## The Sunday Brand

PRICE 10 CENTS PER COAF




## WANT ADS Phone 30 or 31

FREE
Theatre Tickets
To See

## 

## WEDDESSDAY THURSDAY <br> April 1-2

## Star Theatre

Be Sure and Ask for Your Free Tickets







BohlenAppointment Produces Showdown

 Theremes. no onciaia discroserre of







 all won hass 1egaty, of upon his Coct Trat mond Alabamms. Demo.

 ate apporow of Bohten was then at

 moterne por bobiter


[^0]
## The WORID This WEEK

administration headaches-two views


THIS MAY TAKE Â UTTIE TIME


STEADY AS SHE GOES, UIYSSESI
Adenauer Coming to U.S. With Ace Up His Sleeve


ADENAUER
and
$W_{\text {cello }}^{\text {EST Kenmad Mienuren }}$

 frim strenghih He is the only wes
 pean Defense Communi Agginst Socialist-led opposition, treaty and contractual pacts with
the Western Bir Three through the
Bundestag (lower house of parliaBundestag (lower house of parlia
ment) The E.D. treaty, providing
for a $500,000-$ man German military for a $500,000-$ man German military
forree in a unifed West Europen
army Jinked to the North Atlantic Treaty Organization, worth patlantic pad by
a vote of 224 to 165 . The contractual a vote of 224 to 165 . The contractual
agreements granting virtual sov s.
ereignty to West Germany, were apereignty to West
proved 226 to 16
The Bundestag action does no
constitute final German ratififation of the pacts. They still must gel get
through ithe Bundessat upper
house) and perhaps a constitutional through the
house) and
court battle.
Approval by the lower chamber
is the first break in the E.D.C. ratiFrench Premier Rene Mayer and
Foreign Minister Georges Bidault
were in Washinton were in Washington thiss week, and
they also had something to show credit-wise on the pact.
Just before taking off from Paris for the U.S., Mayer aceomplished an
impressive diplomatic victory by proposing a formula a that permitted quick argeement on six French-
sponsored protocols to the treaty.
The protocols had been under negoThe protocolis had been under nego-
tiation in Paris for three weeks.
Mayer made it cleer Mayyer made it clear he did not
want to call at the White House ot
discuss U.S. aid for France without

MARCH HEADLINES IN RETROSPECT


## United Nations

$T_{\text {IIF meond foum in tho }}$

## 










 Son
 toblems wy ny fore tovetio rat Quote Sen. Stan R. Sgmington (D.
 than som


## Britain

Symbol of an Era




 Hiroush wow word warat ind asteried



QUEEN MAR
family stayed close to the bedside of The Queen, whose lifetime spans
the period from Victoria to the atomic age, is known to have been
ailing some time before it was announced Feb. 22 that she was con-
fined to bed. Her husband, King George $V$, died
in 1936. The throne went to her eldest son, -Edwand VIII. Upon his
abdication, her second son, George
VI, became king abdication, her second son, George
VI, beame king. His daughter,
Elizath II became Queen upon his Queen Mary had a strong influence on the erearing of Elizabeth and
lookedd forward proudly to her
granddainthter's
 Frament

Page Elight


## New Shipment! * FORDS <br> * MERCURYS * FORD TRUCKS \& PICKUPS

We Now Have A Nice Selection of New Cars So Come In and Pick Yours.

Your Friendly Ford-Mercury Dealer

## HEREFORD MOTOR COMPANY, INC.

142 Miles Ave.

## EASTER SPECIALS

$\star 28^{\prime \prime} \times 34^{\prime \prime}$ Mirror ${ }^{-}$ $\star 49^{\prime \prime}$ Dresser
$\star 6$ Large Roomy Drawers $\star$ Beautiful Lacker Walnut Finish $\star$ Full Size Bed
$\star 9^{\prime \prime}$ Bar Bed Headboard
$\star$ Full Size Footboard

| 2 Pc. | $\$ 9950$ |
| :--- | ---: |
| Bed \& Dresser | Only |



First Come - First Served


These are only Samples of the many Bargains awaiting you at our store. EASY TERMS -- WE DELIVER.

Phone 19
 world's gaeatest featuaes

## The Sunday Brand




Do You Need A Typewriter In Your Business or Home? We Have Remington Portables On Hand The Hereford Brand



## Shop in Hereford



STARTLING NEWS SHAKES THE PETROLELMM MESA DISTRICT..DANNYY MITE, WHO ABSCONDED WITH A MILLLION DOLLARS,HAS ESCAPED FROMTHE PRISON HOSPTTAL!




