

WEATHER

Table with weather forecast for Thursday, Friday, Saturday and Year's Total Rainfall: 7.71

The Sunday Brand

22 Pages

Including 22 Colored Pages

Our Slogan: "More People — More Farms"

Published Every Sunday

Hereford, Texas, Sunday, December 30, 1956

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VOL 9 — NO. 27

THE YEAR IN REVIEW

ISSUES WERE HEATED, PRICES BEST IN 1956

Whitefaces Take 52-48 Victory In Cage Tussle

By BILL KNOX
Hereford's Whitefaces, not at full strength, nipped the sharp-shooting Andrews Mustangs, 52-48, Thursday night in Whiteface Gymnasium.

Sheriff And A.S.C. To Move To New Quarters

Two offices which have been operating under crowded conditions in the courthouse are due to open for business Monday morning in new and expanded quarters.

Snow Was Deepest, Moisture Total The Lowest Ever

The Year 1956 will be long remembered by Hereford area residents. Some will recall it as the year of the big-money vegetable crops, when potatoes, onions and lettuce all set new records for returns.



"LOOK AT ALL THAT 'MOISTURE' — This was the scene that greeted a group of Hereford's Explorer Scouts when they travelled just 300 miles last weekend to New Mexico's Santa Fe Ski Basin. Already adept at water skiing, the boys took to the ski slopes 'almost' like veterans, and are hoping to make another such jaunt before the season ends. (Photo by Bill Patton)

Public Ceremonies On Tuesday For 6 County Officials

Six county officials will take their oaths of office in ceremonies open to the public on New Year's Day. County Judge Homer E. Henslee will administer the oaths at 10 a.m. in the county courtroom.

15 Prizes Ready For First Child Born During 1957

The first baby born at Deaf Smith County Hospital after midnight on Dec. 31, 1956, will win a list of 15 valuable prizes to be awarded by Hereford merchants.

C-C Directors To Elect Officers, Set Banquet Plans

New officers for 1957 will be elected when the directors of the Deaf Smith County Chamber of Commerce meet in the conference room of the chamber office on Wednesday, Jan. 2, at 7 a.m.

Around Town

Tuesday is New Year's Day, an official holiday for government offices, banks, and most business houses in the City of Hereford. Deaf Smith County voters are reminded that Jan. 31, 1957, is the deadline for paying of poll taxes.

HOLIDAY ON SKIS Explorer Scouts Master A Popular Winter Sport

An 8-inch snow blanketed the Santa Fe Ski Basin as seven Explorer Scouts of Hereford's Troop 51 mastered the beginners ski slope Dec. 22. Accompanied by N. D. Bartlett Jr., and advisors S. M. Easley and Bill Patton, the boys who made the trip to New Mexico were Lewis Block, Jim Bradley, Edwin Morrison, Joe Reinauer, Pat Robbins, Richard Smith and Richard Ward.

Damages At \$500 In 3 Accidents

Three minor accidents were investigated on Wednesday and Thursday by Hereford police. Total property damage was estimated at over \$500, but no persons were injured.

BACK FROM SAUDI-ARABIA, Z. O. FAUGHN REPORTS:

'Near East Is A Hot Spot In More Ways Than One'

By MARGARET BELL
Living in a country that believes in the code "An Eye for an Eye and a Tooth for a Tooth" has proved interesting and challenging to Z. O. Faughn, a driller for the Arabian-American Oil Company in Saudi-Arabia for the past five years.



HOME FROM SAUDI ARABIA—A recent flight from Saudi Arabia brought Z. O. Faughn to Hereford for a Christmas visit with his daughter, Roxie, pictured here. Faughn is employed as a driller by the Arabian-American Oil Co., and this is his first trip to the States in 28 months. (Staff Photo)





### Back From...

(Continued from Page 1)

crimes are punished by beheading and beating to death. To his knowledge, there is only one prison in the country and this is a large system of caves on the seacoast. Being sent to the caves is a "living death" as few prisoners ever come out alive.

The American influence in the nation is strengthened by their respect for Moslem customs. The oil company for which Faughn works, for example, allows the Moslem workers to take two 30-minute prayer periods out of each working day in compliance with Moslem law. During the Ramadan fasting observance, the Moslems do not eat during the daylight hours for 30 days. The company does not force the men to do any heavy labor during this time, and in many instances, they are not required to work at all.

No Proselyting  
"The biggest mistake that an American can make is to attempt to tell a Moslem that their laws are not correct or to attempt to teach them Christianity. We would be asked to leave the country for interfering in their age-old customs and ideas," he said.

The company provides the very best foods available in the world at the camp commissary for the more than 5,000 American employees there, according to Faughn. Of this number, at least 800 are students in the company operated schools. None of the food is secured in Arabia, he said, with most of it coming from Australia, Holland, Denmark and the United States.

High Summer Temperatures  
All of the camp homes in which the Americans live are air-conditioned to cope with the 127 degree temperatures in the summer. The American housewives are invited to select foods to be sold in the company commissary by testing them in a special kitchen and then reporting the results to the supply division. Foreign goods are available at prices about one-half of the same items in the United States while the American products sell for one-fourth more than they would in the States, he estimated.

Experience is the key factor considered by the Arabian-American Oil Company in choosing its employees for foreign work. A man or woman must be considered a master of the trade in the States before he or she is considered for the job. The company pays all expenses from the time the new employees leave home until they return to their homes, including vacation time.

Raise Living Standards  
The benefits provided by the company for its 12,000 native employees have raised their standard of living from "nothing" to a

about one-half as good as that of the Americans, Faughn states. Quarters, food, medical care and other necessities are included in the list of benefits.

The remote location of the oil camp in which Faughn works and lives leaves it unaffected by the conflict which rages in the Near East. An air evacuation program has been set up, however, with the women and children set to go first in alphabetical order.

Sand "Really" Blows  
When asked to comment on the weather in Saudi Arabia, Faughn exclaimed, "It's hot!" The temperature in the shade during the summer months often reaches 127 degrees with the winter climate about like that of Corpus Christi.

"The longest sand storm we ever experienced lasted for 57 days and I don't mean just a light blow. It was a real sand storm. Rainfall maximums in Saudi Arabia average 1.5 inches each year with a usual rainfall of even less," he said.

His visit to the United States will end on Feb. 25, the date Faughn is to report back to his base in Saudi Arabia.

