



Published Every Thursday

Our Slogan—More People—More Farms

Price 5c Per Copy

48th Year—Number 12

HEREFORD STUDENT HEADS AGM YMCA CABINET

The Hereford Brand, Hereford, Texas, Thursday, March 18, 1948

## Contracts Are Let on New REA Extensions

### New Line Will Add 154 Miles And 174 Members to Network

Contracts have been let by the Deaf Smith Rural Electric Cooperative for the new 154-mile "P" section to serve an additional 174 members in three counties. Project Manager Leo Forrest has announced. The new rural electric line extensions will add members in Deaf Smith, Farmer, and Castro counties to the far-flung network of lines now served by the Deaf Smith County Cooperative.

Included in the new project are two new 900 KVA substations, one to be located at Friona, the other at Bovina. Low bidder on the project was the H. B. Zachary Company of San Antonio. The bid and contract is subject to REA approval.

The Zachary Company won the contract on a low bid of \$45,419.50, which covers labor only. Materials, which will cost more than \$200,000 are to be furnished by the REA.

An allotment of \$350,000 was granted by REA to the Deaf Smith Cooperative for construction of the new project. The project includes 37.1 miles of line in Deaf Smith county, 66.1 miles in Farmer county, and 50.6 miles in Castro county.

It includes both single-phase and three-phase lines, plus some conversions to three-phase to serve additional irrigation wells. Thirty new irrigation wells will be served by the proposed new construction.

In addition, 144 new rural household users of electricity will be added to the membership of the cooperative. Five bids for labor on the project were received by the REA here. The San Antonio concern was low bidder by nearly \$3,000. Other bids all in the neighborhood of \$50,000, were filed by Bauanda Construction Company of Oklahoma City; Thompson, Hight and Keister of Oklahoma City; Walco Construction Co. of Tulsa; and Reeves Brothers of Decatur, Texas.

Date for starting construction on the project has not yet been set. However, he stated this week that the Cooperative hopes to complete both the new "P" section and the "N" section which is now under construction within the current calendar year. Availability of materials may slow construction, but indications are that all materials for these projects will be available this year.

Completion of the "N" and "P" sections this year will bring rural electric service to a total of approximately 1650 members in the three-county area served by the Deaf Smith Electric Cooperative.

There are approximately 1352 members now served by the cooperative. As of February 28, 816 miles of line had been energized, an increase of more than 100 miles during the first two months of the year. (Continued on Page 12)

TO CAPTAIN 1948 WHITEFACE GRID TEAM



L. T. Hawks (right) new captain-elect of the Hereford Whiteface Football team, poses with Coach H. V. Stanton at the football banquet Monday night, March 8, when his election was announced. (Photo by Elmer Patterson.)

### Hereford to Celebrate 50th Year

Hereford will celebrate its Golden Anniversary this summer. To observe the occasion, a gigantic birthday party and pioneer day celebration is being planned here for Saturday, May 8.

Plans are already underway for the day's program, which will include a pioneer reunion; a big parade with floats depicting scenes in the 50-year history of Hereford; a boy's rodeo, band concert; an old-fashioned Chuck Wagon Supper, square dancing on the streets and modern dances in the ballroom; and a big Street Carnival.

The Business and Professional Women's Club, the Hereford Chamber of Commerce and the JayCees are taking the lead in organizing the celebration, and virtually every organization in the community is being asked to take a part.

Mrs. Cecil Williams, chairman of the B&P Women's Club committee, has been acting as general chairman for the celebration, while tentative plans were being made.

A meeting of representatives of all organizations taking active part in the planning will be held Saturday afternoon at 5 o'clock in the County Courtroom, and an Executive Committee will be formed at that time to carry out plans.

Tentative plans call for the opening event of the day to be a pioneer reunion and an old-fashioned breakfast, both to be held at noon at Lake Park. Registration of old settlers for prizes and special awards will be held during the morning.

A gigantic parade, which the Hereford Rotary Club has agreed to sponsor, will follow the luncheon; and the Lions Club has been asked to sponsor a boy's rodeo, which may feature the Roy's Ranch crew from Old Tascosa.

An old-fashioned Chuck Wagon Supper will be served in the evening, to be followed by square dancing on the streets, and a street Carnival, arrangements for which will be made by the Junior Chamber of Commerce.

Modern dancing will be sponsored at City Hall by the Hereford Firemen's Club; and folk dancing and waltzes will be featured at the clubhouse.

Asked to take part in sponsoring various phases of the celebration, the Rotary and Lions Clubs, Firemen, VFW, American Legion, Deaf Smith County Riders, and Home Demonstration Clubs.

Further and more definite plans for the celebration will be announced as soon as arrangements have been completed.

### New Pastor Is Called by Avenue Baptist Church

Rev. H. V. Fields, former pastor of the Caldwell Baptist Church in the Lubbock area, has accepted the pastorate of the Avenue Baptist Church in Hereford.

