Sanforized and guaranteed washable*

... "because Americans want the best!"







THE *Vogue*

for "the lady of fashion"



# WANT ADS Phone 30-31

## FREE Theatre Tickets To See



## Star Theatre

WEDNESDAY - THURSDAY

JANUARY 31 & FEBRUARY 1

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.

### FOR SALE Miscellaneous

FOR SALE: Nine cubic foot Carrier food freezer. Miller Plumbing Co., 125 Sampson. B-1-42-13-tfc

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand. B-1-16-4tc

Chrysler Industrial Motors Sales & Service McCullough Motor Co. 411 W. 1st. Ph. 17 B-1-9-9tc

Hereford Glass Co. Expert Car Glass Installation Table Tops and Window Glass 1302 Park Ave. Ph. 1425 B-1-16-1tc

We Have III FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-1tc

ORDERS: DeKalb hybrid chicks. Five inbred lines. 24 hour delivery out of Paris, Texas hatchery, truck or otherwise. Dealer, Grant Hanna, Route 4. B-1-23-3-7tc

FERTILIZER From Commercial Feed Lots Delivered in Hereford or vicinity \$5.00 Ton Call or Write KENNETH BUSICK Phone 3-4727 1335 Bellaire, Amarillo or call SID CARTER At Western Stock Yard in Amarillo B-1-30-8c

SAVE ON FEED Use Your Grain and Hay in A Balanced Ration Complete feed milling, processing available to you for custom feed manufacturing. We can furnish ingredients you need to mix with what you have. GRINDING MIXING MOLASSES-BLENDING SWEET CUBES Also BULK MOLASSES For information and schedule write or call RODGERS GRAIN CO. Dawn, Texas B-1-30-8c

COMPLETE STOCK New & Used CAR AND TRUCK PARTS HEREFORD WRECKING CO. Phone 320 709 E. 1st B-1-45-1tc

FOR SALE: Cordwood: 10 cords, good split oak. Call 386-J or 954. B-1-12-31-tfc

FOR SALE: Any parts for 1935 Chevrolet Master. Any parts for 1936 Ford. Six foot international one-way. B-1-17-31-2p

FOR SALE: Assortment of fruit trees, shade trees, grapes, shrubs, hedges, evergreens and other plants. Plant now. Mrs. J. P. Ward, North Main. B-1-30-25-tfc

WE HAVE Seed Barley And Seed Oats BRADLEY GRAIN CO. Phone 1216 B-1-30-1tc

Book Your Baby Chicks Now HEREFORD POULTRY ANG EGG 129 Sampson Phone 1208 B-1-4-1tc

FOR SALE 1 Used Singer Portable \$39.50 1 Used Combination Electric Singer ..... 49.50 1 Treadle, off make ... 14.95 1 Singer, Round Bobbin \$39.50 All machines guaranteed to sew perfectly. See these machines today at YANCEY'S SEWING MACHINE CENTER Phone 1457 129 West 3rd S-1-31-1c

### FOR SALE Farm Equipment

FARMERS Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-1tc

SELL OR TRADE for cattle: L. A. Case tractor in A-1 shape; 8 foot one-way, 28 inch disc; Chalten ditcher, dehorning chute, two fertilizer spreaders, 18 foot grain loader. C. S. Gunter, Box 295. B-2-31-30-3c

FOR SALE: One used windmill tower and wheel; Oliver T-N-T moldboard plow, has plowed 100 acres, good condition. Good grained hegarl bundles. 6 miles south Summerfield, Texas. W. B. Boston. B-2-30-30-1tc

FOR SALE or Trade: Allis Chalmers 3 disc breaking plow. See Lee Renfro 12 miles south on 51. B-2-18-31-2p

### FOR SALE Automobiles

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25% Bear System Front Wheel Aligning KINSEY MOTOR CO. Phone 740 B-3-14-1tc

### FOR SALE Automobiles

KINSEY MOTOR CO OK Used Cars

- CARS**
- 1949 Chevrolet Fleetline 4 dr. Deluxe
  - 1947 Chevrolet Fleetline 2 dr.
  - 1950 Chevrolet Styline Deluxe
  - 1949 Chevrolet Club Coupe
  - 1948 Olds 4-door sedan
  - 1947 Chevrolet 2-door sedan
  - 1947 Pontiac 2-door
- TRUCKS & PICKUPS**
- 1947 Dodge 1 1/2 ton truck
  - 1948 GMC 2-ton truck
  - 1949 Chevrolet 1/2 ton pickup
  - 1947 Chevrolet 1/2 ton pickup
  - 1946 Chevrolet 1/2 ton pickup
  - 1948 Chevrolet 1/2 Ton Pickup B-3-31-1c

### REAL ESTATE

CHOICE Irrigated and Unirrigated Farm Land, City Property P. O. Box 506 - 338 Main E. B. POSEY, REALTOR Hereford, Texas B-4-15-1tc

LIST YOUR PROPERTY WITH US FOR QUICK SALE OFTEN WE ARE PREPARED TO BUY OUTRIGHT L. BASKIN, INVESTMENTS JIM HILL HOTEL B-4-38-tfc

HOMES Three bedroom home, close in, double garage, \$10,500. GLEN WEIR 104 Main Phone 200 B-4-46-1tc

HEREFORD HOMES Beautiful, large 2 bedroom home in ideal location. 75' x 200' lot. Attached garage, lifetime slate roof. \$6,500.00 loan ... will take \$2,500.00 down and balance in \$300.00 per year 2nd mortgage ... located at 232 Ave. B. PRICE ..... \$11,000.00 See SAM NUNNALLY or GLEN WEIR Phone 424 B-4-3-1tc

REAL ESTATE LOANS - AUTO LOANS YOU DON'T HAVE TO WAIT QUICK SERVICE JOHN McLEAN Phone 273 S-4-2-1tc

FOR SALE by owner: Four room house and bath on pavement. 808 Lee. Phone 302-W or 2, Mulshoe, Texas. B-4-19-31-tfc

FOR SALE 320 acres, two sets of improvements, all in cultivation except about 30 acres in good grass. Two good irrigation wells. Price \$175 per acre. Good terms. B-2-31-30-3c

320 CASTRO COUNTY FARM Five room modern home, large barn either good out-buildings, 8 1/2 inch irrigation well on butane about 1 1/2 miles from pavement, on school and mail Rt. Priced at \$157.50. Possession 1/2 minerals retained for 12 yrs. \$25,000 will handle. A good buy. NEED MORE LISTINGS Also listings on Leases and Royalties. W. R. METCALF 632 W. 1st - Hiway 60 Res. Phone 902-W Office 854 Hereford, Texas 1tc

FOR SALE South Dakota farms and ranches for sale. We have them for sale in Central and Western South Dakota containing 320 to 10,000 acres both unimproved and highly improved. Write or wire ERICSON & THORPE Pierre, South Dakota S-4-30-2c

### WESSON SPECIALS

FINE SECTION: 320 acre fine level land in cultivation, in summerflooded wheat. 320 acres fine grass. Located S/W Hereford. Per acre \$65.00.

320 ACRE IRRIGATED FARM: 5 room modern home, 8" irrigation well, all fine clean land in cultivation. Will take in trade home in town. A fine buy at per acre \$140.00.

5 ROOM MODERN HOME: Frame stucco, located close to new school. Might take a car in trade. Terms to suit you. This is an exceptionally good buy, \$5,750.00.

RESIDENT LOTS: We have a number of residence lots listed for sale. We may have just the home site you want. Check with us.

MANY OTHER GOOD BUYS. We have a fine selection of listings, farm land, farm homes, stock ranches, city and business property. We should be able to help you with your real estate problems.

LISTINGS WANTED: We are familiar with property, and the value of property, located in this part of the country, have a broad program of advertising, an efficient office set up, and we should be able to help you sell any property you might want to offer for sale.

FARM LOANS: We have a fast and efficient farm loan service to fit most any need. Free, liberal, and prompt appraisal, long time terms, low rates of interest, no stocks to buy no commission to pay. Loans for making improvements, buying more land, or for refinancing your old loan.

WESSON REAL ESTATE Located directly across west of Court house. Hereford, Texas B-4-3-1tc

### HEREFORD FARMS

Absolutely perfect 160 acres in irrigation area, improved, 23 miles from Hereford. 4 miles off pavement. \$4,000.00 loan. Price ..... \$90.00 40 acres grass, joins city limits, with 26 acres of cultivated land and 5 additional acres on pavement. Ideal place for nice home and a few head of cows. Good loan. Price ..... \$9,750.00 Absolutely perfect section, on pavement, 1 irrigation well and small house. No Johnson grass or blue weeds. \$28,000.00 cash, 10 years on balance. Price ..... \$150.00 Borrow from THE PRUDENTIAL America's largest Farm Lender

### SAM NUNNALLY LONE STAR INSURANCE AGENCY

REAL ESTATE BARGAINS Irrigated 171 acres, 169 in cultivation, 7 room house, granary and other improvements. REA, school bus, mail route. Price \$21,000.00. Irrigated 160 acres, all in cultivation. Price \$120.00 per acre, \$8,000.00 loan payable \$800.00 year plus interest. Irrigated 331 acres, 270 acres in cultivation, 140 acres in wheat. Three bedroom home, new 30x60 barn, two 2000 bushel granaries, other improvements, REA, school bus, mail route. Price \$140.00 acre. Also good buys in houses and lots, all sizes. For sale or trade service station in good location. J. M. HAMBY Real Estate 208 East 3rd Street B-4-31-1tc

### REAL ESTATE For Sale or Trade

320-ACRES 2 miles of Hereford, on paving, two 8 inch irrigation wells. Two good houses and other improvements. \$260.00 per acre. GLENN WEIR 109 Main Phone 200 Res. Phone 452-W B-4-47-1tc

FOR SALE Choice irrigated 320 acres, 90 acres summerflooded wheat. All goes. 10 inch irrigation well. Price \$175 per acre. \$13,600 loan, 5% payable \$800 year plus interest. Down payment \$20,000, balance good terms. Irrigated 165 acres all in cultivation. Five room house, other improvements. Price \$150 per acre. Other good buys from 5 acres up to 640 irrigated and dry land. Also will sell equity in 9 room apartment for \$1200.00. Will consider some trade. J. M. HAMBY Real Estate 208 East 3rd Street B-4-29-1tc

FOR RENT: Close in, large bedroom suitable for two. Private entrance. Phone 689-W. B-5-13-4-2tc

FOR RENT: New four room modern house with garage. Furnished. Call 1245-J or see Roy Boyer. B-5-16-4-2c

TWO ROOM office suite. T. W. Alderson, phone 333-J. B-5-9-30-tfc

FOR RENT: Three room furnished duplex. Phone 141. B-5-9-3-1tc

TWO BEDROOM unfurnished apartment. Down town. All newly decorated. T. W. Alderson, phone 333-J. B-5-14-25-tfc

FURNISHED Apartments. Inquire Hereford Motor Co. B-5-9-47-tfc

FOR RENT: Three room modern, unfurnished house. 507 Jackson. B-5-9-52-tfc

FOR RENT: Four room unfurnished duplex. Close in. Adults only. No Pets. Available after 1st. Phone 589. B-5-17-27-tfc

FOR RENT: Two 3 room furnished apartments with private baths. 115 Ave. B or call 589. B-5-16-30-tfc

FOR RENT: Nice bedroom, adjoining bath. Call 316-W. S-5-8-31-1p

FOR RENT: Furnished apartment. Close in. 2 blocks north of courthouse. 604 Schley Ave. Telephone 454-J. S-5-16-31-1-p

FOR RENT: Three bedroom house, two blocks from high school. Call 1173-W. S-5-12-31-1k

FOR RENT: Furnished apartment, 4 rooms, private bath and garage. Phone 164-W. B-5-12-31-tfc

FOR RENT: Five room modern house. 131 North 25 Mile Ave. S-5-11-31-tfc

FOR RENT or Sale: Two bedroom remodeled house, attractively decorated. Call Connie Johnson 598-W or see at 501 Miles. S-5-19-31-1p

FOR RENT: Desirable furnished apartment for couple. Frigidaire, bills paid. 514 Union. B-5-12-31-2k

FOR RENT: One four room nicely furnished modern apartment. Refrigerator. Two room house furnished. Semi-modern two furnished house trailers. All with baths. One room cabin. Luke's Grocery, 507 Grand Ave. Phone 9533. B-5-32-31-3-c

TWO ROOM furnished apartment: newly decorated. Phone 356-W. B-5-9-31-3k

FOR RENT: Small modern house, newly decorated. Mrs. C. D. Pinkert. 119 Ave. K. B-5-13-31-2k

### WANTED

WANTED: Responsible party wants from 160 to 200 acres irrigated or dry land for cotton. Inquire Brand Office. Cash rent or share crop. B-6-18-4-tfc

ATTENTION FARMERS We will buy your equity in mila/kafir stored under CCC loan. Phone, wire or write HERMAN DAWSON CO. Fort Worth, 2, Texas Phone Fannin 5373 B-6-29-16c

WANTED: Wheat pasture for cattle. Phone #3 or 1310. O. G. Hill. B-6-12-19-tfc

MINERAL RIGHTS WANTED DEAF SMITH - CASTRO PARMER Call SAM NUNNALLY GLENN WEIR B-6-31-1tc

### FOR RENT

FOR RENT: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC. B-5-14-2-tfc

BEDROOM for rent. 509 Ross. Phone 847-J. B-5-9-40-tfc

FOR RENT: One nice large furnished apartment with refrigerator and garage. One two room furnished apartment with refrigerator. Bills paid. 901 Union. See Mrs. Peters in West apartment. B-5-28-4-tfc

FOR RENT: Two room completely furnished apartment. Enclosed porch, private bath, bills paid. Available Thursday. M. M. Beavers, 407 Ross, phone 248-J. B-5-22-31-1k

FOR RENT: Light housekeeping rooms. Hereford Camp. B-5-9-4-2p

FOR RENT: Garage Apt. 207 Jackson. Phone 489-W. B-5-9-4-2k

FOR RENT: Two room modern house. Phone 1095. B-5-9-4-2p

FOR RENT: Close in, large bedroom suitable for two. Private entrance. Phone 689-W. B-5-13-4-2tc

FOR RENT: New four room modern house with garage. Furnished. Call 1245-J or see Roy Boyer. B-5-16-4-2c

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FOR RENT: Small modern house, newly decorated. Mrs. C. D. Pinkert. 119 Ave. K. B-5-13-31-2k

### NOTICE

IF YOU WANT to continue drinking, that's your business; if you want to stop drinking, that's our business. Open meeting each Friday night at 8:00, 338 Main, Room 8. Alcoholics Anonymous Club, P. O. Box 984. B-10-37-43-tfx

### BUSINESS SERVICES

WANTED: Washing, Wet, dry, or finished, Telephone 1357-J. B-11-9-31-3-p

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

Let us Book YOUR FARM SALES Ph. 243-W 807 N. Main Hereford JACK COULTER, Auctioneer CLINTON JACKSON, Clerk S-11-13-tfc

FOR RENT: Three room modern house. 131 North 25 Mile Ave. B-5-11-21-1tfc

WHEEL BALANCING: All makes or cars, with Stewart Warner wheel balancer. Frank Craig, Studebaker, Massey-Harris. B-11-18-35-tfc

SCOTT'S PLANING MILL 224 D St. Phone 1190 B-11-23-tfc

UPHOLSTER and repair old furniture like new. Individual designing, latest fabrics. Free estimate. J. H. Hinds, 310 McKinley, phone 1092. B-11-20-23-5tc

### INCOME TAX SERVICE

Mrs. Clyde Cocanougher 108 8th Street B-11-26-tfc

BUTTONHOLES, covered buttons, bells, buckles, dressmaking and alterations. Mrs. Mathis, 224 Ave. C., phone 1040. -B7-15-2-tfc

**Ple-Tours of Europe**  
IN FRIENDLY DENMARK IT'S EASY TO COMBINE SIGHTSEEING WITH LIFE-SEENING. VISITORS FIND EASY ADVENTURE TRIPS FROM BARRINGERS. FRIENDSHIPS WITH DANISH PEOPLE, SEE HOW THEY LIVE, AND ENJOY THEIR FASCINATING LIFE AND HUMOR.

MANY PEOPLE MAKE A TRIP TO EUROPE FOR ITSELF IN TERMS OF SELF-DEVELOPMENT. THEY GO ABOARD IN THE FALL AND WINTER, WHEN TRAVEL COSTS ARE LOWER, OBSERVE EUROPEAN LIFE AND SPORTS, AND GET IDEAS WHICH THEY USE TO ADVANTAGE BACK HOME.

SKIING IN FRANCE BEGINS EARLY IN THE ALPS, THE JURA MOUNTAINS AND THE PYRENEES. ENTHUSIASTS EAGER TO COMBINE SUN AND SNOW CAN LAZE ON THE NARBY RIVERS AND ALSO ENJOY SKI RESORTS JUST A COUPLE OF HOURS AWAY

### Bob Wear To Speak At Canyon C of C Dinner

Bob Wear, minister of the Hereford Church of Christ, will be the featured speaker at the annual Chamber of Commerce dinner in Canyon on Thursday, Feb. 1.

"Freedom is Not Free" will be the topic of Wear's address. Following Wear's speech, a plaque will be awarded to Canyon's outstanding citizen of 1950.

### Henry Sears Hotel Group President

Henry Sears was elected president of the Hereford Community Hotel corporation for the coming year at a meeting of the board of directors Friday, Jan. 26 at Hotel Jim Hill.

Sears succeeds Dr. L. B. Barnett, who will leave Hereford July 1 for Dallas where he will take post-graduate work.

Cecl Guseman was named vice-president of the group and Paul Holland was elected secretary.

Seventy new memberships in the Hereford Chamber of Commerce have been received since the drive began Wednesday, Jan. 10, according to Mrs. Lindal Murray, Chamber of Commerce office secretary.

The new memberships bring the strength of the Chamber to 290 members, she said. Memberships are still arriving at the local office.

Jim Pilant of Snyder visited here Sunday and Monday.

### County Court Case Fines in 1950 Were \$9,036; 128 Cases

A total of \$9,036.50 in fines was assessed in county court during 1950, according to the annual report issued this week by Sheriff J. C. Reese.

Cases were filed for 128 violations during the year as compared with 88 in 1949. The 1949 total fines amounted to \$8,838.-65, Reese reported.

The breakdown of the cases filed during the year show the following: 54 cases of driving while intoxicated; 41 bad check cases; 15 liquor violations; nine aggravated assault; seven theft; one traffic case; one driving while license suspended; and one case of fornication.

In 1949, 253 cases were brought before the justice of the peace court and fines totaling \$5,245.60 were imposed.

### Seventy New Members In Hereford C of C; Membership 290 Now

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Kiwanis Club Thurs. Noon Hotel Jim Hill

Stated meeting second Monday in each month. School of instruction each Thursday night. R. L. THOMPSON, Sec'y CHARLIE NOLAND, W. M. MASONIC BULLETIN Hereford Lodge 849

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

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

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

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

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill



### Around Town

(Continued from Page 1)

excellent.

A. J. Schroeter, president of the Hereford school board, conducted a question and answer period on the proposed million-dollar school bond issue at the Friday noon meeting of the Rotary club. He first told Rotarians about the proposal and then answered questions directed to him by members.

Hereford Jaycees are going to telephone residents of the City on Tuesday, Jan. 30, to remind them that Wednesday is the final day to pay their poll tax, according to Dick Lucas, Jaycee president.

Poll tax payments have been lagging at the sheriff's office, according to Worth Tarrington, tax deputy. Up until Friday evening, 1057 persons had paid their tax. Last year, 2,500 persons paid their poll tax, the records show.

Approval has been made for installing curb and gutter around the Deaf Smith County courthouse. No dates has been set for the work to begin, however.

Mrs. R. B. Boren of Dimmitt, Castro County chairman of the March of Dimes campaign, visited here Thursday afternoon, discussing features of the campaign with John Aikin, Deaf Smith county chairman. Mrs. Boren said the campaign in Castro had been carried on much the same as in Hereford with the "Mother's March" planned for Tuesday evening when a fire siren will announce the drive's beginning.

Mrs. Homer Brumley, president, invites all Texas Tech exes of this area, their husbands and wives, to join the local Tech organization in its regular meeting scheduled for Monday evening, January 29, at 7:30 in the Brumley home, 609 East Fifth street.

### Homer Fox...

(Continued from Page 1)

activity with the Hereford Volunteer Fire Department, the Chamber of Commerce and the Masons. He was a charter member of the local golf association and of the Khiva Temple of Amarillo. Mr. Fox, a member of the Presbyterian Church, actively supported boy's town, boy's ranch and orphan homes.

His interests in sports included hunting, fishing, and football, but baseball was his favorite. In the 1920's, he organized the first "kid" baseball team to play here. Through the years he actively managed teams for boys and followed their activities after they were grown men.

Several years ago, Mr. Fox started writing baseball stories for the Brand and became so popular that his writing soon became a general column, "Homer Fox Says" where human interest stories of "the boys" with whom he had been associated through the years came to life. His style of writing and his accuracy in remembering the minute details were favorites among the readers.

Survivors include his wife, three sisters, Mrs. T. M. Key of Dawson, Mrs. J. A. Bowman of Amarillo, and Mrs. G. S. Webster of Brownfield. Several nieces and nephews survive including Mrs. C. C. Acker of Hereford.

Pallbearers for the funeral services will be B. R. Dixon, J. M. Pitman, Roger Corbett, Joe Bishop, Charley Burk, and J. Wallace Robinson.

### Murchison...

(Continued from Page 1)

and a half years and had been in Korea since the first of August. Before entering the army, Murchison was employed with a printing firm in Dallas.

An uncle, A. P. Murchison, Jr., was killed on the Burma Road in World War II.

In addition to his parents, he is survived by twin brothers, Shannon and Park, of Dallas.

**"Lend me a hand"**

**FIGHT INFANTILE PARALYSIS**

**JOIN the MARCH OF DIMES**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

### School Board

(Continued from Page 1)

We may reasonably expect any levelling off in our big tax bill, nationally or locally. And by all standards, who knows, it may be 10 or 50 years.

**Needed by September, 1952**

Construction costs have increased at least 15 percent since July, 1950, and are due to reach even a higher level. It is the opinion of the board that each day saved from now on in the actual construction of the building, will mean a reduction in cost. The building will be needed by September, 1952, to accommodate the children born during the war years and those that came to Hereford during that same period. Granted that Hereford's population has attained a normal rate of increase, the board can foresee the possibility of again calling on churches for the permission of using their buildings as class rooms. If a building is not provided, as most of you will recall, this was the case in 1946 before the erection of Shirley School. We are not now using the churches, but are still making full use of the temporary barracks erected several years ago to serve as a junior high school.

Should the bond issue carry, the present high school would be used as a junior high, and a part of the present barracks would be used as a band hall and vocational shops at the new high school.

The board realizes that a million dollars is a large bond issue, yet it is felt that the amount is not unreasonable in view of the fact that such a building, with rooms added as needed, will meet to serve the people for the next 30 to 50 years, as Central school has in the past. Too, in comparison with high schools of our neighboring towns, the cost is not yet too much out of proportion to what the cost was a year ago.

Contingent upon carrying, the bonds have been contracted for sale. The interest rate for the first 10 years will be 2 percent; for the next 10 years 2 1/2 percent and for the last 10 years, 3 percent. Since our national Congress is facing the task of raising additional billions for our defense program it is not unlikely that it will begin taxing tax-free municipal and political subdivision bonds, like ours. In such an event school districts thereafter would be paying from 4 to 6 per cent interest on their bonds instead of the current rate. For the reason just mentioned, the board felt it prudent to sell the bonds subject to the passing of the same, hoping that any law that Congress might pass with reference to them would not be made retroactive from the date of the sale of the bonds. If the bond issue fails, there is no obligation on the part of the school district.

It is the idea of the board to present every true fact concerning the school business, and because we have given the plan much thought and deliberate consideration, we feel that it is

### Hospital Notes

**Patients in Hospital:** Carroll Don Martin, med.; Julian Waggoner, med.; Mrs. Lester Waggoner, OB; Mrs. Henry Horne, Dimmitt, OB; Karen Albracht, tonsil; Elma Hamby, surg.; Mrs. Roy L. Campbell, surg.; Paul Keltson, Friona, dental; Benny Dement, med.; J. R. Daniel, med.; Don Robert Crutchfield, med.; Mrs. R. V. Hale, OB; Mrs. J. H. Marsh, OB; Mrs. J. M. Malone, surg.; Mrs. Mary Acker, surg.; Mrs. W. C. Flack, surg.; Mrs. Earnest May, surg.; Mrs. J. D. Brock, med.; Mrs. T. W. Perrin, med.; Jap Dickerson, Jr., med.; Denzil Pulliam, med.; Mrs. M. A. Cone, surg.; Mrs. A. B. Dozier, med.