## Steel Age O ffice Desks

 Highest auality
## See them at



## New Air Foam Cush ions

- REMOVABLE COVERS
- NEW LOW PRICE
$\$ 5.75$ TO $\$ 6.75$

EXCELLENT FOR OFFIG - AUTO - TRACTOR! NEW SRIPNFNT THE HIGRIFORD BRAND


We Will Have A New Supply of
FIRE - PROOF VAULTS
Withinthe Nest Week or Two
The Hereford Brand


Will Handle Your Every Need In the Way of General Office Supplies. Also Fill Any Special Orders.

## The Hereford Brand

## THIMBLE THEATRE :-: Starring POPEYE

By TOM SIMS and BILL ZABOLY


FOR MY SOUP GARDEN!!


## TRADE WITH YOUR NEIGHBORS -

The Friendly Merchants Of Hereford

Friendly, Courteous Service Nationally Advertised Brands Complete Stocks Always

This Message Sponsored In The Interest Of A Bigger $\mathcal{G}$ Better Hereford By

For The Name of the Dealer of Your Preference
Tild BRONE
In Mercandise, Shop the Ad Columns of This Poper!


We Have QFFICE CHAIRS to Fit Your Every Need. Drop in to See Them. The Hereford Brand

Executive, Steno, and Lounge Chairs.

## (2) THE [KATEENJAMMTE RIDSS



## We Have ESTERBROOK Fountain Pens and Push Type Pencils. <br> Also Pen Points <br> The Hereford Brand





Stream-Lined Cake Making
 To join this club * You pay no dues you simply wear poll Parrot Shoes! Cnthony's

 was also much, better tasting and
more nourishing.
A short business session was con
ducted by the president, Mrs: Fred





## Denzil Pulliam

 Tops In DHIA Monthly Report

 Two Hostern of of Denal pulian's,



 Gorros Herre had wew Hokians Harovid kreighauser had two Hol



 Soil Conservation Program Heard By Farm, Ranch Women

A program on soil conservation was siven at the luncheon meeting of the Farm and Ranch Club Thurs- day at the heme of Mrs. of the Farm and Ranch Club Thurs-

day at the home of Mrs. P. B. So
well Mrs. Frank Rick
of the program. guest were made for the annual guest day.
Mrs. Frank Rickels won the floa-
ting prize.
The The next meeting of the group
will be held on onprill 16 in the home
of Mrs. Roy Pruitt Those present were: Mesdames
Charlie Burke, Herschel Burrus
Waldron Charie Burke, Herschel Burrus,
Waldron Melton, J. V. Perrin, Roy
Pruitt, T. W. Perrin, T. D. Devenport, G. S. Solom
and the hostess.


IT'S OFFICIAL .. MIDLAND MUNICIPAL AIR TERMINAL .. aviation Director Clyde Sharrer and Mayor Perry Pickeff
are shown here with a blue and white flag in front of the Administration Building of the Midland Municipal Air Terminal. They claim it's one of the first such facilities in Texas to have its own flog. The airport serves thousands of Permian Basin Empire residents. (AP Photo)

Hill Top Makes Ordinary Catile Grow Long Mair BLANKET, Texas -There
nothing like the top of a hill to help nothing like the top of a hill to hel
Texas cattie grow long hair to en Texas cattie grow long hair to en
able them to compete in the show able them to compete in the show
ring with cattle from the mountain
states. ring with cat
states.
For many For many years Heston McBride
registered Hereford breeder, ha registered Hereford breeder, hai
wished for a cool, comfortable
place to fit piace to fit out his show cattle an
a place that would help them to McBide eyed Tater Hill, a stee
Mnob that towered 135 feet above his cattle barn. Carving out a one
way raod on the steep slope, h
built a barn and moved his show cattle to the top of the pinnacle.
A pump has to be used to g. feed is a tough jop-there isn't
fenough room on top of the hill for
the pickup to turn around so it has

We Have A Complete Stock Ot SCREEN DOORS AND

## - WINDOW SCREENS

Get those screen doors and window screens put up now before the flys begin swarming at your door. We have a complete stock of both Screen Doors and Window Screens

