

WEATHER

Table with weather forecast for Saturday, Sunday, Monday, and Tuesday, including high and low temperatures.

The Hereford Brand

42 Pages

Published Every Thursday

Our Slogan: "More People—More Farms"

53rd YEAR—NUMBER 52

Hereford, Texas, Thursday, December 24, 1953

PRICE 5 CENTS PER COPY

Christmas Pageants



AT WESTWAY, a pageant-pantomime Monday ushered in Christmas week. Frieda Inman and Ralph Morrison played the part of Mary and Joseph...



ST. ANTHONY'S SCHOOL put on their Christmas play Sunday afternoon. Those taking part included, from left: Joan Atwell, Joan Herbart, Carole Sundeen, Kathleen Diller, Elizabeth Brorman, Alice Lueb, Linda Sue Parker, Charlotte Williams, Robert Schmucker, and Joe Wilhelm.

County Receives 12 Cars Of Drouth Feed

So far, 12 carloads of drouth emergency feed have arrived under the new program in Deaf Smith County, according to Deaf Smith County Agricultural Agent Hugh Clearman.

Roy Bass Spoke At Rotary Ladies Night Monday

Some 90 persons attended the Hereford Rotary Club Ladies night banquet Monday, and heard Roy Bass, Lubbock attorney, speak on the subject of "Less Loveless Love."

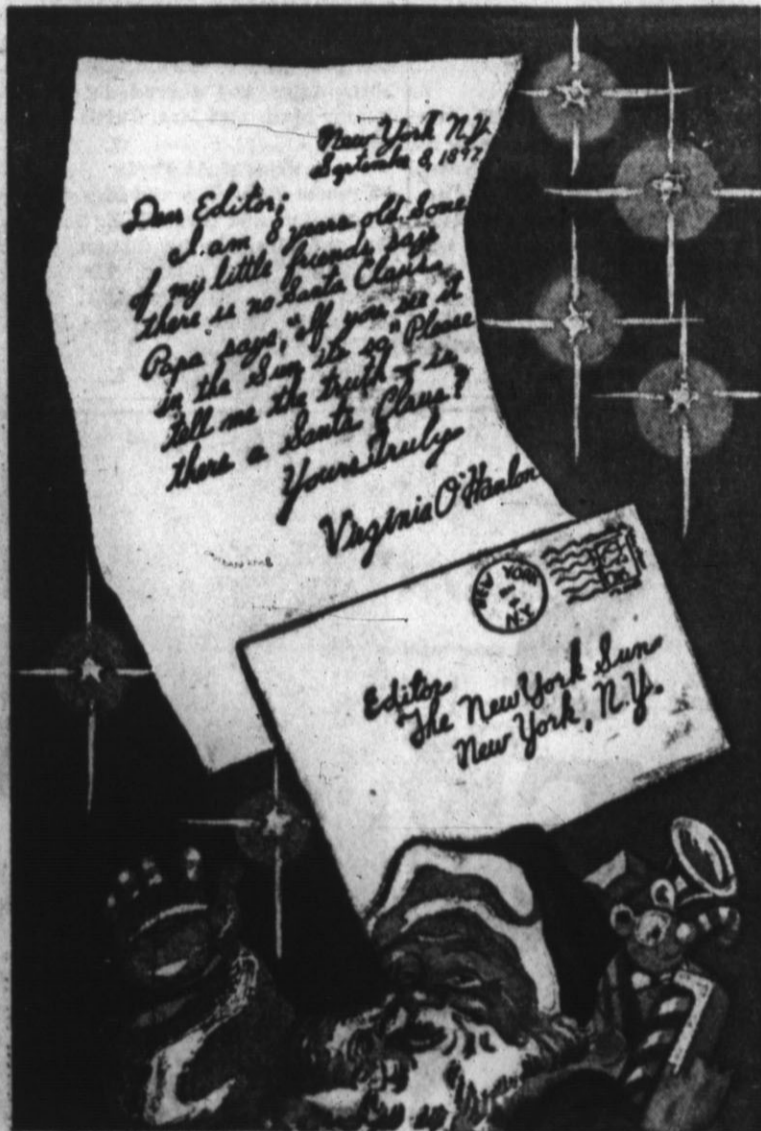
"We need to spread our attentions out over the year, instead of trying to do everything on Christmas, anniversaries, and birthdays," Bass said, in a speech that half-hid his serious message with humor and jokes.

"All too often the man who, when he was courting the young lady who became his wife, was always ready with his hand at her elbow when they reached a curb that an undersized Chihuahua would have gotten over easily, now expects his wife to clear almost any obstacle unassisted."

Special music preceding the speech was furnished by the girl's sextet from Hereford High School.

Willing Workers Class Entertained Thursday

Mrs. Lewis Shirley was hostess for the Willing Workers Sunday School class of the Avenue Baptist church in her home Thursday night.



It was only September, and 1897's Christmas was three months in the future. But Virginia O'Hanlon's concern was with an important problem that, to her, new no season. That was why she wrote her letter to the New York Sun.

The answer to Virginia's question, written in a moment of deep spiritual insight by Francis B. Church, stands even today as a testament expressing two thousand years of faith. It is being reprinted in the Brand again this year by request.

YES, VIRGINIA

"Yes, indeed! Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age—they do not believe except what they see—they think that nothing can be which is not comprehensible by their little minds."

Albert Lowther, Retired Farmer Buried Tuesday

Funeral services for Albert Lowther, 79, 309 Bennett, were held Tuesday in the First Christian Church with Rev. Don Root, pastor, officiating.

Final Plans Being Made Today For Christmas Holiday

Christmas buyers will make their last rush to the stores today, including all of the housewives who will shop the major food stores in Hereford in preparation for the long holiday weekend.

A cold spell that dropped temperatures to about 6 degrees above zero Tuesday night had failed to dampen shoppers' spirits Wednesday, and they were still giving considerable business to the toy counters, as well as to the parts of the various businesses.

Thinking Of Others At the same time, many others were thinking of those whose Christmas might not be too cheery without some extra help, according to Mrs. Jewel Smith of the Welfare office.

Special Services Set By Three Churches

At least three of Hereford's churches are planning special services for Christmas Eve, (tonight), and two will follow through with Christmas day services.

7:30 o'clock, 8 o'clock, 9 o'clock and 10 o'clock. The 9 o'clock mass will be a High Mass, and the others will be Low Masses.

Extra Help About 45 families, including elderly persons, will receive extra help through the welfare office this year, she continued.

Immanuel Lutheran Church and the First Baptist Church have both scheduled services for 7:30 o'clock this evening, while St. Anthony's Catholic Church will have a Solemn High Mass at midnight.

The Children's Choir of St. Anthony's School under the direction of the Franciscan Sisters of Mary Immaculate will sing the 9 o'clock Mass.

Clothing, Too In addition to toys and food, clothing and shoes were purchased for children who have a special need for such things, Mrs. Smith continued.

Celebrant for the High Mass will be Father Nathaniel Madden, with Father Bartholomew Paytas as deacon, and Father Leo Moczygamba as sub-deacon. A procession of the clergy, 4th degree Knights of Columbus, servers and altar boys will precede the mass.

Christmas carols will be sung from 11:30 o'clock preceding the Midnight Mass. Music and singing for the service will be rendered by St. Anthony's choir under the direction of Edward Dziuk Jr. Organist will be Mrs. Arhart Reinart. "The Jubilee Mass" by Marsh, will be sung by the choir.

Tuesday afternoon the annual American Legion Christmas party for needy children was held at Cave's variety store, and each child was given \$1. to use as the child saw fit on the purchase of toys. Some 21 children were present. (Continued on Page 2)

Draft Board Shows Total Of 37 New, Reclassifications At Meeting

There were 37 new classifications and reclassifications at the meeting of board members of Selective Service Board 18 on December 15.

Joe R. Kearns, Gerald W. Downing and James E. Adams.

Classification of I-D are: Clarence S. Rice, Jim Dowty, Tim T. Magness and Clifton F. Newberry, Jr.

Board members present were: Otho L. Massie, chairman, M. Ray McReynolds, Canyon, and J. C. Fulfer of Dimmitt.

Those classified as IV-D are: Kenneth E. Godwin, Jamsey L. Hacker and Leslie J. Thompson.

Classification of I-S are: Carl E. Johnson and Robert L. Yates. (Continued on Page 2)

I-A classifications are: Don Acker, John Miller, Jerry Rogers, Robert Schroder, Richard Tucker, Lonnie Merriott, Dale Vandever, Elmer Isham, Kenneth Stevens, Aubrey Cope, Raymond Zellner, Lonnie Straley, Rudolph W. Jesko, Dennis H. Helman, Joe A. Betzen.

I-C classifications are: William F. Craig, Grady Puff, Robert V. Pennington, Elmer T. Mitchell, Jesse T. Coburn, Alvin Young, and Clinton D. McDuff.

Classification of I-S are: Carl E. Johnson and Robert L. Yates. (Continued on Page 2)

Around Town

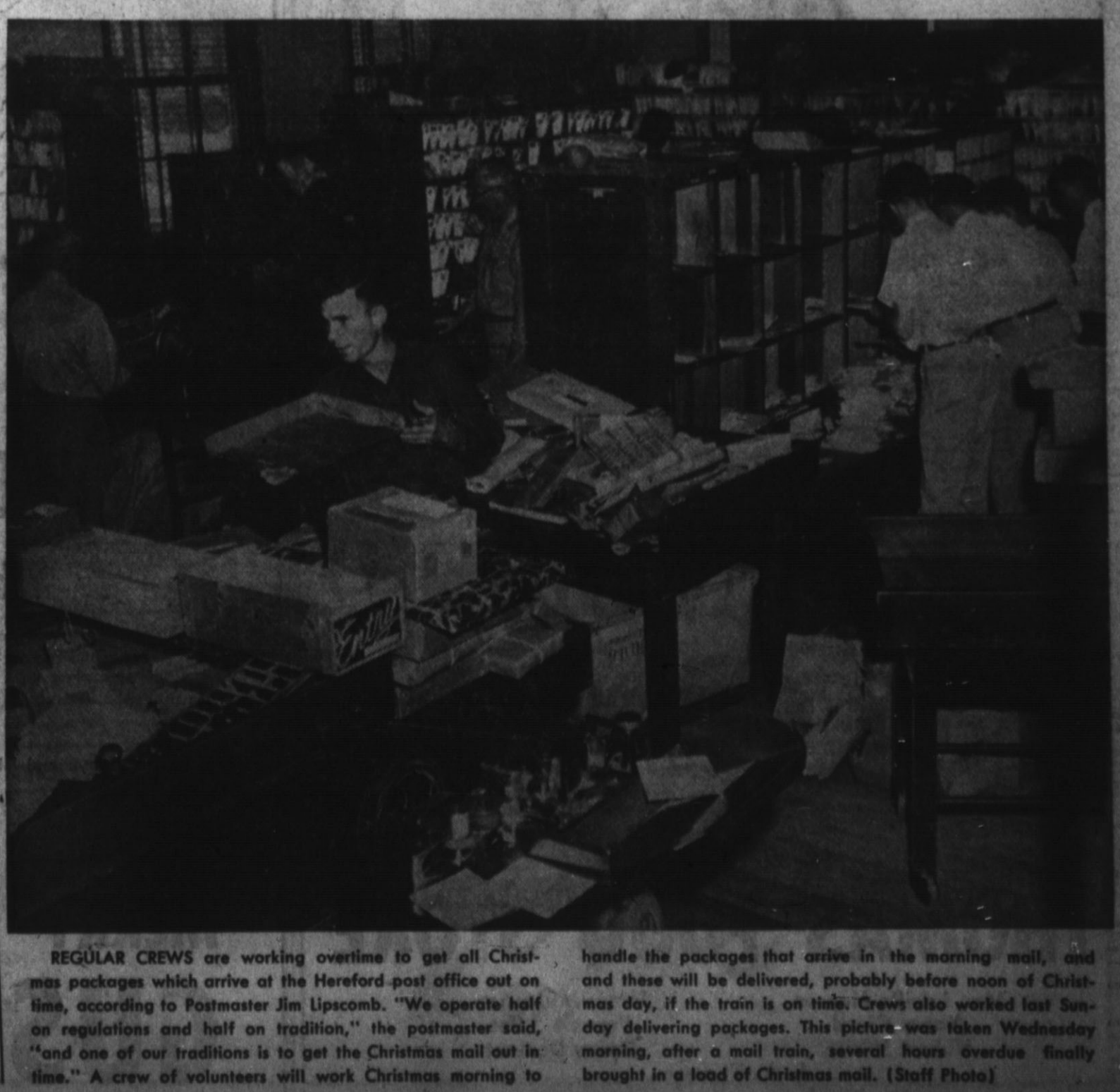
The Deaf Smith County Library will be closed from today through the Christmas holidays, and will reopen on January 4.

Commission Approves Gift For City Firemen

A gift of \$5 in cash to each member of the Hereford Volunteer Fire Department was voted at the regular meeting of the Hereford City Commission Monday night.

Annual Christmas Party Held By Hospital Staff

Annual Christmas party of the hospital staff and members of the board of directors with their wives was held recently in the club house. Jimmy Baxter, hospital manager, was master of ceremonies.



REGULAR CREWS are working overtime to get all Christmas packages which arrive at the Hereford post office out on time, according to Postmaster Jim Lipscomb. "We operate half on regulations and half on tradition," the postmaster said, "and one of our traditions is to get the Christmas mail out in time." A crew of volunteers will work Christmas morning to handle the packages that arrive in the morning mail, and these will be delivered, probably before noon of Christmas day, if the train is on time. Crews also worked last Sunday delivering packages. This picture was taken Wednesday morning, after a mail train, several hours overdue finally brought in a load of Christmas mail. (Staff Photo)

"Yes Virginia"

Continued from Page One

Highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus—the most real things in the world are those neither children nor men can see."

"Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there—nobody can conceive or imagine all the wonders that are unseen and unseeable in the world."

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, or even the united strength of all the strongest men, that ever lived, could tear apart. Only faith, fancy, poetry, love, romance can push aside the curtain and view and picture the supernal beauty and glory beyond."

"Is it real?—ah, Virginia, in all this world there is nothing else real and abiding."

"No Santa Claus; Thank God!—he lives, and he lives forever—a thousand years from now, Virginia, nay, ten thousand years from now, he will continue to make glad the heart of childhood."

Club Members Sang For Supper At Party

Singing for their supper was only one of the stunts performed by the members of the Business and Professional Women's Club Monday evening at the Jaycee Club house where they met for their annual Christmas dinner.

Ellen Carter was in charge of the stunts, and the program which was concluded with a Christmas story, "The Juggler" by Anatole France, read by Zula Gilliam. Gifts were passed in the manner of musical chairs on a key word in a story read by Janice Craig.

Hostesses were Eunice Petersen, Kathleen Cayler and Janice Craig. Mrs. Rex Tynes of Tynes Party House prepared and served the turkey dinner. Red tapers, greenery, figurines and the gifts decorated the tables, which were arranged in horseshoe manner.

Members attending were Madlynne Burling, Lucille Posey, Marjorie Campbell, Charlotte Calvert, Dyalitha Brady, Erma Walker, Pat Loerwald, Corinne Jennings, Betty Jowell, C. Ora Cookwell, Velma Cook, Louella Cowser, Bennie Kelley, Zula Gilliam, Ellen Carter, Sadye Rigler, Earlene Walton, Della Stagner, Cecil Williams, Pauline Howard, Bruce Rose, Gladys Medkief, Evalene Potter, Velma Hodges, Ursalee Jacobsen and the hostesses.

Three new members, Mary Bourn, Pearl Hunter, and Sophie Snare; two guests, who had a part on the program, and Othelia Eustace of McLean also attended.

Around . . .

(Continued from Page 1)

Sheriff Lowell Sharp reports that 18 of 25 coats which were lost recently in a burglary of the Dawn Merchandise were recovered, though the men who were suspected of the crime never did make a statement about it. They have been taken to Oklahoma from Amarillo to face other charges.

Rev. Russell Fagan, 339 Star Street, has been announced as first place winner in the Jaycees Christmas lighting contest, according to Don Fudge, chairman of the contest committee. He will receive \$25. Other winners are Mrs. W. C. Bromme, 119 N. Texas Ave., second place, \$15, and Mrs. Wilbur Davis, 206 E. Second Street, third place, \$5.

Annual . . .

(Continued from Page 1)

Christmas trees trimmed with blue and white candles on each side. Small blue candles were used for place favors. The clubhouse was decorated with greenery, red candles, white snow men, snow balls and a Christmas tree surrounded by many gifts. The turkey dinner was prepared by Mrs. Collier and Mrs. Agee and served by Mrs. Johnny Mans and Mrs. Curtis Murphee.

Present At Party Present were: Dr. and Mrs. Paul Spring, Dr. and Mrs. T. E. Smith, Mr. and Mrs. Jimmie Baxter, Mr. and Mrs. Pete Bushe, Mr. and Mrs. A. W. Anthony, Mr. and Mrs. Sloan Osborn, Mr. and Mrs. F. Z. Schlenker, Mr. and Mrs. Lee Thompson, Mrs. Dean Hall, Mr. and Mrs. Glen Harreison, Mr. and Mrs. Charles Bainum, Mr. and Mrs. R. L. Fleming, Mr. and Mrs. Roy Wilson, Mr. and Mrs. Joe Falwell, Mrs. Doris Young, Miss Tommie Martin, Miss Sue Shair, Mrs. Zay Dee Blake-more, Mrs. Mabelle Hartwell, Mr. and Mrs. Preach Collier, Mr. and Mrs. Green Collier, Mrs. Agee, Mike Payalus, Will James and Harry Ratliff.

Final Plans

(Continued from Page 1)

sent, and were assisted in the selection and purchase of items by members of the Legion and Auxiliary.

Albert . . .

(Continued from Page 1)

Ballbearers were: Claude Rick-ets, L. Z. Oldham, F. Y. More-man, Robert Body, John Aiken and John Robinson.

Burial was in West Park Cemetery under the direction of Gilliland Funeral Home.

Commission

(Continued from Page 1)

\$3.70 a foot. "This cost does not include," Massey said, "the fire protection material, manholes, street crossings, water loops, and the expansion of the water system

How To Relieve Bronchitis


Cremulsion relieves promptly because it goes into the bronchial system to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or money refunded. Cremulsion has stood the test of millions of users.