### School Lunch Menu

Menus to be served each week in the cafeterias of the Hereford Schools are published as a public service by The Hereford Brand. The following menus will be used during the week of Jan. 24:

- Wednesday
  - Pork and Gravy
  - Blackeye Peas
  - Combination Salad
  - Prune Plums
  - Bread, Butter, Milk
- Thursday
  - Pinto Beans, Ground Beef
  - Spinach, Fruit Salad
  - Cornbread, Cookies
  - Milk, Butter
- Friday
  - Cod Fish, Lemon Wedges
  - Buttered Corn
  - Cabbage Slaw, Cherry Cobbler
  - Bread, Butter, Milk

**Dr. Milton C. Adams**  
OPTOMETRIST  
Office Hours 8:30-5:00  
140 W. Third, Hereford  
Texas  
Phone 37

### Gurley Sees Need For An Increase In Freight Rates

The Santa Fe Railway System looks forward to a continuing high level of business during 1957, and expects that gross revenues will equal or slightly exceed the revenues of 1956, President Fred G. Gurley said today in his year-end review and outlook.

Economic conditions in Santa Fe territory were generally good all through 1956, with the exception of some agricultural areas in the Southwest, which continue to suffer from severe drought. Gross revenues from all classes of service are approximately three per cent above 1955, although net income is likely to be about 10 per cent below last year because higher costs of conducting the business have not been covered fully by rate increases for the services performed.

#### No Major Change Seen

The overall volume of Santa Fe traffic is quite naturally geared to the prosperity of the area served by the railroad, and there appears nothing now to suggest any significant change in the record of growth of population, business and industry in the West and Southwest during the coming year, Gurley said. The outlook for agricultural production is favorable in most of the areas, although because of the effects of drought and the soil bank program, a decline seems certain in winter wheat production, an important volume commodity for the Santa Fe.

"Continuing increases in the cost of wages, fuel, materials and supplies and payroll taxes are placing the railroads in a position of waging a strong fight against the squeeze that results from inflationary pressures combined with an inability under regulatory policies to get rates more nearly in balance with higher costs. Even a rate increase, which merely absorbs higher operating costs, would add nothing to the net income on which there are greater requirements for capital expenditures involving replacements at prices much higher than amounts provided by depreciation based upon original costs of old facilities that are replaced," Gurley declared.

#### Modernization Plans

President Gurley said the Santa Fe has spent large sums in modernizing and improving its plant to keep abreast of growing transportation demands and that substantial expenditures already authorized for further acquisitions of new equipment and major property improvements represent a continuation of this program in 1957. The authorized program includes 974 track miles of new rail, all to be continuously welded; a new reefer-operated classification yard in the plan for modernization of car-with freight terminal at Chicago; 72 additional diesel units, 71 new passenger and mail cars, and 5,500 new freight cars of various types. Some of the freight cars may not be received until the first half of 1958 under present delivery schedules.

"This reflects our full confidence

in the future and in the soundness of our basic economy," Gurley declared. "We have confidence, too, that there will come a wise and sound treatment of the competitive situation in transportation through appropriate modernization of governmental regulations, all in the interest of continuing the vitality of railroad services which have been and always will be so essential to our national defense and the commerce of the country."

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**SCHOOL LUNCH MENU**  
Menus to be served each week in the cafeterias of the Hereford Schools are published as a public service by The Hereford Brand. The following menus will be used during the week of Jan. 24:

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Combination Salad  
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Bread, Butter, Milk

**Thursday**  
Pinto Beans, Ground Beef  
Spinach, Fruit Salad  
Cornbread, Cookies  
Milk, Butter

**Friday**  
Cod Fish, Lemon Wedges  
Buttered Corn  
Cabbage Slaw, Cherry Cobbler  
Bread, Butter, Milk

**Dr. Milton C. Adams**  
OPTOMETRIST  
Office Hours 8:30-5:00  
140 W. Third, Hereford  
Texas  
Phone 37



The New Year is coming in with much fanfare and high expectations in the hearts of all. We're very grateful for your patronage during the past year. We're glad that we could be of service to you, and we hope that 1957 will chart a course to a bright and happy future for you and yours. Happy New Year Everyone!

We will close at 7 p.m. on Saturdays during January.

The **Vogue** for the lady of fashion

**Start the New Year RIGHT . . . . .**

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<b>1955 BUICK Roadmaster Riviera</b> Beautiful Polar White over blue. Fully equipped, electric controlled windows and seat, white tires, one owner car. See it today. Price reduced to <b>\$2475</b>	<b>1955 BUICK Century Riviera</b> Beautiful blue and white 2 tone, heater, radio, air conditioner, white tires, one owner car. This is a honey. Price reduced to <b>\$2250</b>
<b>1952 BUICK Super 4 door 2 tone gray</b> Local one owner car, fully equipped, has had excellent care, a fine car at a bargain. Price reduced to <b>\$695</b>	<b>1952 BUICK Special 4 Door Light Green</b> Dynaflow transmission, radio, heater, a good buy. Price reduced to <b>\$595</b>
<b>1954 OLDS 4 door Sedan</b> Light blue, Hydramatic, radio, heater, factory air conditioner. Price reduced to <b>\$1395</b>	<b>1953 Mercury Monterey 4-Door Sedan</b> Automatic transmission, radio, heater, one owner, excellent condition. Price reduced to <b>\$995</b>
<b>1954 Chevrolet 2 Door "210" Light Blue</b> Finish, extra clean, lots of good unused miles in this car. Price reduced to <b>\$895</b>	<b>1953 FORD Tudor, Standard Transmission</b> Radio, heater. Price reduced to <b>\$695</b>

Many other cars that we have taken in on the 1957 Buicks, that you may choose from.

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DRIVE SAFELY — A good look beats good luck in the job of safe driving.

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CLEAN COTTON RAGS

No Overalls, Strings or Socks

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HEREFORD BRAND SHOP

At The Movies

The Opposite Sex "The Opposite Sex," showing on Sunday and Monday at the Star, reveals such aspects of ladies, unknown to their male admirers, indulging in back-stabbing, hair-pulling, husband-stealing and reputation-ruining. With a cast headed by June Allyson, Dolores Gray, Ann Sheridan and Ann Miller, the musical combines comedy, drama, and song-and-dance talents.

The Ambassador's Daughter The New Year's preview on Dec. 31 at the Star will be "The Ambassador's Daughter," starring Olivia de Havilland, John Forsythe and Myrna Loy.