Why not repair and remodel the old homestead now? See us about an FHA Title 1 Loan

You can borrow up to $\$ 3600$ with
NOTHING DOWN . . . . . . . . . . . . . . . . 36 MONTHS TO PAY

## Carl McCaslin Lumber Co.

## A Complete Building Service

 taie. fisstMISSIONARY TO
ADDRESS HEREFORD ADDRESS HEREFORD
WOMEN APRIL 1
Miss Flora Foreman, missionary to the African Congo for 31 years,
will address the WSCS of the Mewill address the WSCS of the Me-
thodist Church at 2 octlock Wednes-
day atternoon, April 1 in the sanc-
and

## BEITER RETURN

Earn a
on your davirgs with proved safety

Open an accoun First Federal Savings \& Loan Association Clovis, N. M. ee elizabeth womble 48 N. Main 5 t. $\qquad$

## CERTIFIED

## And Common <br>  <br> - 0 -

ARIZONA AND TEXAS CERTIFIED
Martin Plainsman Reg. Hegari Redbine 60 - Redbine 66 Double Dwarf KANSAS CERTIFIED WESTLAND RED TOP CERTIFIED CANE CERTIFIED KAFER 60 COMMON

- African Millet * Early \& Reg. Hegari - Martin - Red Top Cane - Atlas Sargo SWEET \& COMMON SUDAN SEED
HEREFORD FEED CO. BRADLEY GRAIN CO.

TAKE 60 SECONDS AT THE WHEEL.... DISCOVER

## A NEW KIIND OF CAR!




HEREFORD HUDSON COMPANY

## Editorals

Time To Think Of Highway Patrol


The Sunday Brand
Hereord, Texas con avoid the jostling crowds.

## 

 or is still interested after viewing the store
fronts, he - will continue his investigation, fronts, he - will continue his investigation,
lookking of homes, churches, schools and
other facilities. Hereford has seen an upsurge in mod-
ernization of store fronts in the past few
yeors. It is still a long way from perfect, years. It is still a long way from perfect,
but at least average or belter. Some pof the
old eye-sores, at least, have been improved and replaced. Most merchants who have
new fronts have consistently reported im.
proved volume. This could be due to the improvement, or it could be due to the
fact that the merchant who keeps his store's oppearance in good shape is
progressive man who will olso keep his stocks and service in good shape. Anywa
that is what they report.

## These things, though simple, have also improved conditions concerning the age. old complaint about people not trading at

 Id complaint about people not trading atome. People spend their money where
uality, service and variety of selection attracts them. Attractive store fronts are
among those things to be considered. Atfally, we hear of quite a few Amari in
people who come to Hereford to buy
certain lines. These people think, at leas ertain lines. These people think, at least


The victim who readily accepts speakin

## Adony growing businesses are profiting from

## Caught by customs men as he smuggled

 a bottle of brandy into the country, bottle. Our advice: Just leave that bottleOklahoma police sought a gunman doscribed as six feet, two inches tall, and so thin he weighed only
ently, for him, crime wasn't poying so much


## May Draft Call

Parallels April

## ‘Tater Peelin's <br> By Roberta Campbeil

We had thought that "Seldom Rest" would be an appro-
priate name for our little farm but now we think maybe
we should iust put a high fence around it and turn, it into
a "Zoo" as we olready have a pretty good start.
Besides our fifty head of sheep Buster's pets, as of
today, include one horse and we can't say pony because
though he's very gentle, he stands obout 16 hands high,
one cat, one little lamb on a botle, three dogs and seven
puppies, and six colored Easter chickens just sproutin white
teghorn feethers through the orange, yellow, blue, green,
and red down.
Now all he wants is a monkey, a taikin parrot, and a
baby elephant.
Everybody around us is busy puttin in potatoes the last
few days but personally we'll be a lot more interested in
"tater diggin" fime than seein em go into the ground.
We see by the want ads that we have a new business in
Hereford.
Rhodes Recording Company, 121 West Third. They sug-
gest church weddings, Baby's voice, etc.
Might not be a bad idea to play the marriage vows every
now and then to remind couples of their promises.
And wonder how some women would feel if they could
hear a recording, of them talkin about their neighbor or
screamin at their children.

Citizens Think Hereford Could Avoid 'Bcom' If Oil Wells Hit


## CUINT FORMBY

Increased activity would necessitate a lot of planning and
ooperation by everyoné in Hereford. Immediate and long range planning would hel

## calls for induction of 2,823 men, Brigadier Cieneral Paul $L$. Wake- field. state Selective Service di- rector, annownced.