**Patients Dismissed:** Mrs. K. C. Duran, med., 1-27; Doris Epling, Vega, tonsil, 1-27; Consulo Gomez, burns, 1-26; Ben Rule, Friona, Surg., 1-26; Doris Ruth Smith, T&A, 1-26; Wendell Roe, med., 1-26; Mrs. M. L. Simpson, med., 1-26; Don Rice, med., 1-26; Mrs. J. H. Mears, Friona, surg., 1-26; Mrs. Floyd McGee, dental, 1-26; Mrs. E. B. Berryman, surg., 1-23; W. W. Bennett, med., 1-26; Sandy Nunnally, med., 1-26; Mrs. L. E. Schneider, surg., 1-25; Mrs. R. M. Fox, Littlefield, OB, 1-25; Mrs. W. F. Newman, med., 1-26; Mrs. Elizabeth Bonesio, Stinnett, med., 1-25; Frank Hess, injury, 1-25; Jackie Dell Dodson, T&A, 1-25; Judy Ann Dodson, T&A, 1-25; B. C. Dement, med., 1-24; Mrs. B. E. Rhodes, surg., 1-24; Mrs. Dean Roberson, Amarillo, surg., 1-24; Janis Higgins, surg., 1-24.

Mr. and Mrs. John Ball and daughters attended to business in Canyon and Amarillo Monday.

Mr. and Mrs. Coy Patton and children are moving to Tucumcari, N. M. He was employed here at the Frank Craig Motor Company.

a reasonable plan and one that should be accomplished to keep our school system on the high plane it has attained through the past years.

To you voters who now pay \$60 per year school tax, is it worth \$1.50 to \$1.75 per month more to you, your children and neighbor's children to have school facilities from which your children can get the most and in an atmosphere that would be conducive to the acquisition of knowledge? To you who pay \$500 a year school tax, is it worth \$125 to \$150 per year more? All of which, incidentally, is deductible from your federal income tax.

The board would welcome any opportunity to speak before study clubs; civic clubs or any group of citizens interested in obtaining the true facts about our school system. You may rest assured that you will be given the true picture without exaggeration and from which you may draw your conclusions.

### Radio...

(Continued from Page 1)

Boles, KPAN manager, will be master of ceremonies. Included in the studio audience will be Alex Thompson, County Clerk Robert Thompson, Supt. George Graham, Sheriff J. C. Reese, C. of C. President Bruce Wooddell, Dr. R. R. Wills, Rev. Roy Ford, and Bob Wear.

A special feature of the evening's entertainment will be the use of a new device at KPAN which will enable the radio audience to hear the voice of each person calling the station during the program.

Entertainment will be furnished by the Hereford Hudson String Band, Maxie Redwine, vocalist, and Tommy Williams, vocalist.

Dub Reeves is in charge of the Jaycee committee to collect donations as they are called to the station.

**Lee Nichols Featured**

Lee Nichols and his Sunshine Valley boys of Clovis will play for the March of Dimes dance at Hotel Jim Hill Wednesday evening, January 31, at 8:30. At the same time a square dance will be held at the City Hall and a nickelodeon will furnish music for the dance at the club house. Dick Lucas and Debbs Knox, who are in charge of the sale of tickets, said the \$1.50 ticket will admit the holder to each of the three dances. Tickets are on sale at the drug stores.

"Deaf Smith County was fortunate in 1950 in not having a case of polio, but we might not be so fortunate in 1951. Texas had 2778 cases of polio in 1950, the worst year ever. The national foundation must have money," Aikin said.

### Curtis Traywick is Temporary Commander of CAP Enthusiasts

Curtis Traywick was elected temporary commanding officer Thursday night of the group interested in forming a Hereford squadron of the Civil Air Patrol.

Carl Knopff told The Brand that he will go to Amarillo to contact the commanding officer of the squadron there. The local men agreed to have the Amarillo commander give information on how to form a unit.

Twenty-two men were at the meeting, which was held at the courthouse.

### Justice of Peace is Given Raise; Adjust Auto Depreciation

At a meeting held last week, the county commissioners voted to let the office of the justice of the peace to remain on a fee basis but to raise his ex-officio salary from \$80 per month to \$100 per month.

The commissioners also raised the automobile depreciation allowed for the sheriff from \$365 to \$465 per year.



**A Touch of Spring...**

In Ever-Popular "Salyna". Truly a prize in half-sizes for you in this smart applied "Salyna" the fabric with both a past and future.

Spring shades of natural, grey, aqua, gold, tan, green, and navy. Sizes 12 1/2 to 24 1/2.

**The Little Fashion Shop**

"Smart Clothes for Smart Women"

# PENNEY'S JANUARY CLEARANCE

LAST 3 DAYS, MON., TUE., WED.

## GAYMODE NYLONS

77c Pair

51 Gauge

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Sheer, Lovely

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January Special

One Rack Ladies Better Dress Frocks Reduced to Sell



EMBOSSED COTTONS 89c yd.

Cracker crispness pressed out in a tiny honeycomb design! New colors... wonderful when used two at a time! Embossed cottons are important fashion news for Spring! 36". Advance No. 5267.

Other Piece Goods 80 Sq. Rondo 49c Silvermoon 69c

45 Pair Ladies, 2 Strap Casual Dress Shoes \$3.00

30 Men's Gambler, Western Style Dress Shirts Value up to \$6.90

Reduced to \$3.77

All Boy's and Men's Winter Jackets Reduced To Sell

Men's 8 oz. Blue & White Striped, Big Mac Overalls - Sanforized \$2.89

**SEE HOW YOU SAVE!**

ONLY 6 A PAIR

Luxury touch for your home!

**Textured Damask DRAW DRAPERIES** with shiny self-color highlights

- A wall of color!
- Hugs in deep folds!
- Thrifty! Blinds, shades, draperies all in one!
- 45" wide, 2 1/2 yds. long

**EASY TO INSTALL TRAVERSE ROD. \$1.98 to \$3.98**

**SAVE!**

**WAVY-LINE CHENILLE**

\$5 twin, full

Velvety, close-tufted chenille... in a whirl of wonderful colors! Matching bullion fringe. Twin, full sizes.

**82 x 81 Shirrette Ruffled Curtains**

Pre-shirring at rod hem permits criss-crossing of ordinary width curtains. Exclusive 4-stitched ruffling adds strength at curtain's weakest point.

**Pair \$3.77**

**42 x 90 and 42 x 80 Rayon Panels**

Red Robin curtains conform to a high standard of quality, and have been manufactured with custom care throughout.

**Each \$1.00**





**HELD IN SHOOTING OF DALLAS POLICEMEN**—Arkansas police officers are shown with four men they captured at Hardy, Ark., after a brief gunfight. The men are being held in connection with the shooting of two Dallas patrolmen who stopped their car after they ran a red light. Sheriff Guthrie Goodwin (left) identified the three in front as (left to right): R. C. Johnson, Marvin Johnson and J. W. Johnson, and the man behind them as Bill Pomeroy. They said their home was Lamont, Calif. The man at the right rear is Hardy town marshal L. C. Clouse, who aided Sheriff Goodwin in capturing them. (AP Wirephoto.)

### Elementary Principals Announce Honor Roll for Third Six Weeks

Principal D. C. Martin of Central Elementary School and Principal Byron Durham of Shirley Elementary School announced honor rolls yesterday for the schools for the third six weeks as follows:

- Central School**  
 Charles Weemes, Ted Moore, George Davis, John David Bryant, Inez Brown, Mary Lou McCullough, Lynda Phillips, Diane Houser, Ann Reeves, Martha Bookout, Jo Ann Fowlkes, Linda Burkett, Nona Marie Strange, Richard Smith, Linda Kay No-
- Shirley School**  
 Eugenia Alexander, Ronald Glen Anderson, Bobby Batterman, Billie Jean Barnett, Brenda Beasley, Ada Bettis, Jane Bookout, Ruby Brewton, Ronnie Browning, Lois Christman, Sharon Cooper, Jo Ann Cupell, Dorothy Faye Daniel, Jean Ann De-

Shazo, Mary Raye Downey, Nancy Edwards, James Gentry, Phyllis Goetsch, Peggy Graham, Linda Hair, George Heard, Patricia Howard, Sara Ann Hudspeth, Ronnie Jones, Bryce Kelly, Sue Kirby, Lawana Lookingbill, Harold Manning, Sue Minor, Harold Meacham, Polly Monroe.

Joan Morton, Carol Ann Newell, Jane Newsom, Ruth Powell, George Redwine, Myrna Rennie, Sandra Roberson, Donna Faye Rogers, Edwin Sherroetter, Carolyn Shirley, La Nell Short, Marilyn Sigle, Linda Smith, Sue Springer, Linda Stephan, Loretta Straffuss, Charles Murry Thompson, Lynn Thompson, Bob Uselton, Linda Lee West, Roger Wheeler, Marilyn

**SISTER BURIED**  
 M. L. Steele, accompanied by his daughter, Mrs. J. C. McCracken and Mr. McCracken went to Rotan Wednesday to attend funeral services held there for his sister, Mrs. Lela Jameson, 77, in the Nazarene Church.

Mrs. Jameson, member of a pioneer family of Hamlin, died suddenly of a heart attack while enroute to town in her car.

High yielding pastures are a cash crop and should be treated as such.

**Frank Gilbertson Enlisted in Army**  
 Frank A. Gilbertson, 17, Hereford, enlisted in the army and left for Amarillo on Friday, according to Sgt. H. M. Riddle, local Army and Air Force recruiter.

Gilbertson will be sent to Ft. Sill, Okla., for eight weeks' basic training. Riddle said that Gilbertson was joining the Army as a "30-year-man."

Gilbertson will take his physical examination at Amarillo and is scheduled to leave for Ft. Sill Saturday.

### Mrs. Paul Rudd Is Westway HD Hostess

Mrs. Paul Rudd was hostess to the Westway Home Demonstration Club Wednesday afternoon when each member brought a magazine to exchange.

Mrs. W. B. Nunally won the floating prize.

Mrs. Roy Lee Wilson gave a talk on "Courtesy to the Speaker" after which Mrs. J. C. Morrison reviewed an article, "Why I like Women" by Jim White.

Mrs. Joe Wagoner gave a review on "Anna Rosenberg."

Clubmembers brought handkerchiefs to be sent to Mrs. Adolph Dugworth, a former club member who has moved to Tulla.

Refreshments were served to club members, Mesdames W. B. Nunally, Elmer Combs, Carl Schroeder, Clarence Saulcy, Paetzold, Drager, Clarence Morrison, Ken Rudd, Caywood, George Turrerzine, Joe Landers, Harold Rudd, Merlin Kaul, Bernice Northcutt, and the hostess.

The next meeting will be with Mrs. Clarence Saulcy, February 14 when everyone is asked to bring a valentine.

Mr. and Mrs. S. T. Thornton and son of Friona were Sunday guests of Mr. and Mrs. Bruce Wooddell.

### Patsy Wiltshire is Installed Worthy Advisor For Order of Rainbow

Public installation rites were conducted for new officers of Hereford Assembly of the Order of Rainbow for girls at the Masonic hall Saturday night.

Following opening ceremonies Patsy Wiltshire was installed as worthy advisor. Those to serve with her include: Claudia Lewis, associate worthy advisor; Pat Frye, charity; Sharon-Dee Moore, hope; Katherine Snare, Faith; Virginia Sigle, recorder; Gayle Gault, treasurer; Betty Hamilton, chaplain; Eleanor Aven, drill leader; Martha Jean Brown, confidential observer; Jane Houston, outer observer; Dixie Young, musician and Lu Durham.

Color stations were filled by Reitha Jo Godfrey, love; Doris Russell, religion; Sue Barnard, nature; Sylvia McCracken, immortality; Margaret Phillips, fidelity; Kathryn Kester, patriotism and Barbara Winget, service.

Members of the advisory board installed were: T. E. Brook, C. M. Holt, J. C. Reese, Mrs. Troy Moore, Mr. and Mrs. Lynn Kester, Mr. and Mrs. Howard Gault, Mr. and Mrs. B. E. Roberson, Mr. and Mrs. L. C. Thomas, Mr.

and Mrs. W. C. Hromas, Mrs. Johnny Sanders and Mrs. Norman Whisenand. Mrs. L. C. Thomas was installed as mother advisor.

Installing officers included Bobbie Brownlow, installing worthy advisor; Mrs. B. E. Roberson, installing mother advisor; Gayle Roberson, installing recorder; Bobbie Jane Sisk, installing marshal; Joyce Potter Lyons, installing chaplain; Gayle Marie Foster, musician. Mrs. W. C. Hromas served as installing officer for the advisory board.

Color bars were presented to members rendering outstanding service in the Order and gifts were presented to outgoing officers.

The use of good sanitation and management practices by swine producers are effective means for preventing losses from swine enteritis.

The second annual Longhorn Recreation Laboratory will be held at the Christian Youth Foundation Camp, Athens, Texas from February 15-25, 1951.



**We Are READY NOW!**

**With All The Necessary Materials For Your BARN or GRANARY NOW IN STOCK!**

- ★ CEMENT
- ★ DIMENSION LUMBER
- ★ CORRUGATED IRON
- ★ V-CRIMP IRON
- ★ SHIPLAP

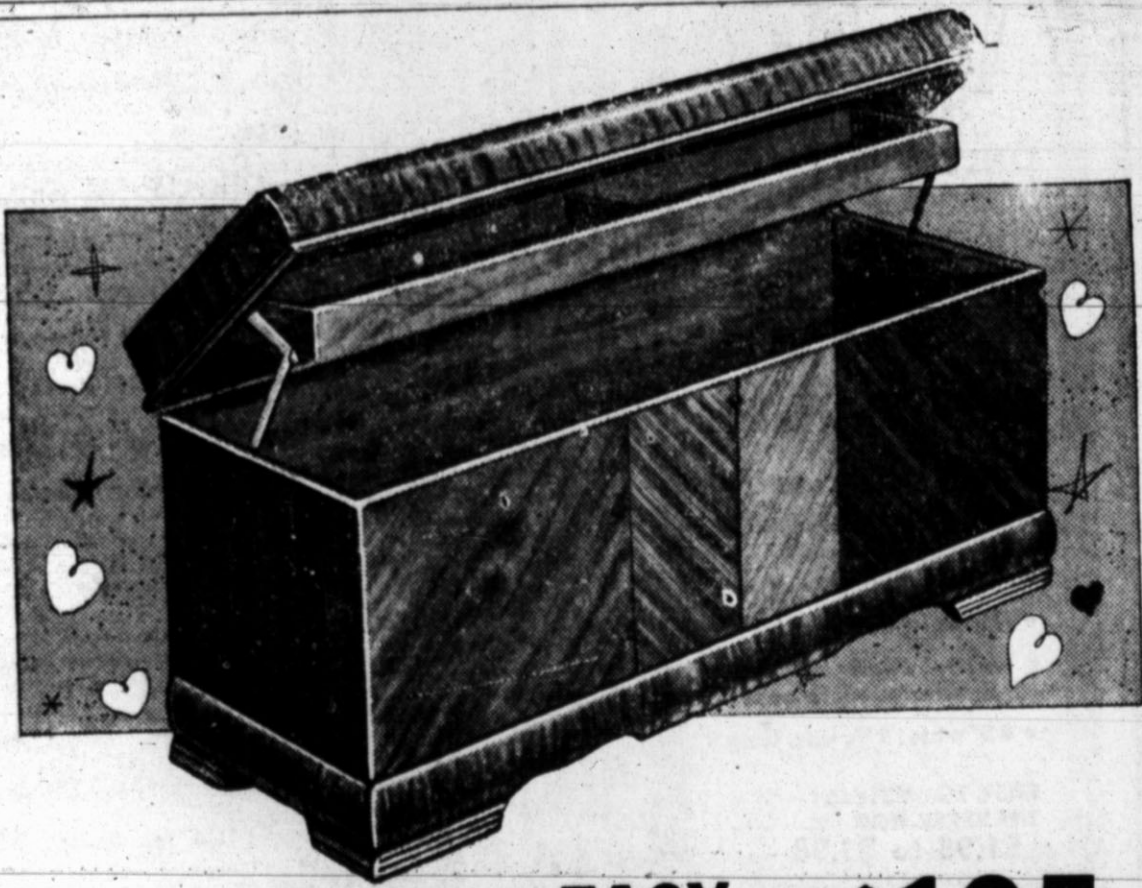
We Can Furnish You With Complete Details About The ... GOVERNMENT'S EASY PAY PLAN

## CARL McCASLIN LUMBER COMPANY

One Block East Of The Courthouse In Hereford

Phone 7

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**EASY** only \$ **125** **TERMS!** **1** A WEEK!

Valentine's Day Feb. 14



## H & H Furniture

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Across From Piggly Wiggly

Verne Hilton Phone 19

Streamlined modern Lane Chest of 3/4-inch red cedar with gorgeous veneers of walnut and paldao wood. Model #2578. Lane Chests are the ONLY pressure-treated, aroma-tight cedar chests—with absolute moth protection guaranteed by one of the largest insurance companies. All Valentine specials have removable, self-rising trays.

Blond oak functional modern. Model #2576



# SOCIETY

## Miss Clara Stengel Weds Leander Reinart Monday

The marriage of Miss Clara Mary Stengel, daughter of Mr. and Mrs. J. E. Stengel and Leander Reinart, son of Mr. and Mrs. J. H. Reinart, was solemnized Monday morning in St. Anthony's Catholic Church.

The Reverend Nathaniel Madden S. A. officiated at the impressive double-ring ceremony, and Carl Sundeen, a soloist, sang "The Mass of the Angels" with "Veni Jesu" at the offertory. Mrs. Robt. Kerschen, organist, played the nuptial music and accompanied Mr. Sundeen.

The altar was decorated with fern and white stock with candle arrangements and white flowers were used on the white satin kneelers.

Miss Virginia Frerich, a student at TSCW, Denton, attended the bride as maid of honor. She wore a gold slipper gown fashioned with portrait neckline outlined with folds of satin. The tight fitting bodice came to a point in front and was attached to an immense skirt with pannier-type drapery worn over hoops. She carried an arm bouquet of blue iris with matching bandeau and mitts.

Alfred Reinart served his brother as best man and ushers were J. W. Stengel, the bride's brother, and A. H. Reinart, brother of the bridegroom.

The bride, who entered with her father, chose a wedding gown of white imported Chantilly-type lace and satin fashioned with yoke of lace extending to the waistline in point at center back, framed with bertha of matching lace. The fitted satin bodice buttoned up the front with tiny buttons and featured a lace Peter Pan collar. Long tight sleeves ended in petal points at the wrists and the voluminous skirt which had deep inserts of lace appliqued across the front and sides at the hemline, was worn over hoops to emphasize the fullness. The skirt swept into a long train in the back. Her finger-tip veil of illusion was held by a satin cloche trimmed in orange blossoms. The bridal bouquet was of white roses tied with white satin ribbon and stephanotis.

A wedding breakfast was held at the home of the bride's brother, A. S. Stengel, and following the breakfast a reception was held at high noon in the home of the bride's parents for immediate members of the two families. Out of town guests attended the reception from 5 to 7 in the evening.

Out-of-town guests included: Mrs. J. G. Frerich, grandmother of the bride, Joe Frerich, Mr. and Mrs. Lawrence Albus, Monica Albus, Mary Ann Diering and Doris Glumpler, Pep, Mr. and Mrs. George Frerich,

Lubbock; Mr. and Mrs. Leonard Batenhorst, Mr. and Mrs. Edward Wiecek and Jimmie of Umparger; Mr. and Mrs. Fred Stengel, Mr. and Mrs. John Albus, Charles J. Stengel of Munday, Alice Albus of Amarillo, Vincent Reinart, Borger, Henry Reinart, Lindsey and Mr. and Mrs. J. W. Stengel and Carla of Summerfield.

After a short wedding trip the couple will make their home in Hereford. He is engaged in farming with his father near Hereford.

Both Mr. and Mrs. Reinart are graduates of Hereford High School. She has been employed at the C. R. Anthony Company Store. Mr. Reinart has received his call to service in the U. S. Army and expects to leave February 15.



MR. AND MRS. JAMES HACKENSMITH

## Betty Jean Neal Weds Sgt. J. R. Hackensmith

Announcement has been made here of the recent marriage of Miss Betty Jean Neal, daughter of Mrs. A. E. Reese, to Sgt. James Randall Hackensmith, son of Mr. and Mrs. L. C. Hackensmith of Louisville, Ky.

The wedding took place in the Assembly of God Church in El Paso, Texas with Rev. Ben T. Hodge performing the ceremony assisted by Rev. Paul Joyner of Anthony, N. M.

Mrs. Ben Hodge, organist, played a medley of wedding music and accompanied the vocalist, Miss Betty Neil Cannon of Anthony.

The bride who was given in marriage by her mother, wore an ivory satin wedding gown designed with round colonial yoke and finger tip sleeves. The full length skirt extended into a cathedral train and her finger-tip veil of illusion was held by a tiara of seed pearls. She carried a white Bible topped with orchids.

Attendants were Martha Ann Hodge of El Paso, maid of honor; Mrs. Horace Ledbetter, Pampa and Mrs. Roy Bradshaw, Hereford, sisters of the bride who served as bridesmaids, Carolyn Joyner and Gene Denton served as flower girl and train bearer.

Ret. Matthew Engle was best man and groomsmen were Sfc. Jesse Welch and Cpl. Floyd Bradley. Ushers were Cpl. Ray Russell and Sgt. Frances Gormal's.

Mrs. Hackensmith graduated from high school in New Castle, Texas and received her degree at NTSC, Denton. She is now a member of the faculty of the Goodsen High School, Anthony, N. M.

Mr. Hackensmith is stationed at Fort Bliss, El Paso. After a wedding trip the couple returned to Anthony where they will make their home.

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## Bride - Elect Is Honored

Miss Mary Estelle LeGrand, bride-elect of Virgil Young, was honored with a lovely tea and shower given by a group of friends Thursday afternoon in the home of Mrs. A. O. Thompson.

In keeping with the bride-elect's chosen colors, flowers and appointments were in pastel shades of blue and pink. The refreshment table was laid with a handmade lace cloth, and backed by five pyramiding pink tapers an arrangement of blue iris, pink carnations and sweet peas was placed at the center back of the table. Flanking the floral arrangement were pink plastifoam hearts signifying the approaching nuptials. Cake squares were topped with tiny pink rosebuds of spun sugar.

Mrs. O. M. Dickey greeted the guests and the receiving line was made up of Mrs. A. O. Thompson, Mrs. Louie LeGrand, the bride-elect's mother, the honoree, Mrs. Estelle Todd of Canadian, the bride-elect's aunt, Mrs. E. W. Young, the bridegroom's mother, Mrs. C. A. Ricketts, grandmother of the bride-to-be, and Mrs. C. E. Leasure, Jr.

During the calling hours, an informal program of piano music was given by Mary Helen McGilvary, Reba Dones, Mrs. Bob Lawrence and Mrs. A. J. Schroeter.

Mesdames Wayne Evans, Robert Barkley and Ida Ricketts presided at the silver tea service and Mary Helen McGilvary, Mrs. Sank Ramey and Mrs. J. R. Euler assisted guests in signing.

## El Nino Club Has Annual Guest Day Entertainment

The annual guest day program for El Nino Study Club was held Monday evening in the home of Mrs. W. J. Patton. Assistant hostesses were Mrs. Sam Nelson and Mrs. O. G. Hill, Jr. Special guests were members of the Young Mother's Study Club.

The entertaining program was arranged by Mrs. Darrell Blanton who presented Dr. Ruth Lowe of West Texas State College. In keeping with the study program for the year which has dealt mainly with the pre-school age child, Dr. Lowe spoke to the mothers on "Doing Your Part in Making Your Child Happy and Successful in School."

She stressed the physical and emotional readiness of the child for the school program and advocated preparation for the right attitudes toward school. She recommended that parents see to it that the child be weaned from its mother and that it be given a desire to learn and desire for new experiences.

Members of the Young Mother's Club attending were Mesdames: Leroy Aven, Delbert Bainum, Dennis Baker, Richard Ireland, W. L. Davis, Jr., W. H. Dowell, Charles Dye, G. W. Edwards, Norman Gray, Paul Har-

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MR. AND MRS. LEANDER REINART

Photo by Bill Patton

## Mrs. Beyer Club Hostess

Pioneer Study Club members heard Mrs. O. G. Hill review the book "Room For One More" at the meeting held Tuesday afternoon in the home of Mrs. J. E. Beyer. Mrs. Frank Terrell was assistant hostess.

"The book reveals the story of an experiment which was the addition of three homeless children to a family which already had three of its own. The author of the book, Mrs. Rose, believes that any kind of children are important and that they are bound to turn out all right. She tells the ups and downs, the heartaches and the joys that go along with rearing a large family, and the proof of

(Continued on Page 6)



Mrs. C. B. Hudson, right and Mrs. Dick Gholson, committee members look over the first collection of articles in the Les Meres Study Club's new project: Providing entertainment for children convalescing in Deaf Smith County Hospital. Handmade plastic dolls and animals, story books and comics, color charts and jig saw puzzles are included, even plastic covered rattlers for the very young child. Members of the club have made the dolls and animals and plan to keep a surplus in case some little patient doesn't want to part with the toy upon leaving the hospital. Mrs. Howard Gore is president of the club.

## Les Meres Club Studies Parliamentary Procedure

Les Meres Study Club met with Mrs. R. N. Yarbro Monday evening with Mrs. Howard Gore as assistant hostess.