In the picture a visiting U. S. Senator is determined to have Paris declared "out-of-bounds" for European stationed G.I.'s. "The Ambassador's Daughter," played by Miss de Havilland, thinks this is nonsense, and sets about to prove her opinion by dating a shy G.I. played by Forsythe. She nearly provokes the Senator's point instead, but is rescued in time when a minor misinterpretation is cleared up.

The Proud Ones Gun-fighting marshals of the early West blaze into action in "The Proud Ones," showing Tuesday, Wednesday and Thursday at the Star. Starring Robert Ryan, Virginia Mayo and Jeff Hunter, it is a story of the founding of law and order in a boom city of the West.

Ryan plays Cass Silver, Marshal of Flat Rock, who faces, alone, the angry pressure of gold-bloted merchants, carpetbagger gamblers and lawless drifters. A young cowpuncher, played by Hunter, comes to town for the purpose of shooting the marshal, who had killed his father, making Cass a very unlikely savior in the eyes of the town beauty.

Mr. and Mrs. James Lackey of McCamey visited in the home of Mr. and Mrs. Francis Hardwick during Christmas. Mrs. Lackey is the Hardwicks' daughter.

Among the many college students home for the holidays were Mr. and Mrs. Jackie Burrus who are students at West Texas State College. Mrs. Burrus is the former Martha Jean Brown, daughter of Mrs. C. O. Brown. Another daughter, Emma Jane Brown, who teaches in Lamesa, also spent the holidays in Hereford.

Home for Christmas were Mr. and Mrs. A. D. Hooper and children of Plainview and Mr. and Mrs. R. K. Gentry and Mr. and Mrs. Robert Charles Gentry of Clovis, N. M. Mrs. R. K. Gentry and Mrs. Hooper are daughters of Mrs. Nona Jowell.

DRIVE SAFELY—Life is not so short that there is not time for courtesy.

DRIVE SAFELY—The best safety device known is about nine inches above your shoulders.

DRIVE SAFELY—Better be safe than sorry.

First Methodist Congregation To Open Attendance Movement Today

The congregation of the First Methodist Church will begin an active participation in the World Wide Church Attendance Movement at this morning's services. The effort to increase the attendance at the church's varied activities is scheduled to continue through Easter Sunday, a six weeks period.

General chairman of the planning committee for the attendance movement is Harold Rudd. He has selected six committee chairmen to work with him. The Rev. Alby Cockrell, pastor of the church, will act as the coordinator of the entire activity.

A spokesman of the group has stated that the movement proposes to do more than bring persons into the church's sanctuary. It takes as a major objective to make their spiritual experiences more significant in the lives of their fellow men.

Committees which will conduct the movement in the church here are as follows: Registration and Prospects, Mrs. O. L. Click, chairman; Mrs. Paul Coneway, Mrs. Colby Conkright, Mrs. Bill Davis, Delmar Sigle, Mrs. E. W. Harri-

son and Mrs. Ross Latham. Membership Visitation, Wayne Edwards, chairman; Mr. and Mrs. Joe Beyer, Mrs. Dorothy Ross, Monta Kay Gragg, Lynn Boomer, S. O. Wilson, Joel Hodges, Colline Brown and Mrs. L. B. Russell. Publicity and Promotion, Mrs. Charles Bell, chairman; Bert Boomer, Mrs. Grant Hanna, Clee Mehar, John David Bryant, Margaret Boomer and Mrs. Byron Durham.

Fellowship and Cultivation: L. C. Thomas, chairman; Jane Newsum, Mrs. S. S. Williams, Frank Lookingbill, Otto Gilliland, Mrs. Richard Winget, Don Shipley, Mrs. Ed Warren, Mrs. Leo Forrest, and Mrs. T. J. Parsons.

Individual and Family Devotions: Mrs. Alby Cockrell, chairman; Mrs. Tilden Slagle, Mrs. M. N. Beavers, Mrs. Jimmy White, Mrs. D. H. Bryant, Mrs. M. Fisher, Mrs. C. O. Brown, Mrs. C. R. Logan, Mrs. Norman Gray, Mrs. E. W. Solomon, Mrs. A. C. Pierce, Mrs. Ida Ricketts and Mrs. J. W. Kirby.

Visitation and Evangelism: Bill Stanford, chairman; Mrs. Bill Stanford, Rev. and Mrs. Alby Cockrell, Mr. and Mrs. Ernest Ro-

Student Nurse At Nashville Meet

Earle Dean Gandy of Route 3, Hereford, left on a 700-mile trip to Nashville, Tenn., Wednesday to

attend a Southern Baptist Student World Missions Congress. Miss Gandy is a student at the Hendrick Memorial Hospital School of Nursing in Abilene.

About 200 delegates from 50 Texas colleges left by chartered train from Dallas, and were joined by about 100 others in Marshall, Texarkana and other points along the route eastward. The group will return Dec. 31 in time for classes starting the next day.

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WITH \$2.50 PURCHASE OR OVER

ARROW BRAND PINTO BEANS 2 19c

KRAFT'S ORANGE-ADE 19c

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Tender - Crisp CELERY STALK 9c

U. S. No. 1 Idaho Russet POTATOES 10 lb. poly bag 55c

Extra Fancy Med. Winesap APPLES LB. 17c

COFFEE All Grinds 1 lb. Chase & Sanborn can 98c

SALAD DRESSING Salad Bowl Qt. Jar 39c

GRAPEFRUIT JUICE Food Club Lge. 46 oz. Can 29c

FROZEN FOOD SQUASH 2 10 oz. Pkgs. 25c

BAKERY SPECIAL! CINNAMON ROLLS Oven fresh Cinnamon Rolls filled with raisins, cinnamon and sugar