## Panhandle Paragraphs

ons mino cor shaw

## NEW MAN'S SHOP FOR OLTON

## Something Olton has been watching for is going to happ

ing Saturda
The store is housed in a new brick and tile building across
OK road widening
The actual widening of Texas State Highway 71
Hillije street to the north city limits of El Campo has b approved by the Texas State highw

## SCHOOL RECORDS <br> Attempting to unsnarl a set of incomplete financial records at Box Elder high school, a school board comminiee has found that sometime between July 1, 1949 and -June 30, 1952 Box Elder high school "became almost insolvent," according

## METER MONEY TO RED CROSS

Your parking meter money is doing a good deed this
It is going to the Red Cross.
fund, said the meter proiect Mitchell County Red Cross fund, said the meter proiect began Wednesday and
onion deal in high gear
Weared the past shippers have been
geared for the past week to a multi-million dollar Valley
deal in onions, which have been selling for high as $\$ 4.50$
here's nothin more satisfyin than watchin your own cattle graze on your own land, although l'il admit it was a little satisfyin, to be exact, as that's how much the price of the satistyin, things has drepped, and I stumbled onto a copy of a newspaper which was several days old but readin an out-of-date can think of to do around this place and I took it to the shade and read whiere a Congressman in Washington wa: demandin that a resolution denouncin Russia for enslavin As $I$ understand it, the Congressman wanted to re-write the resolution and put in some words at least four times as strong as the ones under consideration, but I'm afraid he's up
against an impossible situation. What would he do with the words after he puit em together

## If I tried right hard I could think up some words a \%o

 stronger to call Russia, but you wouldn't print em and either.Moreover, I don't believe there are any words, printable or un-printable, which we could get hold 'of which would
have any effect on Russia. Anybody who's figurin on settinsitronger words to call Russia, is sure barkin up the wrons flroinger words to coll Russia, is sure barkin up the wron as effective as a barrage of arrows against the 12 -foot-hick as effective as a barrage of arrows against the 12 -foo-mith
walls of the Kremlin. The pen may be mightifer than the sword, but it ain't mightier than a iet bomber loadied with phrase, ought to see what they're doin now with jellied gasoline. Congress may be aple to solve domestic probiem
with words and there's no recognizable shortage of ammunition in that department, but oratory is a mighty poor
Pve heard of people who could annihilate an enemy witi a word, but there's just not many of them people lef


 4 (2) Be sure to follow the sieple rules.

## THREE GRAND PRIZES!

 SECONDPRIZE
3. Each individual store will give a prize for the best colored picture furned in to them. Prizes
clearly in space provided and TAKE YOUR COLORED PIC0) LURE TO THE SPONSOR SHOWN ON THE AD. All entries myst be submitted before Tyesday
5. Decisions of the iudges are final. Finished pictures become the property of the sponsor who

THE HEREFORD BRAND \& SUNDAY RRAND


## CHINA



Address HEREFORD BAKERY
thess $\$ 5$ 1. This contest is open to all boys and girls 11 ye
employees of the sponsors or of this newspaper.
2. Color as many of the pictures on this page as you wish listed under store námes. March 31; 5 p.m. reserves the right to publish the winning names.


athiss PARK AVENUE DRUG STORE $\$ 3.00$ in Merchandise



Nome
Address
COWAN JEWELRY
$\$ 2.00$ in Merchandise


CAVE'S 5 of 10c STORE


PERRY BROS.

If's A Long Grind
For Any Bill To Pess Into A law

 lons for wondering ing ithature, it taki.
Maybe to pecome taw.


 UalCO
U-AL-CO

## Lrawe-Gulde Lement

lolerk. Assume that the bill you are

 lie hearing, usually on the date re,
$\square$
$\square$

International Theme Highlights Westway Bippus Club Session

## An international theme was sbie

$\left\lvert\, \begin{aligned} & \text { Hoover and Miss Christine } \\ & \text { bevry, }\end{aligned}\right.$ neme


Read The Classified


# NOTICE 

We are happy to announce a new

## PRICE

 DECREASE ON ALL DODGE CARSWe Can Now Deliver You A Big

New Dodge For As Little As

## 2199

 SEIGLER MOTOR CO.
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