CREMULSION relieves Coughs, Chest Colds, Acute Bronchitis



EVERY GOOD WISH FOR CHRISTMAS

from Tom Howard, Steve Powell, Bill Howard, Joyce Reese, Delores Loerwald



NOEL

As Christmas bells ring and angels sing — The joyous song of our sincere wishes for all, it is a resounding chorus that echoes "Good Health . . . Good Cheer and Much Happiness at Yuletide."

Ad 34 Form 31

THOMAS FOOD STORE

Mrs. Lucille Hopson, Henry Cloyd, Hubert White, James McMahan, Frankie Stiles, Benny Dement, J. W. Thomases

SEASONS



GREETINGS

AND BEST WISHES FOR THE NEW YEAR from the Cowpokes on

GUSEMAN'S V SEVEN VEE

Where the Range Is Still Wide and the Latchstring Hangs Outside

Kathryn and Elizabeth, Donna Sue and Gary, Cecilia and Tommy, Glenn, Rosalie, Don, Jane, Virgil, Mary Alice, Don and Wayne, Jim and Tommie, Mae, Don and Vena, Doug, Cecil and Gena

MERRY CHRISTMAS and a HAPPY NEW YEAR GUSEMAN CATTLE CO.

Library Will Have New Books Ready Following The Holidays

New Books for After Christmas Reading
Perhaps the most popular book received by the Library recently, will be "Lady and the Tramp" by Ward Greene. James Thurber once remarked "I am not a dog lover. To me a dog lover is a dog who is in love with another dog." This story is about true dog lovers — a beautiful, pedigreed cocker spaniel named Lady and

the raffish wanderer called Tramp. "Lady and the Tramp" is going to be Walt Disney's new full-length feature picture for 1954.
Other humorous novels just received are "The House That Nino Built" by Giovanni Guareschi; "Love and Mrs. Candy" by Robert Tallant; and "Tooner Schooner" by Mary Lasswell.
The new historical selection provides "Fire and the Hammer" by Shirley Barker, which is the story of red-headed Lass Marvayne, daughter of a blockade runner of 1770.
Those who have enjoyed the Jalna Series will want to read "The Whiteoak Brothers" by Mazo De La Roche.
"Lincoln McKeever" by Eleanor Lipsky is the story of a rebellious lawyer in the early New Mexico Territory and his fight for justice.
"Betty Colonna" by Michel Durafour is a sweeping novel of fourteenth-century Rome, and the story of Cola, a commoner, and Bettina who is the daughter of the noble class.
"Green Rose of Furlay" by Helen Corse Barney is a novel of the Civil War period. The two Quaker girls don't believe in war, but one of them is in love with a Union officer and has to decide between him and her religion. There is also an interesting interview with Abe Lincoln.
"Bridle the Wind" is Julia Davis' newest novel. Lucy McLeod helps a slave to escape to New York and, for three years is unable to return to her husband and children in Virginia.
John Hersey's newest book "The Marmot Drive" is very different from his other books. Five of his earlier books were about World War II, and were all outstanding. The people in a small Connecticut village decide to rid themselves of the marmots (more commonly called woodchucks or ground hogs). It is a tense novel of human drama.
The second book by the young German, Dieter Meichner is "Answer in the Sky". Again he gives the impressions of the German people fighting for their lives under Hitler. This book has been widely acclaimed in Germany and England and will probably be just as popular here.
Ocatvus Roy Cohen has written "Borrasco", which means failure. It is during the period of the great mining boom in Nevada.
"The Doctors" written by Andre Soubiran is the story of a doctor and his experiences in a Paris medical school. Other new novels are "A Flame for Doubting Thomas" by Richard Llewellyn, "The Canyon" by Jack Schaefer (author

Hospital Notes

Patients In Hospital
Mrs. Sam Nafzger, surg.; Mrs. Mary Acker, med.; L. H. Casey, Ortho.; Bill Darter, Surg.; Louis Gunn, inj.; Mrs. G. A. F. Parker, med.; Charles Lavall, med.; Mrs. Domingo Morales, O.B.; Shirley DeLozier, med.; Lou Alice Shirley, med.; Mrs. Josie Embry, med.; Mrs. R. E. Barrett, med.; Mrs. C. R. Damron, med.; Doris Parsons, med.; Floyd Cole, surg.; G. C. Merritt Jr., surg.; Mrs. A. G. Bell, med.; Vicki Inman, med.; Wesley Higgins, surg.; Allen Hughs, med.; Lois Leasure, med.

Patients Dismissed
Lloyd Smith, surg., 12-22; J. M. Posey, surg., 12-22; Mrs. James M. Morris, OB, 12-21; Mrs. Florence J. Parr, med., 12-21; Mrs. C. R. Houser, med., 12-21; Mrs. Kenneth Christie, OB, 12-20; Bob Cooper, med.; 12-19; John Crawford, med., 12-18; Mrs. J. H. Downs, OB, 12-18; Grace Hicks, inj., 12-19; Mercedes Sarzosa, med., 1-18; Mrs. Eugene Guynes, OB, 12-18; Robert Perkins, surg., 12-19; Roy Moffett, med., 12-19; Clarata Garcia, surg., 12-20; Mrs. Tom Tucker, surg., 12-22.
Births
Son to Mr. and Mrs. Bill McLaughlin, 12-22.

READ THE CLASSIFIED

FOR A HAPPY HOLIDAY

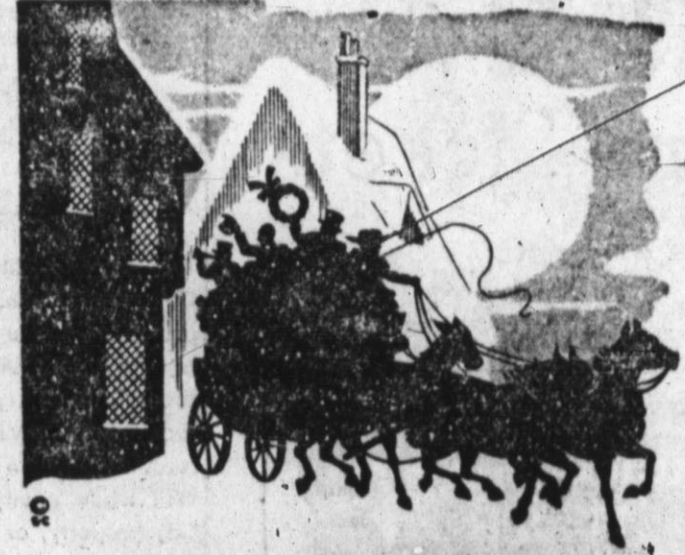
May your Christmas be full of fun and frolic!



Your Raleigh Counselor and Family

503 Irving, Hereford

READ THE CLASSIFIED



CHRISTMAS CHEER RIDES WITH OUR GOOD WISHES!

Urlin Streu

Otis Vaught

J. M. Posey

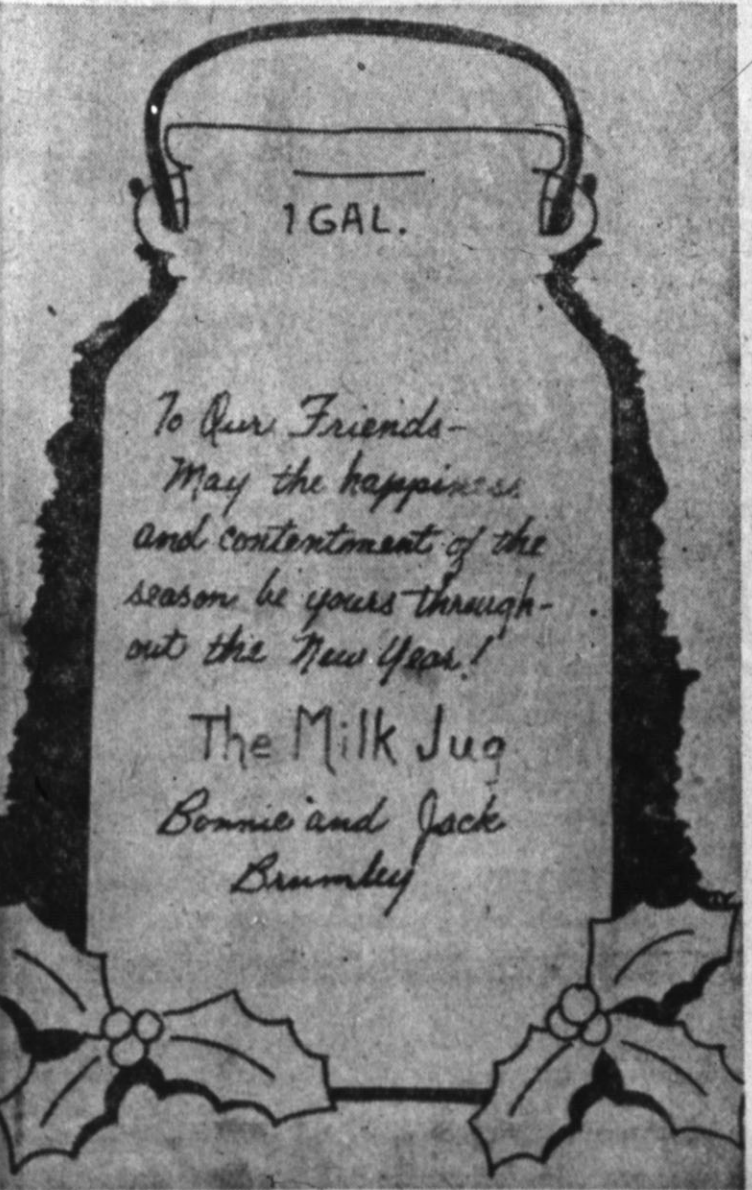
Walter London

Jean Streu

Margaret Lewis

Streu Hardware

INSURE IN SURE INSURANCE PLAINS INSURANCE AGENCY
John H. Patton Wm. H. Patton
All Forms of Insurance
713 N. Main St. Phone 50



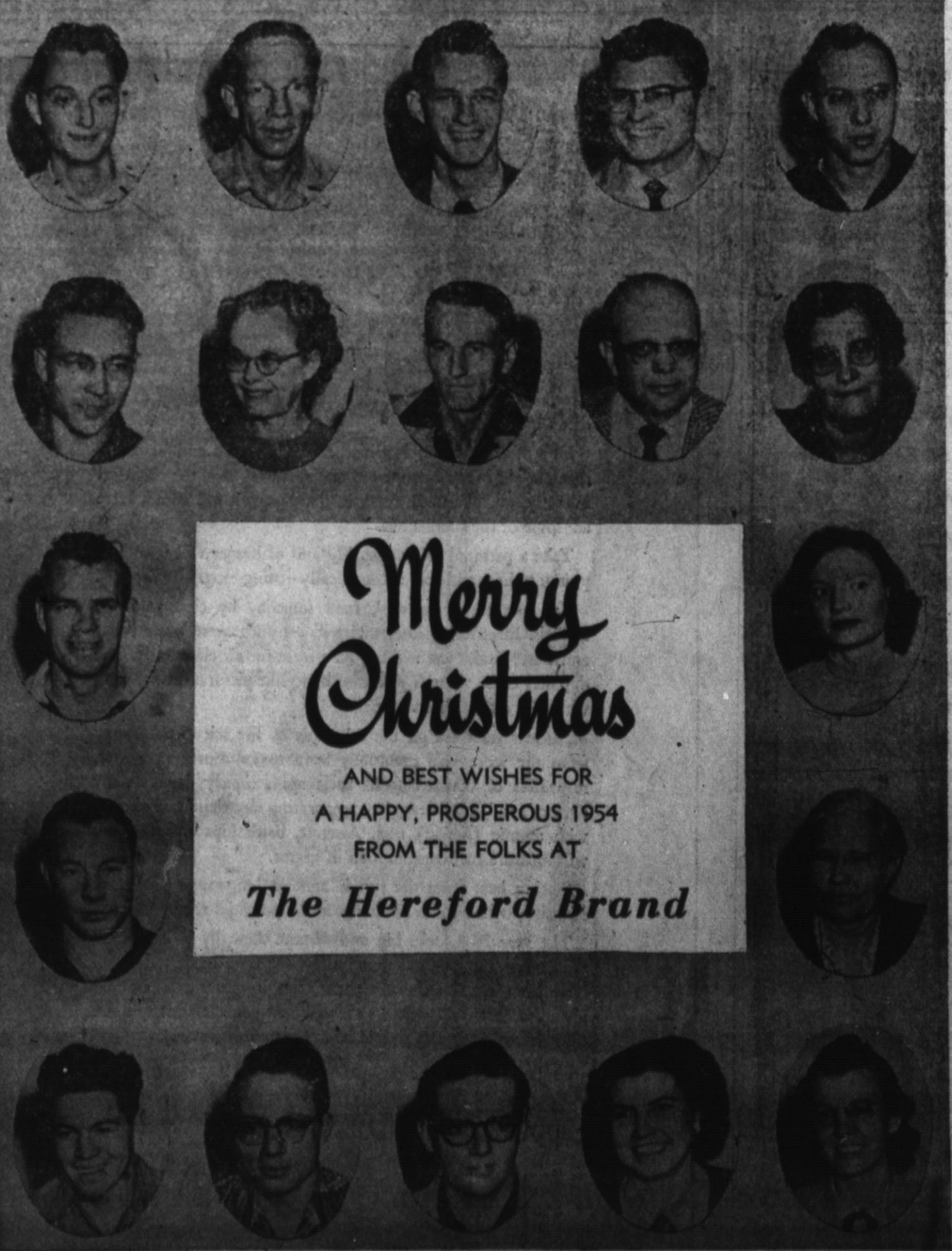
MISS MATTIE JANE WEST

Miss Mattie Jane West To Wed On December 31

Miss Mattie Jane West, daughter of Mr. and Mrs. B. A. West, 15th Street and Avenue K, will wed Jeff McBeth, son of Mr. and Mrs. C. C. McBeth of Plainview, on New Year's Eve.
The wedding ceremony will take place in the Avenue Baptist Church, with Rev. Leon McBeth, brother of the bridegroom and a pastor at Plainview, performing the ceremony.

of Shane; and "Widow Man" by Edgar Wolfe.

There are also a great many new non-fiction books. Only a few are listed here. "Let's Keep Christmas" by Peter Marshall, "Family Doctor" by Richard Williams, "Peace With God" by Billy Graham, "Growing Spiritually", by E. Stanley Jones, "Triumph and Tragedy" by Winston S. Churchill, "Soviet Policy in the Far East" by Max Beloff, "Shantyboat" by Harlan Hubbard, and for pure nonsense—"OOPs! Wrong Stateroom" by Syd Hoff.



Merry Christmas

AND BEST WISHES FOR A HAPPY, PROSPEROUS 1954 FROM THE FOLKS AT

The Hereford Brand



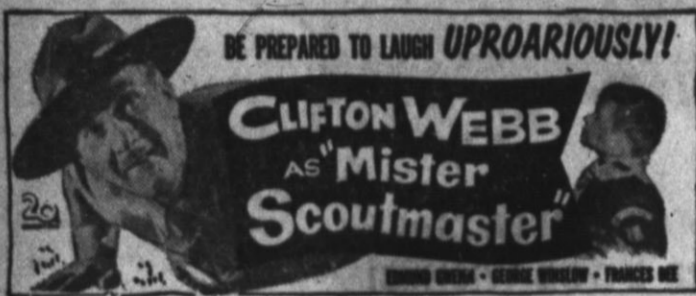
Greetings

May you receive the many blessings of the season, filled with Christmas gaiety, and laden with the promise of a bright, prosperous future... good health and perpetual happiness.

THE Vogue

WANT ADS Phone 30 or 31

FREE Theatre Tickets to See



SUNDAY - MONDAY - TUESDAY
Dec. 27 - 28 - 29

Star Theatre

Be Sure and Ask for Your Free Tickets
With each PAID-IN-ADVANCE classified ad placed in The Brand, we will give you a free ticket.

FOR SALE Miscellaneous

PICTURE FRAMING with personal attention on each job. Mrs. J. J. Buckner, 24 Ave. D. Phone 761. B-1-15-43-tfc

OFFICE SUPPLIES: Regular, Times and special orders. The Hereford Brand. B-1-16-tfc

Hereford Glass Co. Expert Car Glass Installation Table Top and Window Glass Picture Frames 22 Park Ave. Ph. 1425 B-1-16-tfc

Prevent Wheat Pasture Bloat with Modern Trend Yeast Mineral. HEREFORD GRAIN CORP. B-1-21-tfc

LOOK

WE PRODUCE EVERYTHING WE SELL. BUY MILK BY THE GALLON.

THE MILK JUG Phone 889 East Highway 60 B-1-51-tfc

BEAUTIFUL POINSETTIAS, azaleas, cyclamen, and other potted plants. Hereford Floral Shop, 209 Higgins. Phone 773. B-1-15-51-3p.

Cattle manure loaded on your truck, \$2 ton—or spread on your field for \$3 ton if reasonable distance from town. See Homer Brumley or call 811 or 1295. T1-29-50-8c

VISIT OUR GREENHOUSE and see our beautiful assortments of plants. Just received from Florida. Hereford Floral Shop, 209 Higgins. Phone 773. B-1-21-26-3k.

GENERATORS and starters for cars and trucks. Hereford Wreathing Co., Phone 320. T-1-12-18-tfc

WE TRY TO KEEP A COMPLETE stock of Rawleigh products at 503 Irving. Hereford. Your Rawleigh Counselor. T-3-17-52-1p.