Pkg. of 8 21c

Orsborn-Norwood Chev.-Olds. Hugh Says: Final Day of Our 3rd Annual End of the Year Clearance Sale One Big Day Monday, December 31st The Sale Where Value Is A Fact - Not a Slogan. 1956 FORD Fairlane 4 dr. Sedan, black & ivory, radio, heater, automatic transmission, white tires, power steering, like new 1,995.00. 1955 CHEVROLET 210 4 dr., 6 cyl., radio, heater, Powerglide, gray and ivory, one owner, low mileage 1,495.00. 1955 FORD V-8, Fairlane, Club Sedan, ivory and green, radio, heater, white tires, overdrive, you must see this 1,395.00. 1954 OLDSMOBILE Super "88" 4 dr. Sedan, light gray, radio, heater, Hydramatic, power brakes 1,495.00. 1953 MERCURY Sport Coupe, two-tone green, radio, heater, automatic transmission, near new white tires. 1,195.00. 1953 FORD V-8, 4 dr. Sedan, light gray and black, radio, heater, overdrive 795.00. 1953 BUICK Roadmaster, Rivera Coupe, two-tone green, radio, heater, white tires, Dynaflo 1,295.00. 1951 CHEVROLET Deluxe 2 dr., light gray, radio, heater, Powerglide 495.00. 1950 CHEVROLET Deluxe 2 dr., green, radio and heater 395.00. 1950 CHEVROLET Deluxe 2 dr. Sedan, black, radio and heater 450.00. 1950 STUDEBAKER, 4 dr. Sedan, black, radio and heater 150.00. 1949 PONTIAC 4 dr. Sedan, black, radio and heater 245.00. 1949 FORD V-8 Conv. Coupe, maroon, radio, heater, overdrive 225.00. SEE THESE TRUCKS. 1955 GMC PICKUP, 1/2 ton, 3 speed transmission, light green, heater 895.00. 1952 CHEVROLET Pickup, 1/2 ton, 4 speed tsm., dark green, heater 495.00. 1952 CHEVROLET Pickup, 1/2 ton, 4 speed tsm., dark green, heater 495.00. 1952 CHEVROLET Pickup, 1/2 ton, 3 speed tsm., dark green, heater 495.00. 1952 STUDEBAKER Pickup, 1/2 ton, 3 speed tsm., dark blue, heater 225.00. 1951 DODGE Pickup, 1/2 ton, 3 speed, green, heater 225.00. 1948 GMC Pickup, 1/2 ton, 4 speed, dark green, heater 350.00. 1948 CHEVROLET, 1/2 ton, 4 speed, forward control, walk-in body, new high-torque motor, heater 795.00. Hugh Tremble Used Car Manager

Hereford State Bank Member: Federal Deposit Ins. Corp.

FURR FOOD STORES

ONCE UPON A TIME LITTLE RED RIDING HOOD TOOK A SHORT CUT-AND GOT INTO A LOT OF TROUBLE!



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Why take a short-cut and chance a big loss when all your valuables can be stored in a protected safe deposit box here? Banish that 'big bad wolf' of worry . . . rent your box TODAY!





By Jimmie Gillentine

Everyone says that children really make Christmas and I guess they are right, although I sometimes think they don't extend the coverage far enough. Around our place, at least, the kids keep things humming after Christmas, too.

Our back yard, for instance, is right now an excellent facsimile of a mountain scene in Colorado, thanks to the efforts of our 10-

year-old Buz, who takes it upon himself each year to collect old Christmas trees from the neighbors. Aided by James Schulz and Jerry Don McCaslin, he has been busier than a hunting dog since Wednesday. Last inventory showed a total of 17 slightly used trees on hand — and several others promised in the near future. This has been going on three years now, and while it may or may not be a service to the neighbors it can also become a problem in our immediate area. He is

improving, though. The first year he wanted to put them all in the living room, but we finally talked him out into the back yard.

This year I reminded him that we had the trees last year and suggested that the only fair thing to do was to let the McCaslin have them in their back yard in 1956. I finally wound up with a "No Sale" on the project, however.

And speaking of Christmas trees, the following item recently appeared in the "Big D" column of the Dallas News. It was written by Paul Crume, a former Farwell lad and brother of our own Vance Crume.

"Elton D. Johnson of Commerce, who grew up out at Summerfield on the high baldies of West Texas, thinks people around here take Christmas trees too much for granted.

"When he was a boy, the Summerfield folk got the big cedar for the school house stage only by making a 4-day wagon trip in mid-December to the Canadian breaks. One year a heavy snow blocked that, and they substituted a dead peach tree, its limbs wrapped in green tissue paper. And another year, when there wasn't any peach tree, somebody got a tall step ladder and festooned it with green cloth.

"It made a very splendid tree, he says.

"We know what he means about Christmas trees. In our part of West Texas, kids knew all about Christmas a long time before they knew what a tree was."

I did a little research on the subject and find that Mr. Crume is 100 percent on the ball. Eldon Johnson, who incidentally owns a Ph. D. and now teaches in East Texas State College at Commerce, is a brother of Ray Johnson, who still calls Summerfield "home." I asked Ray if he remembered the annual tree and he said, "I sure do. It was always a big production." As Ray recalls the event, it was Jack and Wiley Roberson, both now of Hereford, who actually made the trip to the Canadian breaks for the tree.

All of which goes to prove that elaborate gifts, glamorous settings and riches are not really the things that make Christmas what it means to most Americans. Out of all their Christmases, these old timers recall most vividly the ones which were founded on hardship and sacrifice. The Summerfield community, incidentally, still observes the occasion with an annual Christmas party. They had a nice one this year. And they do this in spite of the fact that their school has transferred and their church activities lessened in recent years.

I have always considered Summerfield an unusual community; one, you might say, with a personality. The folks stick together and when the occasion arises, they manage to get the job done in a big way. A few years back a mysterious Santa Claus started appearing at their parties with presents for one and all. It went on for several years, maybe still does. Everyone, including the Summerfield folks, was trying to identify the Santa. A lot of people had a lot of ideas, but if they ever found out who the mystery Santa was, it never got back to me. The reason Summerfield is unusual might well be due to its age. Founded in 1903, only two years later than Hereford, it has always been fairly prosperous and has been populated by outstanding people and families, including many of the leaders in Deaf Smith County since pioneer days.

Another nice thing about Christmas is the greeting cards you get



**NEW SECRETARY OF STATE—**  
Governor-elect Price Daniel announced he will appoint Zallie Steakley as Secretary of State. Steakley, former assistant attorney general, has practiced law in Sweetwater and Austin. (AP Wirephoto)

from old friends and distant places. Sometimes they have nice little notes which make them all the more appreciated. Such was the case of a card from Ed and Matt Hendrick, who now live in Palestine.

Bill Jones and family did even better. They came back for the holidays from their ranch near Monument, Colo., and even renewed their Hereford Brand. "It's a bunch of trips," declared Bill, "but you need a paper like that, especially on a ranch." Anyway, we got his money and, considering how much I have left in Colorado on fishing trips down through the years, it does my heart good to get a Colorado dollar once in a while.

Dr. R. H. Cagle of Colorado Springs cheated a little bit, I thought. He mailed out one of his Christmas Church bulletins. However, it was quite newsy with church items and interesting to read.