A program on Parliamentary Procedure was presented by Mesdames Gore and Yarbro with Mrs. Gore discussing duties of

office and Mrs. Yarbro conducting a question and answer quiz on parliamentary rules.

Members brought their contributions to the new project recently adopted by the club

"Providing entertainment for convalescent children in Deaf Smith County Hospital" which will be delivered to the hospital by the committee members, Mrs. C. B. Hudson and Mrs. Dick Gholson.

Those attending the meeting were Mesdames Eugene Bagwell, Dick Gholson, Howard Gore, Glenn Gripp, Spicer Gripp, W. D. Jones, Robert Lemons, Monroe Parker, C. B. Hudson, Fred Kroll and the hostess.



INSTALLING OFFICERS OF THE ORDER OF RAINBOW FOR GIRLS officiated Saturday evening when Patsy Wiltshire was installed as Worthy Adviser. From left to right, front row, Patsy Wiltshire and Bobby Jane Sisk; second row, Colleen Brown, Joyce Lyons, Bobby Brownlow, and Gayle Foster; back row, Mrs. W. C. Hromas, Gayle Roberson, and Mrs. B. E. Roberson.

Photo by Alex Thompson



WESTWAY NEWS

Waffle Supper, Coffee, Dinner, And Club Meeting Held at Westway

By Mrs. Elmer Combs

Basil Kaul of San Francisco, California, was a guest over the week end in the home of his brother, Merlin Kaul. He has been to Sabetha, Kansas, to visit relatives and friends.

Their guests were Mr. and Mrs. Leldon Hudson and sons, Jimmie, Thomas, and Carl of Dimmitt, and Mr. and Mrs. P. B. Barclay of Groom.

Mr. and Mrs. Raymond Wells and Raymond, Jr., of Hereford were dinner guests Sunday in the home of their daughter,



Quoth Mr. Ray Ven...

Once while Ray was longly... Suddenly he heard a squawl... It was his dear wife remarking... On his conversation speech... "Ray," she said, "you really should space your calls so others could use the party line.... It would be fairer then, you see."

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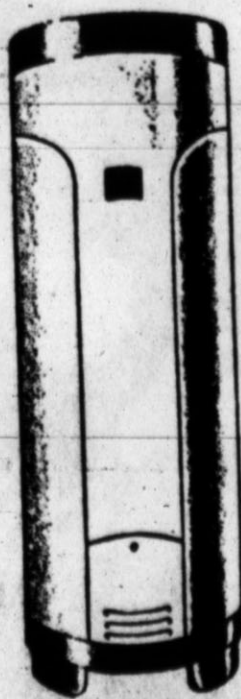


Table with columns: Number of people in family, Number of bathrooms, Disposition of water, Capacity of heater, and Maximum BTU's per hour.



Look For The Blue Star Seal of Approval

West Texas Gas Company HELPING BUILD WEST TEXAS SINCE 1927

Mrs. Harold Rudd, Hostesses at Coffee

Mrs. Harold Rudd and Mrs. Kenneth Rudd were hostesses at a coffee at the home of Mrs. Harold Rudd Monday morning, honoring Mrs. Paul Rudd whose anniversary was that day.

Those present included Mesdames Elmer Combs, Joe Waggoner, C. A. Sauley, Paul Rudd, Kenneth Rudd, Harold Rudd and Master Joe Bob Waggoner.

Mr. and Mrs. Paul Rudd were honor guests Monday noon at a dinner at the home of Mr. and Mrs. Harold Rudd honoring the 26th wedding anniversary of Mr. and Mrs. Paul Rudd.

Mr. and Mrs. Elmer Combs, Eugene and Billy Don spent the week end in Plainview at the W. E. Combs home.

Mr. and Mrs. Bert O'Conner spent the week end in Plainview with their son, Bert, Jr.

Mr. and Mrs. Norberto Hernandez Yolanda, Norberto, Jr., Manuel were guests at a turkey dinner Sunday night in the home of Mr. and Mrs. S. E. Gose at Hereford.

Sunday dinner guests in the C. A. Sauley home included Bob Barrett, Fred Severance, D. A. Everance, Billie Perez and son, Larry, all of Hereford.

Mr. and Mrs. Paul Rudd spent Saturday night in the Curt Griffin home in Amarillo.

Mr. and Mrs. Buck Green and children, Reed, Nancy and Sandra of Summerfield, Mr. and Mrs. Elmer Combs and boys and Mrs. O'Conner were visitors last Thursday night in the Kelly Gray home, Elmer Combs and Mr. O'Conner fixed a door for Kelly and Eugene Combs took his projector and showed some moving pictures.

Buck Green and John Dawson of Summerfield and Kelly Gray attended the furniture sale at Texico, New Mexico last Monday night.

W. B. Nunley was a business visitor in Clovis, New Mexico last Monday.

Jess S. Smith of Brownfield was a dinner guest last Monday in the W. B. Nunley home. He was looking after business interests here.

J. H. Clark made a business trip to Albuquerque, New Mexico, and Fort Worth last week. Mr. Clark, who is a manufacturer of Cory Coffee Makers, took some of his coffee makers to test them for altitude.

R. M. Gunn of Hereford spent Saturday night in the Joe Landers home, Mr. Gunn and Mr. and Mrs. W. B. Nunley and chil-

El Nino Club Has Guests

(Continued from Page 1)

vey, Charles Hill, Lee Kent, Cecil Malone, Don T. Martin, Pat Robinson, John Schneider, Earl Stragner, Neal Young and Donald Henslee.

The hostess-club members present were Mesdames Darrell Blanton, Ivan Block, Jim Pook-out, Ben Childers, T. J. Clay, R. A. Daniel, Jr., Byron Durham, John Jacobsen, Jr., John Kelly, Sam Nelson, W. J. Reeves, Bruce Wooddell, O. G. Hill, Jr., and the hostess.

ATTEND CONFERENCE Attending the Baptist Workers Conference at Tulla Thursday from Hereford were Mesdames Sam McLellan, Edgar Mosley, Dora Suggs, J. W. Dickson, Allen Powelson, John Draper, Carl Anderson, Roy Thompson, Louise Olson, B. C. Roberson, Lee Lambert, Jim Lipscomb, Mr. and Mrs. J. C. Allred, Rev. R. H. Cagle, and Bob Lawrence.

Children were dinner guests Sunday in the Landers home. Mrs. Milton Adams, Billie Perez and son, Larry, and Jim Brown of Hereford were supper guests Monday night of Mr. and Mrs. C. A. Sauley.

Mr. and Mrs. George Turrentine and daughter, Janice, will leave Sunday afternoon for California where they will visit her sister Mrs. Phil Beal and Dr. Beal and Mr. and Mrs. Daniel Turrentine and daughter near San Francisco.

Mrs. C. A. Sauley and Mrs. Norberto Hernandez spent Thursday with Mrs. Carl Smith southeast of Hereford. Mrs. Elmer Combs, Mrs. Joe Waggoner, and Mrs. Merlin Kaul went to Amarillo Tuesday night where Mrs. Kaul entertained at the Amarillo Center. They were visitors in the home of Mr. and Mrs. Finis Wright. Mrs. Wright is a sister of Mrs. Combs.

HD Club Hostess Mrs. Paul Rudd was hostess Wednesday to members of the Home Demonstration Club at her home. Mrs. Joe Waggoner, president, had charge of the business session, during which the members discussed naming of roads and farms and ranches in this community.

Mrs. Paul Rudd gave the report of the Recreation Committee. She announced that a community 42 party would be held at the school house Friday night, January 26 at 8:00 p. m. Members were asked to bring tables, dominoes, pie and sandwiches. Mrs. Harold Rudd had charge of the recreation for the meeting. Mrs. W. B. Nunley received the prize.

The Polio Scroll was signed by all present. Mrs. Kenneth Rudd, secretary, read the constitution and it was revised. During the program, Mrs. J. C. Morrison reviewed the articles "Why I Like Women" taken from Ladies Home Journal and Mrs. Joe Waggoner gave the article "Anna Goes to Washington."

Refreshments were served to Mesdames Joe Waggoner, Elmer Combs, J. C. Morrison, C. A. Sauley, Joe Paetzold, George Turrentine, Abraham Drager, W. B. Nunley, B. B. Northcutt, Roy Lee Wilson, Carl Schroeder, M. G. Cawood, Joe Landers, Harold Rudd, Kenneth Rudd, Merlin Kaul, and Paul Rudd.

Handkerchiefs were collected to send to Mrs. Eldra Duckworth, former reporter of the club, who has moved to Tulla.

Patricia and Henry Ranspot are out of school with mumps. Ricky Lee has been ill with virus infection.

Mr. and Mrs. Buren Sowell have gone to Hot Springs, New Mexico, to stay until the first of February. Mr. and Mrs. David Sowell are staying at the farm taking care of things while they are away.

Walkers Move Mr. and Mrs. Elbert L. Walker and family have moved from the John Wood place to the farm formerly occupied by the I. V. Finleys. The Walkers have three small sons. The baby, Lynn Allen, was born on January 2.

Mr. and Mrs. Gerald McCa-thern went to Lubbock Saturday to get her parents Mr. and Mrs. A. S. Traweek, who are staying with them and helping them remodel their house. They have moved half of the barracks where Gerald's parents lived north of the lake, and close to the new house which was completed recently, and are remodeling it.

Mrs. Walter Thompson drove bus No. 12 Friday night as Mr. Thompson and Charles Murray left Friday morning for Junction to get a truck load of posts. Junction is down near San Angelo. The posts from there are cedar and especially long lasting.



HERE IS LITTLE Miss Adair Melton, daughter of Mr. and Mrs. Waldron Melton who live on a farm near Hereford. That big smile is for her mother who baked the cake in honor of her second birthday. Adair's grandparents are Mr. and Mrs. Henry Melton of Hereford and Mrs. E. D. Fox of Amarillo.

March of Medicine Discussed At Lone Star Study Club Meet

Centering around the theme "Time, the greatest doctor known," a program on diseases was presented at the Lone Star Study Club session held Tuesday afternoon in the home of Mrs. Earl Phillips. Mrs. E. L. Adams was cohostess.

Mrs. Earl Springer discussed the March of Medicine by Clark, in which the author stressed that high tension is responsible for many heart fatalities. Stating that 40 percent of heart patients have had rheumatic fever, the author advised rest and easier living. In speaking of cancer Mrs. Springer stated that when early diagnosis is made and prompt treatment given, one third of the patients can be cured.

Mrs. L. L. Womble reviewed the book "The Trembling Years" by Elsie Oakes Barber which is the story of a polio victim and her determination to walk and be normal again.

Those in attendance were Mesdames R. G. Blue, V. E. Dodson, Jack Grady, H. E. Henslee, Jim Higgins, John Jacobsen, Jr.,

Board Discusses Operation Plan

The regular monthly meeting of the Board of Supervisors of the Tierra Blanca Soil Conservation District and the Deaf Smith County Wind Erosion District was held at the Court House in Hereford Monday. Attending were W. M. Stewart, Chairman, T. W. Roberson, Phillip Miller, C. F. Rickels, and A. J. Lumm, District Conservationist.

Messrs. Stewart and Roberson reported on the meeting of the State Supervisors at Mineral Wells which they recently attended as official representatives of this District.

Specifications for the purchase of a new Motor Patrol Grader for the District were completed and forwarded to the State Board of Control which will arrange for buying and delivering it.

A district program and work plan for the Tierra Blanca District was discussed. Further work will be required on this before it is completed.

The Board decided that the policy of the District furnishing grade stakes for use in running lines and ditches for farmer cooperators will be discontinued. Hereafter all cooperators will be required to furnish their own stakes along with the necessary help in laying out the ditches and other work.

Applications for conservation assistance were approved for: Fred Severance, F. R. Meier, S. E. Goucher, W. B. Phillips, Ralph Paul and Lee Howard. One completed conservation agreement involving 711 acres on the South Palo Duro was approved for R. L. Simpson.

Don Boles Feted

Don Boles, radio station KPAN manager, was featured when members of the Hereford Kiwanis Club presented the program for Vega Kiwanians last Wednesday. The Vega group will bring a return program to Hereford on February 15.

Representing the Hereford Kiwanis at Vega were: Lloyd Sharp, Russell Giles, Bob Wear, Carroll Whiteside, Jeff Roberson, Roy Pete, Ray Downey, John Pool, W. H. Patton and A. O. Thompson.



Robert Thompson is Savings Bond Head

Robert Thompson, Deaf Smith county clerk, has been appointed Deaf Smith county savings bond chairman. It was announced today by Nathan Adams of Dallas, state savings bond director.

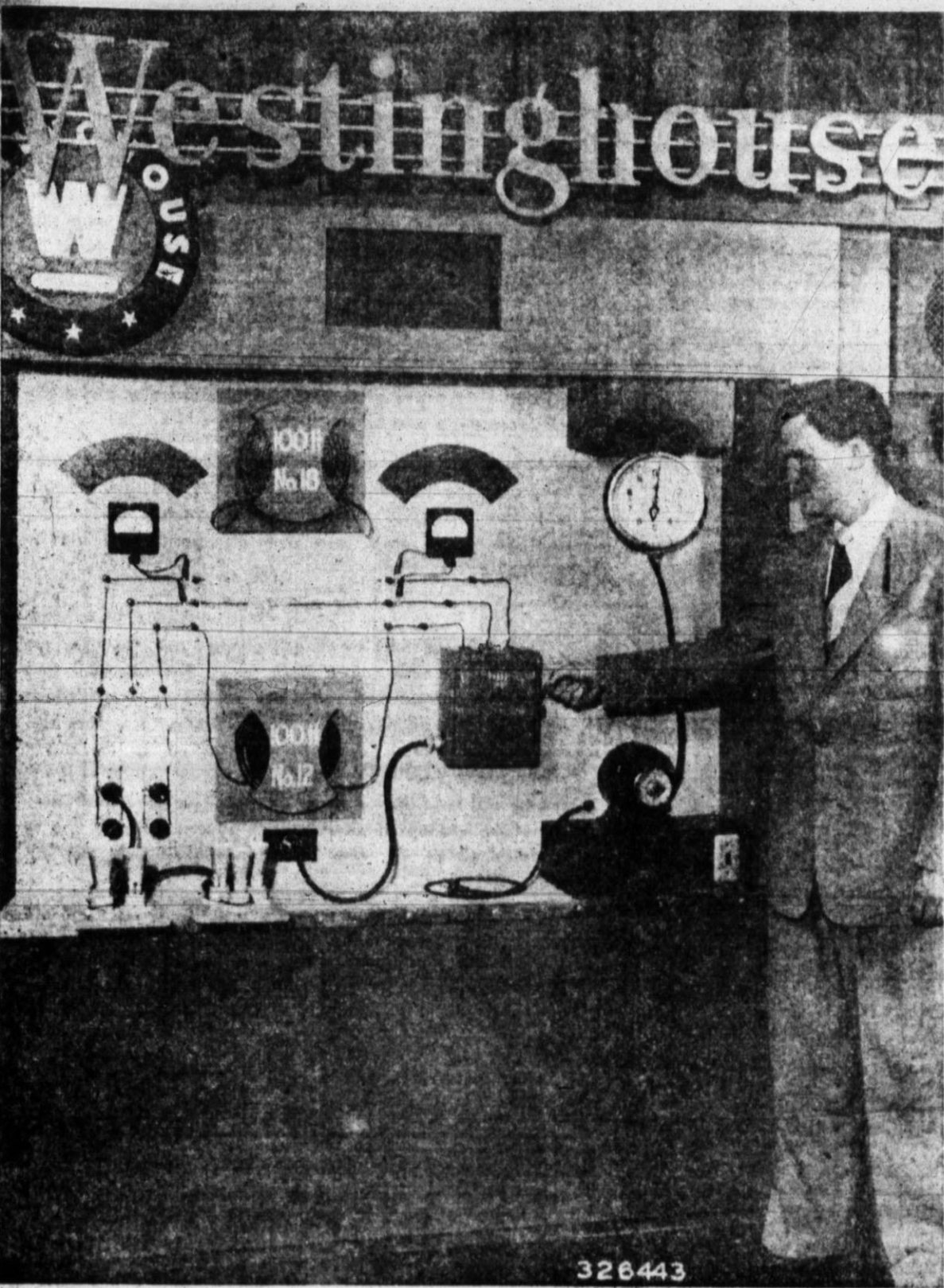
Thompson succeeds J. C. Rickels of Hereford who resigned the post recently.

Thompson will be in charge of all phases of promotion for U. S. Savings bonds in the county. As county chairman, he joins a statewide volunteer organization whose efforts are a contribution to public service.

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INDUSTRIAL LEADERS of the Panhandle area will see this adequate wiring demonstration when they view "Productive Power," a dramatic presentation of industrial techniques at the Amarillo high school auditorium on Friday, Feb. 2. A presentation of the Westinghouse Electric corporation, "Productive Power" will be seen at 2:30 and 7:30 p.m. The show, designed for industrial users of electric power, is now on a 125-city-nation-wide tour.

SUMMERFIELD NEWS

Parties at Summerfield Honor Rev. A. A. Simons and Reece Dawson

**By Bobbie Walser**  
A surprise birthday supper honored Rev. A. A. Simons in the Simons home Sunday evening before church. Those present were Mr. and Mrs. Ky Lawrence, Mr. and Mrs. Oliver Sumner, Mr. and Mrs. Carl Lee and family, Mr. and Mrs. Jack Streun and family, Mr. and Mrs. George DeLozier and family, Mr. and Mrs. Kenneth Neill and family, Mrs. J. B. Noland and daughters, Mrs. L. B. Lookingbill and family, Mr. and Mrs. L. H. Lookingbill, Mr. and Mrs. J. M. Wright and family, Rev. and Mrs. Simons, and special guests, Mr. and Mrs. B. E. Roberson of Hereford.

**Councilman Improves**  
L. J. Councilman had a heart attack before Christmas and is able to be up most of the time now. Mrs. Councilman became ill over the week end, but is better now. Mr. and Mrs. R. L. Russell and son spent the week end with the Councilmans, and their Sunday guests included Mr. and Mrs. Herman and daughter, Miss Maryline. Mrs. Herman and Mrs. Councilman are sisters.

Mrs. Ray Johnson spent the week end in Lubbock with her daughter, Miss Billie Ray Johnson.

Don Clark returned Monday from Arkansas where he has been visiting his parents, Mr. and Mrs. Marvin Clark.

**Church Business Meeting**  
The Summerfield Baptist Church had its regular business meeting Wednesday night with Rev. A. A. Simons in charge. Various reports were given and Bobbie Walser was elected general secretary to replace Miss Shirley Sumner who has moved to Hereford.

Attending Sunday school Sunday morning were 48 persons, and 52 were present for the Baptist Training Union.

**Attend Rainbow Meet**  
Mrs. Guy Walser and Bobbie and Nan Longbottom went with the Hereford Rainbow girls to a meeting at Farwell Sunday where the girls put on a march for the Bovina Assembly. Bill Rose of Hereford spent

Sunday with Jimmy Lookingbill. Mr. and Mrs. Jack Streun are the proud owners of a 1951 Dodge.

**Party For Dawson**  
A farewell party Tuesday night honored Reece Dawson, son of Mr. and Mrs. J. M. Dawson, who was to report to Lubbock for induction in the army January 26. The affair was held in the Carl Lee home where various games were played.

Refreshments were served to Don and Charles Russell, Paul Lance, Carlyle Sargent, Darrell Dawson, Bobbie and Wayne Walser, Mr. and Mrs. J. F. Chattamen and Jonnie, Mr. and Mrs. Carl Lee, Jackie, Dorothy, Charlene and Carylon, Mr. and Mrs. Reece Dawson, Mavis Henstley, Reuben Knox, Wayne DeLozier and Bo Morris.

**Honored On Birthday**  
A small dinner party was given for Linda Kay Noland in honor of her birthday Sunday. Betty Noland and Carlynn Ann Lee were guests for dinner and the afternoon.

**Hog Thieves**  
Sheriff Bus Dorman Thursday morning reported the arrest of Clem Herd and W. G. McInturff of Pampa on charges of stealing a baby calf from the Glen Elmore place and 11 head of shoats from the Leon Hayes place. Both places are located in the vicinity of Allison.

—The Wheeler Times

Women In Design Topic For Club

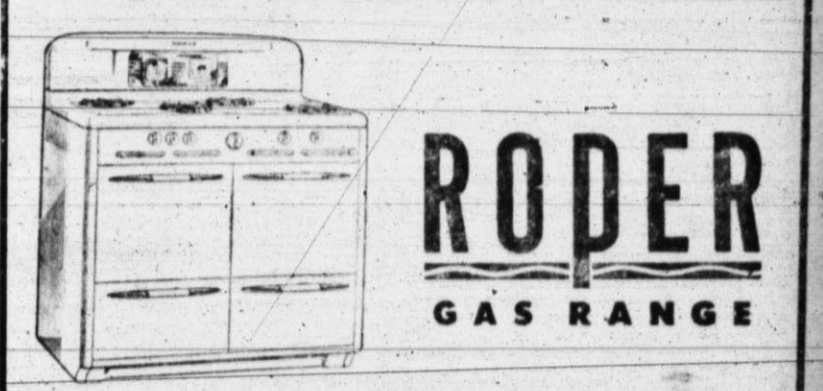
Mrs. Mack Noland and Mrs. H. H. Lanford were cohostesses recently for the Summerfield Study Club when a meeting was held in the Noland home.

Topic for the day was "Women in Design" with Mrs. J. M. Wright opening the program with a discussion on "Teenage Fashions taken from the Teenage Manual by Edith Heal." Purpose of the manual is to help teenagers make the necessary jumps from one change, and one mood, to another, and to suggest ways of becoming the popular and successful teenager they want to be. Mrs. Wright stated. She outlined the following six points in teenage fashion: 1—How to choose them, 2—How to wear them, 3—How to choose clothes by shape, 4—How to plan the wardrobe, 5—Don't use the grab bag method for accessories and 6—Develop a sense of fashion.

Mrs. C. R. Walser described the designs of Schiaparelli. She said in part: "In more than 20 years as one of the world's lead-

ing designers, Madame Schiaparelli has sold her famous creations of perfume, accessories, costume jewelry, and ready to wear clothes. In September 1949 she arrived in America to sell a line of clothes in mass production. Her arrival in New York was marked by a special fashion account of her colorful career."

Refreshments were served after the program to Mesdames L. B. Cannon, Edith Gunther, Earl Lance, L. H. Lookingbill, K. W. Neill, Guy Walser, J. B. Noland, Joe Curry, Chas. Noland, B. E. Roberson, J. J. Councilman, D. C. Walser, J. M. Wright and the



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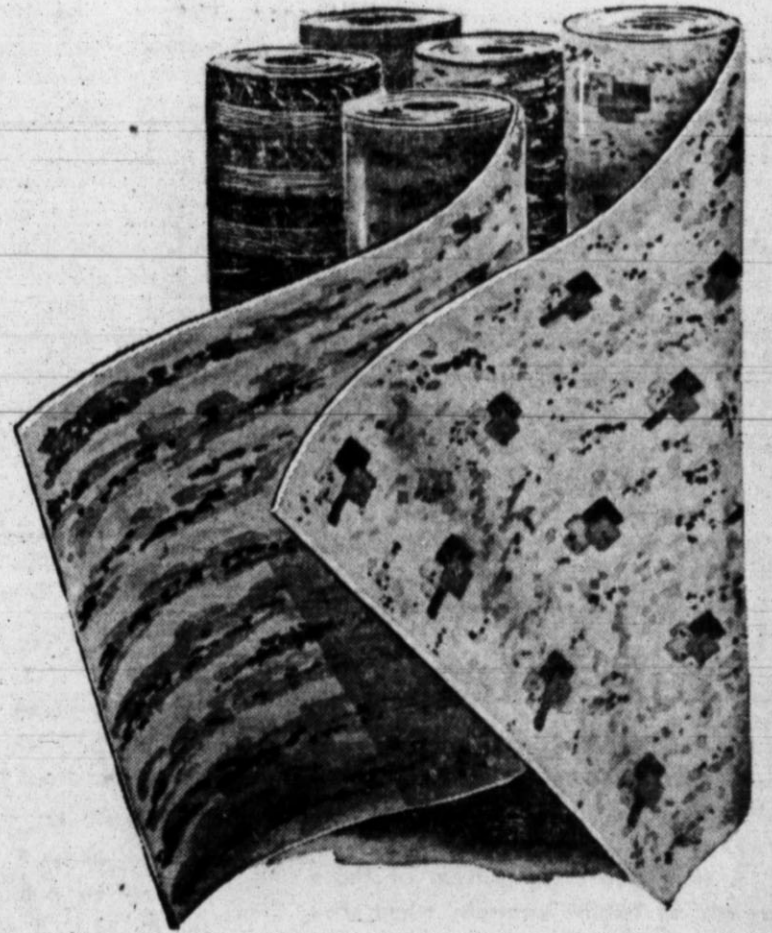
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# Editorials

## China Facing Up To Russia?

An accurate appraisal of the real situation in the Far East is impossible unless one is in a position to know the facts regarding the relationship between Communist China and Communist Russia.