4. REAL ESTATE

MUST SELL Two bedroom home at 107 west 8th street. 40 x 100 ft. lot. \$3,000 total price. Get key at 136 Main. Sam Nunnally Lone Star Insurance B-4-50-tfc

\$1500 cash down and \$75. a month will buy this very, very nice 2 bedroom home located at 514 Ave. K. Call Sam Nunnally Lone Star Agency Ph. 424 Nite & Sundays 1711 B-4-25-tfc

PRUDENTIAL FARM LOANS America's Largest Farm Lender SAM NUNNALLY 136 Main Lone Star Agency B-4-12-tfc

REAL ESTATE Irrigated Farms, Dry Land Farms, Homes and City Property. CHARLES SOWELL Office Ph. 792 228 Main St. Box 464 Res. Ph. 193-W T-4-13-tfc

WHY PAY RENT

Nice clean irrigated 320 acres. \$185.00 acre. Nice irrigated 290 acres, nice 3 bedroom home. Price \$185. acre. Have 2 irrigated Quarters to sell on G.I. loans, also nice 72 acres in irrigated district to sell on G. I. or would consider trading equity. Have some good buys in brick homes, can build you a nice 2 bedroom brick for less than \$10,000 with garage attached. 4 rooms bath, \$3,000 only, \$750. down. We have property to trade for irrigated farms. What have you? J. M. Hamby Real Estate South of Courthouse Phone 701 B-4-51-tfc

240 Acres, good 8" irrigation well, 5 room modern house, 3 car garage, dairy barn, large grainaries and other out buildings, 20 acres alfalfa, electricity, school & mail route, one mile of pavement. 11 miles south of Hereford. \$150.00 acre. One quarter irrigated land. Can sell on Texas G. I. Loan. Hugh Bookout Realty 533 East 1st St. on Hwy 60 Hereford, Texas Office Phone 1674 Res. Phone 1270-W B-4-49-tfc

BY OWNER: Perfect unimproved irrigated 140 acres on pavement near Hereford. Priced reasonable. Good terms also well improved choice irrigated farm two miles of Plainview. Would consider trade for improved farm near Hereford. Call 1099. B-4-35-26-2p.

LAND WANTED TO SELL TO TEXAS VETERANS ON G.I. LOANS. IF YOU HAVE LAND TO SELL, CONTACT US AT ONCE. WESSON REAL ESTATE 317 Sampson Ph. 944 Hereford, Texas B-4-43-tfc

EXCELLENT IRRIGATED section three miles east of Dimmitt. Three 8" wells on natural gas. \$30,000 worth of additional improvements. For more information and terms, see Charley Kent 110 Sunset Amarillo, Texas. Phone 3-1280. T-4-33-51-tfc

NICE LARGE FURNISHED apartment, private bath and garage. 603 East 5th. Phone 333-J. Mrs. T. W. Alderson. B-5-17-52-tfc

FOR RENT: Unfurnished three room house. Modern. Apply at 507 Jackson. B-5-11-48-tfc

SMALL FURNISHED HOUSE and comfortable apartment. Phone 961 or 949. B-5-10-51-tfc

FIVE LARGE ROOMS. Beautiful floors, furnace, blinds. 305 Knight. B-5-9-50-tfc

FURNISHED Apartment. Nicest of furniture, dishes, etc. For rent to couple only. Located at 406 North Jowell. Get key at 136 Main. Lone Star Agency. B-5-25-50-tfc

FOR LEASE 200 ACRE FARM: Nice modern home. Electric 8" irrigation well. All good level land on cultivation and irrigation. 50 acres alfalfa. Fine location on highway near Hereford. Per A. \$25. WESSON REAL ESTATE West of Courthouse Hereford, Texas B-5-50-tfc

LAND FOR RENT 240 acres of land in maize in 1953, for rent. 1 good 8 inch irrigation well on butane, M&M motor. Good international tractor and all tools go with place. Will cash lease for 1954 for \$3750. See Sam Nunnally Lone Star Agency Hereford B-5-26-tfc

TRADE KERRVILLE Property, valued at \$17,000 on good farm land. Take or pay cash difference. O. H. Strange, 1200 Broadway, Kerrville, Texas. B-4-22-26-2p.

FOR SALE Perfect 1/2 section of land on paving. Proven water. No Johnson Grass and no improvements. \$125.00 per acre. \$15,000 cash—balance 10 years at 5%. 1/2 mineral rights reserved—non participating. GLENN WEIR Ph. 200 Res. Ph. 802 B-4-43-tfc

if you have something for sale or trade -- see us. G. I.'s we have a farm for you. J. B. ELLUSTON Real Estate 132 E. 2nd. Phone 179 B-4-39-tfc

FOR SALE: 60x138 lot. Good location on paved street. Desirable neighbors. \$900. Call 1275-W after 6 p.m. B-4-tfc

FOR RENT: Unfurnished apartment, three large rooms, private bath. Bills paid. Also two room furnished apartment. References requested. Phone 556. B-5-20-24-tfc

FOR RENT: Nice large south bedroom. Joining bath. 509 Ross. Phone 847-J B-5-12-17-tfc

FOR RENT: Apartment, three large rooms with private bath. References required. Phone 556. B-5-13-21-tfc

OFFICE ROOMS FOR RENT upstairs over The Brand. Reasonable rates. See E. B. Posey, room 3, or inquire at Brand Office. B-5-21-41-tfc

FURNISHED APARTMENT, 613 South 25 Mile Ave. Telephone 325. B-5-9-22-tfc

FOR RENT: Large three room unfurnished duplex apartment, 207 A. Bennett. Phone 916-J. B-5-13-22-tfc

FOR RENT: Newly decorated two room apartment. Private bath. Frigidaire. W. T. Carmichael. Phone 838. B-5-15-52-tfc

3 BEDROOM HOUSE with two baths. Phone 148, 411 East Sixth. T-5-11-52-1p

WANTED Your old electric razor is worth \$7.50 trade in on a new electric razor from Rogers Drug. Phone 99. B-6-20-46-13c

WANTED One quarter to one section, reasonably priced grass land. See me for farms and residences. A. O. Drake Realtor Friona Farmer County Texas P. O. Box 27 Phone 3042 B-6-26-tfc

NOTICE Distributors For Amalie Oil H. & W. Implement Co. Phone 5 B-10-48-tfc

Hereford Rotary Club meets every Monday at 12:05 Hotel Jim Hill

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

The Hereford Brand

Published Every Thursday at 336 Main St. Hereford, Deaf Smith County, Texas — Phone 30

Our Slogan: "More People—More Farms"



JAMES M. GILLETTE Publisher

Subscription Rates: \$2.50 per year, Zone 1; \$3.50 per year outside Zone 1. With The Sunday Brand, \$4.95 per year, Zone 1; \$6.15 per year outside Zone 1.

All subscriptions strictly cash in advance.

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

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

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Ph. 1574-W. B-10-14-9-tfc

CUSTOM DE-HEADING bundles. J. M. Dawson, 405 East Third Street. Phone 1088-W. B-10-12-24-8p

GRISWOLD'S REST HOME: Good food and care. Registered Vocational Nurse, Manager. Phone 781-W. 401 Irving Street, Hereford. B-10-17-47-13p

ALCOHOLICS ANONYMOUS Phone 1812 or 1692-W B-10-24-tfc

Montgomery Ward specials begin November 11 thru November 21st. Our 14 Cu. Ft. Home Freezer Regular \$359.95 at \$329.95. Our \$344.95 12 Cu. Ft. upright at \$309.95. \$10 down 24 months to pay. We can send these items to you now on demonstration but due to company procedure, we cannot write them up until after November 11th. Call Troy Moore, Phone 161 Hereford, Representative for Montgomery Ward B-10-45-tfc

IF YOU'RE NOT BUYING MILK AT THE MILK JUG, TRY IT—RICH, CREAMY AND GOOD. ASK YOUR NEIGHBORS. THEY USE IT. THE MILK JUG Phone 889 East Highway 60 B-10-51-tfc

HERE IT IS: Bring all your dull scissors and knives to E. B. Black Furniture store to be sharpened. B-10-19-50-8p

11. Business Services

HOME & FARM LOANS See Us For The Best Service Available. John McLean Insurance Agency Phone 273 Box 267 127 W. 3rd St. Hereford, Texas For loans in Deaf Smith, Farmer and North Part of Castro Counties. B-11-46-tfc

HEREFORD No. 849 AF & AM

EMO THURSDAY JAN. 7 R. L. Thompson, Sec'y W. A. Bill Phipps W. M.

Kiwanis Club Thurs. Noon Hotel Jim Hill

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

NOTICE OF MEETING ODD FELLOWS Each Monday Night REBEKAHS Each Tuesday Night

RUBBER STAMPS fast service. Francis Printing Co. Ph. 1303. B-11-9-3-TFC

SAVE MONEY on lawn grass seed! Hereford Grain Corp Phone 360. B-11-11-38-tfc

(Additional Classifieds On Page 5)



Consumer's Fuel Ass'n.



Giant boy

Recently, a group of scientists and engineers was asked to predict what's next.

Now that we have electrified farms, factories and homes, is that the end? The answer appears to be no, that the electrical industry is a "giant boy" with its great growth still ahead. Here are some of the predictions.

Take a personal thing first. Millions of homes will have heat pumps to heat and cool automatically—using electricity for fuel.

You can expect to cook food someday by electronics—in seconds. Electrical incinerators will consume your waste paper and waste food. Dust will be taken from the air electrically. The day may come when TV screens hang like pictures on the wall, with only a tiny wire to the set.

Nuclear fuels are on the timetable of the scientists. Energy from the atom will eventually be a major source of power, regardless of whether fossil fuels are seriously depleted. By century's end, most new plants generating electricity will operate with atomic (fission) fuel. Aircraft, battleships and the like will measure fuel consumption in grams.

Storing heat from the sun is another long-range project of scientists, with billions in savings as the potential result.

The year 2000 looks big and distant. Actually it is only 47 years away. By then, any puny prognostications made today will have been rewritten many times. But larger. Electricity has always been a field where each new fact generates many more things new. The years should be interesting to watch.

You can put your confidence in
GENERAL ELECTRIC



Christmas never rolls around but that I think about the poor people who write Christmas Card greetings. These verses must be changed from year to year, yet they still have to remain somewhat the same. It must be a really difficult chore. In addition, they have to be composed under the brooding suns of July and August. How in the world these professional verse writers can do such a wonderful job is beyond me. How can a fellow get the true Christmas Spirit while looking out of a window at a dirty wall in Chicago or New York? Much the same is true of magazine copy. These editions are "put to bed" several months before the holidays. They are planned and set into type along in August on up to September and October. They can't even be done a full 12 months in advance, due to changing conditions and times. It is a job which few people could execute; certainly, it is a job I would not like.

I wonder how those people feel when Christmas really rolls around? Is it just another day, or do they fill to overflowing with genuine Christmas Spirit like other folks?

Byrle Elliston was back in Tuesday morning with a sprig from his lilac bushes. They are simply bursting with buds—and the temperature Tuesday night dropped down to around 5 degrees. He says he never saw anything like it before. Does anyone else have lilac bushes in bud? More important, does anyone have an explanation?

I went out for coffee shortly afterward and came back for a "real surprise." There was a limb with three full-grown oranges laying on my desk.

"No! No!" I shouted, "Don't tell me that we are producing ripe oranges, too?"
Finally, I calmed down and Atha Melver informed me that they were donated by Mrs. Earl Needham, whose aunt sent them from Florida. These particular oranges are tree-ripened and have a special Christmas tradition for stockings of those who believe in Santa Claus. I do—and, despite the shock they gave me on first sight, I want to say Thanks to the Needhams.

Harry Danforth used to have one of those miniature orange trees in his front yard. This tree produced several miniature oranges a few years back. It was quite a deal growing oranges in this country—and was the one thing which flashed into my mind when I saw the three full grown oranges there on the desk.

Had a note from Rev. Dick Cagle, former pastor of the First Baptist Church. Dick is now at Ballinger, Texas, and seems very happy although they do miss Hereford. His main object was to announce that he has two Cotton Bowl tickets. For some reason, he cannot use them and will let them go "first come—first served." I think he just wants to hear from a bunch

of Hereford people, and knows that an offer like this will bring a deluge of letters. On the other hand, Baylor started out like a house on fire, but ended up a long way from the Cotton Bowl bid. Maybe Dick contracted the tickets, then lost interest in the game. Regardless of which, why not drop them a line? They are probably a little bit homesick at Christmastime.

Everyone was surprised to get mail deliveries last Sunday. The post office department is really on the ball. They deserve a lot of credit. Already, they have volunteers who will work on Christmas Day. This is an old post office tradition. Sometimes, people get mad at the post office, which is only natural. Frequently, they are subjected to justified criticism—but they generally wind up doing a swell job. I doubt if there is a nicer or more cooperative group of postal employees in the United States than you will find in Hereford, Texas. Here, the mail not only goes through. It goes through with a smile!

We have been getting a lot of compliments lately on our own Brand deliveries. All of the credit is due to G. W. Sparks (Phone 1771-W). He handles the circulation problems and is doing a wonderful job. Compliments regarding circulation are unheard of around a newspaper. However, we sure agree. Mr. Sparks is doing a swell job.

A newspaper, in fact, is a lot like a football team. There are a lot of fellows who play in the line that never get the credit they deserve. The writers and the contact men, like the backfield, get all of the glory. However, let that line falter or fail—and the backfield is definitely behind the eight ball.

Even a newspaper man can be halfway right once in a while. Remember, how I said I always kidded Henry Sears by addressing him as "His Honor, the Mayor." Well, I was on the right track, but a bit of a piker. He got a nice Christmas card from the mayor of Hereford, England, this week. You can find it reproduced in this issue, but the real kicker in the deal was the way the envelope was addressed. It read: "To His Worship, the Mayor of Hereford, Texas." Boy, the Englishmen sure think a lot of their mayors. A few more deals like this and Henry will be drinking tea instead of coffee. I wouldn't be surprised any time, now.

Back to Christmas cards. Some people think they are getting to be a racket, and maybe they are. However, I still say, "Christmas cards are what you make them." Frequently, you get a card from an old friend you hadn't heard from in years. It has always been my ambition not to open a single card until Christmas morning, then sit around with the family going over them and talking about the people who sent them. You could spend hours and hours reminis-

ing the good times and the hardships spent with the various individuals. The wife is too curious, though. I mentioned it several times and finally, she says, "That's OK, but do you want to eat sandwiches for Christmas dinner? How do you think the turkey's going to get cooked with me in here yapping about Christmas cards?" I have to admit she has a point. In fact, it scored a bull's eye in that argument. Though not practical, I still think the idea is excellent sentiment. Maybe when the children grow up and get married we can eat Christmas dinner with them—and the idea might work out.

I was talking the other day with a fellow who is doing a tremendous amount of work with boys and girls. We discussed the situation to some extent and I asked, "But how do you find the time?" His reply floored me, although I knew he was kidding. "Well, it's like this," he said, "those kids are going to be paying my social security and my—old age pension in a few years—and I figure by putting in some time with them now, I'll be able to live a lot better if they get good tanning."

To be bluntly honest, this annual Christmas column is a chore which I deplore. This is due to my inability to express my true feelings

At The Movies

TUMBLEWEED

Friday and Saturday at the Star Theatre.

Starring Audie Murphy, Lori Nelson and Chill Wills. Audie Murphy rescues the son of the Yaqui Indian Chief who has been shot. Attacked by Indians while guarding a train of three wagons, Audie goes to plead with the Indian Chief to spare the train. All the men in the wagon train are killed. Sheriff Chill Wills saves Murphy from being lynched and Audie and Lori Nelson are in each other's arms at the fadeout.

and sentiments. I just can't do it justice. That's what got me started thinking about the folks who write the greeting cards. If I could do a masterpiece, I would. I think the people of this community are the very finest in the world. Since Christmas, 1937, I have been trying, but never fully expressing my sincere convictions. This year, I figured the best thing to do was just admit the facts, and say: Here's wishing each of you a Merry Christmas—and that ain't no Hereford Bull.

The picture was photographed against rugged desert backgrounds the vastness of which are accentuated by brilliant technicolor. It is filled with drama and suspense and never lets the interest flag. Characterizations and acting are excellent for the adventure-suspense film. Should make good family entertainment.

The Screenplay is by John Meredith Lucas from Kenneth Perkins' novel, "Three Were Renegades."

Mr. and Mrs. Hewitt Hanson of Dallas are expected to arrive today (Thursday) to spend Christmas with Mrs. Hanson's parents, Mr. and Mrs. Ike Crathwait.

The number of power shovels and draglines in use in U.S. surface coal mines has more than tripled in the last decade.

Classified

(Continued From Page 6)

Reliable Rug, Carpet & Upholstery Cleaners
In Hereford
C & R Cleaners
Phone 160
B-11-21-tfc

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

WE REPAIR electric clocks, irons, toasters, percolators and all small electrical appliances. Phone 75, Witherspoon Electric, 129 West 3rd Street.
B-11-30-50-tfc

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320.
B-11-15-47-tfc

13 Lost & Found
GONE WITH THE WIND: One corrugated stock tank, four miles North of Box Car Williams. It went in a southwestern direction. Orville Groneman, Vega, Texas.
B-13-25-26-2k

LOST: A brown Pekinese dog. One bad eye. If anyone knows his whereabouts, call 1026-W.
T-13-15-52-1k

Read The Classifieds

READ THE CLASSIFIED



Merry Christmas

AND A PROSPEROUS NEW YEAR!

LUCILLE POSEY
District Clerk

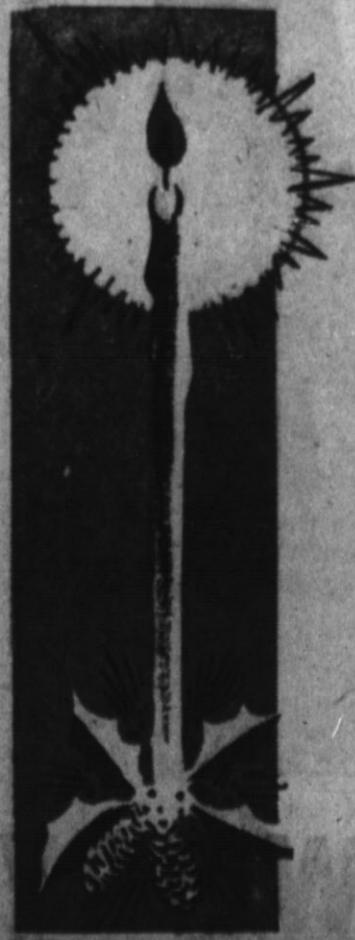
That this Christmas
bring you the most precious gifts
of happiness and peace of spirit...
is our sincere wish, to one and all!

HEREFORD IMPLEMENT CO.