Bill Patton, I understand, was the only casualty resulting from the recent Explorer Scout ski trip to Santa Fe. Bill turned an ankle trying to ski. N. D. Bartlett and Morris Easley came through OK which, according to my opinion, means that they didn't try to ski more than once or twice. Especially N. D. The gang went up in his bus and slept in it during their stay. Understand they had quite a time. However, like I said before, skiing is strictly for the younger generation. If you are over 30, just let well enough alone. And I ought to know.

Meanwhile, 1957 is just around the corner. While 1956 was a good year, '57 will be better. In the first place, we will have twice as much moisture. Maybe more. Next year will see the drought start cracking up and things will get better from year to year. This will go on until 1960 or 1961. The thing to do is get set now, and make the most of it. Get out whatever you've been saving for a rainy day. We will have quite a few in '57.

The U. S. Census Bureau expects there will be 25 million more Americans in 1960 than there were in 1950.

**GRANDPA'S BOY**



By BRAD ANDERSON

**HOSSFACE HANK**



By FRANK THOMAS

**SONNY SOUTH**



By COURTNEY ALDERSON

**DEEMS**



By TOM OKA

**OFF MAIN STREET**



By JOE DENNETT

**THOSE WERE THE DAYS**



By ART BEEMAN

**RURAL DELIVERY**



By AL SMITH

**LITTLE FARMER**



By KERN PEDERSON

Advertisement for Phillips 66 Ammonium Nitrate Fertilizer. Includes a large image of a fertilizer bag and the text 'Apply Nitrogen Now and get these benefits'.

- 1. Nitrogen helps make bigger crops... promotes faster growth... gives you more profit per acre.
- 2. Nitrogen plowed down helps you get earlier, fuller benefit from phosphate, potash and other plant foods in your crop residues and soil treatments.
- 3. Fall plow down saves valuable time next spring when your work load is heaviest.
- 4. Nitrogen plowed in deep encourages roots of spring crops deeper to draw on available subsoil moisture.

For the nitrogen you need... APPLY PHILLIPS 66 AMMONIUM NITRATE

**WINTER SPECIAL**  
AMMONIUM NITRATE  
Truck Lots Per Ton  
\$74 Ton Cash \$77

AMMONIUM SULFATE  
Truck Lots Ton  
\$49 Cash Ton \$50

ANHYDROUS AMMONIA  
5 3/4c Your Tank - 6c Our Tank

Phillips 66  
6 1/2c Delivered CASH  
**Associated Growers**  
Of Hereford, Inc.

**SPECIAL**  
Let's Get Acquainted  
**ENAMEL PAINT JOBS**  
Complete  
**\$50.00**  
24 HOUR WRECKER SERVICE  
**Hereford Body Shop**  
East Highway 60 & Fungston St.  
Phone Day 197 Phone Nite 2070





# WHO WILL BE THE FIRST BABY of 1957?



## FIRST BABY of 1957 CONTEST

The first little New Citizen of our community . . . the first baby born after midnight on January 1, 1957 . . . will be the luckiest baby in town! This baby will win the array of valuable and useful gifts that will be presented by our community merchants listed below. Who will it be? Watch this newspaper for announcement of the winner of our **FIRST BABY of 1957 Contest!**

### CONTEST RULES!

Have Your Doctor State . . .

1. The exact time of your baby's birth.
2. Place of birth, sex, weight and name of baby.
3. Name and address of the parents.

Send the Information To This Newspaper Immediately

THESE VALUABLE GIFTS FOR THE WINNER WILL BE PRESENTED BY THE MERCHANTS LISTED BELOW!

### WESTERN FLOWER SHOP

The moment the winner is announced our floral greeting will be sent to the proud mother—a beautiful, fragrant bouquet of lovely flowers!

The Parents of the New Arrival May Bring their Car By

### JONES TEXACO SERVICE

for one free wash and grease job

### Hereford Laundry And Dry Cleaner's

Contribution to the New Arrival will be to do the family wash for one week.

We will salute the first baby of '57 with a gift of an infant's silver cup engraved with the baby's name!



### Cowan Jewelry

The First Citizen of '57 will love our gift—an auto bottle warmer for quick warm-ups on those trips.



### Roger's Drug Store



Our gift to the young winner will be a pair of Playtex Baby Pants to keep baby healthy and happy!

### McDOWELL DRUG STORE



We'll get the little winner off to a healthy start with a gift of a month's supply of our vitamin-rich milk!

### CREAM O'PLAINS

Hereford Creamery

A clever little Comb and Brush Set is our prize for the first in '57.



### CITY DRUG STORE

Phone 100

Our Gift to the little New-Comer is a Clothes Hamper.



### BUY - RITE Furniture Co.

When the little new-comer makes his first appearance in his carriage, he will be covered with a beautiful Baby Dress—our gift.



### HELEN'S YOUTH SHOP



A beautiful Infant's Dress will be our contribution.

### HARMAN'S

The Baby's Parents May Pick Up a Case of ASSORTED BABY FOODS from HUNTER'S

Our Gift to the Community's first arrival is a dozen Gauze Diapers.



### C. R. Anthony Co.

### Master Cleaners

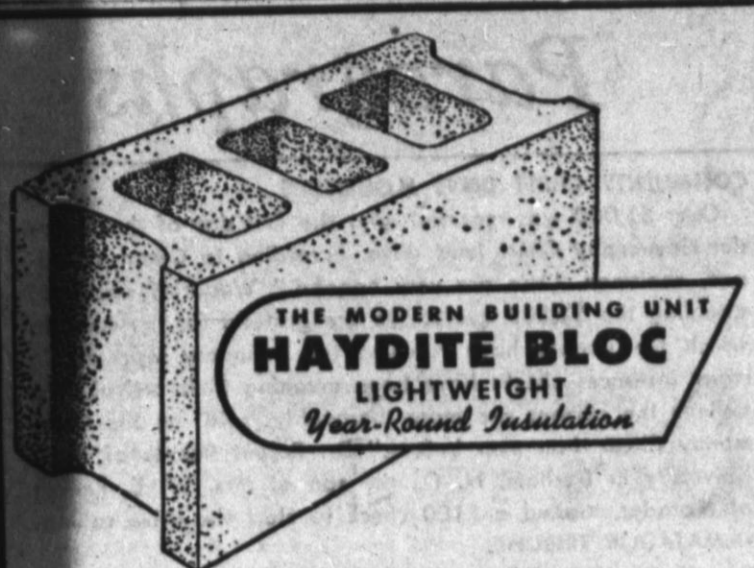
Will give the baby's parents \$5.00 in trade!