When the fighting began in North Korea, it was considered possible that the age-old rivalry between Russia and China, in regard to Manchuria and the Mongolias, might prevent any cooperation between the two nations. With the collapse of the North Korean forces and the intervention of the Chinese armies, it has been generally assumed that the two Communist powers are cooperating in the effort to save North Korea for a puppet state.

From Belgrade, Yugoslavia, comes an analysis of the situation by the Communist Party in that country, which questions this interpretation of events. The theory is advanced that the Chinese Communists have their armies in North Korea to challenge the Soviet Government's pretension to be the dominant power in Asia. It pictures the Russian and Chinese Communists as contesting for control of Korea.

The new theory points out that the Soviet Government has long hoped to play a role as the dominant power in Asia but that this ambition was somewhat clouded by the emergence of a strong Communist China. During negotiations in Moscow, there was no rapprochement between the two countries and the final treaty gave China no particular economic benefits but, on the con-

trary, recognized important privileges of the Soviet Government in the Far East.

The Yugoslavian thesis says that Russia decided to activate its policy in Asia by taking decisive action in North Korea, which was in its sphere of influence. This first demonstration of power, however, collapsed with the military defeat inflicted upon the North Korean armies. Thereafter, the Russians ended their boycott of the U. N. Security Council in an effort to salvage its position through diplomatic manoeuvres.

This plan was thwarted by the intervention of the Chinese Communists, who thus propelled their country into the forefront of world events. The Chinese troops, according to the Yugoslavians, were not out to save the reputation of Moscow or to save North Korea, but to assert the dominance of China by occupying an area formerly under Soviet influence.

If this theory contains elements of truth, the possibility still exists that the ancient rivalry between China and Russia might work to the good of the Western world. If the Chinese entertain ambitious hopes of recapturing Manchuria, Inner and Outer Mongolia and making them again an integral part of China, their obvious opportunity would come at a time when the Soviet Union might be engaged in war with the Western nations. We have no way of knowing whether the story from Belgrade is imagination or in the category of things that are less than fact and more than fiction. Only time will tell.

## The Washington Merry-Go-Round

### Man of Letters

IT LOOKS as if the "man of letters" in the White House is going to make a lot of money for the recipients of those letters.

Out in Denver, Dr. Neal Bishop, who suggested to Mr. Truman that John L. Lewis be appointed ambassador to Russia, is going to auction off his Trumanesque reply for the benefit of the Denver Community Chest.

The reply, which stated that he, Truman, would not even appoint John L. as dogcatcher, should bring a large amount of money—though Bishop has generously given the letter to the Community Chest and they will make the profit.

Meanwhile, in Washington, Paul Hume, the Washington Post music critic, has turned down various offers for his letter regarding Margaret Truman's singing. One offer is reputed in five figures.

If Mr. Hume ever does decide to sell this coveted letter, it can make him much more dough than he realizes, for he will only have to pay a capital gains tax of 25 per cent on the sale. In other words, the Truman letter is not earned income, but a special personal gift from the President of the United States. A gift is not taxable until it is sold, and as long as Mr. Hume keeps the letter more than six months, his tax will be only 25 per cent.

If treasury agents argue about this, Mr. Hume can tell them quite truthfully that his letter is something which happens only once in a lifetime, that it was an unsolicited gift from the President, and that if any gift tax is paid it should come out of Harry Truman's pocket, not his.

Other people who got indignant letters from the President can also cash in on this nice low-bracket tax. In brief, the President has been awfully kind to Mr. Hume, to Bernie Baruch, to Dr. Bishop, to Jimmie Byrnes and others. The only one he has slighted is me, because when he hurled the "servant of brotherhood" charge in my direction, he did it orally. He did not write me a letter. Someday, if I can get up nerve enough, I am going to ask Mr. Truman to put it in writing, so I can have something either to hand down to my children or else sell under a capital gains tax.

### New Order of Draft

Selective Service Director Lewis Hershey is recommending the following changes in the draft law to the new session of congress:

1. That the draft age be lowered from 19 to 18 years, with the maximum age limit kept at 25.

2. That deferment of enlistees in the organized reserves and the national guard be stopped.

3. That draft eligibles between 18 and 25 be taken in the following order: First, all unmarried students except the top third in their classes; second, married nonvets without children; third, unmarried veterans; last, nonvets with children.

### Increased Living Cost

One thing that has stumped price czars Alan Valentine and Mike Di Salle is that they cannot impose price controls on certain farm products until the cost of living goes up even more.

This is because the farm bloc in congress inserted a provision in the price control bill whereby certain farm prices cannot be controlled at a point under parity or under the price of last May and June.

Because of this, the agriculture department has advised the big bakers and millers that they face no early price control. Bread will have to increase one or two cents a loaf to permit price controls, Ralph Trigg, the department's production and marketing boss, privately informed bakers and millers last week.

The agriculture department has also informed Economic Stabilizer Valentine that over-all controls on farm products would raise the nation's food bill 5 to 10 per cent because of the number of commodities now below parity prices.

### Meat Price Ceilings

Of the foods that will be controlled, beef, lamb and veal top the list. All are above parity. Price Administrator Di Salle will have a meeting with Chicago meat-packers and western cattlemen this month and expects to put a price ceiling on meat in February. It will take at least that time for him to get organized.

### Silver Bullets

A plan to use "silver bullets," the ancient and still most effective weapon in China, is being carefully studied by U.S. strategists.

One specific proposal offers hard cash and a guarantee of food to Chinese who surrender to United Nations forces in Korea. A soldier with rifle or pistol would get \$10 plus six months' food rations. A soldier surrendering a mortar would get one ounce of gold, and so on up to five gold bars.



## Louisa's Letter

Dear Louisa:—

I live in a small town and it is very sad. It seems there is nothing to do. There are plenty of young people but they all form cliques and you just can't get into them.

There is one show that runs all week and another that is open only on the weekend. The shows are always western and after about five of them, you just don't want to go for a month.

We play canasta and try to find something to do. It is so very dull and sometimes it seems impossible to do anything besides sit at home.

Are all small towns like this? Maybe they are.

DISSATISFIED—KY.

Answer:—

And here we have the reason why so many young people leave home and go to larger places to live.

A great many small towns are meeting this problem by having a youth canteen where the youngsters can meet, play games, dance or just talk.

If there is no paid director, the mothers of the town can take turns keeping it open. The canteen is open to all of the children of the town as long as they

conduct themselves properly while there. Of course there will always be cliques, but a canteen should be a democratic place and the people who are in charge of it can see that it is if they try.

I do not know whether this writer is a boy or girl or whether he has finished school. But one way to interest people is to take an interest in the church and help with its various activities. Help with the different drives put on by the community. If musical join one of the choirs. Be nice and friendly to people even if you feel that they haven't been too nice to you. Very often the way we are treated is a reflection of our own attitude to others.

Have a hobby. Do something better than any other person in town, and you will gain recognition for it.

Books have always been my defense against boredom. Too many young people of today have never learned to enjoy good books because they are accustomed to having their entertainments from the movies and the radio. But nothing really takes the place of a good book. Try it.

LOUISA

## Panhandle Paragraphs

### All Who Eat

A Canyon Town Meeting has been called for Friday, January 26, at 7:15 p. m., in the Committee Room of the Court House to consider the critical problem of increased costs of food during the national emergency. All citizens in the region who eat are urged to attend. Others welcome.

The meeting will be conducted on an open forum basis, with Dan O'Connor of Canyon serving as chairman.

The purpose of the meeting is two-fold: first—to determine whether or not it is believed that public opinion is sufficiently strong to check locally or nationally demoralizing increases in the cost of food; second—if determined affirmatively, to record all suggestions introduced and to make special note of all suggestions approved by the majority.

—The Canyon News

### Livest Soldier Ever

Cpl. J. L. Butler proved to be the liveliest soldier ever reported to have been killed in action Friday when he showed up in Brownfield at the same time an erroneous report was published saying his parents had received notification that he had been killed in Korea.

—The Brownfield News

### Rain Delivered

A few weeks ago I told you 100 odd readers that a rain had been ordered with a delivery date of January 15. Well, it was delivered two days before the delivery date—not the full order, but something like a fourth of what was asked. One-half to three-fourths of an inch of moisture in the form of rain, sleet and snow came and will do a lot of good. When the balance of the order is filled—two more inches about January 22—farmers may go ahead with plans to make a bumper crop this year to help feed and clothe the people of other nations.

—The Memphis Democrat

### Wellington CAP

Organization of a unit of the Texas Wing of the Civil Air Patrol got under way Thursday night, January 18, when approximately 25 men heard representatives of the Civil Aeronautics Administration, Amarillo, tell how a Wellington unit could help with civilian defense in case of an emergency.

—The Wellington Leader

### Contented Cows

It is noted in passing that those who have been working on such things started in to make the cows contented. This having accomplished the effort now is being directed toward making the owners of the cows contented.

—The Lockney Beacon

### Trouble Brewing

Trouble is brewing in Shamrock! The trouble will start through white men going to the "Flats" late at night. They are going there to get drunk, gamble and have intimate relations with colored women, according to local officers.

Not long ago a white man was killed there during one of these unlawful practices. This one incident may happen again, if the "mixing" does not stop.

—Shamrock Texan

### "Firewater" Chemical

Thirty gallons of "Firewater," chemical solution which makes wet water more penetrating, has been distributed among the ranchers who comprise Elda's stream-lined Prairie Fire Fighters.

—The Portales Tribune

### Killed in Korea

A former Tulsa boy has been killed in action in Korea. Pfc. Everett Lee Mitchell, son of Mrs. Jewel Mitchell of Amarillo, was listed as missing in August by the Department of Defense. Last week he was declared dead.

—The Tulsa Herald

## 'Tater Peelin's

By Roberta Campbell

We don't know where we picked it up but we certainly aren't feelin' very charitable toward the person who passed on to us the flu bugs that have us down with our head under us right now.

As we write this our head feels as if we had just pulled it out of a concrete mixer and we can thoroughly appreciate Irvin S. Cobbs' book entitled "Speaking of Operations" in which he describes himself as hurtin' vertically and horizontally, crosswise and on the bias.

Anyway, it helps a lot to have a thoughtful nine year old take over the household as well as the livestock though secretly we are havin' a good deal of trouble workin' up the right degree of enthusiasm over his specialty of fried eggs and hot cakes.

Ever since we were down at Plainview the other day a shrunken picture keeps comin' back to us. The crumpled form of a little boy about two years old on the pavement where he had been thrown through a window while his mother still sat behind the steering wheel of the wrecked car too dazed to realize what had happened and on the other side of the street a new sedan bottom side up with the windows shattered. We sometimes wonder if anything but governors to cut the speed of automobiles will ever stop this endless slaughter on our highways.

With the announcement of the formal opening of Tasty Drive Inn No. 2 we were also hopin' that Red Schneider would decide to specialize in foods grown in Deaf Smith County.

How the tourists would eat it up!

## The BOOTLEG Philosopher

Editor's Note: The Bootleg Philosopher is misinterpreting the latest word from Washington, his letter this week reveals.

Dear editor: I took a copy of the paper away from one of my steers yesterday, they must be using a saltier brand of paper these days or it may be the ink, and sat down on the sunny side of the barn and read where Washington has put a stop to lots of kinds of construction to save materials for the defense effort.

Part of the article the steer already had beaten me to, but as I understand it new construction has been banned for numerous kinds of businesses, and I want you to know Washington and I see eye to eye on this.

For years I been puttin' off a lot of construction around my farm, for example there ain't a gate but what ought to be torn down and burned and a new one put up, the back porch needs a new floor or an old one would do, somebody who ain't used to it is gonna get hurt steppin on my back step, the front porch could stand replacin, although it's safe enough for me as I know which boards won't hold me up, the barn needs a new roof and new siding, in fact there ain't much about it that couldn't stand re-building.

To tell the truth, the whole place could stand re-building, but I've been puttin' it off for years, you know how it is, you get busy doin something else, or it's too cold to do carpenter work, or the sun comes out and warms things up to where no thinkin man would waste the day workin on a barn roof when fish may be bitin, etc.

But up to now, I've had to withstand a lot of naggin from my wife, which over the years I've learned is easier than actually gettin out and puttin on a new roof, but I had no idea my refusal to start any construction was nationally important, and I will appreciate you informin Washington that I'm for this new program one hundred per cent.

I had no idea I was so far ahead of my time, but if more people had saved materials like I have over the past twenty-five years things might be different today.

Yours faithfully, J. A.

## SUNDAY'S CURRENT QUESTION

### Majority of Farmers Interviewed Favor Rural Telephone Cooperative

What is your opinion of the rural telephone situation?

Mrs. Marvin Southward—My husband and I live 12 miles from Hereford and we would like to have telephones. Being farmers, I'm partial to the cooperative. We are on REA and like it.

Maurice Tannahill—Personally, I'd like to have it through the cooperative. I gave them \$5 and signed up for it. I live in town now, but I have a farm near Bootleg.

Floyd McGee—I think it would be grand myself, I think the best way to get it is through the cooperative. I'm for the cooperative 100 per cent.

Mrs. Jap Dickerson—I just hope the farmers get telephones. That's what we're interested in whether it's Bell system or cooperatives. Whoever gets there first will probably give them the phones.

Martin Fulcher—The rural telephone situation is good, but the thing that concerns us right now is the two companies fighting. If we get the rural telephones, which we will, it will be a good thing for the farmers of this community. I had rather it would be a cooperative.

B. B. Northcutt—I favor the cooperative. I feel like the cooperative brought about the situation. Seems like Bell just wants to take the line out a ways and stop. We would get service under the Bell system, but our neighbors wouldn't. The cooperative will extend out further and have a dial system which will offer better service. If Bell wanted us to have phones, they would have brought them out a long time ago. I think the farmers should stay with the cooperative—the only way we will get the telephones.

## War Costs Money

It might help some of the readers of The Brand to understand the tremendous cost of warfare if we call attention to some of the figures used by President Truman in his annual address on the State of the Union.

Mr. Truman pointed out that "we used to think that the B-17 was a huge plane" and the block-buster it carried, a huge load. The President pointed out, however, that the B-36 can carry five of these block-busters and carry them five times as far. He stated that the B-36 is much more complicated to build and more expensive.

The figures given by the President, as a comparison in preparedness costs, were \$275,000 for a B-17 and \$3,500,000 for a B-36.

Officials point out that while the B-36, the huge, long-range bomber, will be produced in increasing numbers, the Air Force is developing an all-jet bomber, which may replace it as the prime, long-range atom bomb carrying plane. One can take it for granted that the all-jet bomber will cost more money.

## Controls Effective

Those who fight the imposition of price controls now contend that restrictions should be withheld until voluntary efforts are given a chance to operate.

This is similar to the argument of those who sought to abolish controls, when they were in effect, contending that the removal of controls would permit competition to function and thus result in reduced prices.

The abolition of price controls, at the conclusion of World War II, was followed by a considerable advance in prices all along the line. In contrast with what had been accomplished during the war years, the increase was phenomenal. It demonstrated, conclusively, the effectiveness of price controls.

Sign of the Times: Air Force instituting quota system because of the flood of young men wanting to volunteer.

We haven't met a man yet, who didn't think that he would rather be better off, financially, etc., in the next six months.

The man who can't get along with a number of people rarely suspects that he does not know where the trouble is.

Progress would be faster in Hereford if everybody would work together instead of working each other.

We can't guarantee the fighting that certain European nations will do, in the case of war, but so long as Uncle Sam has money to spare for preparedness, there will be a lot of talk about defending freedom.

## Educators

For many years, the majority of the educators in the United States have opposed universal military training on the grounds that it would "militarize the country" and detract from the influence of the public schools.

Not long ago, however, a representative body of American educators announced support for universal military service, accepting the plan of James B. Conant, President of Harvard University, which calls for the conscription of every youth who reaches the age of eighteen.

The altered opinion of the educators of this country reflects credit upon them and indicates that they understand what is going on in the world.

Just imagine, if we had given more help to Chiang Kai-shek, there would be no problems before civilization today.

We don't suppose we will have Victory Gardens in the near future but it might be well to plant a something-to-eat garden.

After keeping up with politics, on the national and state level, we rise to remark that it is a hard job to unseat the jobholders.

The free public school system is peculiar to the U. S. and, if maintained properly, will prove the best prop of freedom and civilization.

## The Sunday Brand

Hereford, Texas  
Established 1948  
Published every Sunday



James M. Gillentine, Editor and Publisher.

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Hereford, Deaf Smith County, Texas  
News Editor ..... W. W. Knief  
Society Editor ..... Mrs. John McLean  
Adv. Manager ..... Carl Sundeen  
Shop Foreman ..... Jim O'Hair



DAWN NEWS

Mercantile Changes Hands; Twenty-Three Sign RTA Contracts at Dawn

By Bertha Frye
Activity at Dawn recently centered around the change of ownership of the Dawn Mercantile Company and the signing up of 23 individuals with the Rural Telephone Cooperative.

home of her daughter and son-in-law. Mr. and Mrs. J. W. Combs, who have illness in their family, Mrs. Stewart also plans to visit in the home of another daughter, Mrs. Wesley Owens, in Oklahoma City.

Mr. and Mrs. A. C. Hershey visited in Dawn last Sunday.

Attend Missionary Meeting
Attending a missionary meeting at the First Baptist Church in Hereford Thursday of last week were Mr. and Mrs. Norman Miller, Mrs. William Wimberley, Mrs. Coley Arender, and Mrs. Carl Wimberley.

William Wimberley gave a summary of a mission book at the meeting.

Mrs. Miller Hostess
Mrs. Norman Miller was hostess to the Dawn Study Club at home Tuesday afternoon.

Attending the West Texas State-Texas Tech basketball game at Canyon Tuesday night were Mr. and Mrs. Zed Stewart, Mr. and Mrs. Clifford Stewart, Mr. and Mrs. Henry Hamblin and Mr. and Mrs. Ray T. Stewart.

Mrs. Zed Stewart left late Tuesday night for Oklahoma City to spend some time in the

Value Your Health More Than Riches

Some folks think that fine clothes and fine, big houses are the most important things in life, but these things really don't mean too much if a person doesn't feel well enough to enjoy them. Most folks don't realize this, but Mrs. Lucy Braswell, of Route 2, Stone Mountain, Ga., realizes it very well.

Braswell takes HADACOL, and by taking HADACOL she found she is helping her system overcome deficiencies of Vitamin B, B12, Niacin and Iron, which HADACOL contains.

Here is Mrs. Braswell's own statement: "I have been sick for some time with stomach disturbances. I began taking HADACOL and I have been taking it about six weeks. I am so much better and much stronger. I will continue to take HADACOL. It sure has helped me. I tell my friends about HADACOL. I can't praise HADACOL too much. I am 59 years old."

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Explain Air Force Enlistment Procedure

Because of misunderstandings concerning enlistment in the U. S. Air Force, Colonel I. G. Walker, Chief of the Fourth Army Military personnel procurement section, stated today that the following regulations are now in effect:

1. No man can volunteer for enlistment in the Air Force at present unless he has previous service in the armed forces.

2. Aviation Cadet applicants are in no way exempt from the draft.

3. Aviation Cadet applicants for pilot and navigation training who have a formal letter from the Air Force training command stating they have been accepted for pilot or navigation training can use this letter as the authority for enlistment in the Air Force regardless of prior service.

4. Suspension of Air Force enlistments does not apply to Women in the Air Force. Applications are being accepted for WAF (Women in the Air Force).

Mr. and Mrs. Ross Ladd of Mineral Wells are visiting Mrs. Ladd's sister, Mrs. Billy J. Jackson and her parents, Mr. and Mrs. A. J. Walker who live on the Dameron ranch.

ters spent the week end in Nara Vis, N. M.

Miss Sallie Wombie was home from WTSC between semesters last week.

Mrs. J. M. White of Canyon was a guest of Mrs. Baker Wombie last Tuesday.

Mr. and Mrs. C. C. York and family of Amarillo were visitors in Dawn Sunday.

Buffet Supper Friday
Mr. and Mrs. Herbert H. Miller entertained with a buffet supper at their home Friday of last week.

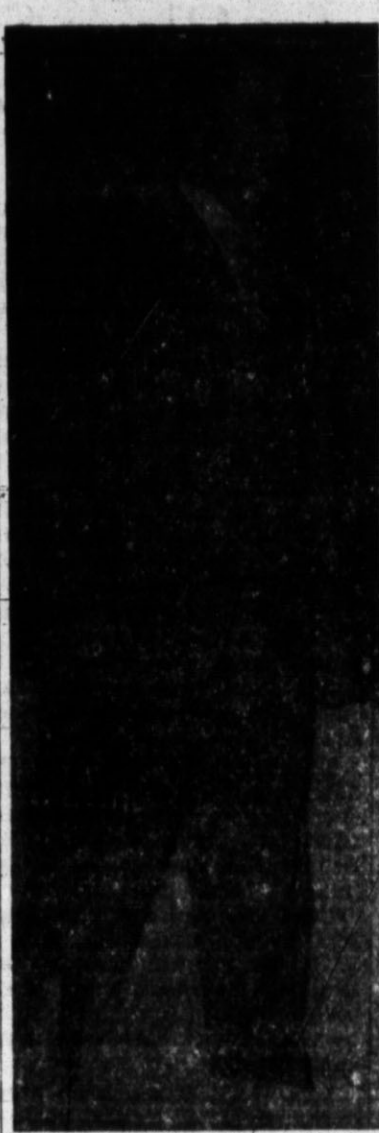
The evening was spent playing canasta and other games. Guests included the Rev. and Mrs. Roy Ford, Mrs. Roberta Dyar, Mr. and Mrs. Robert Veigel, all of Hereford, Mr. and Mrs. David Rodgers, Mr. and Mrs. Gayle Neal, and Mr. and Mrs. H. V. McCabe of Dawn.

Office Hours — 8:30 - 5:00

Dr. F. M. Kester will be in my office to serve you for the next few weeks, during my absence because of illness.

Dr. MILTON C. ADAMS

140 W. Third OPTOMETRIST Phone 37



BRENT FLENNIKEN, who sang three years in the New York hit, "Oklahoma," presented several selections to close the annual Chamber of Commerce banquet Tuesday night.—Photo by Bill Patton

Carter on Honor Roll at Kemper Military School

Cadet Tom J. Carter, son of Mr. and Mrs. T. J. Carter of Hereford, was one of 92 cadets to make the scholastic honor roll for the month ending January 17, according to Lt. Col. F. J. Marston, dean of Kemper military school, Booneville, Mo.

In order to make the honor roll, a cadet must have an average of 87 or above in the work carried during the month.

Guests in the home of Mr. and Mrs. Clyde Cave Thursday were Mr. and Mrs. Fred Daley of Sioux City, Iowa, Mr. and Mrs. A. C. Juich of Tulsa, and Mr. and Mrs. R. R. Gilbreath of Plainview.

NORTHWEST HEREFORD NEWS

Cultural and Workers Clubs Meet; New Residents Move to Community

By Mrs. R. C. Childers

The home demonstration agent met with the Cultural Home Demonstration Club for the first time this year in the home of Mrs. C. S. Barclay Thursday afternoon. Mrs. Tom Draper, agent, gave her plans for the clothing project to be carried by all the clubs this year.

Others on the program were Mrs. Grady Parsons who introduced the speakers and Mrs. Pat Robinson who gave a short talk on "Showing courtesy to the speaker."

During the business session the club constitution was read and revised, and the club organization was completed.

For a hostess report Mrs. Barclay showed her kitchen, which she has newly decorated.

There were three new members at the meeting: Mrs. Arnold Hershey, Mrs. Robert Hodges and Mrs. Tom Barclay. Those attending besides the new members were Mesdames Grady Parsons, Pat Robinson, Paul Corbett, Fred Wolfington, R. C. Childers, Earl Dehart, R. N. Cooke, J. T. Richardson, Raymond Palmer, one visitor, Mrs. J. A. Poole, the agent and the hostess.

Another item of business was the resignation of the secretary-treasurer who was Mrs. A. F. Hargett and the election of another, Mrs. Paul Corbett to succeed her.

Mrs. C. S. Barclay was appointed chairman of the marketing committee and given a fund for operating expenses.

Workers Club
The Workers 4-H Club met in the R. N. Cooke home last Tuesday afternoon. The election of officers was the main part of the business session. Colleen Cooke was elected president, Jan Cooke, vice-president, Patsy Childers, secretary-treasurer, Paula Beth Corbett, reporter, Carolyn Cooke, song leader and Sue Cooke drill leader.

Miss Doris Mahaffey talked to the girls about the poultry

Beautiful Women of Distinction the world over use EX-CEL-CIS

Cosmetics of Distinction and Purity HAILE DRUG and leading cos. counters

Visitors in the home of Mr. and Mrs. R. N. Cooke Sunday were Mrs. Gladys Dixon and family of Canyon, and Mr. and Mrs. M. Fite and family of Wildorado. Mrs. Dixon is Mr. Cooke's sister.

Mrs. J. M. Malone mother of Mrs. Raymond Palmer, is getting along fine in the local hos-

pital. She is expected to be able to return home this week end. The Cultural Club will hold its monthly 42 party February 23, at the home of Mrs. C. S. Barclay.