M. A. BETTIS	PETER H. KORSTJENS	CLYDE RAYBURN
MARJORIE CAMPBELL	OREN PARSONS	FRANK E. WATSON
PATSY CATES	W. C. ROSE	EMMETT F. STILES
H. E. CLAY	AUBREY J. SELF	EARL V. STAGNER
WERNER M. KOELZER	EDWIN R. SKYPALA	KENT SNARE
RAYLAN EVANS		
	WAYNE EVANS	

A Happy Yuletide

As Christmas again lights the world with its message of peace and good will, so our thoughts are brightened by the warm memories of pleasant associations contributed by our friends.



WADE CLEANERS
and EMPLOYEES



MR. AND MRS. HENRY T. WEDEL

Wedel's Celebrate Golden Wedding

Mr. and Mrs. Henry T. Wedel, resident of Deaf Smith County for the past 40 years, celebrated a belated golden wedding anniversary last Sunday with special services and a reception at Immanuel Lutheran Church.

They were married Nov. 18, 1903 in LaSalle, Ill., but put off the anniversary celebration until their four living children could be present for the occasion.

Program in Sanctuary
Rev. Harold Kaestner spoke at the special program held in the church sanctuary, and Sue Springer played special music. Following the program, a reception,

which was attended by about 80 persons, was held in the church basement.

During the reception, the couple sat in front of a "wishbone tree" prepared by one of their daughters and gave gold painted wishbones to the guests. Mrs. Wedel wore an orchid, also a present from her children.

Money which was received by the couple as anniversary presents was given to the church.

Henry T. Wedel was born in Cook County, Ill., June 1, 1876, while the girl who was to become his wife was born at Zillhausen, Wittenburg, Germany, March 22, 1875.

Met At Friends

They met in the home of a mutual friend in a suburb of Illinois, and had known each other about 18 months before they were married, the couple recalls.

As soon as they were married, they moved to a farm at Fairmont, Ill., and lived there for nine years, and started raising their family. Nine years later, however, they were forced to move to the High Plains of Texas because of Mr. Wedel's health, and they packed their belongings, gathered the family together, and made the trip to Hereford by train.

"We only came because of my health," Wedel said. "There wasn't much to move out here for at that time."

Lived At Progressive

At first they lived in the Progressive community, and made their home there until 1935, then moved to their present home west of town.

They have lost only one child,



In the little space we have here, we send to you—our many friends—the BIGGEST WISHES for the very Happiest of Holiday Seasons . . . may it be filled with the Best of everything!

Suit's Auto Supply Co.

Mr. and Mrs. Ray Suits & Employees

FRIO NEWS

By Mrs. Owen Andrews
Woman's Missionary Union met Tuesday, in the home of Mrs. E. H. Little, for a study of the nineteenth chapter of Matthew, conducted by the Bible Chairman, Mrs. H. D. Robbins. Reports were given by the members of the eight committees on the Christmas boxes to the Mexican Orphans' home. It was voted to meet at the church during the winter months so that there will be room for the Sunbeams to have their activities.

The next meeting will be on January 5. Those present Tuesday were Mesdames H. M. Mobley, H. D. Robbins, Floyd Cole, T. L. Sparkman Sr., Olin Parris, Owen Andrews, T. L. Sparkman Jr., Leonard Buttrill, Carlton Dobbins, Edgar Vinson, D. W. Ward, A. D. Johnson, W. H. Andrews, Jack Jones and the hostess, Mrs. Little.

Home Makers Meeting
Frio Home Makers Club met Wednesday in the home of Mrs. B. M. Sudduth, for the Christmas Party. A game was supervised by Mrs. C. N. McClure, and the Christmas Story was given by Mrs. Sudduth. Pollyanna Friends were revealed with the presentation of gifts from the tree and new names were drawn for the coming year. Mrs. Sudduth served refreshments appropriate for the holiday theme to the following women; Mesdames Carl McClintock and J. J. Goodin, both of whom became new members; Mrs. J. E. Andrews, a visitor, and Mesdames H. F. Benson, Eugene Noel, C. N. McClure, Floyd Cole, E. H. Little, H. D. Robbins, who was also a visitor; E. F. Vogler, W. A. Springer, J. H. Dobbs, Leonard Buttrill, Owen Andrews, Miss Alma Andrews and the hostess. The next meeting is to be held January 12 at the home of Mrs. Leonard Buttrill.

Rev. and Mrs. D. W. Ward and daughters, Linda and Judy, left Monday to spend the Christmas holidays with his parents, the Wards, at Raton, and Mrs. Ward's parents and other relatives, at Pueblo, Colo.

Emergency Appendectomy

Floyd Cole became ill with acute appendicitis, Saturday night, and underwent appendectomy at the hospital at Hereford, on Sunday. He was doing fine, that night. Mrs. Mobley was keeping the Cole children, while Mrs. Cole stayed at the hospital.

Glenn Andrews and James Dobbs are visiting Clark Andrews and Dan McLallen, at Ft. Bliss, this week.

Christmas Party

Attending a Christmas Party at the Owen Andrews' home Saturday night were Rev. and Mrs. D. W. Ward, Linda and Judy, Tawana Thompson, Winnie Jo Irwin, James Dobbs, Nora Jo McLallen, Clark Dobbs, Eva Jean and Frank Woolbright, Sue Berryman, Clark Andrews, Miss Alma Andrews and J. E. Andrews, Mr. and Mrs. S. B. McLallen and Sammie Lu called late in the evening.

Rev. Ward supervised the games. Toys were brought to be sent to an Orphan's Home.

Mr. and Mrs. Carl McClintock and son have moved to the C. N. McClure place, where Mr. Mc-

Louie, who was killed in Europe during World War II. Their other children are Anna (Mrs. Albert Schneider) of Slater, Iowa; Clara (Mrs. Elmer Richardson, LaVerne, Iowa); Henry Jr., of Hereford; and Rolley of Borger.

They also have eight grandchildren and two great-grandchildren.

Clintock will help with the farming next year. The McClintocks are from Tahoka, and Mrs. McClintock is Mrs. McClure's niece. The Townsends, who have been living on the McClure place have moved to Hereford.

Home For Holidays

Wade Thompson arrived in Amarillo by plane on Friday, from San Diego, Calif., where he has finished Navy Basic training. He was met at Amarillo, by Mr. and Mrs. J. B. Thompson. Wade will be here until about the fifth of January, when he will go to Rhode Island to an Officer's Training School and be there for about four months.

Read The Classified

Letters To Santa Claus

Dear Santa,

I am a little girl 3 years old and have been good most of the time. Please, bring me a recorder player with some records and some dolls.

I have a little sister, Janet, who is 11 months old. Please, bring her a rocking horse and a cuddly doll.

Santa, I have my tree up at home, but will be at my Grandmother's on Christmas morning so please leave my gifts there.

Please, remember Dickey, Sandra and Sara in Hereford, Gloria and Loyd, Jr., in Los Angeles and

Phil, Marlin and Lynda in Toyko, Japan. Thank you for my Christmas gifts last year. Your loving little friend Judy Lookingbill

READ THE CLASSIFIEDS

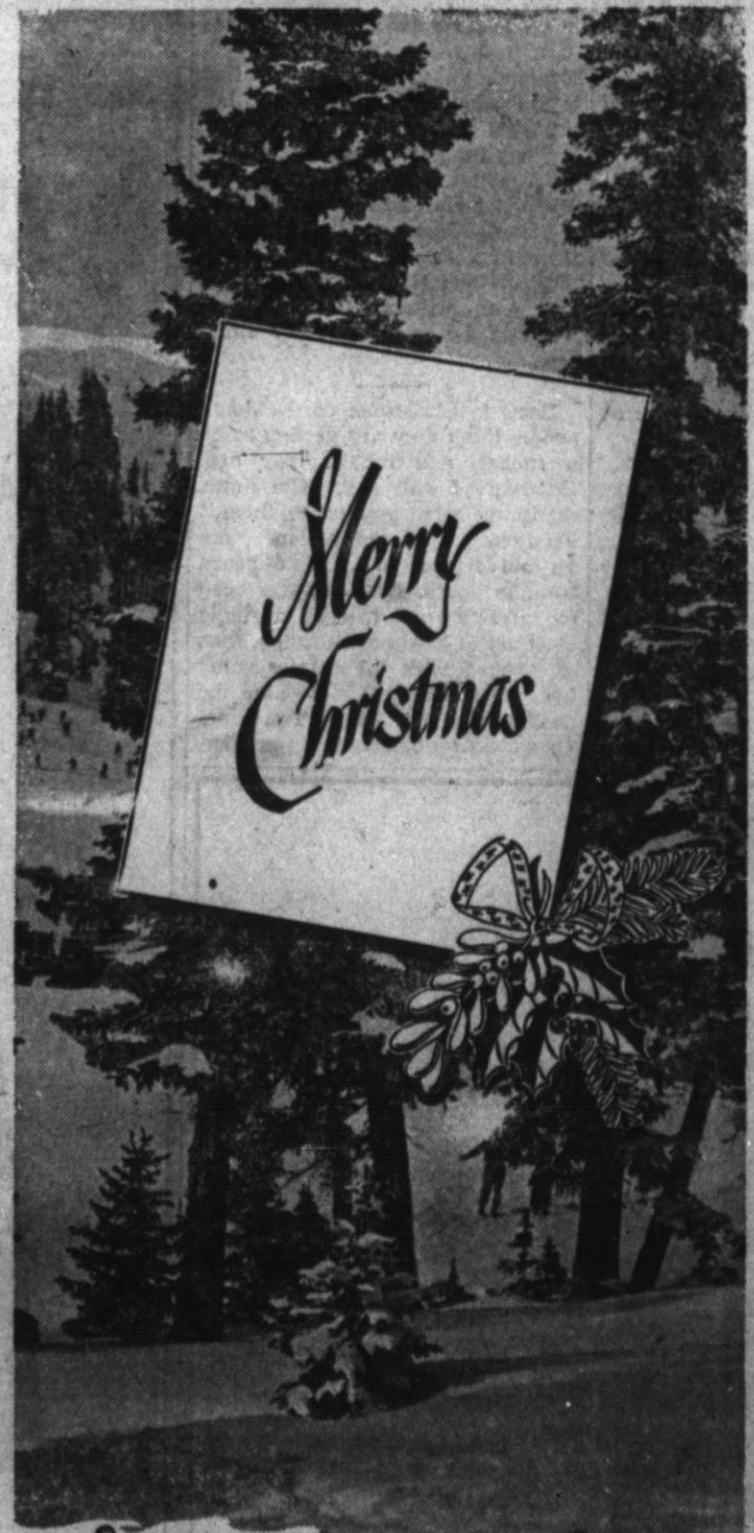
MERRY CHRISTMAS and A HAPPY NEW YEAR!

Mrs. C. F. KERR



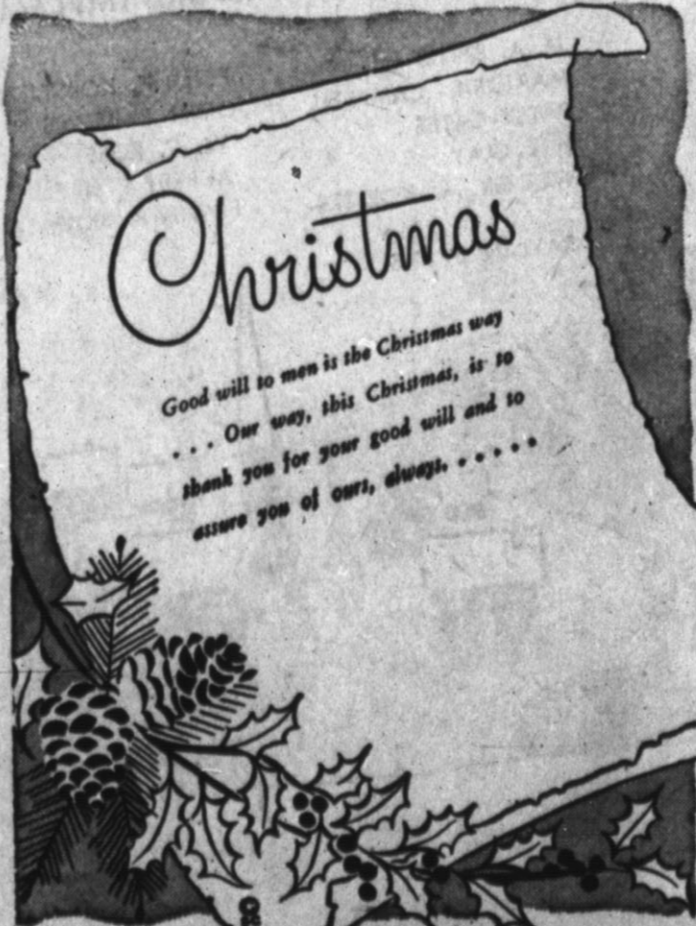
We extend our sincerest wish that your holiday be filled with spiritual joys and all the happiness that express the deepest significance of the blessed Yuletide....

Hereford Poultry & Egg Co.



KESTER'S JEWELRY

And GIFT SHOP



Christmas

Good will to men is the Christmas way
... Our way, this Christmas, is to
thank you for your good will and to
assure you of ours, always.

ROY OSWALD'S
FIRESTONE STORE

Northwest Hereford News

By Mrs. R. C. Childers
Sue Cooke, daughter of Mr. and Mrs. R. N. Cooke, of Nacogdoches, Texas, will arrive in Hereford the evening of Dec. 24 to spend the Christmas Holidays in the R. C. Childers' home. She will also visit in the Cecil Lady, and other homes in Hereford while here. The Cookes are former residents of this community.

Mr. and Mrs. Grady Parsons, Ella Mae Childers and sons Jimmy and Joe Harold spent Sunday in the home of Mr. and Mrs. T. J. Parsons, in the Progressive Community. The Parson men are brothers.

The Grady Parsons plan to spend Christmas with relatives in Clarendon.

Mr. and Mrs. Raymond Higginbotham plan to spend Christmas with her sister, Mrs. Dudley Wooten, in Lubbock. They will be joined in Lubbock by her parents, Mr. and Mrs. Ned Hogan of Spur.

Returns To Spur
Pat Hogan has returned to his home in Spur, Texas, to manage his father's store, which is a Men's Clothing Store, located in Spur. He has been farming with his brother-in-law, Raymond Higginbotham in this community for the past year.

Mrs. Raymond Higginbotham spent Monday afternoon visiting in the R. C. Childers' home.

Mr. and Mrs. Lyle Rickman have moved into the Dee Hairgroves' house, Wednesday. They rented the place for the coming year.

Mr. and Mrs. Louie Olson plan to entertain Mr. and Mrs. George Olson and children, and Mr. and Mrs. G. W. Duncan and children with a dinner on Christmas day.

Plans For Holidays
Mr. and Mrs. Marvis Southward and Arvis plan to spend the Christmas Holidays with his parents, Mr. and Mrs. J. R. Southward in Friona.

Mr. and Mrs. H. E. Teet, of Lubbock, parents of Mrs. Marvis Southward are visiting in the Southward home this week, and

also a brother, Bill Teet of Barstow Calif. is here.

Mrs. E. W. Holcomb has been ill with a cold this week.

Marvis Southward was released from the local hospital last Wednesday. He submitted to an emergency appendectomy last Sunday morning.

Gone To Arizona

Mr. and Mrs. C. S. Barclay and sons Larry and David, and their grandmother, Mrs. James Barclay, left Monday morning for Tucson, Ariz., where they will spend the Christmas holidays, in the home of his parents, Mr. and Mrs. S. J. Barclay and daughter Ruby.

Lynn Barclay, son of Mr. and Mrs. Thomas Barclay of the Ford community, spent Tuesday and Wednesday in the home of his cousins, the C. S. Barclays, and sons.

Mr. and Mrs. R. C. Childers attended a '42 party in the home of Mr. and Mrs. Hartland Caraway Friday night.

Mr. and Mrs. C. S. Barclay attended a '42 party in the home of the Dawn Community Saturday night.

Suddenly Ill

Ira Scott took suddenly ill Saturday afternoon, and Mrs. Scott was unable to attend the Club Christmas party.

Mr. and Mrs. J. H. Babeock, Sweetie, and J. H. Jr., from Kermit, Texas arrived Saturday night to spend the Christmas holidays in the home of her sister Mrs. R. C. Childers and family.

Raymond Childers Jr., also arrived Saturday night to spend the Christmas and New Year's holidays in the home of his parents, Mr. and Mrs. R. C. Childers.

Raymond Higginbotham and Pat Hogan ate dinner in the R. C. Childers' home Saturday.

Mr. and Mrs. Johnnie Carathers of Dawn were in this community Saturday night trying to find the Marti Masons. Mr. Mason's aunt had arrived on the bus earlier in the day and no one was there to meet her. So the Car-

thers volunteered to take her to the Mason home. But they got lost, and if that wasn't bad enough, they had two flats.

Attended Program

Mr. and Mrs. R. C. Childers attended the Christmas program given by the boys and girls of the Westway Community at the Westway Community house Monday night.

Mr. and Mrs. Jack Renfro plan to spend Christmas with his sister Mrs. Ceasar in Oklahoma City.

Members of the Cultural Home Demonstration Club entertained members of the Workers 4-H Club at its annual Christmas party in the W. E. Holcomb home Saturday afternoon.

Gifts were exchanged by members and 4-H girls. Mrs. Fred Wolfington, past president, was presented with a bedspread.

A total of 35 attended the party. They were: Mesdames Edgar Telchik, M. W. Sumner, Marvis Southward, R. C. Childers, S. J. Barclay, P. S. Corbett, J. T. Richardson, Fred Wolfington, Pat Robinson, Louie Olson, Herbert Bellar, and Grady Parsons. 4-H girls were: Dora Ruth Inman, Eredia Inman, Alice Inman, Marie Hunter, Stella Hunter, Evelyn Hunter, Patsy Caywood, Phyllis Sumner, Paula Beth Corbett, La Vern Head, Joe Eddie Scott, Jan Scott, Teresa Robinson, Dianne Robinson, Marcia Robinson, Kathleen Robinson, Arvis Southward, Larry Barclay, David Barclay, and the hostess, Mrs. Holcomb.

Mr. and Mrs. J. H. Hinds and family will have Christmas dinner with their daughter and son-in-law and family, Mr. and Mrs. Clyde Sherrieb of Friona.