The parents of our community's first arrival may drop by The Hereford Brand and pick up their receipt for a year's subscription.

The Hereford Brand

There are no rivers in Bermuda. Alpha Phi Alpha is the oldest Guinea pigs are not pigs, they national college fraternity open to are rodents. Negroes.



CROWE-GULDE

### HAYDITE BLOCS

have 10 Bonus Building Advantages  
no other block can equal:

- LIGHTER WEIGHT**—Makes possible reduction in dead load without sacrificing strength. Easy to handle—quick to lay.
- STRENGTH IN EXCESS** of normal requirements and local building codes. An average HAYDITE Bloc can support the weight of a loaded railway freight car weighing 72 tons.
- FIRE RESISTANCE**—Will withstand temperatures well in excess of 2,000 degrees F.
- UNIFORMITY**—Permits pattern work of unvarying accuracy and beauty.
- MORE PAINTABLE**—HAYDITE Blocs take paint perfectly with no possibility of rusting or other blemishes bleeding through.
- MORE ATTRACTIVE**—Pleasing texture and natural gray color blend in beautifully for either modern or traditional architecture.
- INSULATES ACOUSTICALLY**—The unusual cellular structure absorbs noise to such a high degree that other sound insulating materials are usually unnecessary.
- AVAILABLE**—You can pull right into a HAYDITE Concrete Block to save real time and money on many jobs.
- DURABLE**—HAYDITE Blocs are concrete and multitude of tiny air cells in HAYDITE Blocs are excellent insulators in summer and winter.
- DURABLE**—HAYDITE Blocs are concrete and naturally are impervious to rodents, termites, rot and corrosion.

Remember—No Other Concrete Block Gives You All of These Bonus Advantages  
SINCE 1826

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

### Christmas...

(Continued From Page 1)

visit of their daughter Mrs. Virgil Joiner and her son Gordon of Midland and Mr. and Mrs. Jack Brumley and children of Amarillo came down for Christmas day with his parents, the Bonnie Brumleys.

**A Reunion at Hereford**  
Mrs. Jerry Murphy of Gainesville, the former Miss Dixie Young, joined her brother, R. V. Young and his family at Ft. Worth here for the holidays with their parents, Mr. and Mrs. E. W. Young. Other holiday guests in the Young home were his mother, Mrs. W. L. Young and his sister, Evelyn Young of Tyler.

The R. V. Youngs also visited her parents, Mr. and Mrs. Louis LeGrand during the holidays, as did their sons, Geo. L. LeGrand and his family, and Louis LeGrand of Amarillo. Mrs. Young is the former Miss Mary Estelle LeGrand.

**Journey to Kansas**  
Since the A. L. Manjeot's son Capt. Lloyd Manjeot and his family are in Germany and too far off to make it home for Christmas, the Manjeots left early for Wichita, Kan., to spend Christmas with his relatives. Her mother, Mrs. Reber Howton, who makes her home with the Manjeots, spent the holidays with her daughter, Mrs. P. H. Gilliland in Amarillo.

### Wedding...

(Continued From Page 1)

in antique glass and silver added a touch of beauty and sentiment to the anniversary scene.

Out of town guests attending the observance were Mr. and Mrs. T. J. Smith, Mrs. Hugh Rollins, Mrs. Edward Pierce, Mr. and Mrs. J. T. Haile, Mrs. Sam Ratcliff, and Mrs. Geneva Meharg of Amarillo, Mr. and Mrs. Osa Baker of Sudan, and Mr. and Mrs. Edmond Crump and daughters of Ralls.

**CARD OF THANKS**  
We would like to thank everyone who remembered us during our sorrow. The prayers, flowers, expressions of sympathy were appreciated beyond words. May God bless you.

Mrs. W. W. Wimberley Sr.  
Mr. and Mrs. William Wimberley and son  
Mr. and Mrs. Vernon Baker and family  
Mr. and Mrs. Carl Wimberley and family  
Mr. and Mrs. Aubrey Wimberley and family.

**WRONG ROAD**  
MAGNOLIA, Ark. (AP)—An automobile and a freight train collided head-on here.

The car driver suffered only scratches and bruises.

Police charged him with driving while intoxicated.



### THE "GREATEST SHOW IN HEREFORD" IS AT HARMAN'S... MONDAY... 9 A.M. TO 6 P.M.

WHITE ELEPHANTS ARE ON THE MOVE - THEY MAKE THEIR APPEARANCE TOMORROW... DECEMBER 31st.

WE SUGGEST: Greet them with a smile and a full purse cause they come only once a year. Thrifty shoppers from all Hereford and surrounding areas will look forward with enthusiasm for HARMAN'S WHITE ELEPHANT EVENT. This is the time of the year when we acknowledge frankly our buyer's mistakes, and we dispose of short lots—broken size assortments—soiled and obsolete merchandise—by drastic price reductions—It's the time when we really close out on stocks and clear the decks for another year's action.

WE SUGGEST: . . . Read every item listed below—satisfy your curiosity—come and see—you are sure to find many usable items—join the crowd at HARMAN'S—Shop all day from 9 a.m. through 6 p.m. Tomorrow.

**SORRY!** BUT WE MUST REQUEST

- No Exchanges
- No Green Stamps
- No Refunds
- No Phone Orders

NO LAY-AWAY

**MAIN ENTRANCE SPECIAL!**

1 lb. can SCHILLINGS COFFEE 88¢  
Regular or Drip  
Limit 1 lb. to a customer

10c Bias Tape & RICK RACK 5¢

Puritan Crochet THREAD 5 Balls \$1

200 Count KLEENEX 6 Boxes \$1

Regular KOTEX 4 Boxes \$1

Fine Quality OUTING 3 yards \$1  
White, Blue, Pink & Green

2 lb. Size — 72x90

Taylor Made COTTON BATTS \$1

**NEW SPRING**  
Kay Whitney DRESSES  
Arriving Daily Half  
Sizes and Regulars

\$7.90 TO \$8.90

6 Only French KNIT SUITS  
\$25.00 to \$35  
White They Last 1/2 PRICE

**WHITE ELEPHANT SALE**

Entire Stock Children's DRESSES 1/2 PRICE  
Loomcraft Arlene Aires & Bobby Teens

Entire Stock COSTUME JEWELRY 1/2 PRICE

Full Size, Spring Maid Colored Sheets 2 FOR \$5

Cannon - Boxed Towel Sets \$2  
\$2.98 & \$3.98 values

**WHITE ELEPHANTS IN WOMEN'S WEAR**

Just 51 Entire Stock of Fall & Winter DRESSES  
One full rack to choose from  
1/2 Price  
All name Brands Ladies Don't Fail to take advantage of this Bargain!