Mrs. J. A. Poole is visiting in the home of her daughter, and husband, Mr. and Mrs. Grady Parsons. Mrs. Poole has been visiting a daughter in Lubbock, Mrs. B. H. Patterson before coming here.

Stan Nelson attended a Naval Reserve meeting in Amarillo Monday night. Mr. Nelson is in the Naval Reserves having served in the Navy in World War II.

New Residents
Mr. and Mrs. Preach Merritt and son, formerly of Westway, moved into the north part of this community this week. Mr. Merritt leased a portion of the Mack Jackson place and is living in one of the houses there.

Mr. Merritt farmed in the Westway vicinity when they first moved to Hereford several years ago. When they moved to town he was employed at the Jiggs Service Station. He is a member of the Westway quartet.

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Mrs. J. M. Malone mother of Mrs. Raymond Palmer, is getting along fine in the local hos-

show and how to get their chickens ready for the show. The show is to be February 16 and 17.

Mrs. R. C. Childers, Raymon, Barclay attended the Concert at the High School auditorium Jr. and Patsy, and Mrs. C. S. Thursday night.

C. S. Barclay and Bob Teijens went to Amarillo Thursday night to the wrestling matches. Mr. and Mrs. Bill Simpson and Betsy Kay were dinner guests of the C. S. Barclays Sunday. They ate at the Green Hedge Cafe.

After dinner in the Barclay home Betsy Kay fell on the furnace and burned her hand quite seriously. Betsy is just learning to walk.

Mr. and Mrs. Richard Winget and children were in Amarillo Wednesday to visit with a former classmate of Mrs. Winget, Mrs. Derwood Nollner of Austin who is visiting her parents, Mr. and Mrs. Ed East in Amarillo.

They also attended a birthday party for Mrs. Nollner's little daughter, three year old Nancy Lynn.

Mrs. Seale Stevens and Mrs. S. Johnson spent the week end visiting in Lubbock.

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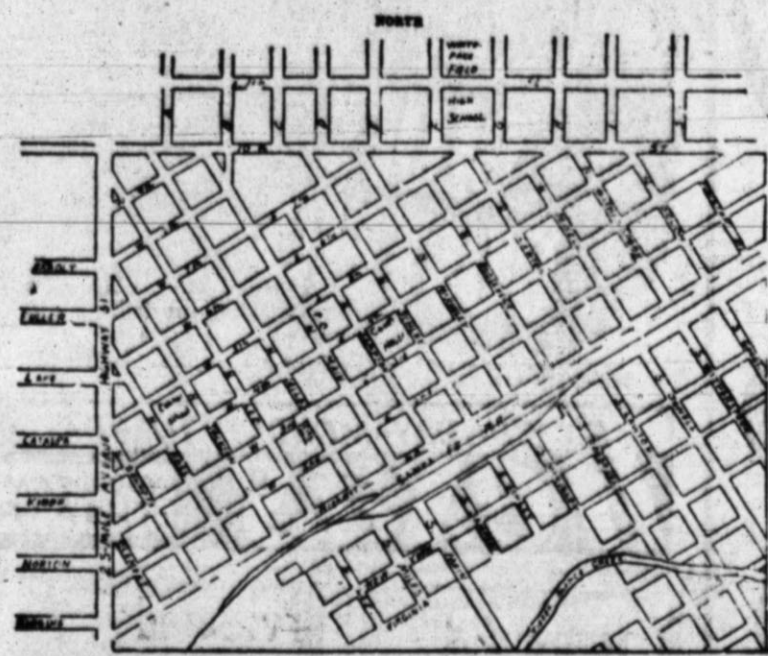


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# LeGrand...

(Continued from Page 1)

the guest register. Other hostesses assisting in the house party were: Mesdames Eldon Morgan, G. W. Newsom, D. C. Kinsey, Nelson McRight, J. B. Harlin, Owen Stagner, R. C. McGilvary, and J. J. Buckner.

Those singing the guest register were: Mesdames Leo Forrest, Cecil Boyer and Beverly Jeff Roberson, A. C. Jones, Lubbock; John Patton, Howard Gault, W. C. Davis, Jimmie Alford, R. C. Anderson, R. H. Cagle, Clarence Schultz, Frances Houston, F. H. Oberthier, C. C. Ferguson, B. E. Roberson, W. L. Jones, Hardy Benson, Coy Phillips, L. L. Womble, C. E. Leasure, Sr., W. H. Patton, J. M. Gilliland, Vivian Major, R. A. Tynes, H. G. Conkwright, Lynn Kester, Abe Martin, J. B. Snead, Wayne Williams, James Edmonson, Richard Winget, Louie Olson, Carl J. Mountz, Ellen Carter, T. W. Roberson, Allen Powelson, J. O. Newell, S. L. Easley, J. R. Lipscomb, S. B. McLallen, Ray Downey, C. C. Neu, J. P. Slaton, J. W. Spradley, Chas. Dones, Carroll Whiteside, Clinton Jackson, George F. LeGrand, E. J. Reynolds, Bruce Beene, F. A. Tucker, Wilda Womble, Robert

Thompson, Jim Higgins, A. L. Manjeot, Valeria Kelly, Misses Lola Pearl Helskel, Mona McMaster, Mary Lou Benson and Mary Ann, and Dixie Young.

**Luncheon is Given**  
Miss LeGrand and her attendants in the wedding were honored at a luncheon given Friday noon by Mrs. Rex Tynes. Other guests were relatives of the couple.

The bride's chosen colors were emphasized in decorations and appointments with sweet peas and fern used as table decorations. The bride-to-be was presented with a piece of silver in her chosen pattern.

Besides the honoree and her attendants who include Mary Helen McGilvary and Mrs. Robert Barkley of Hereford, and Sue Seales of Hedley as matron of honor and honor maids, and Deborah Beene and Cynthia Leasure as flower girls, those attending were: Mesdames Ida Ricketts, E. W. Young, Louie LeGrand, C. E. Leasure, Jr., George LeGrand, L. A. Ricketts, Jr., of Fort Worth, Rayford Ricketts, of Liberal, Kansas, Estelle Todd of Canadian, W. A. Trotto, of Fort Worth, J. O. Newell, John Patton, Bruce Beene, A. O. Thompson, and O. M. Dickey.

Mr. and Mrs. Clyde Cave spent the first part of last week in Dallas attending market.



GEORGE MESSENGER, left, of Bellview receives a life membership in the Hereford Chamber of Commerce from Bruce L. Wooddell, president, at the annual banquet Tuesday night.

—Photo by Bill Patton

## MRS. F. H. OBERTHIER

### Squash Is Welcome Addition to Menus If Preparation is Varied

Squash is a plentiful and thrifty priced vegetable that isn't used as often as it deserves to be. Families rebel if squash appears too frequently prepared in the same way but give it hearty welcome if presented in delectable new guises.

Mrs. F. H. Oberthier cooks squash in a delightful old-fashioned way which eliminates any watery consistency and has an entirely different flavor. Here's the way she does it:

**Casserole Squash**  
Cut up one pound of squash in thin slices and add 1/4 cup water and salt to season. Steam in a double boiler until tender and place in buttered casserole. Add 1 tablespoon butter or margarine, few drops of Tabasco Sauce, a dash of onion salt and 2 or 3 peeled green chili peppers. Cover with grated American cheese and bake in moderate oven until brown.

**Old-Fashioned Apple Pie**  
You couldn't get any man to admit that his wife made too many apple pies. Here is Mrs. Oberthier's recipe which easily becomes a favorite once it is served.

Peel and slice two large or three medium apples in unbaked pie shell. Sprinkle 1 cup sugar combined with 1 tablespoon flour over apples. Sprinkle 1/2 teaspoon cinnamon and 1/4 teaspoon nutmeg over flour mix-



ture and pour 3/4 cup sweet milk over all. Dot generously with butter and bake 15 minutes in 350-F degree oven and then cover. Continue baking until apples are tender. Made with only one crust, the use of milk provides an out-of-the-ordinary flavor.

It is especially good with whipped cream or ice cream.

Mayor and Mrs. W. E. Dameron left Friday for Roswell, N. M., to attend to cattle interests before going on to Fort Worth Friday to attend the Fat Stock Show. They intend to visit friends in Fort Worth and relatives in Dallas.

## Mrs. Glenn Snyder Hostess To Music Study Club

Mrs. H. A. Ciose was director of the program entitled "Music Is Fun" when a meeting of the Music Study Club was held in the home of Mrs. Glenn Snyder Monday afternoon.

Comparing music to life, Mrs. Ciose said in her introductory part of the program; "Music can provide every human reaction, grave or gay-pensive or joyous. The Chinese word for music is 'Joy or Happiness' and is descriptive of a great and cultured people speaking through the medium of sound and rhythm. The classic age was the most fertile in fun whereas the transition from the romantic to the modern shows very little fun. The real moderns show much fun."

The musical program for the day carried out the theme with the selections: "To a Comedian" (Cadman) piano solo, Mrs. Bill Brady; "La Plus que lent" (Debussy) Mrs. Bob Lawrence; "Kitten on the Keys" (Confrey), Mrs. Glenn Snyder and Mrs. C. W. Parker sang in German "One Who Has Yearned Alone" (Tschakowsky) and Brahms' "Lullaby." Mrs. J. C. McCracken accompanied.

Mrs. W. T. Carmichael, president, conducted a short business session when members contributed 100 per cent to the March of Dimes. Mrs. H. L. Broadwell, honorary member of the club now of Amarillo, was a guest.

Members attending were Mesdames: J. R. Allison, J. E. Beyer, Bill Brady, B. F. Cain, H. A. Ciose, Ellis Coombes, Buford Crosshwaite, W. E. Dameron, C. H. Dyar Cliff Estes, C. C. Ferguson, Jeff Gilbreath, J. C. McCracken, C. J. Mountz, J. D. Neil, Earl Phillips, T. W. Roberson, A. J. Schroeter, W. A. Stanford, Bill Stanford, A. O. Thompson, C. W. Parker, J. B. Jones, Miss Mattie Mae Swisher, Frances Dameron and the hostess.

## Luncheon Is Held For Clovis Club

Mrs. Francis Hardwick entertained members of The Coffee Club of Clovis Friday in her lovely new home. The group organized ten years ago when the Hardwicks lived in Clovis and has met continuously once each month.

At the time of organization the club member's daughters were beginning their Girl Scout careers as Brownies. Now they are all in college and still dominate the talk - fest feature at each meeting.

At the Hardwick home a luncheon was held at 1 o'clock and the new house was inspected.

Those attending were Mesdames Edgar Hayes, Eddie Frear, George Littlefield, Vern Miller, Stanley Pawol, Roy Ingram, Bill Hardwick, all of Clovis and the hostess.

## Mrs. Beyer...

(Continued from Page 1)

her conviction when all six of them did turn out all right," Mrs. Hill said.

Mrs. Mary Seigler, president, presided over the business session when members made a five dollar contribution to the March of Dimes. Mrs. A. O. Thompson presented a violin solo with Mrs. Bill Stanford accompanying at the piano.

Refreshments were served to Mesdames Fred Barrett, A. G. Bell, H. A. Ciose, O. M. Dickey, Noah Ewton, Burl France, N. E. Gass, Carl Gilliland, O. G. Hill, Ray Johnson, F. M. Kester, C. B. Williams, Tandy Legg, A. L. Manjeot, H. E. Miller, John Patton, Wirt Phillips, B. E. Roberson, Mary Seigler, F. L. Ter-

## Bridge-Luncheon Entertains Group

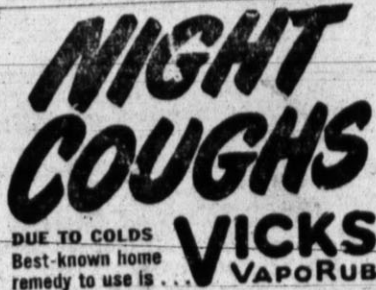
Mrs. Andrew P. Jones of Amarillo who is spending a couple of weeks here with her parents, Mr. and Mrs. Frank Barber, entertained with a bridge-luncheon at the home of her mother Tuesday afternoon.

After the luncheon games of bridge and canasta made up the entertainment for the afternoon with Mrs. Bill Dameron making high and Mrs. Herbert Haseloff low in bridge. Mrs. Richard Winget won the canasta high score prize.

Those attending were Mesdames: Al Werner, J. M. Gilliland, J. B. Jones, Rex Tynes and the hostess.

James Urlin Stree, Floyd Ross, R. A. Daniel, Jr., Richard Haseloff, Bill Dameron, Herbert Haseloff, Don Combs, Irwin Alexander, Lowell Sharp, and the hostess.

Mrs. Leona Blod returned to Hereford Thursday after having bought new merchandise for the Wonderland Toy and Gift Shop the first of the week in Dallas.



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COUNTY TAX ASSESSOR-COLLECTOR

At last!  
**DENNIS DAY**  
gets a BREAK!

The ad below, supplied by the makers of "I'LL GET BY," doesn't do right by our FAVORITE RADIO COMEDIAN, so we're taking this extra space to tell you that the other stars are great, but it's DENNIS DAY who STEALS THE SHOW! No kidding, he is POSITIVELY TERRIFIC!

YOU'LL LAFF 'TIL YOUR SIDES ACHES

at DENNIS DAY in  
**"I'LL GET BY"**

TOPS IN ROMANCE... GREAT IN ITS HILARIOUS COMEDY!!

YOU'VE NEVER SEEN SUCH SONG AND SUN-FILLED, LAUGH-LOADED ENTERTAINMENT!

**"I'LL GET BY"**  
Color by Technicolor

JUNE HAVER WILLIAM LUNDIGAN  
GLORIA DeHAVEN

Dennis DAY · Harry JAMES

SUNDAY-MONDAY-TUESDAY

**Star** YOUR COMMUNITY CENTER

"USE" SAYS "We are thinking of you on your wedding anniversary and hoping most sincerely that the years ahead will bring whatever means the most to you and the best of everything."

Anniversaries from Sunday, January 28, through Wednesday, January 31st...

Congratulations

Mr. & Mrs. Marvin Diller Mr. & Mrs. Charles Dean  
Mr. & Mrs. Clay Jones Mr. & Mrs. George Tiefel

HERE'S "SUGAR-THROAT" SATCH... Creating the Bowery Boy's biggest buffoon!

**LEO GORCEY and the BOWERY BOYS**

**BLUES BUSTERS**

with HUNTZ HALL · GABRIEL DELL

SUNDAY-MONDAY-TUESDAY

**Texas** YOUR FAMILY THEATRE

HERE'S A GUY WHO LOVES TROUBLE... HE'D LAY HIS HIDE ON THE LINE FOR A PRICE!

**JOHN GARFIELD · PATRICIA NEAL**

**The BREAKING POINT**

WEDNESDAY-THURSDAY

**Star** YOUR COMMUNITY CENTER

HAL WALLIS'..... LIZABETH SCOTT CHARLTON HESTON

**DARK CITY**

WEDNESDAY-THURSDAY

**Texas** YOUR FAMILY THEATRE



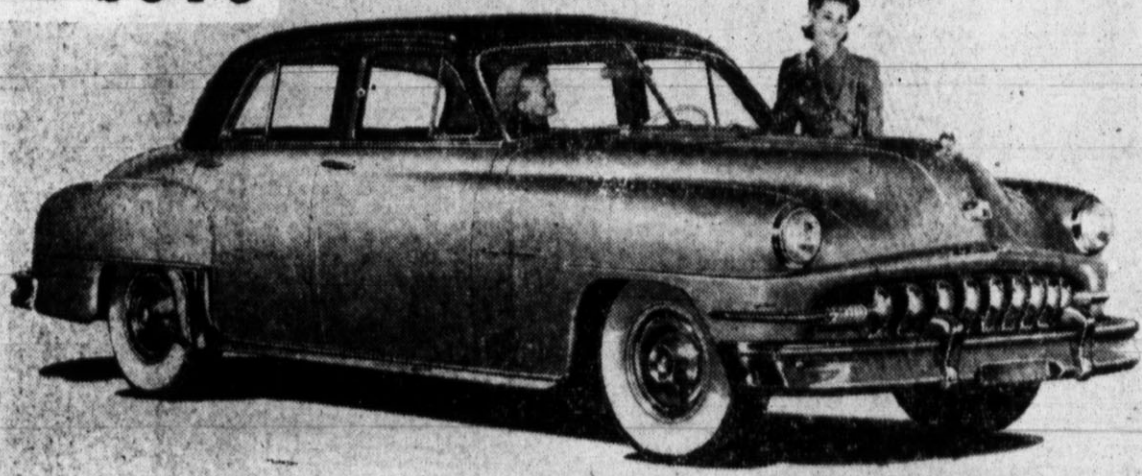
# The Sunday Brand AUTOMOBILE SECTION

Hereford, Texas, Sunday, January 28, 1951

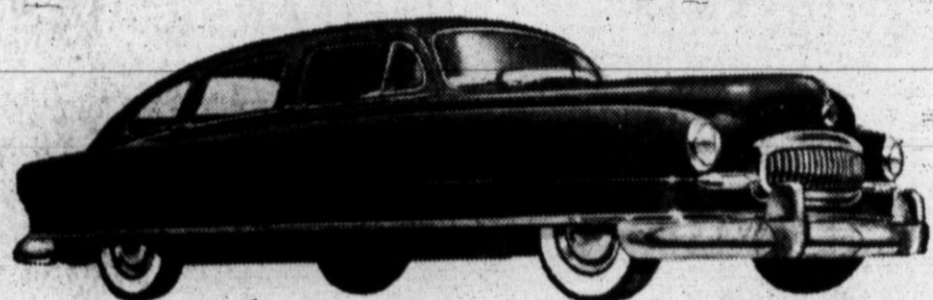
# 1951 MODEL CARS ON DISPLAY

## New Automobiles Feature Many Special Improvements

DE SOTO



NASH



FORD



PONTIAC



BUICK



Ultramatic . . . Futuramic . . . Hydramatic . . . Whirlaway . . . Automatic Transmission.

No, it's not a spelling lesson—just a few of the terms the automobile-conscious public will be hearing in the months to come. Practically all of the 1951 model automobiles are now on display in showrooms throughout the Hereford area. And, with the beauty and splendor of these champions of the highway, goes a concoction of many terms, to denote new features of the various makes.

The 1951 models are vastly different than those of twenty years ago, somewhat different than those of prewar days—and even a shade different than the preceding generation of 50's.

The car-shoppers will find, among other things, that the tendency in automobile design is toward a car built lower to the ground, with even more drastic streamlining than was innovated a few years ago.

Auto design reached a new peak in 1950, and car manufacturers are now concentrating on the motorist's comfort and appreciation of beauty in the new models. The brains of the business have been concentrating on furnishing the public with a car, which is little different, in comfort at least, than the average American living-room.

While designers have been improving measures of style and comfort, mechanical experts have been hard at work to perfect the various working-parts. Some manufacturers boast of greater pick-up; others claim a more powerful engine; and still others announce the development of a new mechanical idea to make operation of an automobile a little easier.

In all cases, an effort has been made to improve the dependability of the various products—an effort directed toward bettering performance and serviceability.

Economists point to a prosperous year for the American buying market, and this prosperity should be well-reflected in the car market. More money will be made, more cars will be bought, and more people will be riding. The year 1951 should, in all respects, be a top year for the thousands of people employed by the automotive industry.

On the following pages, citizens of Hereford and the surrounding communities get a good picture of the 1951 automobile year—pictures and stories of your favorite car, complete with descriptions of the best the car market has to offer.

Yes, the automotive industry has come a long way in the past half-century—from the year of the early ought-a-be-a-mobile right down to today's 1951 automobile—a pleasure to ride in, a pleasure to drive, a pleasure to own.

### Industry's Growth Greater New Ultra-Modern Plants

THE AUTOMOTIVE industry has experienced one of the biggest periods of expansion in its history during the past four-and-a-half years.

Hundreds of millions of dollars have been invested in new plants, research centers, warehouses, service depots, machinery, equipment and other facilities.

One company reported the expenditure of more than \$300-million on its postwar expansion program and the contemplated spending of an equal amount on new projects over the next few years.

The program includes construction of several assembly plants, a new foundry and engine plant, new office buildings, new parts depots, new stamping plants, a research and engineering center, besides numerous additions and improvements to existing facilities.

Another automotive concern has put more than a billion dollars into postwar expansion. One-fourth of the total was for new plant space in all parts of the country and the rest for modernizing and increasing the efficiency of older production facilities.

Into these programs, automobile manufacturers have poured not only dollars but also the accumulated experience of wartime and prewar years.

New plants are painstakingly planned according to the most advanced principles of production efficiency. Structural design, layout and equipment reflect the progress of industrial engineering during the past decade.

An example is the industry's newest automobile body building plant, incorporating the latest in automatic equipment, safety devices, and employee conveniences.

In the planning stages, every known process used in body manufacturing was intensively studied and many new methods devised. Engineers designed ingenious equipment to eliminate almost all manual handling of the heavy steel bodies.

Nearly eight miles of conveyors, electronically controlled, wind through the building. Bodies automatically weave and criss-cross in a bewildering maze of conveyors without apparent human direction.

The welding department contains 540 welding machines, one of which produces 198 welds in 17 seconds at the push of a button. The paint department has a separate air-conditioning system to remove paint odors. Fresh, clean air is supplied to the department at a rate of 1,640,000 cubic feet per minute.

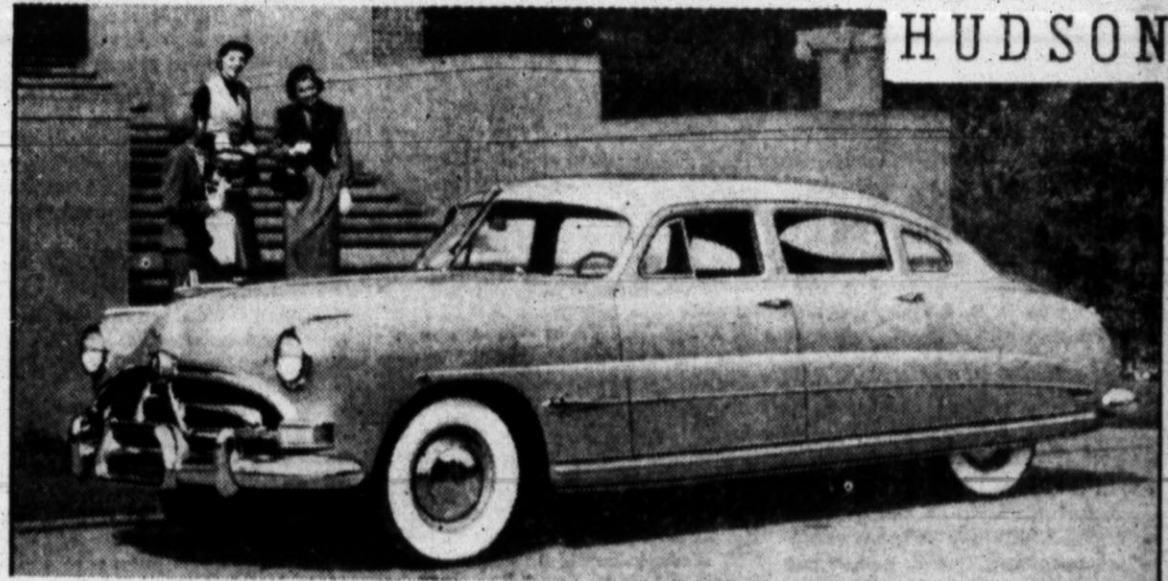
Unloading platforms on the material receiving dock are raised and lowered electrically to be flush with the beds of delivery trucks. Fork lift vehicles carry newly-arrived material to conveyor lines, which dip down for loading, rise to carry parts through the plant high in the air and descend again where material is to be removed.

CHEVROLET



THE STYLELINE SPECIAL SPORT COUPE

HUDSON



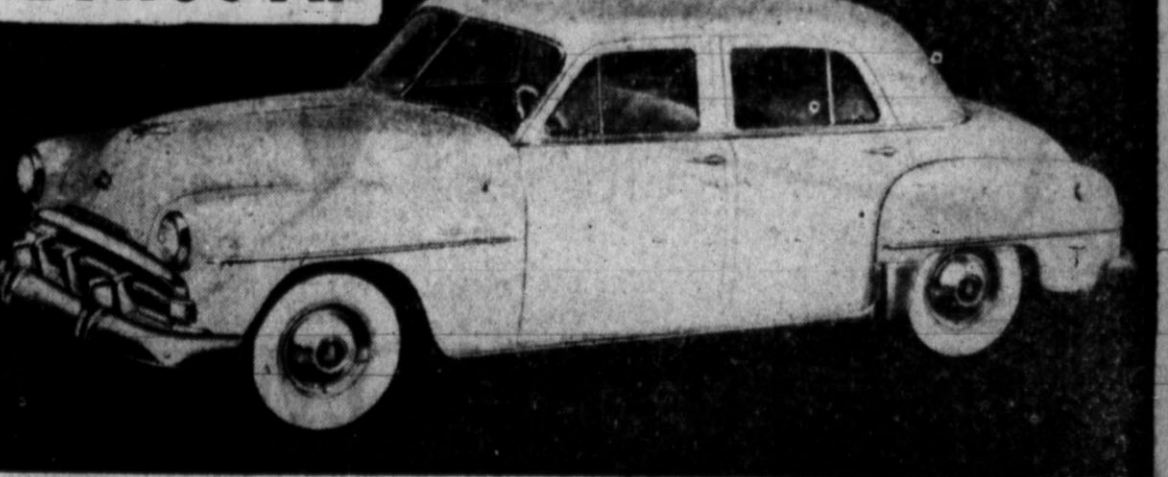
DODGE



STUDEBAKER



PLYMOUTH



Coming Soon . . . .