Dinner guests in the D. Y. Edwards' home Sunday were Jack and Bete Baker, Mr. and Mrs. A. E. Edwards, Mr. and Mrs. Glen Edwards and family, and Norma Tomberlin. Mr. and Mrs. George Lindsey were callers in the evening.

To Relieve Misery of
COLDS
take 666
LIQUID OR TABLETS—SAME FAST RELIEF

fi
FINANCIAL INDUSTRIAL FUND, Inc.
a mutual investment fund

PROSPECTUS ON REQUEST
Investment Service Corporation
Principal Underwriter
444 Sherman Street, Denver, Colorado
Please mail to me without charge or obligation a Prospectus describing:
 Financial Industrial Fund Shares
 Monthly Investment Programs

NAME _____
ADDRESS _____
Mail To:
H. A. Close
Box 552
Hereford, Texas
W. B. Wilson
Box 1009
Hereford, Texas

DR. MILTON C. ADAMS
OPTOMETRIST
140 West Third Heretford, Texas
Phone 37 Office Hours—8:30 5:00

Dear Santa Claus
I want a dector
Kit. And a bicycle too.
And a horna foot ball
too. And I have been good
Love Lilith Esther
Need

Letters To Santa Claus

Dear Santa Claus,
I am a little girl 3 years old. I would like for you to bring me a doll, an iron and ironing board and some dishes.
Please remember all the other girls and boys too.
Terrie Jan. Townsend

Dear Santa Claus
I want a ring and a bicycle and other toys for Christmas. Shirley wants some records and baton, some books and jewelry.
Thank you
Judy and Shirley Schulte

Dear Santa
Please bring me a doll and dishes a sewing machine some games Nuts candy and oranges this is my first year in school
Jannett Isbell
PS bring my Sister something nice too.

Read The Classifieds



WARMEST YULETIDE WISHES!
Your Friends at the **BIG BURGER**
Intersection Highway 40 & 51

Cheerio!

Santa's come to town! And, in his thigh are tucked away our warm and friendly greetings to each and every one of the wonderful folks whom we have served!

HAVE A HAPPY HOLIDAY!

City Drug Store
Wayne Edwards Ed Payner Kenneth Coker

MERRY Christmas

And A **HAPPY and PROSPEROUS NEW YEAR**

from all the folks at **COWAN JEWELRY**
Your Friendly Credit Store



HAPPY FACES SURROUNDED the Christmas tree at the Christmas party of the Konah Camp Fire Girls held in the home of their leader, Mrs. Jack Winget, 813 S. 25 Mile Ave. Monday. Those shown are, from left, first row: Verna Parker, Kay Packard, Wyndolyn Sheppard, Phyllis Jean Ward, Cherry Holt,

Edith Hager, Reha Kelly, and Kay Albracht. Second row: Alma Lara Muller and Kay Woolery. Third row: Linda Shafet, Frankie Dee Culpepper, Sandra Kay Moore, Shirley Carthel, and Danna Nafzger. (Staff Photo)

Traditional Program Given At Study Club

A traditional Christmas program was given at the annual Christmas party of the Summerfield Study Club held at the home of Mrs. L. H. Lookingbill.

Christmas poems were read by Mrs. Charles Noland and Mrs. Ky Lawrence spoke on "Christmas Around the World." Mrs. J. R. Butler reviewed "Flight Before Christmas," which deals with the 70 years the Salvation Army has been helping the needy at Christmas time.

Members present were: Clara Blakemore, Eunice Cannon, Ella Counselman, Joan Euler, Rosa Mae Lance, Winnie Lawrence, Inez Lee, Eva Lookingbill, Lillian Lookingbill, Lesta Lee Neil, Beatrice Noland, Dorothy Noland, Emma Lewell Noland, Della Waiser, Glen Waiser and Mildred Waiser. There were two life members present, Ethel Curry and Opal Roberson. Mrs. Donald Larkin and Mrs. O. B. Roberson were guests.

Legion And Auxiliary Held Annual Party

The American Legion and Auxiliary Christmas party was held at the Memorial Park Club house Tuesday night, December 15.

The Deaf Smith County Home Demonstration Club chorus entertained with Christmas Carols and other songs. Mrs. G. E. Mullins directed the chorus.

A Christmas tree, Santa Claus treats for the crowd, and group singing completed the informal social hour, and it was announced that two veterans families would also share in plans for a merry Christmas made by the groups. Candy and toys for the children and gifts for the adults, as well as food, will be taken to the two families before Christmas.

Approximately forty members, and their children and the Chorus group attended.

Read The Classifieds

Guests in the Herbert Haseloff home this week are Mr. and Mrs. Z. P. Pilgreen and Mrs. Boyd McClendon of Vernon. They will visit in the Haseloff home until after the holidays.



Whoops! It's Christmas Again!

Amid the bright excitement of the Holiday preparations — we take this jump into your Christmas Day and say "We hope that all of you enjoy a bright and Merry Christmas!"

JACK'S SHOE SHOP

Jack Hager

Five Youngsters Presented Program

Five young pupils of Mrs. Carl Mountz presented a musical program of songs and piano selections for their parents and friends in the educational building of the First Baptist Church Friday afternoon. Mrs. Mountz and Mrs. A. J. Schroeter sang a medley of Christmas songs favored by children.

An informal social hour was held after the program, with the pupils assisting as hostesses.

Those presenting the program were Ann and Van Smith, Gary Roberson, Sharon Tinnin and Gayle Newell.

Jack Baker and son of Lovington, N. M., spent Saturday night and Sunday in the D. Y. Edwards' home.



Our very best wishes go out to you at this holiday season — along with our sincere thanks for your patronage in the past!

All the folks at

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

WE WILL BE CLOSED
Friday & Saturday, Dec. 25th & 26th

**All Of Us At Cooper's
Wish You A
MERRY-MERRY-CHRISTMAS**

**DOUBLE
GUNN BROS. THRIFT STAMPS
UNTIL CHRISTMAS**
With CASH PURCHASES

LAST MINUTE SPECIALS!

HERE ARE SOME
PUFFIN BISCUITS can 5^c

JELLO ALL FLAVORS 3 for 10^c

PASCO FROZEN
Orange Juice 2 cans 29^c

LIBBY'S
APPLES lb. 17^c

RED FANCY DELICIOUS
PUMPKIN Perfect For Pies 2 1/2 Can 19^c

TENDER BEEF
CHUCK ROAST lb. 39^c

TENDER BEEF
ARM ROAST lb. 43^c

WE RESERVE RIGHT
TO
LIMIT QUANTITIES

Cooper's MARKET
Fine Foods

PLENTY OF FREE
PARKING

Herd Defeats Dalhart In Pre-Christmas Game

The Whitefaces made it two straight conference wins by defeating the Dalhart Wolves on December 22, 68-51 at Dalhart. Led by tall, lanky Joe Streun, the Herd knocked off the Wolves, who may be rated as the dark horse of district 1-A-A. Hereford has now won seven and lost one to Amarillo.

The game started off upset style with Dalhart in charge of everything until the Whitefaces took hold and rebounded from a 9-3 conflict to tie the score at 9-9 at the first quarter point.

13-Point Lead
The Whitefaces, led by Joe Streun, played steady ball and slowly built up a 13 point lead by halftime. Streun was red-hot, scoring 18 points in the first half. The halftime score was 31-18.

The Herd was not hitting well from the field during the first quarter. Although this improved greatly in the second period it still was not up to par.

The full court press was used through the duration of the first half by the Whitefaces, and many passes were intercepted by the Albert Hereford defenders, thereby eliminating many possible points for the Wolves.

Third Quarter
In the third quarter the Herd again used the full court press and a steady ball control type of offense while maintaining their lead. Third quarter score was 47-35.

Streun tapered off the last half but with his chores taken over by Cummings, McRight, and Allen the Whitefaces slowly built the lead to the final score, which was 68-51.

Full Court Press
The full court press was evident throughout the game, and the Herd had everything under control except at one time in the first quarter when they trailed by 9 points.

Joe Streun, who probably played the best game of his career, was high scorer with 19 points. Goose Cummings had 15 and Everett Allen had 12.

The Whitefaces have now played eight games, and have scored a total of 475 points while allowing the opposition only 364, for averages of 59 and 45 points respectively.

The Herd's next encounter will be against Denver City in the first round of the Leveall Invitational Tournament which starts December 31 and lasts through January 2.

BOX SCORE				
Hereford				
Player	FG	FT	PF	TP
Allen	4	4	4	12
Woodford	2	2	2	6
Streun	8	3	4	19
Cummings	6	3	3	15
McRight	4	3	1	11
Boyd	2	1	1	5
Atchley	0	0	0	0
Totals				
	26	16	15	68
Score By Quarters				
	1	2	3	4
Hereford	9	31	47	68
Dalhart	9	18	35	51

Christmas Party Given For Sunday School Class

Mrs. E. A. Ferguson gave a Christmas party for her Sunday School Class of the Baptist Church, December 21, at her home on 112 Avenue A.

Marlene Alred accompanied Karen Sue McGee's singing on the accordion after which, Mrs. Howard Scott gave a reading and gifts were exchanged.

Refreshments were served to Mrs. Howard Scott, Mrs. Clyde Estes, Mrs. H. G. Conkright, Mrs. J. C. Alred and daughter, Ethel, Mrs. Lee Lambert, Mrs. Frank Lambert, Mrs. George Brumley, Mrs. Martha Boren, Mrs. G. M. Suggs, Mrs. B. C. Robison, Mrs. J. M. Gilland, Mrs. Duke and Mrs. Beach and also Mrs. Scott, mother of Rev. Howard Scott.

Relatives And Friends Attend Special Dinner

Thirty-two people attended a dinner and an exchange of gifts in the home of Mr. and Mrs. John Byeres, 141 E. Fourth Street, on Christmas Eve.

Relatives and friends attending from California were: Mr. and Mrs. Byeres' daughter and family, Mr. and Mrs. J. B. Martin, Mr. and Mrs. J. R. Peacock and Mrs. Byeres father, J. E. Garden of Sacramento, Calif., and Mr. and Mrs. Earl Angle of Modesto, Calif.

Others attending were: Mrs. Dorothy Noise and children, Margaret Byeres and son, Mr. and Mrs. Weldon Green and children, Mr. and Mrs. Don Presley and children, John R., Bobby, Ronnie, and Mary Fern Byeres.

At The Movies

Escape From Fort Bravo—Today, Friday and Saturday at the Star Theatre

Starring William Holden, Eleanor Parker, John Forsythe, William Demarest.

William Holden, as captain of Union forces guarding an equal number of Confederate prisoners, has the reputation of always bringing back escapees, by one means or another.

Then Eleanor Parker visits Fort Bravo to help John Forsythe escape. The escape is successful, but Holden follows them. In the desert, they are attacked by Indians, and the first authentic use of artillery by Indians comes into the plot. The Indians are Mescalero's, an Apache tribe.

Finally, one prisoner escapes the Indians and makes it back to Fort Bravo, and returns with help just as Forsythe is killed and Holden is shot. Naturally, there is a love triangle involved.

The picture contains some of the most spectacular Indian fighting ever filmed, and some of the best suspense filming ever done in a Western.

This one should appeal to all members of the family, from blood-thirsty small-try cowboys on up. It is one of the most creditable westerns to be produced recently.

SCARED STIFF
Extra Admission Preview, 11:30 p.m. today at the Star Theatre

Beauty at Home

By Lynn Carter

Q. What is a good, soothing bath for tired feet?

A. Warm water and vinegar makes a very good one.

Q. How can I treat oiliness and enlarged pores in my skin?

A. After cleansing well, cover face with a piece of absorbent

cotton wrung out of hot water, to open the pores, patting it gently over the contours of the face. Remove when cool, and replace with another piece of cotton saturated with good witch hazel. Take an ice cube in a piece of gauze and rub it gently over the cotton mask with a circular movement.

Q. What is a good, regular treatment for dry hair?

A. The habit of adding a few drops of olive oil to the liquid soap shampoo when washing the hair.

Q. What rough application is recommended for the very short type of face?

A. You can add the illusion of length by placing the rouge spot as high as possible on the cheek, and blending it carefully outward from the rouge spot.

Q. What is a good method for cleaning the combs and brushes?

A. Wash them in water to which two or three tablespoons of bicarbonate of soda have been added.

Q. What is a formula for a liquid soap shampoo I can mix at home?

A. Merely shave a cake of pure castile soap into a pint of water, and melt this over a low flame. After thoroughly dissolved, strain

through cheesecloth, pour into a jar, and seal tightly.

Q. Is there an exercise that will help reduce thick ankles?

A. One very good one is merely to stand and raise yourself up and down on your toes 15 or 20 times. Repeat this periodically throughout the day.

Q. How can I add smoothness and "allure" to my lips?

A. By use of lip pomade. The sticks come in white, or, if your lips are very pale and need a hint of color, in a light rose shade. Pomade makes your lips look soft and, what's more, keeps them soft.

Q. How can I keep my finger-nail cuticles in good condition?

A. Make a practice, after washing the hands, of pushing the towel back from the tip of each finger. This helps to keep the cuticle loose and pushed back from the nail.

Q. Is there a formula for banishing superfluous hair on the legs?

A. Make a paste of water with one part each of starch and zinc oxide, and two parts of calcium sulphide. Apply this to the skin, leave on for about five minutes, then gently wipe off with a soft cloth.

Q. What do you consider a good general astringent for the skin?

A. I can think of nothing better than witch hazel, sprayed on with an atomizer.

The Hereford Brand, Hereford, Texas, Thursday, December 31, 1953

Make All Your
HOME IMPROVEMENTS
With An Easy, Convenient
F.H.A. TITLE ONE
LOAN

With an FHA TITLE I LOAN you may borrow up to \$2500 with as much as 36 months to pay. Why not take advantage of these loans today! You can make many improvements around the old homestead, such as, adding a room, build a fence, new sidewalks, new driveways, redecorate, remodel, new roof, and many, many other improvements to numerous to mention. See us today, about an FHA TITLE I LOAN.

Rockwell Bros. & Co.
Phone 4

fi
FINANCIAL INDUSTRIAL FUND, Inc.
a mutual investment fund

PROSPECTUS ON REQUEST
Investment Service Corporation
Principal Underwriter
444 Business Street, Denver 9, Colorado
Please mail to me without charge or obligation a Prospectus describing:
 Financial Industrial Fund Shares
 Monthly Investment Program

NAME _____
ADDRESS _____
MAIL TO: H. A. Closs, Box 552, Hereford, Texas, W. B. Wilson, Box 1009, Hereford, Texas

Here's what's causing all the talk about the
NEW 1954 CHEVROLET

It's the first and only low-priced car to offer POWER BRAKES, AUTOMATIC SEAT and WINDOW CONTROLS,* NEW HIGHER HORSEPOWER in TWO GREAT ENGINES... plus all these other new advantages!

See it now!

The colorful new styling all around the car. People are looking and liking what they see. Here's Body by Fisher at its beautiful best!

Colorful new interiors and automatic window and seat controls. Chevrolet is the first low-priced car to offer automatic front window and seat controls! (Optional on Bel Air and "Two-Ten" models at extra cost.)

The thrifty new power. Powerglide models now offer the more powerful "Blue-Flame 125." There's more power too, in the "Blue-Flame 115" engine in gearshift models. Both bring you finer, thrifter performance.

Power Brakes, lower-priced Power Steering, Powerglide for all models. Now, on Powerglide models and for the first time in any low-priced car, you can have Power Brakes. Power Steering costs less and you can have Powerglide on all models. All three features optional at extra cost.

The brand-new Delray Club Coupe—one of two new body styles. Now, Club Coupe smartness with all the back seat knee-room of a two-door sedan and colorful, all-vinyl interiors! There's a brand-new 1954 Utility Sedan, too.

*Optional at extra cost. Power brakes available on Powerglide models. Automatic window and seat controls on Bel Air and "Two-Ten" models.

POWERED FOR PERFORMANCE **CHEVROLET** ENGINEERED FOR ECONOMY!

Kinsey Motor Company
11 Years Your Chevrolet-Oldsmobile Dealer
2nd & Schley Phone 740

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARIES
Anniversaries from Thursday, December 31 — Saturday, January 2

- | | | | | |
|--------------------------|--------------------------|--------------------------|-------------------------|----------------------------|
| Mr. & Mrs. L. W. Denton | Mr. & Mrs. A. A. Hare | Mr. & Mrs. Jack France | Mr. & Mrs. H. L. Axe | Mr. & Mrs. Todd Herrington |
| Mr. & Mrs. Wart Phillips | Mr. & Mrs. George Bippus | Mr. & Mrs. G. G. Heard | Mr. & Mrs. Ben Coranedo | Mr. & Mrs. Kenny Gean |
| Mr. & Mrs. J. W. Thomas | Mr. & Mrs. Doyle Rose | Mr. & Mrs. A. W. Anthony | Mr. & Mrs. L. V. Watts | Mr. & Mrs. Lyle Blanton |
| Mr. & Mrs. E. B. Harris | | | | Mr. & Mrs. A. E. Hodges |

REGULAR ENGAGEMENT
REGULAR PRICES
SUNDAY-MONDAY-TUESDAY

STAR THEATRE
THURSDAY
FRIDAY
SATURDAY

GET YOUR TICKETS NOW 95¢
ONLY ONE CAPACITY WILL BE SOLD and THEY'RE GOING FAST!

The Happiest WHOOPEE Show
IN ALL OUR HISTORY!
FAVORS GALORE For ALL!

gala NEW YEAR'S EVE
MIDNITE CELEBRATION
11:30 P. M. DEC. 31st
ON THE SCREEN A PREVIEW OF THIS PICTURE

While You're having fun - we'll be making SPOOK-faces of ourselves!

DEAN MARTIN and JERRY LEWIS
LIZABETH SCOTT · CARMEN MIRANDA
in A GHOSTLY MIST
"SCARED STIFF"
GEORGE DOLAN · DOROTHY MALONE · WILLIAM CHING

REGULAR ENGAGEMENT of "SCARED STIFF" STARTS SUN. JAN. 3rd

Showing The First Authentic Use of Artillery by Mescalero Indians
WILLIAM ELEANOR JOHN HOLDEN · PARKER · FORSYTHE

SEE!
Apache Indians shoot a curtain of arrows!
Pretty girl leader escapes from Fort!
Hand-to-hand combat under a torrential waterfall!
The most suspenseful ambush ever filmed!