**SHOE SALE!**  
Large group Fine Quality Fashion Craft Style Shoes. \$8.95 & \$9.95 Value.  
Priced to Clear \$4.99

GROUP LADIES' FLATS by BUSKEN \$3.98 & \$4.98 \$2  
Your Choice

Large Group of CHILDREN'S SHOES  
Sizes 8 1/2 to 3  
Values to \$4.98  
White Elephant \$2.99 Price

Big Double Blankets Wide Satin Binding Part Wool \$4

CHATHAM-PURRY BLANKETS Reversible Plaids, Solids While They Last \$8

19 TO GO Entire Stock of Winter COATS  
Values 19.95 to 39.95  
1/2 Price

Entire Stock of SKIRTS  
Prices range from \$5.95 TO \$14.95  
White Elephant SPECIAL 1/2 PRICE

Entire Stock of MILLINERY 1/2 PRICE

LADIES' NYLON HOSE  
Fancy Heels Dark Seams \$1  
\$1.50 Value

HAND EMBROIDERED Pillow Case Sets \$2  
\$2.98 & \$3.98 value

Men's All Wool SUITS Priced to Clear \$50.00 Values \$30

Men's White HDKFS 12 FOR \$1

One Group Men's SPORT SHIRTS \$2.98 to \$8.95 val 1/3 OFF

Large Group - Men's TIES 2 for \$1

One Group Men's All Leather DRESS OXFORDS \$5

Boys' COWBOY BOOTS Broken \$5.00

**CLOSEOUTS**

One Special Group MEN'S GENUINE FUR FELT HATS Values to \$10.00 \$5

MEN'S BROADCLOTH PAJAMAS 1/3 OFF

Men's Good Grade ARGYLE SOCKS 49¢ pr.

Men's Blanket Lined 11 oz. Lee JACKETS \$5.90  
\$6.95 Value

Men's Lee or Bluebell COVERALLS Regulars & Long \$5.90

Men's 4 buckle OVERSHOES \$4.98

Men's Snug Fit IRRIGATION BOOTS \$5.00

Men's Heavy 5 Buckle OVERSHOES \$5.95

Men's Lee Canvas GLOVES 4 pair \$1

Men's Broadcloth SHORTS & BRIEFS 2 FOR \$1

Entire Stock Men's HEAVY JACKETS 1/3 OFF  
Broken Sizes

New Patterns COURTESY PRINTS 3 YDS. \$1

Solid Color CANNON BATH TOWELS 3 FOR \$1

Knit Dish Cloths 12 and Cannon for WASH. CLOTHS \$1

Beautiful Bath MAT SETS \$3.99  
\$4.98 values

**SPECIAL!**  
Entire Stock Ladies' HANDBAGS \$2.98 & \$3.98 \$2  
Values plus tax

Entire Stock Tish-u-Knit SWEATERS \$2.79

Slipovers, Cardigans, Coat Styles Sizes 34 to 40 \$2.77

Schrank Long Sleeve \$2.77

GOWNS & PAJAMAS \$4  
\$5.90 value

Extra Heavy 20x40 Cannon BATH TOWELS Each \$4.88

Foam Rubber PILLOWS \$3.98

**WHITE ELEPHANTS IN BOYS' WEAR DOWNSTAIRS DEPARTMENT**

One Full Rack Boys' Heavy JACKETS 1/3 OFF

Boys' Long Sleeve Sport SHIRTS Size 2 to 16 1/3 OFF

Large Selection Boys' Winter CAPS 1/3 OFF

Boys' Wrangler JEANS All sizes \$2.79

Boys' Lee Jeans Heavy Grade \$2.77

Boys' Sturdy School Shoes Sizes 8 1/2 to 3 \$3.98

Boys' Combat BOOTS \$4.98

Boys' Knit T-SHIRTS Sizes 2 to 16 \$5.90

Large Selection Boys' Cowboy BOOTS \$5.00

Boys' Fruit of the Loom BRIEFS Sizes 2 to 16 \$4.90

**SAVE NOW!**  
Full-Table Men's WESTERN SLACKS Values \$8.95 to \$18.95 1/3 OFF

Men's 8 inch Cord Sole WORK SHOES \$8.00

Men's Engineer BOOTS \$10.95

Men's Fleece Lined SWEAT SHIRTS \$1

Men's Hanes Long HANDLE UNIONS \$2

Men's Famous H bar C WESTERN SUITS 25% off

Men's Cord Sole WORK SHOES \$5

STANDING ROOM ONLY TOMORROW AT HARMAN'S

Men's Genuine Lee Overalls \$3.00

Men's Good Grade Khaki Work SHIRTS \$2.49

**WHITE ELEPHANT SALE**

**WHITE ELEPHANT SALE**

**LOOK**

THIS WEEK ONLY

**SPECIAL**  
Cannon Terry Cloth  
AUTO SEAT COVERS

Variety of Colors  
Easy to Install  
Can Be Laundered . . .  
Regular \$5.95 Value

**\$3.95**

At Your Friendly  
**WESTERN AUTO STORE**  
245 N. Main Phone 703



### Legal Notice

THE STATE OF TEXAS

To: AGUSTIN VEGA, Defendant, Greeting:

You are hereby commanded to appear by filing a written answer to the Plaintiff's Petition at or before ten o'clock A. M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 21st day of January 1957, at or before ten o'clock A. M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.

Said Plaintiff's Petition was filed in said court, on the 6th day of December A. D. 1956, in this cause, numbered 3948 on the docket of said court, and styled, Velia Guerrero Vega, Plaintiff, vs. Agustín Vega, Defendant.

The names of the parties to the in Hereford, Texas, this 6th day of December A. D. 1956. Attest: Lucille Posey, Clerk, District Court, Deaf Smith County, Texas. (SEAL) S-24-4c.