1951 CHRYSLER



KAISER-FRAZER

Coming Soon . . . .



1951 OLDSMOBILE



# New Plymouth Combines Beauty and Riding Ease

Detroit, Mich.—Spectacular new qualities which produce driving and riding ease heretofore unknown in automobiles of any price feature the new line of Plymouth cars. Combining smart new body lines with unprecedented interior luxury, the new Plymouth will go on display in dealer showrooms throughout the United States Saturday, Jan. 13.

Designers have given the Plymouth a striking new silhouette, and refinements in the interior are innovations in the lowest price field. The styling improvements retain the traditional roominess of the cars.

Easier to drive and more comfortable, the new cars have greater beauty, more safety features and broader ranges of vision than ever before.

Engineers say the new "Safety-Flow ride" takes the bounce and wallop out of bumps. A new application of hydraulic flow control in the shock absorbers provides a more gradual change of resistance during spring deflections and thus a softer ride when driving on average roads. It also exerts extra resistance on rough roads to a degree where driver and passengers are almost completely freed of the discomfort of being jolted around.

The "Safety-Flow ride" is one of the greatest contributions to driving comfort and safety in recent years, according to D. S. Eddins, president of Plymouth Motor Corp.

The new Plymouth gives you roadability never before offered in any car, he said. "There is no necessity for steering wheel fatigue to control the car on difficult roads. The driver is no longer required to focus full attention on the condition of the road. He may be more watchful of oncoming traffic, pedestrians, curves, crossroads and other potential hazards."

Eddins called the new development a major step toward restful motoring. More confidence is gained by driving or riding in a new Plymouth with the "Safety-Flow ride," and as a result there is less driver and passenger fatigue, he said.

The lines of the new Plymouth

have been beautified. An appearance of massiveness combined with smart streamlining is induced by a new grille, beautifully redesigned front fenders and hood, a wider windshield and a larger rear window. Narrower windshield pillars together with the wider windshield provide additional lateral vision. To utilize fully the greater vision through the new rear window, the rear view mirror is two inches wider. The chair-height front seat and the new design of hood and front fenders permit the driver to see the road nearer the car.

There are numerous mechanical improvements. Windshield wipers are electrically operated, and are of the single-speed, self-parking type.

A unique pressure-vent radiator fan, which has been added as standard equipment, permits the cooling system to be operated at atmospheric pressure during normal driving conditions. Under high-load, high-temperature driving conditions, the new radiator cap provides a pressurized cooling system to allow high coolant temperature without boiling or loss of anti-freeze.

All Plymouth engines now have a built-in by-pass cooling system permitting water circulation and resulting in more uniform temperature throughout the engine during the warm-up period. The new system consists of a passage in the cylinder head and block providing direct access to the water pump, and a choke-type thermostat to regulate coolant flow to the radiator.

The generator output has been raised to 45 amperes, an increase of five amperes, providing greater electrical capacity for the operation of car accessories. The new hand brake "T" control handle is more accessible, and, as on former models, it operates independently of the foot brake as an added safety measure.

In the convertible club coupe, the spare tire is mounted vertically as in other coupe and sedan models, rather than on the trunk floor.

The new Plymouth interiors offer the finest selection of upholstery and trim and the most harmonious color

schemes in the company's history. The colors which have been chosen provide throughout the interior a pleasing combination of shades in harmony with the car's exterior color. Designers say the interior is an unparalleled achievement in combining practicality with luxury. Always noted for spaciousness, Plymouth now has even more head room and more room to stretch out in comfort in the rear seat.

To go with the high quality of the upholstery, there is a handsome new instrument panel which features a more convenient grouping of controls, newly-shaped instruments and improved coloring and lettering for easier checking while driving.

The wide, deep chair-height seats, the ease of entrance and exit, and all the other traditional Plymouth features for driver and passenger comfort have been retained.

There are nine body-types in the new Plymouth line: the Concord series includes a two-door sedan and a three-passenger coupe, as well as the two all-metal utility models, the Suburban and the Savoy; the Cambridge series has a four-door sedan and a club coupe; and the Cranbrook series includes a four-door sedan, a club coupe, and a convertible club coupe.

The Suburban and the Savoy, with their smart, distinctive lines are all-purpose vehicles. They have the beauty and comfort of a sedan, and by simply lowering the rear seat flush with the floor they become sturdy cargo carriers for farmers, salesmen, sportsmen, tourists or others who require large cargo capacity. The Savoy, called the "country club companion" of the Suburban, provides a greater variety of luxurious interior appointments and more exterior refinements to enhance the car's striking appearance.

Among the "high-priced car" features which are retained are six-cylinder, 97-horsepower engine with a 7 to 1 compression ratio, the combination ignition and starter switch, automatic electric choke, super-cushion tires, safe-guard hydraulic brakes, and safety-rim wheels.



Pleasing exterior changes, smart new interior trims, and a more powerful and smoother engine are incorporated in the 1951 Lincoln Cosmopolitan. New wrap-around bumpers, a new grille, redesigned tail lamps and side moldings extending the entire length of the car are among the changes made to accentuate its graceful lines. An improved V-8 engine with 154 hp powers the 1951 Cosmopolitan.

## Buick Hits 1951 Market With Fourteen New Models

"Important advances in styling coupled with major chassis and body improvements combine to make the 1951 Buick the greatest value in our history," Ivan L. Wiles, Buick General Manager, said.

There are eight models in the Special Series, six in the Super and four in the Roadmaster.

The 1951 Special is completely new throughout. It has a new body, a new chassis and is powered with the F-263 Fireball engine introduced in the Super last year. This engine develops 128 brake horsepower with Dynaflo and 120 with Sincro-Mesh transmission.

The rear fenders are integral with the rear quarter panel, eliminating the fender line caused by the welts. The Special, which comes in both standard and deluxe trim, is mounted on a 12 1/2 inch wheel base and has an overall length of 204.8 inches.

The Riviera "hard-top" convertible, which Buick pioneered in 1949 to start a new trend in automobile styling, has been extended to the Special, giving Buick three of these models for the 1951 market.

The Riviera styling, available in the four-door sedans in the Roadmaster and Super series last year, also have been extended to both two and four-door

models in the Special. Also available in the Buick line for the first time since the war are low-priced convertible and a three-passenger in the Special series. The entire line has been restyled and boasts many new features in design, engineering and interior trim.

New and more powerful brakes developed from those used in tanks built by Buick during the war are featured on the Roadmaster. The lining of these brakes is divided into segments, cemented to the drum, instead of being in one continuous piece riveted to the drum. Tests show that the segmented lining gives more positive action, longer wear and keeps cleaner and cooler.

Many changes also have been made in the Super, lending added beauty to this series.

There are four horsepower ratings in the 1951 line.

All cars in the Special and

Super series are powered with the F-263 engine which develops 128 horsepower with Dynaflo. With syncro-mesh transmission rating of the Special is 120. In the Super the horsepower output with syncro-mesh is 124. The horsepower rating of the Roadmaster remains the same, 152 at 3600 rpm.

Dynaflo, which has been improved for 1951, continues as standard equipment on the Roadmaster and optional on all other series. More than 425,000 Dynaflo transmissions were built in 1950. Thus far the second consecutive year Buick equipped more cars with a fully automatic transmission than

any other manufacturer. There are 18 body types in the 1951 line. Most of them are of the four-back design which gained such wide-spread popularity last year. One jetblack in the Super series is offered this year. All cars are six-passenger except one, the three-passenger coupe.

## YOU'LL LIKE THE JOHN McLEAN INSURANCE AGENCY

### AUTOMOBILE

INSURANCE COVERAGES - AND THE ADJUSTMENTS, SHOULD AN ACCIDENT

HAPPEN - ASK THOSE WHO HAVE HAD LOSS EXPERIENCE WITH US.

JOHN McLEAN INSURANCE AGENCY

Phone 723 - HEREFORD, TEXAS

### READ THE CLASSIFIED

Coming Soon...  
The 1951 CHRYSLER

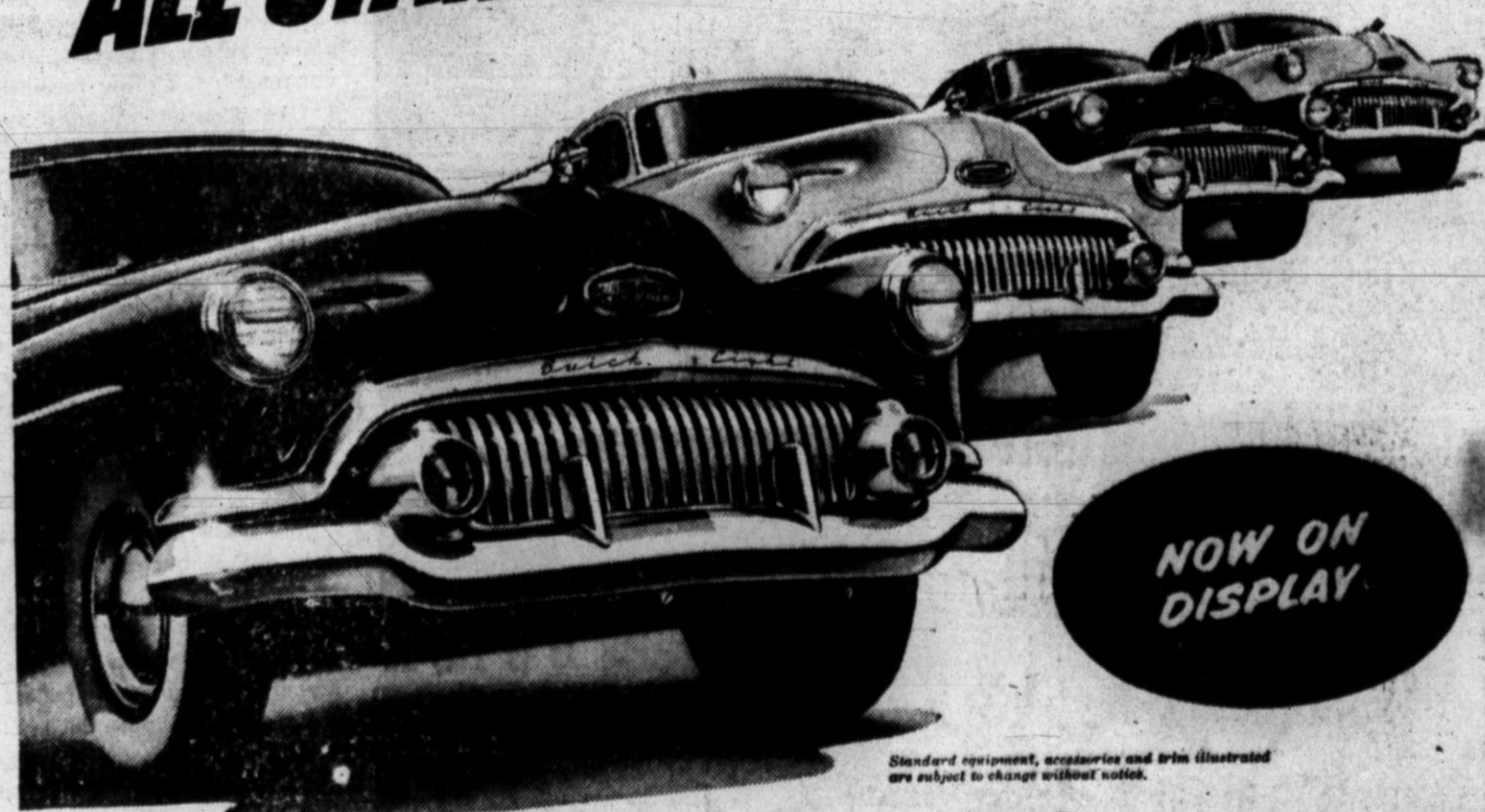


WILL SHOW ABOUT  
FEBRUARY 10th - IT'S  
WORTH WAITING FOR!

McCullough Motors

Your Friendly Chrysler - Plymouth Dealer

## FIREBALL POWERED ALL-STAR LINE-UP FOR '51!



NOW ON DISPLAY

Standard equipment, accessories and trim illustrated are subject to change without notice.

Your first eye-smacking look at the line of lovelies pictured here tells you that they've got what it takes in visual charm.

But the fellow who said a picture speaks louder than a thousand words wasn't talking about these superbly able 1951 Buicks.

Sure, they're smart to look at—smart in style and smart in dress.

But they're also smartly powered—smartly engineered—smartly priced. And it would take a book to describe in full their deep-down goodness.

What's been done for '51 is to take the best automobiles that ever bore the Buick name—and top them.

\*Optional at extra cost—available in most models. (Not presently available in California or Massachusetts)

Come, look them over, and you'll see what we mean.

There's the SPECIAL which can accurately be titled "the newest car in the world"—new in structure, new in power, new in dimensions, new in thrift—and potent in price appeal.

There's the SUPER—that looks and is a smart new edition of its "best seller" forebear.

Then there's the ROADMASTER—that coddles your anatomy on luxurious new fabrics and cloud-soft cushions—pampers your pride with its lordly bearing—shoots a delicious tingle right up your spine by

the exuberance of its power and action.

We could go on and on. This is the car that "breathes through its nose." This is the car that sports a brand-new front-end styling. This is the car with new high-visibility instrument dials, more easily read at night. This is the car with glare-and-heat-reducing glass† and a host of other news-making features you can't afford to miss.

So your No. 1 date this week end is with your Buick dealer. It won't take you long to conclude that he's offering the smartest buys of the year.

# "Smart Buy's Buick"

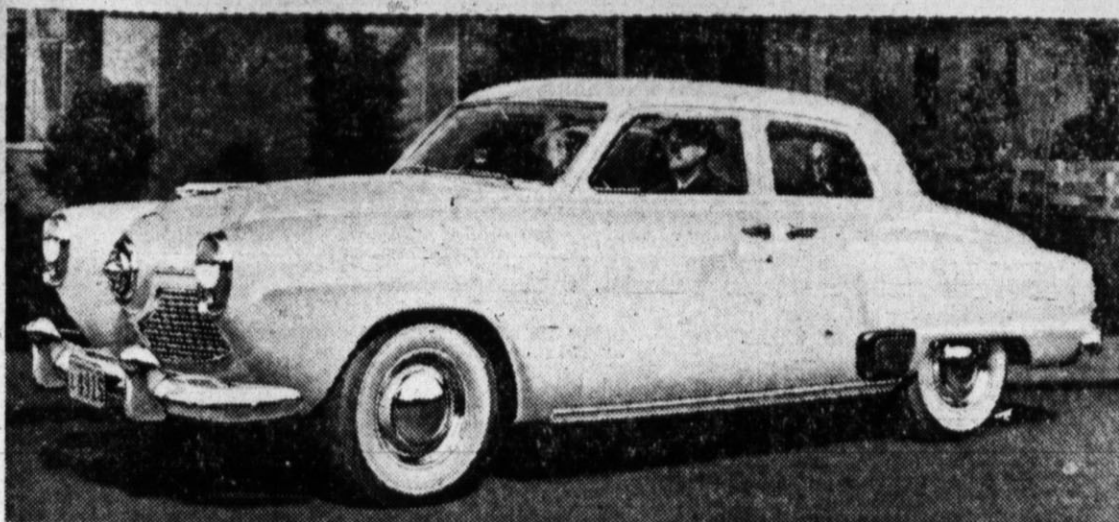
WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Earl Hendricks Buick

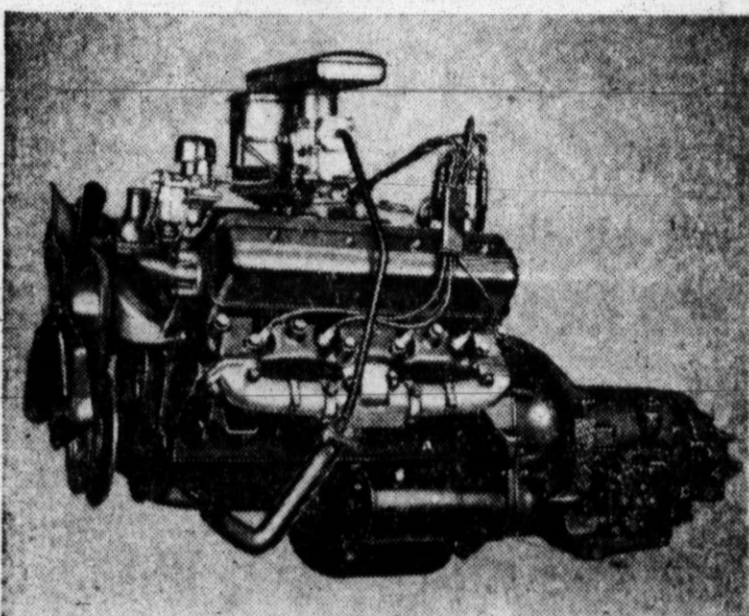
232 W. 3rd

Phone 1524





Increased driving visibility, pioneered by Studebaker in its earliest postwar cars, is carried on even more extensively in the 1951 models. One-piece windshields are now standard on all Champions and Commanders. The increased visibility provided by such windshields will make an important contribution to safer motoring. Also standard on most models are one-piece rear windows. Shown is the 1951 Champion 4-door Regal sedan.



Side view of Studebaker's new 8-cylinder, valve-in-head engine which powers the 1951 Commander series. Rated horsepower of the new V-8 engine is 120 at 4000 r.p.m. Taxable horsepower is 36.4. Piston displacement is 232.6 cu. in. Bore and stroke are 3 3/8" and 3 1/4", respectively. Compression ratio as released is 7 to 1.

**Loyal Workers Elect New Officers**

Loyal Workers Club of the Rebekah Lodge elected new officers at a meeting held recently at the LOOF Hall. A covered dish luncheon was the order of the day with approximately 20 members attending.

Officers elected were Mrs. John Draper, president; Mrs. Edna Bqwe, vice-president; Mrs. John Hacker, secretary-treasurer; Mrs. Fred Millard, retiring president and Mrs. John Hacker were presented gifts.

Guest in the home of Mr. and Mrs. Roy Vaughn this week is her mother, Mrs. C. A. Wickard of Portales, N. M.

Mr. and Mrs. J. M. Gilliland returned Monday evening from Dallas where they visited their son. They also visited in Greenville and other points.

**Fords for '51 Feature Fordomatic Drive, New Automatic Transmission**

Ford cars for 1951 accomplish notable refinements in styling, beauty, engineering, riding qualities, economy, safety and ease of handling. L. D. Crusoe, vice-president and general manager of Ford Division, announced.

Addition of the new automatic device will make available to Ford buyers a choice of three transmissions and two engines—six different power combinations in all.

Both the conventional three-speed transmission and the Ford overdrive will continue to be available. These, with the new Fordomatic Drive, will be offered with either the 100-horsepower V8 or the improved 95-horsepower six-engines.

Introduction of Fordomatic climaxes several years of intensive engineering research by the company to develop a fully automatic transmission that is simple to operate, economical, long wearing and easy to service.

The device, which will be optional at extra cost, combines the advantages of a hydraulic torque converter and a planetary gear train to provide maximum performance and a smooth and economical flow of power.

The distinctive styling of the 1949 and 1950 models has been retained, but with refinements and improvements both in interior and exterior.

A lowered hood, a new dual-spinner grille and a wider, longer wrap-around bumper to give a more massive appearance to the front end. Parking lights are restyled and larger chrome headlamp rims extend beyond the lenses. Added chrome and new, larger tail lamps add to the appearance of the rear end.

Rear deck lids on the new Fords have been counter-bal-

anced and are opened by a new key release lock. Springs then assist in raising the lid and hold it in the open position.

The '51 "Safety Glow" instrument panel is completely new. A "Channelled" instrument cluster adds safety and convenience and the speedometer pointer has a glowing ring which encircles and illuminates the figure showing the speed. The instrument panel control knobs are mounted in depressed cups, each individually lighted.

An outstanding feature of the new cars is a new "softer" ride which is made possible by suspension improvements and automatic ride controls. A new control valve was developed in the hydraulic shock absorbers, which adjusts the cushioning effect.

The combination of new tension-type rear spring suspension and softer front spring rate maintains a proper balance between the front and rear for a level ride on all roads. Rubber engine mounts also have been redesigned.

The Ford deluxe line includes the business coupe, tudor and fordor and convertible. The Country Squire station wagon and the Crestliner complete the passenger car line. The V8 engine or the Six are optional on all models except the convertible and the Crestliner.

The chassis frame has been strengthened by extending heavy box section side rails almost to the rear end. Brake drums and backing plates also were redesigned.

Several important engine changes have been made. Valve



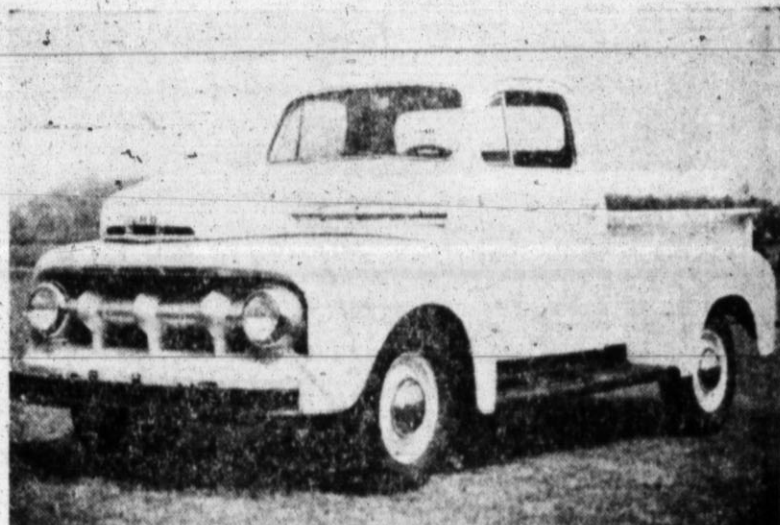
Distinctive new styling of both front and rear of the new 1951 Fords is shown in this photo of the Convertible and the Custom Club Coupe. The dual-spinner grille and longer, wrap-around bumpers give the front end a wider, more massive appearance and additional chrome and wider tail lights add to the rear end appearance. The 1951 models feature Fordomatic Drive, the new automatic transmission, as optional equipment.

rotators have been incorporated and the top compression ring on each piston in V8 and Six engines now is chrome flashed. A weather-proof ignition system also is a feature.

The new fuel pump is designed to assure reliability under all kinds of operating conditions. A larger windshield wiper motor improves wiper operation.

New mounting of the intake manifold on the Six insures more uniform fuel distribution for quicker cold weather starting and smoother performance. Quieter operation is accomplished by installation of expansion control Automatic pistons and by adoption of a redesigned camshaft and a three-blade fan.

Gears have been redesigned and strengthened in the conventional three-speed transmission and in the unit used with the overdrive.



The 1951 Ford F-1 pickup truck and other models in the new Ford truck line feature as optional equipment a new "5-Star Extra" cab for added comfort. An enlarged rear window in all 1951 Ford trucks provides better all-around vision. The steering column gearshift is standard equipment on the F-1 truck. The new cab, with many passenger car features, is sound-proofed with undercoating and roof insulation. Seats, including backs, are adjustable, and cushions have a thick foam rubber pad.

**The 1951 STUDEBAKER**



**A grand new Studebaker Champion in the lowest price field! One of the 4 lowest price largest selling cars in America!**

**A new high-efficiency V-8 Studebaker Commander A truly great car that sparkles with brilliant new performance!**

**FRANK CRAIG**  
Studebaker, Massey - Harris

**Archie Scott - Dudley Green**

**Proudly Present**

**3-Great Motor Vehicles**

**the '51 FORD!**



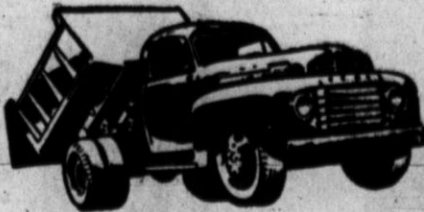
With the 43 "Look Ahead" Features



New 1951 **MERCURY**  
Nothing like it on the road!

**3-WAY CHOICE!**  
Mercury now has a triple choice in transmissions. Merc-O-Matic more efficient automatic transmission—or Thrifty Touch-O-Matic Overdrive are optional at extra cost. There's also Silent-Ease synchronized standard transmission.