More dangerous than the Apaches' arrows was the burning kiss of a flame-haired beauty who loves and lies!

ESCAPE FROM FORT BRAVO

TEXAS
FRIDAY SATURDAY **GENE AUTRY** SUNDAY ONLY

KANSAS PACIFIC
STERLING HAYDEN
Smiley Burnette

Dawn News

By Bertha Frye
By Bertha Frye

The Walt Beavers left Christmas Eve for Duncan, Okla., to visit his mother.
The Clifford Stewarts spent Christmas day in the O. D. Williams home in Amarillo.
Fred Frye arrived Christmas day from Camp Polk, La., for a visit with his parents, Mr. and Mrs. R. A. Frye.

Returns To Duty

Lt. Carroll H. Miller returned to Ft. Bliss in El Paso on Christmas day, after several days visit in his home.

Dinner guests in the H. H. Miller home Wednesday were: Mrs. Vera Crawford of Canyon, Mr. and Mrs. Frank Crawford of Attica,

The Real McCoy's

By John and George



GO TO SLEEP, WE IS FULLY PERFECTED BY OUR BURGLARY INSURANCE WITH

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

Ind., and Mrs. Louie Wedel and Karl of Tucumcari, N. M.

Bruce Albers and Richard Frye, Mrs. Louie Wedel and Karl were dinner guests of the H. H. Millers on Thursday.

Christmas Guests

Guests Christmas day in the home of Mr. and Mrs. Billie Gill Sr. were: Mr. and Mrs. Ed Sargent and children of Eastland, Mr. and Mrs. Hollis Puckett and children of Big Spring, Mr. and Mrs. Billie Gill Jr., and children of San Antonio and Mr. and Mrs. Melvin Gill and children.

Mr. and Mrs. Zed Stewart and their guests, the John Halls of Richmond, Calif., spent Wednesday in Pampa with Mr. and Mrs. Boyd Stewart and family.

Mr. and Mrs. J. B. Caraway and children were Christmas day dinner guests of Mr. and Mrs. Will P. Caraway in Hereford.

Dwayne Stewart of Artesia, N. M., visited for several days during the holidays in the Zed Stewart home.

Family Gathering

There was a family gathering with a gift exchange in the home of Mr. and Mrs. W. J. Stewart in Canyon on December 19. Those present were: Mr. and Mrs. Reece Stewart, Rosemary and Ralph Atchley, Mr. and Mrs. Ray T. Stewart and children, Mr. and Mrs. Clifford Stewart and children and Mr. and Mrs. Jed Stewart.

Bertha Frye was a guest in the Raymond Miller home in Amarillo on Christmas day.

The H. H. Millers spent Christmas day in the home of Mr. and Mrs. Billy Hill in Amarillo.

Mr. and Mrs. Clifford Galley of Happy spent several days during the holidays with his parents, Mr. and Mrs. Walter Galley.

The Reece Stewarts and the Ray T. Stewarts spent Christmas day with the Robert Oglesbys at White Deer.

Parents Visited

Mr. and Mrs. J. B. Caraway and children visited Friday evening in the Robert Oglesbys home in White Deer, and went on to Mobeetie to visit her parents, Mr. and Mrs. J. R. Oglesby.

Mr. and Mrs. Zed Stewart and their guests, Mr. and Mrs. John Hall and daughter of Richmond, Calif., left Christmas day to visit Mr. and Mrs. Bert Robinson in Bowie and Mrs. J. B. Oldham at Nocena.

H. T. Wedel of Hereford and

daughters, Mrs. Elmer Richardson of Slater, Ia., and Mrs. Albert Schneider of La Verne, Ia., were visitors Thursday in the homes of Mr. and Mrs. R. A. Frye and Miss Bertha Frye.

Mr. and Mrs. Darrell Janssen and daughter were Christmas dinner guests in the home of Mr. and Mrs. C. F. Finley in Hereford.
Mr. and Mrs. Norman Miller and children were dinner guests in the home of Mr. and Mrs. L. A. Smith Christmas day.

The J. W. Carathers family spent Christmas day with Mrs. Carather's parents, Mr. and Mrs. T. R. Atkinson in Amarillo.

Miss Mary Frye spent the weekend in Muleshoe.

Mr. and Mrs. W. W. Wimberley Sr., are staying at the home of their son, the William Wimberleys, while the latter are on a trip.

Dinner Guests

Christmas dinner guests in the home of Mr. and Mrs. Orval Galley were: Mr. and Mrs. Lester Galley, Mrs. Fleeda Galley of Hereford, Hollis Galley and children of Grinnell, Ia., Mr. and Mrs. Charles Galley and children of Amarillo, Mrs. Willis Sisson and sons of Amarillo, and Mr. and Mrs. Walter Galley and Irene.

Announcements have been received of the birth of a son, Melvin Glenn, to Mr. and Mrs. Glenn Caraway at El Paso on December 18. The Caraways formerly lived at Dawn.

Among those from this community attending the 50th wedding anniversary celebration and reception of Mr. and Mrs. Henry T. Wedel, at the Lutheran Church in Hereford were: Mr. and Mrs. L. A. Smith, Mr. and Mrs. H. H. Miller and children, Mr. and Mrs. Alfred Smith, Mr. and Mrs. A. T. Frye and Mary, Mrs. R. A. Frye and Miss Bertha Frye.

Mr. and Mrs. J. K. McKensie of Miami and their son, Dr. C. E. McKensie of Corpus Christi were dinner guests recently in the H. V. McCabe home. Mr. J. F. McKensie is a brother of Mrs. Mary Byrd, who makes her home with her daughter, Mrs. H. V. McCabe. Visitors in the home of Mr. and Mrs. R. A. Frye last Thursday were her sister and brother-in-law, Mr. and Mrs. Willard White of Plainview.

Holiday Visitors

Mr. and Mrs. H. S. Fuller and

family spent the Christmas holidays in Belton.

Mr. and Mrs. Walt Beavers, Manuel and Waiten were dinner guests in the Henry Dow home in Dumas December 20.

Mrs. Delbert Brunsteter of Alva, Okla., and Mrs. C. T. Roos of Enid, Okla., arrived recently for a visit in the home of their parents, Mr. and Mrs. George S. Parker. Dec. 6 the group had dinner in the home of Mrs. Frank Giles at Hereford. They included: Mrs. George S. Parker and her six daughters, Mrs. Delbert Brunsteter, Mrs. C. T. Roos, Mrs. Noble Willier, Mrs. Clinton Jackson, Mrs. Jerry Albracht and Mrs. Frank Giles.

Mr. and Mrs. Benny Womble were Christmas dinner guests of her sister in Tucumcari, N. M.

Holiday Guests

Mr. and Mrs. R. L. McAnnally and baby spent the Christmas holidays at Paris.

Dr. and Mrs. Glenn Robinson of Happy were dinner guests in the home of Baker Womble Christmas day.

Mr. and Mrs. Benny Womble returned from a recent trip to Corpus Christi.

David Rodgers of Lubbock was in Dawn Dec. 19.

Rev. and Mrs. Paul McClung and Kenneth, went to California to visit relatives during the holidays.

J. T. Cronin, student at Hardin-Simmons University at Abilene, was home for the Christmas holidays.

Home From Ft. Bliss

Lt. Carrol Miller, stationed at Ft. Bliss, El Paso, spent the Christmas holidays at home.

Mr. and Mrs. Baker Womble were in Spearman, Dec. 23. Their daughter, Sallie, who teaches in the Spearman schools, returned home with them to spend the Christmas holidays.

A Christmas tree, with gift exchange for a family gathering was held Wednesday night, Dec. 23, in the home of Mr. and Mrs. Benny Womble. Among those present were: Mr. and Mrs. Robert Thompson and Lynn, Mr. and Mrs. Carl Williams and children, Mr. and Mrs. Dan Trew, Mr. and Mrs. Robert Womble and children, Mr. and Mrs. Delmo Williams and baby, Mr. and Mrs. Baker Womble, Misses Sallie and Ethel Womble and Mr. and Mrs. Benny Womble.

CHURCH

(Continued from Page 3)

Church of Nazarene

Fourth and Jackson
Rev. Levi Louderback, pastor
Sunday School is held at 10 o'clock, worship services at 11 o'clock. Evening worship services are at 7 o'clock.

Prayer meeting is held each Wednesday night at 7 o'clock.

St. Thomas Episcopal

Sunday school is held each Sunday morning at 9:45 o'clock followed by morning worship at 11 o'clock.

St. Anthony's Catholic

Harrison Highway at 25 Mile Ave.
Father Bartholomew Fayias pastor

Sunday morning Masses are at 6:30, 8, and 10 o'clock.

Daily morning Mass is at 7 o'clock at the new church and 8:15 o'clock at the old church.

Holy Hour is each Thursday night from 8:30 to 9:30 o'clock.

Confessions:
Each Thursday night from 8:30 to 9:30 o'clock.

Saturday afternoon from 5 to 6 o'clock and 8 to 9 o'clock in the evening.

Courthouse Records

Deeds of Trust
Marshall Scott and Billie Hodges to the First National Bank of Amarillo, all of the N-2 and the SW-4 of Sec. 91 in Blk. K-4.

T. E. Seigler, Jr., et ux, to Kansas City Life Insurance Company, Kansas City, Mo., all of the W-1/2 of Sec. 10, Blk. 3, A. B. & M.

W. N. Griswold, et ux, to Sam Nunally, being a portion of Blk. No. 2 of the Mabry Add.

Warranty Deeds
Ed Dzuik, et ux, to Edward Dzuik Jr., the E 165.1 acres of the S 330.2 acres of Sec. 85, Blk. K-3.

Ted L. Eaton, et ux, to W. C. Rose, all of Lot No. 3 of Blk. No. 4 of Hester and Baskin Sub. of Blk. No. 3 of the Mabry Add.

A mouse can live as long as five years.

Texas servicemen are not required to pay the State poll tax to be eligible to vote in State elections during 1954.

Servicemen coming within the waiver provisions of the State Constitution need not hold any form of receipt or exemption certificate in order to vote.

The oil industry spends more than \$100 million a year on research, to create new products and improve old ones.

A gallon of diesel fuel off in a diesel - electric locomotive will perform almost six times the work of a gallon of fuel oil consumed in a steam locomotive.

Read The Classifieds



NOW ON DISPLAY!

The All New 1954

ROPER RANGE

That's right folks, the new 1954 Roper Ranges are now on display at Blanton Butane, Inc. Why not drop by the next time you're in town and look over the new ranges that are now in stock. These Roper Ranges are adaptable to both natural gas and Butane.

SEE THEM TODAY!

Best Wishes for A

HAPPY and PROSPEROUS 1954

BLANTON BUTANE, INC.

Phone 551

Announcing

Purchase of Wilkins Sheet Metal

By G. E. Brownd

I have recently purchased the Wilkin's Sheet Metal from Mr. Jack Wilkins, effective January 1, 1954. We wish to take this opportunity to invite each and every one of Jack's former customers to drop in and get acquainted, and to bring us your sheet metal problems. We hope to be able to give you the same fast, courteous, and above all dependable sheet metal and tin work that you have been accustomed to in the years past.

We plan to keep the same expert help that Mr. Wilkins has had . . . and of course, will add our many years of experience, in an effort to give you the best service available anywhere.

The next time you need sheet metal work . . . Call us!

. . . G. E. Brownd

Brownd Sheet Metal

G. E. Brownd, Owner

NOTICE!

We Wish to take this Opportunity to Say

Thanks Friends

for the generous patronage you have afforded us in the years that we have been in business in Hereford. We have enjoyed every day, and realize that we could not have picked a finer place in which to do business.

However, we have sold our business to Mr. G. E. Brownd, formerly of Lubbock, and would like to take this opportunity to invite you in, to get acquainted with the new owner. He comes to us, well recommended, and we're sure you will accept him as you have us. Mr. Brownd plans on keeping the same experienced help that we have had for the past years, and we're sure that you may expect the finest service from him.

May we say again, Thank You, for your patronage, and it has indeed been a pleasure to work with the fine folks of this area.

JACK WILKINS

Long Time Ago

45 Years Ago
 Wednesday afternoon at 3 o'clock the alarm of fire startled the quiet little city. Men, women and children rushed to the scene. The fire started from a defective flue in Baker's restaurant which was located in the middle of a line of brick buildings on the west side of Dewey avenue, the block being known as the Opera House block. The fire was discovered when it had burned through the ceiling in the kitchen and it was first thought that it could be stopped, but all efforts proved fruitless. Water wagons, street sprinklers and a bucket-brigade poured a flood of water into the building, but the fire had spread above the ceiling to such an extent that it was hardly checked in its progress. Men and boys, and even the women,

worked like Trojans moving stocks of goods and fighting the flames. The five buildings all being one story bricks were a total loss, estimated at about \$15,000. The estimated loss in stocks by fire, water and moving is about the same, \$15,000, making a total of \$30,000.

The secretary of the Commercial Club suggests that the city should have a competent man to lay out a system of numbering the houses and naming the streets of the city. True, most of the streets have names but many of them do not give any idea of their location. None of the houses are numbered as you all know. The need of such a step was made ridiculously pressing last Thursday when a stranger wanted to know where a certain other man lived.

25 Years Ago
 The most beautiful weather that could be imagined prevailed here during Christmas week and still continues. Christmas day the wind came up in the afternoon and was somewhat disagreeable, but calmed down around nightfall. It was

Real "Home Cookin'" Flavor
LIMA BEANS 'N HAM

MR. FARMER

If you plan to lay a 2" to 4" gas line, 100 Feet to 100 Miles, we can sell the pipe cheaper.

We are also well stocked with Irrigation Pipe, 8" to 16" at COMPETITIVE PRICES.

See us for your pipe needs.

HILTON SUPPLY COMPANY
 1819 East Broadway
 Lubbock, Texas
 Phone - 2-3041 or 2-5685

sunny but sharp-aired Wednesday. Local weather sharps are predicting more snow, as they say such early ideal fall weather cannot endure and a bad spell is sure to be just around the corner.

According to Manager F. W. Scovell of the West Texas Gas Company, there are now 353 gas meters in operation in Hereford and when the applications now pending are completed there will be over 500 users of gas in the city within sixty days. Mr. Scovell said that twenty-five new contracts came in last week and he is highly pleased with the outlook for future business here.

The crew was cut down slightly during the holidays but will be back in force on January 1.

The ancient City of Hereford, England, is appealing to the citizenship of the New World Hereford, Texas, to assist in the preservation of articles of historical interest in a special building in Hereford, England, according to a letter received by Mayor E. S. Ireland this week.



TEEN TALK
 BY VIVIAN BROWN

AP Newsfeatures
 This 1954 can be a beautiful year—from the tip of the feather in your dunce cap to your manicured toenails. Make your goal a prettier, brighter, sweeter, neater, friendlier and thrifter new year. So what if you flub out on a couple of promises to yourself after a few months? At least E for effort still stands and you'll be further ahead than the girl who can't discipline herself from the start. Try to avoid making the same mistakes that put you in the wishy-washy category last year.

PRETTIER, PLEASE ... Tag that waistline roll for a disappearing act at the earliest. Three days of a liquid lunch and a curtailing of starches and sweets should smooth away a pound or two. If skin is bumpy watch the sweet

tooth. If hair is limp, check your diet and calm down. Good restful sleep is essential to healthy beauty. Learn to eat the good (vegetables, milk, meat) but not the goodies (pastries, gravies, candies) for a peachy complexion, silken tresses, sparkling orbs.

A DASH OF SUGAR ... Be sweet and the world is your oyster. Sour people are left to lick their briny wounds. If you want to impress that boy or find a loyal girl friend, improve your disposition. Be selfless and ingiving to others you'll have more than you have ever had before. Do a good turn for a casual friend or a stranger to test your endurance. Be a loyal pal and you'll have no trouble keeping your friends.

STAR BRIGHT ... You're gonna be stuck with learning anyhow, so why not give your books a break? If you skip an examination or a class, you'll just have that much more to catch up on. So why not take it in stride? Anybody is tempted to skip a class now and then, but when it gets to be a habit, it can really hurt.

A NEAT BEAT ... One of your desires might be to find a husband in the near future—teenagers are grabbing off lifetime partners before they ever get to that first job-hunt. Needless to say men are more impressed by a woman's homemaking abilities and neatness than anything else, or so recent polls have shown. Instead of concentrating on the latest lipstick, perfume, nail polish and hair tint info, smart girls acquire the well-scrubbed shining hair and neatly pressed clothes look. In spare time they learn how to cook and keep house—and men are mad for comfortable but clean homes.

FEED THE PIGGY BANK ... from allowance to allowance time. Others make reasonably good change at baby sitting (Some girls average \$30 to \$50 a week). But lots of these future Hettie Greens are likely to dissipate their earnings on frivolous fancies. Instead of buying that faddish hat, shoes, bracelet, etc., save up and buy something real slick.

The hope chest has returned in all its glory. And farsighted dears are stocking up on all those things that make a real home. It is easier to snare a man in your teens than any other time, and if that is your goal, be prepared to contribute something to that future home.

Personals

NEWS ABOUT YOU AND YOUR NEIGHBORS

A Christmas party honoring college students home for the holidays was given in the home of Mr. and Mrs. A. T. Jones December 23. Those attending were Katy Coke of Dimmitt, Johnnie Burkett, Sherry Benson and Doris Jane Benson, Mrs. Joe Hacker, Janell Benson, Barbara Gaffert, Doris Stanfield and Patsy Cates.

Home from Waco for the Christmas holidays were Mr. and Mrs. Charles Markham. They visited with Mrs. Markham's parents, Mr. and Mrs. H. D. Buse, 308 Catapa, and Mr. Markham's parents, Mr. and Mrs. Frank Markham.

Mr. and Mrs. Walter Cox spent the holidays visiting relatives in Mineral Wells and Seymour. They visited Mrs. Cox's grandmother, Mrs. Jim Murray, in Mineral Wells and the Curtis Lyons, George Barkers and J. C. Holman in Seymour.

Mr. and Mrs. C. B. Crosby and daughters Linda Rose and Charlotte spent Christmas in Floydada with Mrs. Crosby's parents, Mr. and Mrs. W. H. Furrow.