### Legal Notice

NOTICE OF SALE OF SCHOOL PROPERTY

Sealed bids will be received by the Board of Trustees of the Hereford Rural High School District for the sale of school owned property located at the North end of Texas Avenue in Northwest Hereford and described as the West one-half of Block No. 4, Welsh Addition to the Town of Hereford. This tract measures 620 feet in

an East-West direction along Plains Avenue and 600 feet in a North-South direction along North Knight Street, and contains approximately 8.54 acres of land. It is surrounded on two sides by fine new homes in a highly restricted area and has 600 feet of 70-foot street paving along its East boundary line already paid for. Any one interested in buying this property should file their sealed bid with the school tax office in the Court House or mail it to P. O. Box 1542 in time to reach the tax office before 5:00 p.m. January 15th, 1957. Envelopes containing bids should be plainly marked, "BID ON LAND." The School Board reserves the right to reject any and all bids. Robert E. Wagoner, President, Board of Trustees, Hereford Rural High School District. B-51-4c.

### HOT MULLED PUNCH IS RATED GOOD NEW YEAR'S EVE FARE

#### Courthouse Records

**Deeds of Trust**  
J. D. Gilbert, et ux, to Sterling C. Evans, trustee, the W/2 of Survey 50, Blk. K-3, W.W. & S. Tremarco Corp., to Mellon Nat'l. Bank, Lots 1, 2, 3, 4, 5 and 6, Blk. 27, Finlan's Subd., Whitehead Add.

**Warranty Deeds**  
Bobbie H. Brewer, a widow to Ray Cowser, the W. 240 acres of Sec. 73 in Blk. K-3.

**Marriage Licenses**  
Tiburcio Sanchez and Celia Hernandez, 12-20.  
Simon Estrada and Ramona Sifuentes, 12-22.

**New Automobiles and Trucks**  
F. M. Woolbright, 1957 Chevrolet 1/2 T, 12-20.  
R. R. Jackson, 1957 Buick, 12-20.  
Paul S. Corbett, 1957 Pontiac, 12-20.

**Caney, Okla., Mr. and Mrs. Pearl Marshall of Tiaban, N. M., Max Kennedy of Canyon, Mr. and Mrs. Lester Hammons and children of Earth, Mr. and Mrs. Edwin Stevens, Mr. and Mrs. Duane Janssen of Borger; Neal Lomenick, Mr. and Mrs. Darrell Janssen, Mr. and Mrs. Ben Moore of Amarillo; Mr. and Mrs. Luther Gardner and Mr. and Mrs. Ralph Gould of Lubbock and Mrs. Harvey Kennedy of Lakeview.**

#### Open House..

(Continued From Page 1)

out the house served as an appropriate background for the yellow and gold flowers and appointments marking the refreshment table. Laid with a white linen cutwork cloth, the centerpiece was formed of gold leaves, gold rosebuds and carnations banked around a flower arch topped with the numerals "50" in gold with miniature bride and groom in the center. The tiered anniversary cake was decorated with tiny wedding bells and rosebuds.

Christmas carols played softly in the background gave significance to the season of the wedding date. The couple's eight granddaughters made up the house party and included Vella Kee Skypala, Gale and Sandy Blythe, Mrs. Joe Byars of Tatum, N. M., Mrs. Lester Hammons of Earth, Mrs. James Cox and Mrs. Ben Moore of Amarillo and Mrs. Harvey Kennedy of Lakeview.

Out of town relatives attending were Mr. and Mrs. Jim Prough and family, Mr. and Mrs. John McCormack and family and Mrs. Selma Haskins, all of Hobart, Okla.; Mr. and Mrs. Sunny Byars and Danna of Tatum, N. M., Mr. and Mrs. Frank Reid, Mr. and Mrs. Glenn Reichert and Treena of Clarendon; Mrs. Nora Simpson of

Planning a New Year's Eve party? If so, you'll need plenty of hot punch to warm up those guests after a ride through the wintry Hereford night or to send them home with a nice inner glow. This recipe will yield 2 cups of punch for all 50 of your guests and is considered quite good, with whole fruit added as a decorative touch. Honey is used for sweetening to give it a special flavor.

**Hot Mulled Punch**  
Use 5 No. 2 cans of apple juice, 3 (2-inch) sticks cinnamon, 1 T. nutmeg, 6 pints cranberry juice, 1 1/2 cups honey, 2 (9-ounce) cans grapefruit - orange juice blend, 2 oranges, 1 lemon and whole cloves.

Pour apple juice into kettle, add cinnamon and nutmeg and simmer for 20 minutes. Add cranberry juice cocktail, and grapefruit-orange blend. Stud oranges and lemon with cloves, drop into punch and heat to boiling. Stir in honey. Heat punch bowl and fill with heated liquid and spiced fruit. This makes approximately 2 gallons of punch or 2 cups each for 50 people.

**MARKING ON THE CURVE**  
STATE COLLEGE, Miss. — "Does owning an automobile hurt a freshman's grades?"

Parents and educators have pondered that one for years without ever coming up with a definite answer but now Mississippi's state operated colleges are trying to find out for sure.

Each institution is keeping a record of grades made by car-owning frosh and their pedestrian classmates. Taking into account the IQ of each individual and other factors, a four-man board will evaluate the findings and give an answer to the question.

**ITCHY PROBLEM**  
SACRAMENTO, Calif. — The California Public Health Department is out to solve an itchy problem.

It requested funds in its 1957-58 budget for research on combatting poison oak outbreaks among men who fight forest fires.

Geraldine Page, stage and screen star, used to recite Shakespeare while working as a thread winder.



# Let's Start the NEW YEAR RIGHT...

Plan Now To

## IRRIGATE

Your Farm . . .

And May We Suggest That

You Always Use

## POMONA PUMPS

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



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

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



## CLOWE & COWAN, INC.

### FUNDS PLACED WITH US ARE:

- (1) Safely Protected—Federally Insured Up to \$10,000.00
- (2) Earn 3 1/2% per Annum
- (3) Ready When Needed

Open your account by mail

Amarillo Savings & Loan Association  
407 W. 8th, Amarillo, Texas

Gentlemen:  
Please send me all details regarding an account with you.

Name .....

Address .....

City .....

State .....

Current Annual Dividend Rate 3 1/2%

**Amarillo SAVINGS & LOAN ASSOCIATION**  
407 W. 8th Phone DR4-8022

**LIVE BETTER ELECTRICALLY**

**MAKE IT A HAPPY NEW YEAR! ELECTRICALLY!**

1957 can be a great year — electrically for you and your family. A planned program of modernization in your home and especially in your kitchen will bring you an up-to-date electric home with all the comforts and labor-savers that only Reddy Kilowatt can bring you. Start first with the wiring (your electrical contractor will survey your present wiring without cost). Once the wiring is in shape, you're ready to live — to Live Better Electrically for 1957 and years to come.

**SOUTHWESTERN PUBLIC SERVICE COMPANY**