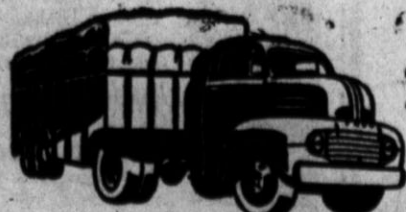
Ford 4-4 109 G.V.W. 39,000 lbs. 95-hp. V-8



**Bonus Built**



Ford F-5 STAKE G.V.W. 14,000 lbs. 95-hp. Six and 100-hp. V-8



Ford F-4 G.A.S. G.V.W. 16,000 lbs. 95 and 100-hp. Six or 100-hp. V-8



Ford F-7 BIG JOB G.V.W. 35,000 lbs. 145-hp. V-8



Ford F-1 PICKUP G.V.W. 4,700 lbs. 95-hp. Six or 100-hp. V-8

**HEREFORD MOTOR CO.**

142 N. MILES

PHONE 39





BEAUTIFUL, NEW exterior styling and important interior improvements feature Buick's Super Series convertible for 1951. The car is sleeker and smarter than ever with its fresh new exterior lines, pointed up by the glistening sweeppear molding which has been added to all Buick models for the coming year. The front end, distinctively Buick, has been re-styled to make it stronger and more attractive than ever.

The popular bomb-and-ring hood ornament has been elaborated and speed vanes have been added to Buick's unique fender ornaments. An outstanding interior improvement is the new white-glow instrument panel which makes dials and gauges easier to read both night and day. All Supers for 1951 are powered by the F-263 Fireball valve-in-head, straight-eight engine which turns up 128 horsepower with Dynaflow.

features, together with Hudson's really remarkable ease of handling, combine to achieve a new high in motoring comfort.

"Hudsons for 1951 are only five-feet high, yet have full road clearance and more head room than any other car due to exclusive 'step-down' design, with recessed floor. 'Step-down' design provides the lowest center of gravity and the steadiest road-hugging ride of any car. They offer the most room, and tests show that they offer the best ride and are the safest automobiles on the road today."

Mrs. Bill Waldrep and daughter Paula left Monday for Slaton where she will spend this week with her parents.

Miss Geneva Drake and Mrs. R. F. Thompson, both of Amarillo were guests of Mrs. J. F. Ward Saturday.

**Mrs. Gilbert Hooper Is Hostess to Circle**

Mrs. Gilbert Hooper was hostess to the Hughes Circle of the First Baptist Church Wednesday. Mrs. Roy Thompson, president, presided at the business meeting.

Mrs. Billie Yarbrough opened the program with prayer, after which Mrs. O. A. Smith taught the Bible lesson.

Eight members and four guests, Mrs. Fred Kroll, Mrs. Marion Ruter, Mrs. Mary Anna Laing, and Mrs. W. I. Valentine were present.

Guest of Mrs. D. W. Allmon on Wednesday was her sister, Mrs. R. W. Ewing of Amarillo.

Mrs. Vernon Dye and daughters and Mrs. Delton Dye and son of Claude visited Sunday in the home of Mr. and Mrs. Eugene Bagwell.

**Studebaker Corporation Discloses New Commander Series for 1951**

The new Studebaker Corporation disclosed what its officials believe to be the most important step taken by the company since the market more than a decade ago—the introduction of a new Commander series powered by a rugged, compact, V-type, 8-cylinder, valve-in-head engine. Public announcement of the new engine was made by Harold S. Vance, board chairman and president, upon the completion of dealer previews of Studebaker's 1951 models.

Vance declared that the company has invested \$15,000,000 in developing the new V-8 power plant and in expanding manufacturing facilities necessary for producing it in volume.

The engine has been designed so as to be readily adaptable for any foreseeable boosts in compression ratios when the general availability of higher octane fuels make such increases desirable, and to utilize the most modern machinery and manufacturing techniques in producing it. But above all, Vance explained, the Commander Eight will place Studebaker dealers in a far better competitive position in the medium-price field.

"We believe the new Commander will give our dealers a chance to build up volume in the medium price field comparable to what has been accomplished with the Champion in the low price field," Vance said.

In reviewing the policies behind the new Commander Eight, Vance declared: "Anyone familiar with the recent history of the automobile business knows that prior to the introduction of the Champion, Studebaker's sales were restricted to the medium price field. We were determined to get away from that situation and did so in 1939 when we came out with our Champion which gave us a chance to tap the lower price field where the bulk of automobile sales is concerned."

"Now we are introducing the new Commander Eight with an eye on the second largest market—the medium price field. We are confident we have a car which will give us a larger share of this very important market."

The new Studebaker V-8 engine has a rating of 120 horsepower at 4000 r.p.m. Taxable horsepower is 36.4, piston displacement is 232.6 cu. in. bore and stroke is 3 3/4 inches and 3 3/4 inches, respectively. Compression ratio as released is 7 to 1.

Tests completed by Studebaker's engineering division indicate that the new Commander

will maintain the outstanding reputation for fuel economy that has been established by preceding Commander models. The use of premium gasoline will not be required.

The compactness of the new engine has permitted a shortening of the overall length of the Commander to 197 1/2 inches with the exception of the Land Cruiser which has an overall length of 201 1/2 inches.

Among the important chassis improvements are the wider rear springs which give the cars greater lateral stability. Insert-

ed between the new four-leaf, 2 1/2 inch springs are full-length polyethylene liners to keep out dirt and moisture and provide insulation against road noises.

Parking brake handles on all models have been re-designed and mounted on the instrument board moulding to provide greater accessibility.

Studebaker's automatic transmission will be available on all models as optional equipment at extra cost. Overdrive will likewise continue as extra-cost optional equipment.

**Hudson Hornet Leads in New Series Shown by Hudson Motor Car Co.**

The Hudson Motor Car Company today announced the 1951 four distinctive lines of cars led by an entirely new series—the Hudson Hornet—a spectacular line powered by the new H-145 engine, the most powerful six-cylinder automobile engine in production.

In addition to the Hudson Hornet series there are the Commodore custom and the Pacemaker Custom series. All four lines feature new Skyliner Styling—custom luxury interiors offering a new concept in beauty and comfort combined with fleet exterior design.

New, too, this year is addition of four-speed Hydra-Matic Drive which is optional equipment on the Hudson Hornet

and Commodore Custom series cars. The Super Custom series will continue Hudson Super-Matic Drive as optional equipment.

"The new H-145 engine provides almost unbelievable performance whether from a standing start or at highway speeds and provides this performance on regular gasoline, premium fuels not being required," said A. E. Barit, Hudson president.

"The new high-compression, high output engine produces a flow of power so perfectly balanced that even at high speeds it has unmatched smoothness. The simplicity of design of these in-line, L-head H-145 engine means low upkeep cost and economy of operation. These

*Nash*  
*Airflyte* FOR '51



SEE ALL 3 AIR FLYTES...

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- ★ The Ambassador
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10 POINT  
SELECT  
DEALER  
PLAQUE  
★



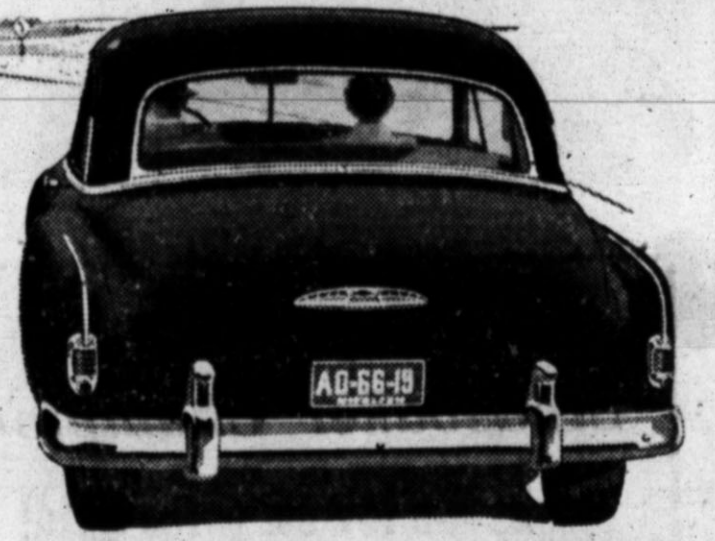
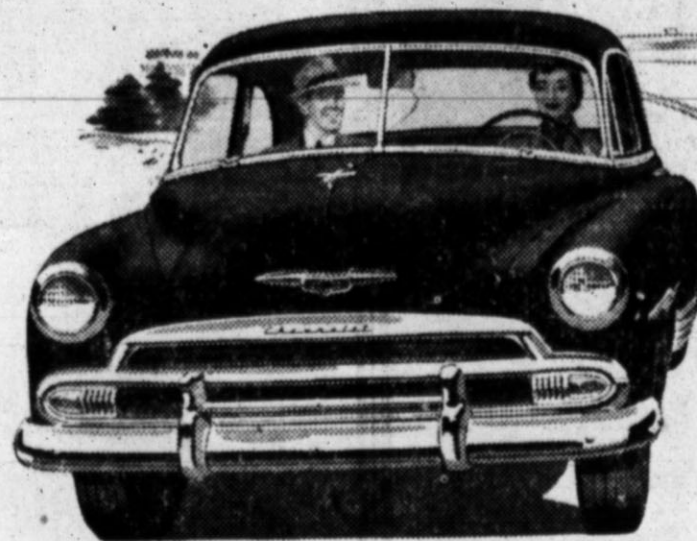
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**PHILLIPS & LAWRENCE NASH**  
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NEW  
1951

**Chevrolet**

AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!



It has that longer, lower, wider big-car look!

NEW!

**AMERICAN BEAUTY DESIGN**—Brilliant new styling . . . featuring new grille, fender moldings and rear-end design . . . giving Chevrolet that longer, lower, wider big-car look.

NEW!

**AMERICA-PREFERRED BODIES BY FISHER**—With strikingly beautiful lines, contours and colors . . . plus extra sturdy Fisher Unisteel construction, and Curved Windshield with Panoramic Visibility.

NEW!

**MODERN-MODE INTERIORS**—With upholstery and appointments of outstanding quality . . . and with extra generous seating room for driver and all passengers on big, deep, "Five-Foot Seats."

NEW!

**SAFETY-SIGHT INSTRUMENT PANEL**—Safer, more efficient with overhanging upper crown to eliminate reflections in windshield . . . and with plain, easy-to-read instruments in two large clusters.

NEW!

**MORE POWERFUL JUMBO-DRUM BRAKES** (with *Dubl-Life rivetless brake linings*)—Largest brakes in the entire low-price field . . . giving maximum stopping-power with up to 25% less driver effort—and longer brake life.

NEW!

**IMPROVED CENTER-POINT STEERING** (and *Center-Point Design*)—Making steering extra easy, just as Chevrolet's famous Kne-Action Ride is comfortable beyond comparison in its price range.

Here's America's largest and finest low-priced car—the newest of all new automobiles—as trustworthy as it is thrifty to buy, operate and maintain.

New with that longer, lower, wider big-car look! New in its strikingly smarter Fisher Body styling and beautifully tailored Modern-Mode interiors! New in safety, new in steering ease, new in feature after feature!

Moreover, it's thoroughly proved in all things, from the finer no-shift driving of its Powerglide Automatic Transmission,\* or the finer standard driving of its Synchro-Mesh Transmission to the fleet, frugal performance of its Valve-in-Head engine.

Come in—see and drive America's largest and finest low-priced car—Chevrolet for '51—the only car that brings you so many big-car advantages at such low cost!

**PLUS TIME-PROVED POWER *Glide* AUTOMATIC TRANSMISSION**

—proved by more than a billion miles of performance in the hands of hundreds of thousands of owners. \*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.



MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

**KINSEY MOTOR COMPANY**

Phone 740 344 E. 3rd St.





A multitude of sweeping changes have completely transformed the new 1951 De Soto line, on display at De Soto-Plymouth dealers on Saturday, January 27. The improvements have brought distinctive and distinguished exterior and interior styling, a new standard of riding comfort and convenience, exceptional safety features, and added power from a larger engine.



The 1951 Dodge Coronet four-door sedan has a wider windshield and wider rear window for improved driver vision. Bumpers and bumper guards are larger and the grille and hood are of a new modern design. All 1951 Dodge cars are equipped with the new, more comfortable riding Oriflow shock absorbers. The model shown above is available with Gyro-Matic shift-free transmission.

## DeSoto Presents Multitude of Sweeping Changes in 1951 Model

A multitude of sweeping changes have completely transformed the new 1951 De Soto line and brought distinctive and distinguished exterior and interior styling, a new standard of riding comfort and convenience, exceptional safety features, and increased power from a larger engine.

Of particular interest on the new DeSotos is the installation of Oriflow shock absorbers, one of the most pronounced improvements in car riding comfort and in automotive history.

Exterior styling changes include a distinctive new grille; a new, wide hood; new front fenders; new crest-type front end ornament; new rear fender moldings placed lower on the fenders; new Custom stone shield; and a belt moulding that completely encircles the car. The length of the new De Soto is accentuated by a new top fender line that extends further back on the front door panel.

Visibility has been increased front and rear by widening of the windshield, narrowing the front corner posts, sloping the hood and fenders forward, and increasing rear window area by 88.7 square inches.

New Custom door panel styling includes a full-length, horizontal chrome strip on the garnish moldings and three short inlaid lines on the trim panel.

The wheelbase of the new De Soto is unusually long—125 1/2 inches, permitting rear seat passengers to ride comfortably between the axles. Over-all length has been increased 1 3/4 inches.

Head room, already a well-known De Soto comfort feature, has been increased 1/2 inch both front and rear.

The 1951 De Soto has a larger, more powerful new engine. Its horsepower has been increased to 116. Its displacement has been raised from 237 cubic inches to 251.

Improved engine starting and smoother operation during warm-up are assured by a new automatic choke built into the carburetor. The mechanism is also better protected from dust and dirt, providing reliable operation. In addition, the engine is waterproofed throughout

fast starts and continuous operation in the wettest weather.

So effective are the new Oriflow shock absorbers that a ride in the new De Soto is a revelation. They provide a smooth ride on all surfaces, but they are especially effective on rough roads. Fluid flow in the shock absorbers is controlled by a new method, providing desired resistance to shocks at all times. Added benefits are that the mechanism is of more simple construction and requires fewer parts.

A new parking brake with three times the holding power has been installed and a new parking brake handle has been conveniently located closer to the steering column.

De Soto provides a wide choice of eleven body styles. In the Custom line will be a 4-door Sedan; Club Coupe; Convertible Coupe; 8-passenger Sedan; 9-passenger Suburban; All Steel Station Wagon; and the special Sportsman hardtop coupe. In the De Luxe line will be a 4-door Sedan; Club Coupe; 8-passenger Sedan; and Carry-All Sedan.

### Un-Christian World

Here's an interesting note from a correspondent: "The businessman to whom you referred in your January 4 column has recently left the religious order and returned to the 'un-Christian' world. Reason not clear. Your point excellent. Retreat from society is one of the weakest ways to practice Christianity. The real Christians are those who practice on Main Street."

—The Canadian Record

Mr. and Mrs. Frank Daniel and daughter visited his parents, Mr. and Mrs. S. S. Daniel, in Plainview, Sunday.

Guest in the home of Mr. and Mrs. Dale Tinnen is her mother, Mrs. R. E. Tusha of Elida, N. M.

Mrs. Beas Moore is spending most of this week in Dallas and Ft. Worth buying for the Vogue.



Pontiac's 1951 Silver Anniversary models bring twenty-eight fresh styling innovations and seventeen mechanical improvements to the line. The new Pontiacs, now on display, again are available with six or eight cylinder engines. All models offer a choice of Hydra-Matic or synchro-mesh transmission. The popular Chieftain four-door sedan pictured exemplifies the advanced styling of the Pontiac Line.

## Pontiac Marks Silver Anniversary With Presentation of 1951 Number

With vibrant new styling, the 1951 Silver Anniversary Pontiacs purred into public view today. They feature twenty-seven styling innovations and sixteen mechanical improvements.

Presenting the 1951 line—marking Pontiac's twenty-fifth year as a stellar performer on the automotive stage—Harry J. Klingler, general manager of Pontiac Motor Division and vice-president of the General Motors Corporation, said:

"Our Silver Anniversary models are strikingly beautiful symbols of a quarter century of quality manufacture. We believe the 1951 Pontiac is the most attractive, best performing Pontiac we have ever produced. Public acceptance of Pontiac last year broke every existing record. It is likely that the 1951 models will match that popularity or surpass it."

With fifteen models, Pontiac offers its customers an extremely wide choice. Chieftain and Streamliner styling are available in either standard or

deluxe treatment, with six or eight cylinder engines and with Hydra-matic or synchromesh transmission.

Mechanical: Horsepower rating of the 1951 Pontiac eight cylinder engine is 116 and of the six cylinder engine 96 horsepower. Compression ratios are 6.5:1 for both engines to allow completely efficient and economical operation with regular gasoline and resultant saving in operating cost.

Other mechanical improvements include new timing chain bumper on the six cylinder engine; a revised water outlet thermostat facilitating engine warm-up; improved rear bearing oil seals; improved distributor; insulation improvement on the starter motor; a new carburetor for the six cylinder engine; increased capacity generator and regulator.

Hydra-matic: The famed, time-tested Hydra-Matic transmission continues as optional equipment and has still greater effi-

ciency and operating simplicity. A quick reverse response is permitted, allowing the car to be rooked in snow, mud or sand. A reverse inhibitor prevents reverse shifts at speeds above ten miles per hour.

Models: Models available for 1951 in the Chieftain line are the four door sedan, two door sedan; sedan coupe, business coupe, Catalina (deluxe and super deluxe) and deluxe convertible coupe. The ever-popular Streamliner series sedan-coupe is again available, either standard or deluxe. Standard or deluxe station wagons may be obtained in two-tone paint or with simulated wood paneling. A sedan-delivery vehicle is included in the line.

Mr. and Mrs. Robert Ennen of Long Beach, Calif., are guests this week of her uncle and aunt, Mr. and Mrs. Joe Elliston. Mrs. Ennen, daughter of the late Floyd Elliston, is a former Hereford resident. The Ennens will also visit in White Deer with Mrs. Ennen's aunt, Mrs. H. P. Barrard.

Miss Joan Orr and Glenn Manning visited at Boy's Ranch Sunday.

## Riddle Explains Air Force Rule

The suspension of Air Force enlistments does not apply to applicants for Women in the Air Force or to men with prior service in the Armed Forces. SFC. H. M. Riddle, recruiting officer of the local U. S. Army

and U. S. Air Force Recruiting Station, said today.

Also Aviation Cadet and Air Force Officer Candidates who have received a letter from the Air Force Training Command authorizing them to enlist may do so, he stated.

"Men who have been notified that they have been accepted for either Aviation Cadet training or the Officer Candidate course but who have not re-

ceived a letter authorizing them to enlist are still subject to the draft," Riddle said.

Tentative date for lifting the suspension on Air Force enlistment is February 1, 1951.

The Air Force recently broadened its enlistment program to offer enlistment in any grade through Master Sergeant to all prior service personnel qualified through military or civilian experience.

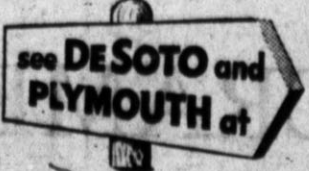
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- LOOK AT THE EXTRA VALUE DESOTO GIVES YOU:**
- New "Oriflow" Shock Absorbers
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  - Big, 12-inch Brakes for Extra Safety
  - New Parking Brake—Easy to Apply
  - Waterproof Ignition for Quick Starts
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New beauty... really different..

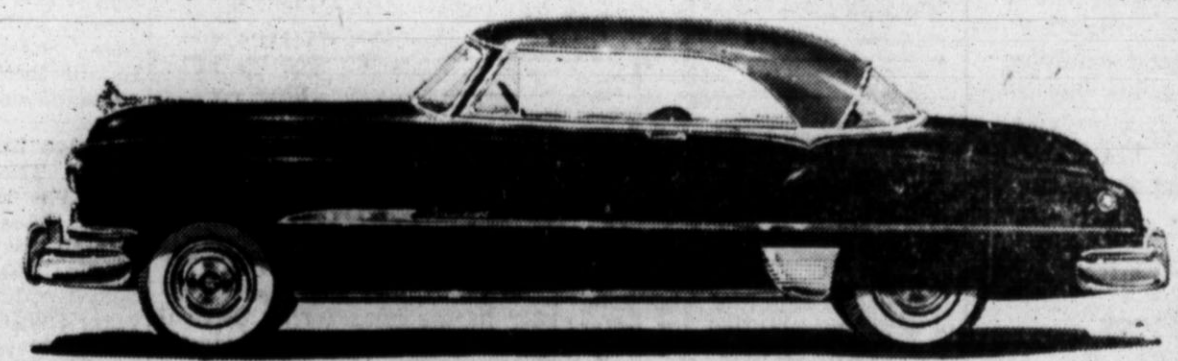


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**New and Beautiful Proof**  
That Dollar For Dollar You CAN'T BEAT PONTIAC!

**The CAR Proves It By It's Beauty and Performance!**  
**The Price Proves It By It's Downright Value!**  
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The convertible is a first choice for many motorists. Here is the 1951 Studebaker State Commander convertible with its new grille, "spinner" bumpers, re-designed tail lamps and other new features. All 1951 Studebaker Commanders are powered by a rugged, compact new V-8 engine. The new Champions continue to use the economical 6-cylinder power plant which has set one record after another for performance and low fuel consumption.



The 1951 Dodge Coronet four-door sedan has a wider windshield and wider rear window for improved driver vision. Bumpers and bumper guards are larger and the grille and hood are of a new modern design. All 1951 Dodge cars are equipped with the new, more comfortable riding Oriflow shock absorbers. The model shown above is available with Gyro-Matic shift-free transmission.

## Dodge Gyro-Matic Transmission Frees the Driver from Shifting

Gyro-Matic transmission, which frees the driver from shifting, is available on all 1951 Dodge cars except the Wayfarer Sportabout. It is announced by L. L. Colbert, President of Chrysler Corporation.

Last year Gyro-Matic was confined to cars in the Coronet series consisting of six body types. This year it is available on three additional lower-priced models, the Meadowbrook four-door sedan, the Wayfarer two-door sedan and the Wayfarer three-passenger coupe. The Wayfarer Sportabout is equipped with gyrol Fluid Drive. "People like Gyro-Matic so well that we have decided to make it available on our lowest priced cars," Colbert said. "This does not mean that all Dodge cars, excepting the Sportabout, will be built with Gyro-Matic. The demand for Gyro-Matic is greater than we can meet with our present production capacity, but we'll build as many as we possibly can."

The Gyro-Matic unit consists of a fluid coupling and a hydraulically-operated, electrically-controlled gear shift mechanism which operates automatically. When a Gyro-Matic equipped car comes to a stop light, the driver merely steps on the brake. When the light turns green, he steps on the gas—no shifting is needed in normal driving except to go into reverse and to put the gears in neutral when the trip is ended. There is a power range for exceptionally heavy pulling.

Dodge officials say Gyro-Matic gives the driver better control over his car, especially on slippery roads, than do many other types of automatic transmissions. Other advantages listed for Gyro-Matic are that it is economical on fuel, saving in engine wear and lastingly reliable in service.

To assure drivers of the best possible vision in rain or snow, Dodge is equipping all 1951 cars with electric windshield wipers. Electric wipers operate evenly and without loss of speed under all driving conditions. Vacuum-type wipers are apt to slow down when the engine is accelerating or pulling hard just when the driver may need them most.

Smoother engine performance, especially at idling speed, is one of the advantages of the resistor-protected ignition system in the new Dodge cars. Resistors in the distributors and spark plugs also eliminate interference with television and FM radio reception. The distributor is splash-proof.

Headlights on the 1951 Dodge cars are spaced three inches wider apart than on previous Dodge cars. This results in a further improvement in road illumination at night.

The 1951 Dodge has a new, improved cooling system involving use of a permanent by-pass and a six-blade pump impeller. It gives a quick engine warm-up in cold weather and improved coolant circulation at all times.

The 1951 Dodge cars are equipped with safer, longer-lasting Cyclebond brake linings. The linings are bonded to brake shoes by a special Cyclewel process which eliminates rivets and results in a better braking surface. Cyclebond linings last up to one-third longer than the conventional riveted type of linings.

Dodge has introduced a new model, The Sierra, in its 1951 line. The Sierra has the sleek body lines and general all-around usefulness of a station wagon, but with an all-steel body for durability and low-cost maintenance. Its rear seat folds down to provide a level floor nearly eight feet long when desired.

The engine of the 1951 Dodge has speed-proofed cylinders to shorten the break-in period. A special chemical treatment of cylinders permits speeds up to 60 miles per hour after the car has been driven only 350 miles.

Starting the Dodge engine has been reduced to one simple operation. The driver merely inserts the key into the switch and turns it clockwise. This starts the engine. In the 1951 models the ignition-starter switch is on the driver's right, instead of left as previously.

**Carl Frye Goes to Iowa For Father's Funeral**

Carl Frye left Friday afternoon for Davenport, Iowa, to attend the funeral of his father, William F. Frye, 92 years of age, who died after a lingering illness.

A pioneer of Davenport, Mr. Frye is survived by his wife in addition to the children.

Visitor in the home of Mr. and Mrs. Jed Miller Sunday was her mother, Mrs. J. D. Carr of Canadian.

Visitor in the home of Mr. and Mrs. Jed Miller Sunday was her mother, Mrs. J. D. Carr of Canadian.