Mr. and Mrs. W. A. Davis, 202 Brevard, had as guests in their home during the Christmas holidays their daughter and family, Mr. and Mrs. L. D. Shaw, and

The Hereford Brand, Hereford, Texas, Thursday, December 31, 1953

of Roswell, N. M., were visitors in the home of Mrs. Sally Carter and other relatives last weekend.

Mrs. Hazel Sparks received a telephone call from her daughter, Mrs. Jack Marshall who is in Chitose, Japan. She called at 5:15 p.m. o'clock Thursday, but it was 8:30 o'clock Friday morning in Japan. Mrs. Marshall's husband is stationed in Japan with the First Cavalry Division Artillery. She wished all her friends a Merry Christmas and Happy New Year.

Rhode Island boasts that she produces more than half of the lace turned out in the United States.

GOVERNMENT SURPLUS

Two Bedroom homes with plumbing and wiring
 Size 20 x 26 \$750.00

One Bedroom efficiency \$450.00

Duplex (4 Bedroom 52 ft. x 20) \$1550.00

Duplex 42 ft. \$1250.00

Duplex 32 ft. \$950.00

Ready to move to your Farm or lot.

See Len Rogers, Machovec Homes, Dumas, Tex.
 Phone 2-4722

Buyer pays moving cost of \$50. plus \$1.00 per mile. \$75.00 plus \$1.00 per mile on Duplex.

Closed on Sundays

MEMO TO ADVERTISERS

AUDITED PAID CIRCULATION
 ABC

for advertising, too!

What a fix we'd all be in without those standards of measurement for the goods you buy and sell. Imagine the confusion, waste and doubt in business transactions if we didn't have accepted standards of weights and measures—known values.

We believe it is just as necessary for us to tell you what you get for your advertising dollars, in terms of known circulation value, as it is for you to do business with your customers on the basis of recognized standards. That's why this newspaper is a member of the Aud. Bureau of Circulations.

WHAT IS THE A.B.C.? The Bureau is a cooperative and nonprofit association of 3450 publishers, advertising agencies and advertisers in the United States and Canada. Organized in 1914, A.B.C. brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.

WHAT A.B.C. DOES FOR YOU. At regular intervals one of the Bureau's large staff of experienced circulation auditors comes to our office and makes a thorough audit of our circulation records. He has access to all of our books and records to obtain the FACTS that tell you what you get for your money when you advertise in this newspaper.

WHAT A.B.C. REPORTS TELL YOU. The circulation FACTS obtained by the A.B.C. auditor are condensed in easy to read A.B.C. reports which tell you: How much circulation we have; where the circulation goes; how it was sold and many other FACTS about the audience we provide for your sales messages. Make your advertising investments on the basis of this audited information. Ask for a copy of our A.B.C. report.

Coal—by the ton
Lumber—by the foot
Wheat—by the bushel
Land—by the acre
Gasoline—by the gallon

There are standards

USE OUR BUDGET PAY PLAN

ABC Report

DOES YOUR HOME NEED IMPROVEMENTS?

HERE'S THE EASY WAY

F.H.A. PAY-OUT-OF-INCOME PLAN

THE SUN WILL SHINE BRIGHTER IN A MODERNIZED HOME ...

You can improve your home now and pay later with our inexpensive FHA Pay-Out-of-Income Plan. We will be glad to furnish material and labor estimates for repairs or modernizing and arrange FHA financing to suit your budget ... and with these special features!

- No red tape
- Lower FHA rate
- No down payment
- Up to 36 months to pay
- Amounts available from \$60 to \$2500

Check your home for these improvements:

- ADD ROOMS
- GARAGE
- MISCELLANEOUS REPAIRS
- PLUMBING
- INSULATION
- RE-ROOFING
- PAINTING
- WEATHERSTRIPPING

USE OUR BUDGET PAY PLAN

CLOSED FRIDAY, JANUARY 1st
 New Year's Day

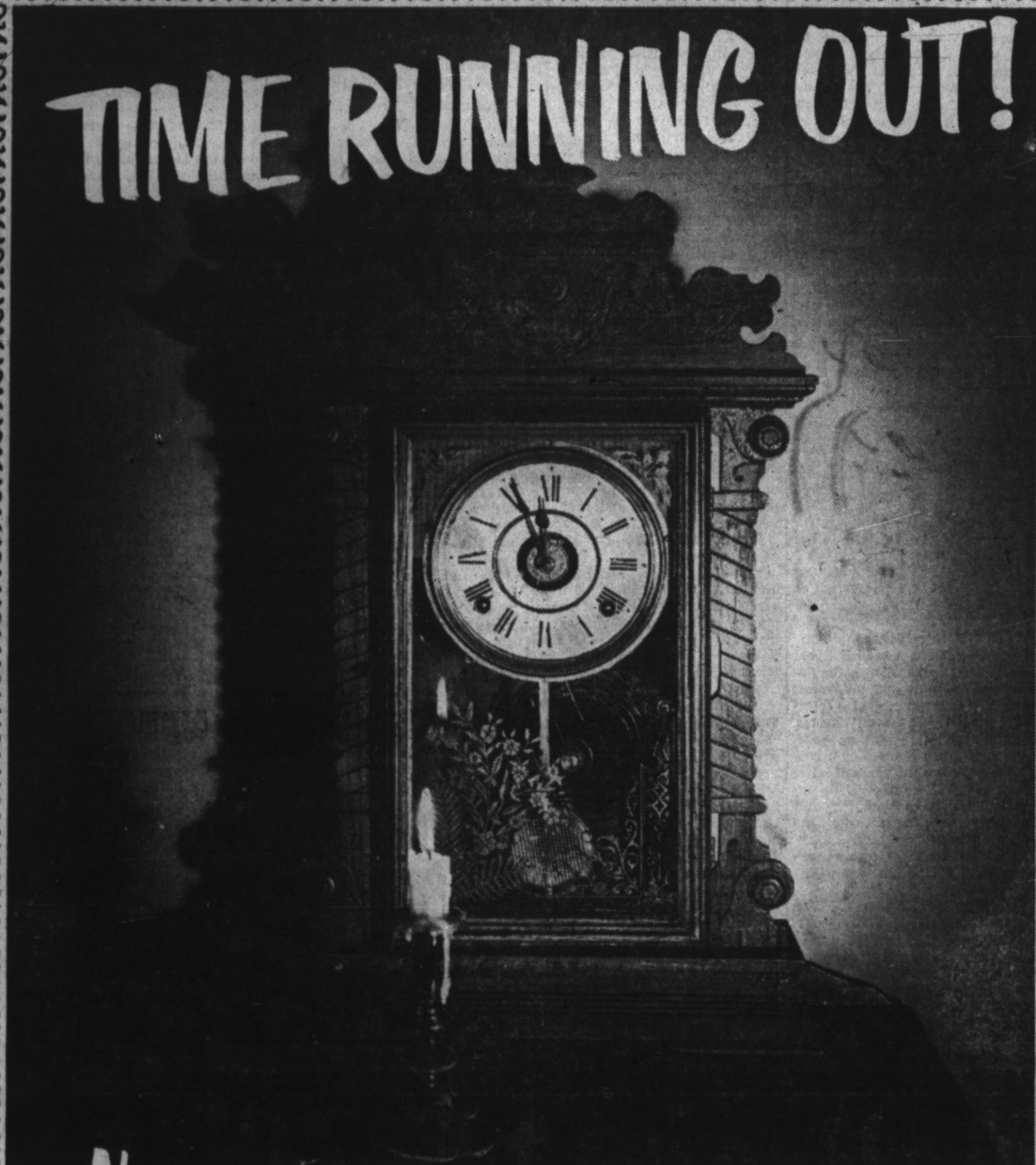
CARL McCASLIN LUMBER CO.
 A Complete Building Service

1 Block East of the Courthouse
 Phone the Lumber Number 7

Faith will overcome the most miserable circumstances

- HEREFORD IMPLEMENT CO.**
• International Harvester Farm Eqpt.
- M & M PLUMBING CO.**
• Everything In Plumbing & Heating
- E. B. BLACK CO.**
• Furniture
- BLANTON BUTANE, INC.**
• Shamrock Butane and Propane
- Hereford Laundry & Dry Cleaners**
• Family Finish Laundry Our Specialty
- Parker Bros. Builders Supplies**
• Everything For The Modern Home
- HEREFORD STATE BANK**
• The Bank Of Friendly Service
- Associated Growers of Hereford**
• Seed Potatoes & Potatoes
- KINSEY MOTOR CO.**
• Chevrolet - Oldsmobile
- HEREFORD CREAMERY**
• Cream O'Plains - Ice Cream
- BIG T PUMP CO.**
• Complete Pump Service & Repair
- HEREFORD HARDWARE**
• Your Friendly Hardware Store
- Southwestern Public Service Co.**
• 28 Years of Good Citizenship & Public Service
- CONSUMERS FUEL ASS'N**
• Petroleum Products-Farm Supplies
- VAUGHT LAUNDRY**
• Service Plus Courtesy
- HEREFORD GRAIN CORP.**
• Formerly Bradley Grain Co.
- H & W IMPLEMENT CO.**
• John Deere Implement-Krause Plows
- HEREFORD LUMBER CO.**
• Home Owned - Home Operated
- PITMAN SERVICE STATION**
• Conoco Products - "We Never Close"

TIME RUNNING OUT!



New Year's Eve and four minutes 'til midnight. It is time to total your failures, to calculate your successes, and to make bonafide resolutions. Did this year bring a spiritual surplus for you? Do you have a clearer view of destiny? Do you know more of the meaning and purpose of life? Have you had time for God? *If not, it will be a terrible day, when God has no time for you.* As the New Year dawns, we know God is in front. He will be in all the tomorrows. Happy New Year!

© Williams Newspaper Features
Fort Worth, Texas

- DAVIS & McCRACKEN**
• Minneapolis-Moline - Dempster Drills
- PIGGLY-WIGGLY**
• Home Of S & H Green Stamps
- SHELTON TIRE EXCHANGE**
• Serving You With The Best-Goodyear
- Walker Refrigeration Service**
• Complete Refrigeration Repair
- PITMAN GRAIN CO.**
• Grain Buyers
- PALO DURO CONOCO SERVICE**
• Friendly & Courteous Service
- JACOBSEN BROTHERS, INC.**
• Welding & Machine Shop Work
- HUNTER'S FOOD MARKET**
• Highest Quality-Lowest Prices
- ACME CLEANERS**
• We Please Particular People
- ROGERS DRUG**
• Walgreen Agency
- FIRST NATIONAL BANK**
• Member FDIC - FRS
- SEARS GRAIN CO.**
• Hereford - Dimmitt - Black
- GILLILLAND FUNERAL HOME**
• A Dignified, Sympathetic Service
- FURR FOOD STORES**
• Famous Brand - Lower Prices
- HEREFORD MOTOR CO.**
• Your Friendly Ford Dealer
- Western Battery & Electric Co.**
• Front End Alignment-Wheel Balancing
- ELIZABETH WOMBLE**
• Loans-Insurance-Abstracts
- STAPP CHIROPRACTIC CLINIC**
• The Way To Health
- WALLACE BUICK CO.**
• Wayne Wallace
- J. C. RICKETTS, REALTOR**
• "List Your Wants With Us"

This Series of Church Ads is being Published Through the Cooperation of the Local Ministerial Alliance and Is Paid for by the Undersigned Individuals and Business Institutions

At The Churches

At The Churches

Seventh Day Adventist

Third and Lawton
Elder C. C. Balse, pastor
The subject for lesson study is "God is Fitting Men for His Eternal Kingdom."
Memory Verse: 2 Peter 3:11.
Study Helps: The Great Controversy, pages 647-650; Christ's Object Lessons, pages 283, 416-419.
Basic Text: Matthew 5:3-5.
Sabbath school is at 9:45 o'clock and worship services are at 11 o'clock.

First Christian

8th and Main
Rev. Don Roof, pastor
Sunday School is held each Sunday morning at 9:45 o'clock and morning worship is at 10:45 o'clock.

Wednesday evening choir rehearsal is held at 7:30 o'clock. At 8:45 o'clock each Sunday evening age level studies are held.

Wesley Methodist

Rev. E. L. Naugle, pastor
The Wesley Methodist Church has preaching services each Sunday at 11 o'clock and 7:15 o'clock with Sunday School at 9:45 o'clock and the MYF group at 6:30 o'clock. The choir meets each Thursday at 7:30 o'clock.
Prayer meeting is at 7 o'clock each Wednesday. Choir practice is at 7:30 o'clock each Thursday.

Immanuel Lutheran

Park Avenue at B Street
Rev. Harold Kestner, pastor
Immanuel Lutheran Church wish you a blessed and Happy New Year, and invites you to attend: New Year's Eve service at 7 o'clock followed by a Fellowship Supper in the Church basement and a service of Prayer at midnight to welcome the New Year.
New Year's Day worship service at 10 o'clock.
Sunday, January 3—Sunday School at 10 o'clock and Worship Service at 11 o'clock.
Welcome!

Assembly of God

Union and Ave. G.
Rev. Walter E. Lane, pastor
Each Sunday morning Sunday school is held at 9:45 and the morning service is at 11 o'clock. Prayer meeting and Bible Study will be held each Wednesday evening at 7:30 o'clock.
Young people meet on Sunday night at 8:30 o'clock with the evening worship services at 7:30 o'clock.
The W.M.C. meets on Thursday afternoon at 2 o'clock.
Evangelist Jerry and Mrs. Frye begin Sunday, January 3, and will conduct a revival which will continue for two weeks. Services will begin each night at 7:30 o'clock.

CHRISTIANITY IS THE ROAD to the solution of the perplexing problems of the hour.

THE CHURCHES and their messages are the guide posts on this road.

THE PUBLIC SPIRITED FIRMS listed on this page urge church support and attendance—thus working toward a greater and more spiritual community in which to live and rear our families.

First Baptist

Fifth and Main
Rev. Howard Scott, pastor
Sunday school at the First Baptist church is held at 9:45 and the morning worship services are held at 10:50 o'clock.

Sunday evening the training union will be held at 6:15 with the evening worship at 7:30 o'clock.
Superintendents meeting will be held each Wednesday evening at 6:30 o'clock with teachers and officers at 6:45. Prayer meeting is held at 7:30 o'clock.

New Year's Eve watch-night service will be on Thursday night beginning at 9 o'clock.
Bob Lawrence is the educational director and Shirley Sharp is secretary.

First Presbyterian

616 Lee Street
Rev. Russell Winger, pastor
Sunday school is held each Sunday morning at 9:45 o'clock, followed by morning worship at 11 o'clock.

East Side Baptist

Forrest St. and Ave. K.
Rev. Russell Pogue, pastor
Sunday school will be in the morning at 9:45 o'clock and Training Union is in the evening at 6:15 o'clock. Morning worship services are at 10:50 o'clock and the evening service at 7:20 o'clock.

Teachers and officers will meet Wednesday evening at 7:15 o'clock with the Evening Prayer service following at 7:45 o'clock.
Sunbeams, R. A. and G. A. will meet at 4 o'clock each Wednesday afternoon.

Church of Jesus Christ of Latter Day Saints

(Mormon)
Kendon O. Anderson, superintendent.
The Mormon church, which meets in the American Legion Hall, will have Sunday school services at 10 o'clock.

First Methodist

Fifth and Main
Rev. S. M. Dunnam, pastor
Preaching services are at 10:55 o'clock and 5 o'clock in the evening with Sunday School at 9:45 o'clock in the morning. MYF groups meet at 6 o'clock in the evening.

Tuesday at 9:15 o'clock the Woman's Prayer Group will meet in Ward Hall. At 7:30 o'clock the Commission of Education will meet.

Wednesday at 12:30 o'clock the Woman's Society of Christian Service will have the monthly luncheon in Fellowship Hall. At 7 o'clock prayer meeting will be held in Ward Hall.

Saturday from 7 o'clock to 8 o'clock the regular prayer vigil will be held in the sanctuary.

Church of Christ

205 E. 6th Street
Bob Wear, minister
Bible school is held each Sunday morning at 10 o'clock, with morning worship at 11 o'clock.

The Young People meet Sunday evening at 6:45 with evening worship at 7:30 o'clock.

Wednesday evening prayer services are held at 7:30 o'clock.
The Hereford Church of Christ radio broadcast is heard daily at 9:30 over KPAN.
The nationwide broadcast by the Church of Christ is each Sunday afternoon at 1 o'clock.

Avenue Baptist

128 N. 25 Mile Avenue
Rev. Bob Harris, pastor
Sunday school is held at 9:45 and the morning worship services are held at 11 o'clock.

Training Union is held each Sunday evening at 6:30 o'clock. Evening worship services are held on Sunday evening at 7:30 o'clock.

Mid-week prayer services are Wednesday night at 8 o'clock. At 8:45 o'clock there will be choir practice.

Sunbeams will meet at 3 o'clock Friday afternoon.
The Young people will meet Saturday night at 7:30 o'clock at the church.

Missionary Baptist Church

1003 Union Avenue
Rev. W. B. Shroy, pastor
Sunday school begins at 9:45 o'clock and the preaching services begin at 11 o'clock.

Evening worship services are at 8 o'clock, prayer meeting—8 o'clock Wednesday evening.

Christian Science

Christian Science services are held each Sunday morning at 11 o'clock in the Star Theatre.

(Continued on Page 5)

Cummings Bore Brunt Of Tag Match Against Murdock, Getz

Bob Cummings bore the brunt of the tag-team match at the Bull Barn Saturday night. The match was a two out of three fall with a one hour time limit with Frankie Hill Murdock and Al Getz versus Bob Cummings and George Overhalls.

The first fall was taken in nine minutes when Getz threw Overhalls with a leg split and a body jackknife.

Second Fall
In the second fall Overhalls threw Getz with a give-up arm bar and knee thrust to the arm.

Overhalls and Cummings won the third fall when the other two wrestlers were disqualified for doing just about everything illegal in the books. Bob Cummings had

a rough time when Getz and Murdock caught his neck between the ropes and twisted.

First Event A Draw

The first event was a one fall, 20 minute time limit match between George Overhalls of Amarillo and Al Getz of Pittsburg, Penn. This match was a draw between the two wrestlers.

Frankie Hill Murdock of Waxahachie and Bob Cummings of Hereford wrestled in the second match, which was a one fall, 20 minute time limit. Murdock took the fall in nine minutes after Cummings had disqualified himself by fighting both Murdock and the referee.

Irish Choose Red

DANVILLE, Va. (AP)—From now on it's a green mail box for Peter Spratt, an Irish youth visiting here. Spratt made the mistake of trying to mail a letter in a red "mail box" instead of the green one. Several pieces of fire-fighting equipment responded.

County . . .

(Continued from Page 1)
to town when they see the women-folk stepping off a plot of ground or making inquiry about something to dig a hole with.

H. D. . . .

(Continued from Page 1)
plainest to be glamorous.

Another pretty apron was made by Mrs. Lester English. It is a shadow apron with the designs cut from everglaze chintz and stitched in the hems of purple, permanent finish organdy.

Every Yuletide, cards are prettier. They are such a friendly way to say hello. I haven't gotten our cards mailed yet and if I can't, guess I'll get an early start for next year. Happy New Year!

Mr. and Mrs. Grant Fuller and Mr. and Mrs. Sidney Fuller and son of Hereford, and Mr. and Mrs. Grant Fuller Jr., and son of Houston spent the Christmas holidays in Dallas with Mr. and Mrs. Varian Jay Fuller.

Wilfred Herr, son of Mr. and Mrs. E. A. Herr, 119 Bradley, spent the Christmas holidays in the home of his parents. He works in Houston in the exploration department of the Continental Oil Company.

Read The Classifieds

CONGRESSMAN WALTER ROGERS SAYS

Push To Raise Limit On National Debt Expected Soon In Congress

Most political forecasters, both in and out of the government, predict an early push to raise the national debt limit from \$275,000,000,000 to \$290,000,000,000.

You will remember that an attempt was made to do this during the closing days of the first session of this Congress. The Executive Department claims that their heads are bumping the \$275,000,000,000 debt ceiling, which is fixed by law, and that further borrowing cannot be avoided. If the move to raise this ceiling to \$290,000,000,000 is successful and additional securities are issued, it will mean more trouble in stopping deficit spending, assuming that \$15,000,000,000 in additional securities are issued at an interest rate of three percent.

More For Interest

This means that the taxpayers must cough up \$450,000,000 every year in interest. Even though the principal of the securities may be payable in ten, twenty, or thirty years, the interest must be paid annually. This means well over one million dollars every day for the taxpayers to pay in interest. Since the budget is out of balance and we are presently operating on a deficit, these interest payment requirements will add approximately half a billion dollars each year to the deficit.

If the interest is paid with borrowed money, as it will be if we continue to operate on a deficit, we can not escape the conclusion that in ten years we will owe an additional five billion dollars in interest alone. These interest requirements, added to the general deficit, means that in the most favorable light, we will be operating for several years on at least a five billion dollar annual deficit.

This simply means that in three years the fifteen billion dollar increase in the national debt will have been exhausted and further request can be expected for an increase in the ceiling so that more securities can be issued. All of this adds up to the fact that the upward debt spiral can not be checked unless the budget is balanced.

THE TAX CUTS

Much has been said and written about the tax cuts to become effective January 1 on individual incomes. Everyone seems to be trying to get into the limelight and take credit for these cuts, as well as the termination of the excess profits tax. The truth is that these tax cuts take effect by operation of law.

The executive branch of the government, as such, could not continue the collection of these taxes if it wanted to. The law says that they terminate and they will terminate.

Won't Be Revived

Whether or not they are revived and renewed is a matter that is wholly within the power of the Congress. In order for the federal government to collect the 1954 increase in individual income taxes and the excess profits tax or either of them, it would be necessary for Congress to enact legislation to

that effect, which would be tantamount to passing new tax legislation. This is so because these taxes terminate on January 1, 1954, and Congress does not meet until January 6, 1954. They could be revived and made retroactive to January 1, but they will not be.

The truth is that these taxes are going to be permitted to terminate simply because Congress does not intend to revive them. It will mean a loss of revenue to the Federal government. Those in charge of fiscal matters don't like it, but there is very little that they can do about it. Congress was thoroughly polled, though rather indirectly, and it was most obvious that the taxes could not be revived. A number of excise taxes are due to expire in April of this year. Very little has been written or said about this, but it is presently anticipated that they will not be allowed to expire.

JITTERS IN WASHINGTON

The recent decision by Judge Keech in the Roth case has set many a Federal employee to talking to himself. The effect of this decision was to say to the Federal employees that they did not have the job security which they thought civil service guaranteed them; in other words, that by proper manipulations, civil service protection would be only a figure of speech and that government jobs could be handled on a political patronage or spoils basis.

This, of course, caused an epidemic of jitters. The real issue to be determined is whether or not government employees are to be civil servants or political appointees. Until this question is finally settled, the jitters will, no doubt, continue.

FEDERAL AID TO EDUCATION

The recent hearings and investigations concerning juvenile delinquency have pointed up many suggestions as to causes and cures. Those who advocate federal aid to education have lost no time in injecting this into the hearings. The forces supporting federal aid to education will have much to say on the subject in the next few months.

VOTING IN THE NEXT CONGRESS

In baseball we hear of "switch hitters". This means a man who can bat either right or left-handed. In politics these are known as "switch voters." You can expect to see a lot of switch voting in the coming session of Congress. About the only ones you can expect to see continue right down the middle, as they have in the past, are the Southern Democrats.

THE NEW YEAR

May 1954 bring each and every one of you great success and happiness. It is my prayer that 1954 will be the year that marks the change over from turbulence, strife and battle in the world to the peace that everyone wants and should be able to enjoy.

Mr. and Mrs. Jimmie Allred and family spent Christmas day with Mr. and Mrs. Walter Hogg in Claude.

Chicken Manor Has Story

REDDING, Conn. (AP)—This fashionable Fairfield County community once was known as the Manor of Chicken, because of its founder's sense of humor.

John Read, one of New England's most capable lawyers, and a chronic land speculator, secured a large tract of land from the local Indian Sachem "Chicken" in 1714. Read drew up a formal patent, with Chicken as lord of the manor and himself as tenant.

But it didn't last long. The General Assembly, moving to secure the white man's title to the land of the Indian, had the land sold at public auction. A parish was organized in 1729 and became known as Redding, for Read. The name of the town was changed to Redding when it was incorporated in 1767.

Mr. and Mrs. Fred Clouse of Grant City, Mo., are spending this week with Mr. and Mrs. L. Coy. Mrs. Clouse is Coy's sister. They returned to Hereford with the Coys Saturday following a family Christmas gathering with other relatives in Boise City, Okla.

Mr. and Mrs. J. B. Snead Jr., spent Christmas with Mr. and Mrs. J. B. Snead Sr., of Littlefield.

Ellie's A super supper treat!
CORN BEEF HASH

Read The Classified

DR. MILTON C. ADAMS

OPTOMETRIST

140 West Third

Hereford, Texas

Phone 37

Office Hours—8:30-5:00



GOOD LUCK
TO ALL IN

1954

Here's a cheery wish that the New Year will open the doors of good luck and good cheer for you. Thanks for your past patronage. We're looking forward to another year of pleasure in serving you.

John McLean Insurance Agency

John

George

A Salute to Hereford's Churches

EAST SIDE BAPTIST CHAPEL

The East Side Baptist Chapel was organized on March 22, 1953. This is a Mission and is not self-supporting at this time, dependent upon the First Baptist Church. Therefore their membership is listed with the First Baptist Church, although they now have about 158 people in attendance at Sunday School. Rev. Pogue is the pastor at the East Side Chapel. At the present rate of growth, we're sure that the East Side Chapel will soon boast a much larger membership.

THE FIRST NATIONAL BANK is proud of its part in assisting in the development of the fine Churches of Hereford.

THE FIRST NATIONAL BANK Of Hereford

Member: Federal Deposit Insurance Corporation, F.D.S.

HAPPY NEW YEAR

We'd like to chime in with a cheery note to wish you all the best the New Year brings. May the coming year find its bright beginnings for your health, wealth and happiness this New Year's Day!

Crowe-Gulde Cement Co.
of Hereford
PHONE 1722 151 & GOUGH ST.

\$24,000,000 MORE IN '54

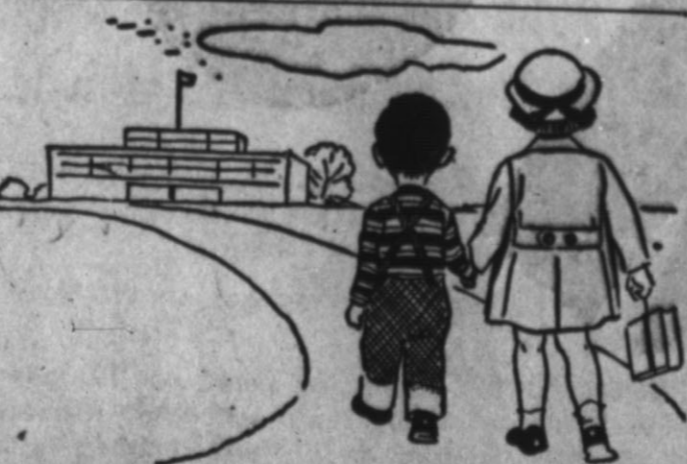
REDDY'S 1954 CONSTRUCTION PROGRAM

To keep ahead of your needs for electric service—which must be met at the instant that you flick a switch—Reddy will invest more than \$24,000,000 in new plants and equipment in 1954. That's an investment of nearly half a million dollars a week every week of the year, and will bring Reddy's total plant investment to more than \$180,000,000 by the end of 1954.

Electric service costs you just pennies a day, and yet Reddy's investment to provide it is measured by hundreds of millions of dollars. Truly, electric service is the biggest bargain in your family budget.

YOUR PUBLIC SERVICE COMPANY LEADS INDUSTRIAL EXPANSION IN THE GREAT SOUTHWEST

SOUTHWESTERN **PUBLIC SERVICE** COMPANY



Mothers: Guide their feet to school *correctly* in

Poll-Parrot

612
953C13

When your youngsters step off toward school, make sure their feet are protected with Poll-Parrot Shoes! For Poll-Parrots are pre-erected by real boys and girls ...so you can be sure they're right ...for style, for fit, for wear! See our wide selection of back-to-school styles soon!

Try-Guide heels which extend farther forward than ordinary heels are combined with extra long counters to give valuable foot support.



Anthony's
THE C.R. ANTHONY CO.
Hereford

Colored Marshmallows Used In Popcorn Balls

So long as women like to cook recipes will get around. Reports of Mrs. Dyer's pumpkin Chiffon cake have come from as far away as California.

Popcorn balls are popular with practically every individual, from the time he sprouts his first tooth until he gives up his last one. However, the general method of boiling molasses or sugar syrup sometimes takes up so much time that mother cannot be persuaded to make them.

Mrs. Ernest Jones of Philip, S. D., passes on a method for making popcorn balls that is easy and colorful and can be used by any member of the family old enough to pop the popcorn.

Colored Popcorn Balls
Pop the corn and salt very lightly. Then spread the popped corn in a pan or baking dish and top with a layer of colored marshmallows.

Set in the oven long enough to soften the marshmallows. Stir and shape into balls while warm. They are pretty and are not sticky or too sweet as is sometimes the case with syrup.



MRS. ERNEST JONES of Philip, S. D., makes up a sugar plum tree for a centerpiece, with colored popcorn balls instead of gum drops. The tree doesn't stay in fruit very long as even the grown-ups are tempted.

Held-Over Lettuce Still Good Eating

Lettuce in Deaf Smith County was a sad story this year but it is still good eating according to several of the housewives who have been serving our home grown product still crisp and sweet during the holiday season.

Mrs. Fred Pittner has kept a supply of lettuce from her 20 acre patch in the crisper drawer of her refrigerator since it was cut in November and Mrs. O. E. Sherman improvised her own crisper by wrapping the heads in a damp cloth and storing it in the bottom of her refrigerator. She keeps the cloth damp and the lettuce has kept well for several weeks.

Mrs. Marvin Knox has just used the last head from a bushel basket that Marvin brought in from the field before it froze in the fall and it has been stored all this time out in the well house.

H. D. Chatter

BY ARGEN DRAPER

Like the Bootleg Philosopher, an old copy of the Colliers (Dec. 5) accidentally got in my possession. I read a very interesting article on "Things You Never Knew About Pencils." I have always had very definite ideas about the pencils I use. Particularly the hardness of the lead; too, I want to keep the same pencil and keep it sharp. When it gets to a certain length and is beaten up, I like it best. Don't want anyone trading me a new pencil for the one I've used and chewed on. It's gummy but I do chew on my favorite pencil. That's why it should be easy to keep my own.

At the Progressive Home Demonstration Party last week at Parsons, Mrs. Pete Carmichael directed a game. When she passed the paper and pencils, she said, "The pencils are short but you can use them," I said, "These are like Sunday school pencils." Everybody laughed. It's a standing joke with me, for short, unsharpened pencils to be a farmer's pencil or a Sunday School pencil. Then as the magazine blew by I learned that Thomas A. Edison persuaded a pencil factory to make a short pencil for his use. So—

Before, it hadn't occurred to me that there was so much science to a pencil. There's color psychology and moral psychology. Anyway, where would I read these old magazines if I wasn't forced to spend some time in waiting rooms.

If I am a collector of any kind, I can boast of being a collector of aprons. Club women and friends have always given me pretty and unusual aprons. This Christmas Season Mrs. T. B. Thomas at Westway gave me a gorgeous holiday apron. It is made of nylon net and covered with colorful sequins.

The ties are red ribbon. I insisted it was far too glamorous for my tailored type of dress but the women at club at Mrs. P. B. Sowell's assured me the Christmas season is time for even the

(Continued on Page 2)

County Women Planning Landscaping Project

If all the Christmas trees that will be abandoned this week could be replanted they would add quite a bit to the landscaping program which Home Demonstration women in Deaf Smith County will study in the year ahead.

For organization study, shrubs will be divided in two or more groups, first by uses — that is whether they are to be used for

corners, doorways, screens, under windows, etc. and the second group will determine whether they are evergreen or deciduous plants.

Leaders Asked For Layouts
Deciduous isn't a word to wrestle with, as it only classifies the shrubs which drop their leaves in winter. Argen Draper, Home Demonstration Agent, who will direct the program, has requested the landscape leader from each of the eleven clubs to make a layout of her farmstead. These will be used to introduce the program to individual clubs later.

When grouped according to uses, shrubs will fall under the following headings: shade trees, plants

near the foundations of houses, plants under windows, doorway accent plants, corner planting, screen planting and windbreaks, which required the greatest number of plants, of course, but once started are fairly easy to keep growing.

May Be Windbreaks
Some will be surprised to learn that all the fruit trees adapted to our region may be used in windbreak planting.

A number of the women will be interested in landscaping the whole farmstead, while others have selected windbreaks or the grounds about the house. All will be urged to follow the advice of those already experienced in landscaping who have learned, sometimes rather expensively, that it is easy to overplant shrubs about the house.

Eagerness to fill up the naked spots along the walls makes it hard to visualize a 12 inch spreading covering up the doorway and the walks in such a short time.

Just how deep the men about the house will get in on this new landscaping program will depend, perhaps, upon their ability to think up an acceptable excuse for going

(Continued on Page 2)

Caprock 4-H Club Held Part At Adrian School

The Caprock 4-H Club had its Christmas party December 16 in Mrs. F. A. Kromer's room at the Adrian school. Christmas carols were sung and there was a gift exchange.

Refreshments of Christmas cookies and punch were served to the following: Judy Nell Tomlinson, Phyllis Peters, Glenda Homfeld, Cynthia and Kathleen Kromer, Etta Ray Blalock, Janie Taylor, Barbara, Rebha and Wanda Pinnell, Mrs. C. F. Homfeld, Mrs. E. K. Pinnell, Mrs. F. A. Kromer and Miss Loyce Avant.

Buffet Supper Given In Bippus Community

Mrs. Roy Neaves gave a buffet supper December 1 in her home in the Bippus Community in honor of her daughter and husband, Mr. and Mrs. Earl Poarch, who married recently. Christmas decorations were used as the table centerpiece and were also carried out through the house.

Those present were: Mr. and Mrs. C. F. Homfeld and family, Mr. and Mrs. Elmo Hall, Mrs. J. H. Fortenberry and Christine, Mr. and Mrs. Roy Neaves, and their two grandsons and the honor guests, Mr. and Mrs. Earl Poarch.

Origin Of Carols Told At West Hereford HD

Mrs. Carlos Vaughn gave the origin of some of the Christmas carols when members of the West Hereford Home Demonstration Club met with Evelyn Bell on December 17 for their annual Christmas party. After the brief history was given, the group sang the carols.

Gifts were exchanged and a gift of appreciation was presented to Mrs. Carlos Vaughn, retiring president. The new president will be Mrs. John Jacobsen Sr.

Refreshments were served to Mesdames Ulysses Pierce, Roy Boyd Foy Huff, Charles Vaughn, Ida Mae Vaughn, John Jacobsen Sr., P. H. Luck, Vern Witherspoon, E. M. Cox, N. L. Wesson of Dimmitt and the hostess.



CARL ULAND, Collins County farmer living near Plano, Texas, displays two stalks of sesame heavily loaded with seed pods. He is one of nearly 200 Texas farmers who experimented with sesame in 1953 and found it to be a highly profitable cash crop. He'll plant a larger acreage in 1954.

Meet Your

Neighbors

Visiting With ROBERTA CAMPBELL

Phone 1084-W-1

The Hereford Brand

Hereford, Texas, Thursday, December 31, 1953

Section Two



We Have
RECENTLY

KNOWLEDGE

To A New Location
At 115 N. Main Street
Just South of the Texas Theatre

The Hereford Brand Office Supply and Printing departments have now moved to a new location at 115 N. Main Street, just one door south of the Texas Theatre. We have made this move with the thought in mind that we will be able to serve you better, due to the fact that we will have more room and better working conditions. We invite each and every one of you to drop by and see the new place... and remember, for all your office supply and printing needs, just pick up the phone and call 201, or drop by to see us at 115 N. Main Street. We will be open for business on Monday, January 4th.

—The Ink Spot—

Phone 201

OFFICE
SUPPLIES

COMMERCIAL
PRINTING

OFFICE SUPPLY and PRINTING