Dates for spring football practice have not been set yet, pending selection of dates for the district meet, Criswell reported.

## Plug-In Light New Auto Idea



A portable spotlight, that plugs into the automobile cigarette lighter (arrow, lower right) and furnishes brilliant illumination, is introduced by Chevrolet in its 1951 accessory line. Demonstrated here by Marjorie Zapner, the chrome-plated light comes with enough wire for use all around the car as a trouble lamp, or as a spotlight from inside the car.



STYLE-LEADER and pacemaker of the 1951 Buick line is this four-door six-passenger Special, or Series 46, sedan. Representative of the entire Special Series which is completely new this year from stem to stern, this car has a new chassis, a new body, new front end, new sweepers molding, new trim, and new fender and hood ornaments. Its re-styled fender lines flow backward through the doors in a graceful curve which is paralleled and accentuated by the brilliant sweepers which runs the length of the car. The unique Buick front end, entirely re-designed for 1951 is more distinctive than ever. For the first time Buick's powerful F-263 engine is offered in the Special Series, delivering 128 horsepower with Dynaflo Drive, and 120 horsepower with Synchro-Mesh transmission. Wheelbase of this model is 121½ inches.



For 1951 Hudson Motor Car Company has four distinctive lines of cars led by an entirely new series—the Hudson Hornet. The Hornet is powered by the new high-compression H-145 engine, the most powerful automobile engine in production. The Hornet has a wheelbase of 124 inches. In addition, Hudson has the Commodore Custom, Super Six Custom and the Pacemaker Custom series. Hudsons are only five feet high, yet have full road clearance and more head room than any other car due to exclusive "step-down" design with recessed floor.

## Dr. L. B. Barnett to Take Post-Graduate Work at Southwestern

Dr. L. B. Barnett will take a leave of absence from his practice in Hereford effective July 1. He will go to Dallas where he will take post-graduate work at Southwestern Medical school and also serve on the staff of the college's Parkland hospital.

Barnett plans to study for one or two years in neurosurgery, general surgery, and bone surgery. He has practiced in Hereford for six years, starting in 1943 and for five years since 1946.

He is on the staff at the Hereford clinic.

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a wreckless driver!



Auto wrecks are on the increase. Be careful... be a wreckless driver. Wise motorists obey traffic rules, keep their cars in good condition. And wise motorists buy insurance from a service-minded agency. For prompt, thorough agency service, see...

Plains Insurance Agency  
213 N. Main  
Phone 50



Rear view of 1951 Dodge Coronet four-door sedan shows wider rear windows, more massive rear bumper and bumper guards and attractive overall design. Rear window, made of one-piece curved safety glass, is nine inches wider at its base than in previous models. All 1951 Dodge cars are equipped with new, easier-riding Oriflow shock absorbers.

## Eighteen Gridders Qualified For Major Letters; Nine Are Seniors

Eighteen Hereford high school gridders qualified for letters and seven earned reserve letters during the past football season, Coach Dalton Criswell announced Friday. Presentation of the awards

will be made at a special assembly in the near future. Arrival of the awards is expected shortly, Criswell said.

Major letters are awarded on a basis of character as well as time played in football games. Reserve letters are awarded to outstanding gridders who have not played the required amount of varsity football.

Seniors qualified for major awards are: Jack Stanton, Dwaine Walker, Bill Engman, Stanley Slagle, Alton Brock, Neil Witherspoon, Kenneth Brock, Jerry Reese, and Leonard Walterscheid.

Juniors qualifying for major letters are: Harold Morton, Bill Kelly, Randolph Thomas, Duane Janssen, Ray Graham.

Major letters will also be awarded to the following sophomores: Buryl Fish, Raymond Dement, Tim Corbett and Franklin Boyd.

### Reserve Letters

Reserve letters will be awarded to the following: Dale Wingert, Bill Bookout, Richard Pickens, Bill Rose, Alvin Shirley, Jim Lookingbill and Ray London.

These awards for outstanding sportsmanship, citizenship and academic accomplishments will be presented by Coach Criswell at the special assembly.

Criswell told The Brand that he is losing four of his backs that carried the major share of the load during the past season. Nine of the major letterwinners will be lost through graduation.

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AUTOMOBILE  
RIGHT -- USE  
GULF PRODUCTS**

**ARTHUR THOMPSON'S  
GULF STATION**

Corner 3rd and Miles St.

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BUY A

### CRAMER - BUILT SEAT COVER

OUR SEAT COVER FABRICS ARE ESPECIALLY SELECTED TO GIVE EXTRA MILES

### OF SERVICE AND COMFORT

OUR CRAFTSMANSHIP MEANS A GREAT DEAL MORE THAN AN

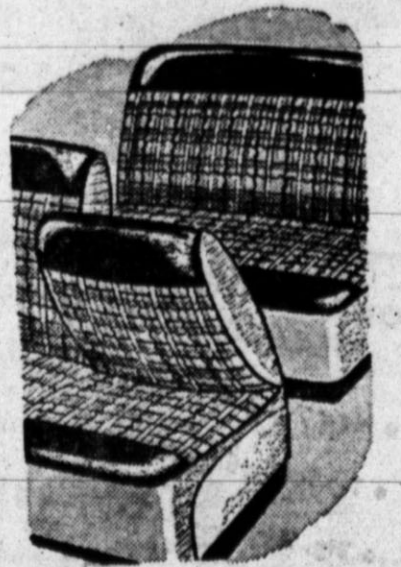
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MADE**

**SEAT  
COVERS**

**ALL MODELS**

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AUTO SEAT COVERS  
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AWNINGS  
TARPULINS

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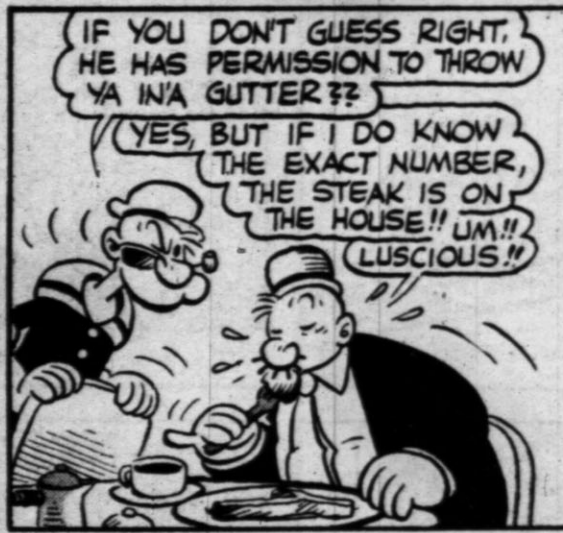
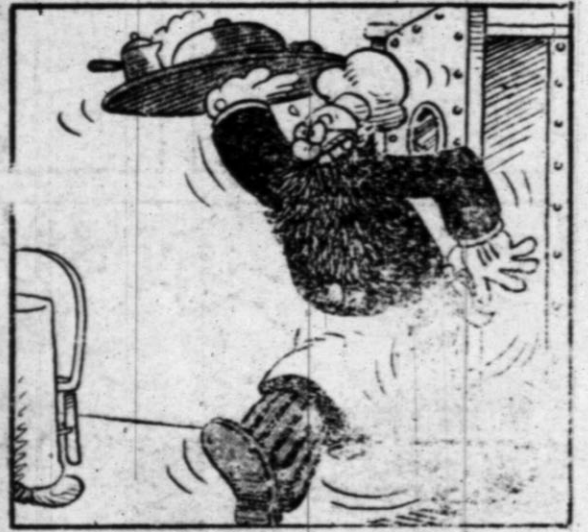
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Registered U. S. Patent Office



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See This Beautiful, Stationery In Our Office.

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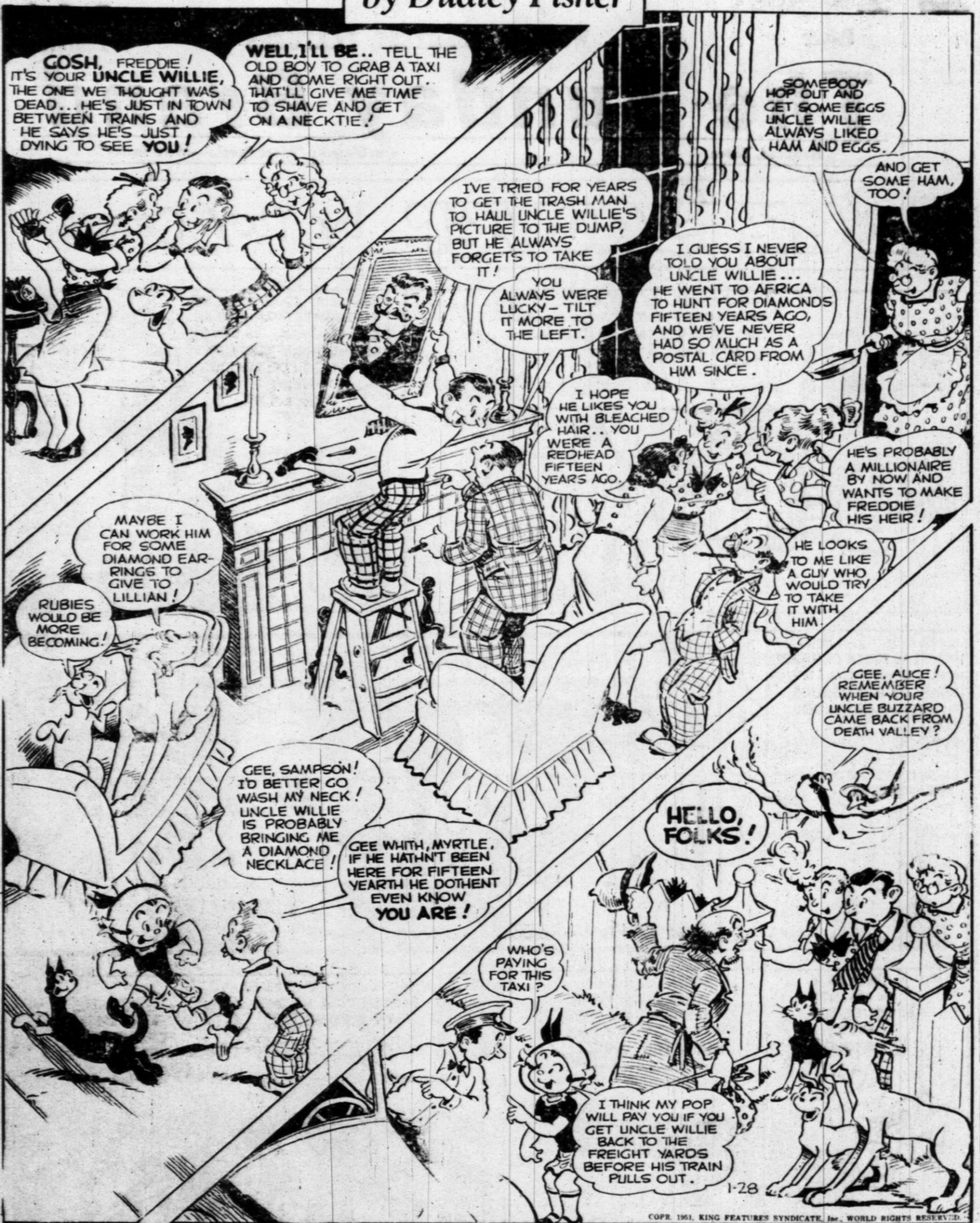






# Right Around HOME<sup>®</sup> with MYRTLE

by Dudley Fisher



1-28

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**Every Sunday Evening  
Piping Hot Fowl and Other  
Meats Plus All the Other Dishes  
That Are Good To Eat**

**\$2.00**

Per Person



**HOTEL JIM HILL**



# BLONDIE<sup>®</sup>

by  
CHIC YOUNG



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Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



**AT THE BRAND**

PHONE 30



# JOHNNY HAZARD by FRANK ROSSIN



CONSIDER YOURSELF FIRED! FROM HERE ON IN... I TALK FOR MYSELF!

JOHNNY, MASQUERADING AS THE SILENT ONE, ORDERS ALL THE ARMED MEN IN THE CARAVAN TO DISROBE AND GO SWIMMING IN A STREAM ALONG THE WAY! WHEN THEY GRATEFULLY START CARRYING OUT HIS ORDER, HE TURNS TO THE INTERPRETER AND...



WE BETTER CUT OUT A COUPLE OF PONIES, 'CAUSE WE'VE GOT A LONG HALL COMING UP!

ANYTHING'LL BE GOTTER THAN BEING TRAPPED IN THAT SEDAN CHAIR!



JOHNNY! WE'RE TRAPPED! IT'S POOG!



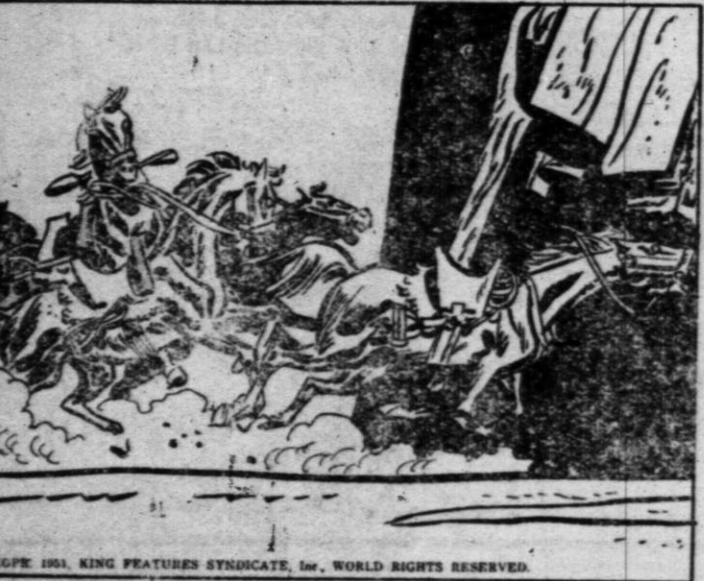
THERE THEY ARE! CHARGE!



PETEY, QUICK! STAMPEDE THE HORSES!



YAR! GIT! YAR!



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  - Complete Stocks Always
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For The Name of the Dealer of Your Preference In Merchandise, Shop the Ad Columns of this Paper!

**THE BRAND**

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**TEENA**® BY *Lilla Terry*



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SERVE

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DAIRY PRODUCTS

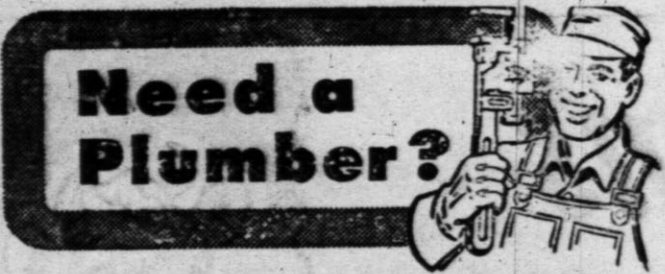
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DOMESTIC COMMERCIAL INDUSTRIAL **PLUMBING**

Save time . . . save money with quick, efficient, low-cost repairs! Guaranteed plumbing service at all times!

**HEREFORD HEATING COMPANY**

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"Authorized Lenox Dealer"

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by RAY GOTTU



Automatic Savings  
 SURE Savings ---  
 U. S. Savings Bonds

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 THE HEREFORD BRAND











# MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

MANDRAKE, WANDA AND  
LOTHAR VISIT A LOVELY  
PALACE THAT SEEMS TO  
BE UNINHABITED...

WE'VE SEEN  
NO ONE. MAYBE  
THEY'RE OUTSIDE.

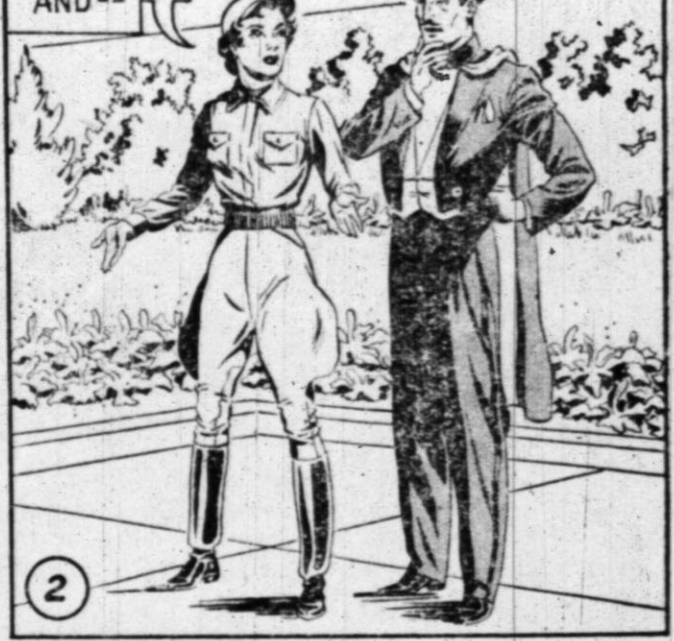
IT'S SO ODD--  
ALL THESE  
SIGNS,  
INVITING  
STRANGERS  
TO ENTER  
AND--

Hmm, SOMETHING ELSE IS ODD.  
IN THE ENTIRE GARDEN, THERE'S  
ONLY ONE KIND OF FLOWER--  
A VENUS FLYTRAP!

MANDRAKE, THERE **MUST**  
BE SOMEONE HERE.  
THIS FOOD IS STILL  
WARM.



1



2

YES! THEY'RE  
ALL THE SAME.

ONE OF THE FEW PLANTS THAT EATS  
INSECTS! SEE--THOSE FLIES ARE  
DRAWN TO THE FLOWERS BY THEIR  
LOVELY, SWEET ODOR--



3

ONCE THE FLY ENTERS,  
THE FLOWER CLOSES  
UP, TRAPPING IT,  
AND DESTROYING IT!



4

GOLLY, THIS PLACE  
ATTRACTED US FROM  
THE AIR, JUST LIKE FLIES!  
COULD IT BE A GIANT  
"VENUS HUMAN TRAP"?



5

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LOOK! GATES  
SHUT--BY  
THEMSELVES!

MANDRAKE  
--WHAT  
DOES IT  
MEAN?

SOMEONE  
HAS TRAPPED  
US--LIKE THE  
FLOWERS TRAP  
THE FLIES.



6

CONTINUED -

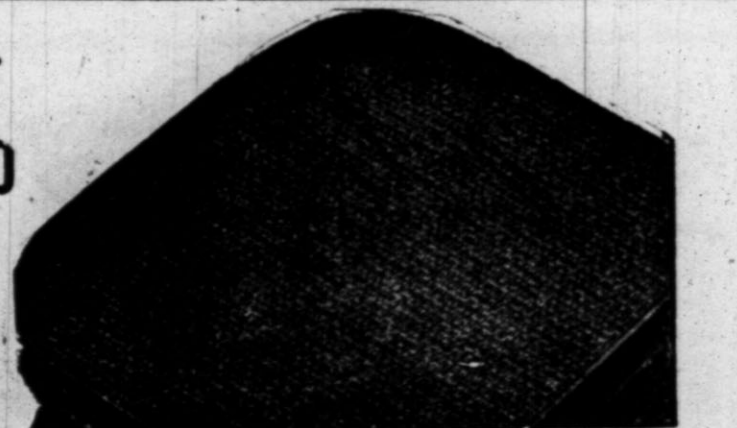
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**THE HEREFORD BRAND**





**KING**  
of the  
**ROYAL MOUNTED**  
by  
**ZANE GREY**

COME BACK, KING! HE HAS MY HUSBAND'S GUN!

THIS IS THE SHOW-DOWN, GOLDEN... HE INTENDS TO KILL US, ANYWAY!

1

ALTHOUGH TIM CAPE STOPS SOOKUDLAH'S ATTEMPT TO START AN AVALANCHE, THE KILLER SUCCEEDS IN DISARMING HIM, AND TURNS THE WEAPON ON KING AND GOLDEN!

SOOKUDLAH NO LET YOU TAKE HIM TO PRISON! YOU ALL DIE!

2

YOU'RE NOT GOING TO SHOOT ANYONE!

UGH!

3

NOW I KEEL YOU FIRST, TEEM CAPE!

OW!

YOUR REIGN OF TERROR IS OVER, SOOKUDLAH!

4

GOLDEN? SWEETHEART! I-I JUST COULDN'T WHAT ARE YOU DOING UP HERE?

STAY AWAY ALL WINTER, DEAR... I CAUGHT THE LAST BOAT TO WHITE MOOSE, THEN MADE THE MISTAKE OF HIRING THAT FIEND FOR A GUIDE!

Jim  
April  
1-28

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5

THINK OF IT! HE TRIED TO MURDER ME TO GET OUR ENGAGEMENT AND WEDDING RINGS!

THANKS TO KING I STILL HAVE YOU, HONEY!

YOU PLAYED A MIGHTY BIG PART IN THIS CAPTURE, TIM... WELL, I'LL BE GETTING BACK WITH MY PRISONER!

NEXT WEEK - "MURDER WITH WORDS!"

6

This Space For Sale! ★

For Complete Details - Inquire  
THE HEREFORD BRAND  
Phone 30

BUT, GOOFY... YOU KNOW YOU'RE WEIGHING IN!

THANKS, MICKEY... BUT I'VE BEEN...

SORRY... BUT THAT RENT'S AS LOW

GAWRSH! I HAVEN'T GOT ENOUGH!



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★ USE FOR RESULTS!

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**PHONE 30**



# WICKY MOUSE

by WALT DISNEY



# UNCLE REMUS

AND HIS TALES OF BRER RABBIT

ONE TIME BRER BAR GOT TO BRAGGIN HE WUZ TH MOST POW'FUL CRITTER IN TH WHOLE COUNTY... THAT IS... 'TIL BRER RABBIT SHOW'D 'EM DIFFERUNT.



# PITMAN GRAIN

PHONE 1 NO. 1

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# RUSTY RILEY by FRANK GODWIN

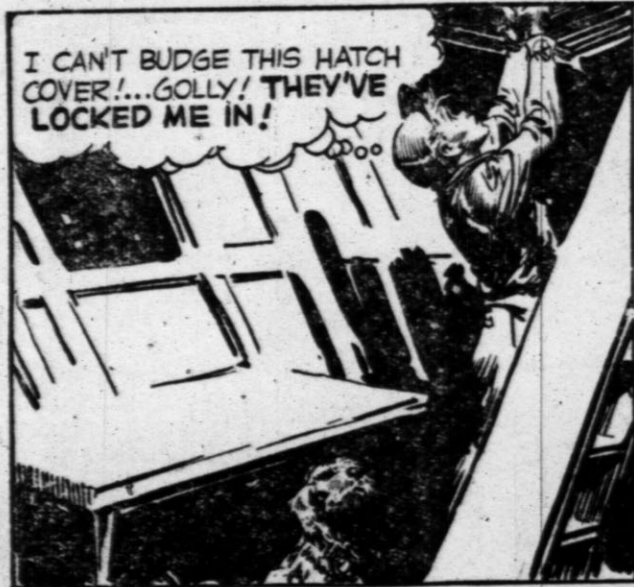


WHAT DID YOU TELL THE KID, SQUIRE?...CAN WE KEEP HIM OUT O' THE WAY 'TIL WE STOW ALL THESE CYLINDERS?

HE THINKS WE'RE DOING SOME KIND OF NIGHT FISHING...I TOLD HIM TO WATCH FROM THE STERN LIGHT... BESIDES, HE CAN'T PUSH THAT HATCH COVER UP WITHOUT HELP!



GOLLY! SQUIRE BOGGS TOLD ME TO WATCH FROM THIS WINDOW, BUT I DON'T SEE ANYTHING... THERE'S NOBODY DOWN THERE!



I CAN'T BUDGE THIS HATCH COVER!...GOLLY! THEY'VE LOCKED ME IN!



MEANWHILE, AT MR. MILESS'S BOATHOUSE.

I CAN'T FIGGER WHERE THE LAD COULD'VE GONE, MR. KILGORE... HE'S NOT OUT ON THE WATER BECAUSE NONE OF OUR BOATS IS MISSING!

THEN THERE'S ONLY ONE WAY HE COULD HAVE GONE, AND THAT'S ALONG THE PATH THAT SKIRTS THE SHORE!



DON'T YOU THINK HE MAY HAVE JUST GONE OFF ON A LITTLE LARK WITHOUT TELLING YOU, TEX?

THAT AIN'T LIKE THE LAD, MR. KILGORE... NOT AFTER I TOLD PATTY AN' HIM TO GO TO THEIR ROOMS!



BY GOLLY! THERE'S A ROPE HANGING DOWN FROM THE DECK! I B' LIEVE I CAN REACH IT!



I'VE GOT IT!... NOW TO FIX A GLING FOR YOU, FLIP... A LOOP UNDER YOUR FRONT LEGS!

WOOF!



THERE Y'ARE, FLIP! NOW WRIGGLE LOOSE LIKE I TAUGHT YOU!



NOW THAT FLIP IS SAFE, I THINK I'LL TRY TO CLIMB TO THE DECK!

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1-28 -- TO BE CONTINUED

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by  
**GEOMCMANUS**



**Bringing Up Father**

By **George McManus**

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This Space For Sale!