Rev. Fields will succeed Rev. R. S. Sparkman, organizer and first pastor of the local church, who resigned several weeks ago.

The new pastor conducted the mid-week services at the Avenue Baptist Church last night, and formally accepted the local pastorate.

He will conduct his first regular worship services here Sunday morning.

Rev. Fields has been pastor of the Caldwell church for the past two years, and was in the Dickens Association prior to that time.

His wife and 14-year old son, John Oliver, will remain at Caldwell until the end of the school term. Rev. Fields said John Oliver is attending the New Deal High School.

### Water Users In Meeting Thursday Re-elect Gault

Howard Gault was re-elected president of the Deaf Smith County Water Users Association at a meeting of the association held here Thursday afternoon.

Fred Barrett and H. M. Thom were re-elected as vice president and J. B. Nolan was elected as secretary. Lyle Blanton was elected as one of the vice presidents of the organization.

Blanton is chairman of the executive committee of the Region High Plains Water Users Association.

E. L. (Ed) Adams was elected secretary-treasurer of the association.

Nearly seventy-five Deaf Smith county irrigation farmers were present for the meeting, which was held in the District Courtroom last Thursday afternoon. Gault reported that the county irrigation plan of the first Farm Bureau chief, John E. B. H. Adams, is being carried on the far side of the battle against state-wide irrigation controls in the Legislature.

## AROUND TOWN SIGHTS, FACES SEEN

Hereford Camp Fire girls, who celebrated a birthday this week, received a nice birthday gift in the form of a \$100 check for their building fund from W. E. Dameron, Mayor Dameron, who is one of the city's most enthusiastic supporters of the Camp Fire and Boy Scouts movements, had already chipped in a century note to the fund earlier this year. Another current favorite with the Camp Fire girls is Buck Brownlow, who has done a lot of work on the new addition to the Camp Fire Hut, as his contribution to the girls. Mrs. Jean Streu, Camp Fire Councilor, believes in passing out orchids where orchids are due, and contributes this item.

Ruth Tucker and Doris Goldstein, Mary Hardin-Baylor students who were home last week-end for a Sunday night concert at the First Baptist Church.

### John McKnight Died Sunday At Amarillo

John S. McKnight, 72, pioneer settler and one of the founding fathers of Hereford, died in his home in Amarillo Sunday morning.

McKnight, president of the McKnight Company, general contractor of Amarillo, had suffered a heart attack a month ago. Death resulted from a second attack on Sunday.

What his brother, the late Arthur L. McKnight, had played a major part in the organization of the town of Hereford in 1898.

The brothers had moved to the Panhandle in the spring of 1892 and established a horse ranch west of Amarillo. They helped to organize the town of Hereford, just a half Smith-Walker General Merchandise store here near the end of the century.

Both were charter members of the First Baptist Church of Hereford, which was organized on October 18, 1898.

In 1898 the brothers acquired a livery stable in Amarillo which became famous later under the trademark of "McKnight's", and which they operated for 35 years.

At the height of the livery stable boom, McKnight maintained some 60 horses and a fleet of carriages, surreys and other vehicles.

The general contracting company, of which Mr. McKnight was president, was organized in 1928.

Mr. McKnight was active in civic affairs in Amarillo, and was a leader in the Boy Scout movement and the Plains. At the time of his death he was chairman of the Boy Scout Board of Advancement in Amarillo, and he held the Silver Beaver Award, highest honor in scouting.

He was first president of the Amarillo Rotary Club, and a member of Khiva Temple Shrine.

### Castro Wildcat Shows Promise

A Castro county oil test five miles south of Dimmitt is creating considerable interest throughout this area.

The wildcat is the Sun Oil Company's No. 1 Herring, a deep test five miles south of Dimmitt and 1200 feet from the south end of section 46 from the east line of section 46. Black T. A. Thompson survey. Black T. A. Thompson survey. Black T. A. Thompson survey. Black T. A. Thompson survey. Black T. A. Thompson survey.

## Recruiting of National Guard Company Starts

### Truman Asks For New Draft Plus U. M. T.

President Truman, speaking before a joint session of Congress yesterday morning, called for both Universal Military Training and re-enactment of Selective Service.

"We must be prepared to pay the price of peace as surely as we will pay the price of war," the President told the Congress.

The President asked Congress for immediate passage of the Universal Military Training bill which has been before the legislators for two years, and for immediate "temporary" re-enactment of Selective Service legislation to supply the needs of the armed forces until Universal Military Training can be established and functioning.

He also urged immediate action.

### COUNTY DRAFT BOARD IS READY TO GO

If and when Congress acts to re-instate Selective Service laws, Texas draft boards will be ready to go. S. O. Wilson reported this morning that, acting on orders from State Selective Service headquarters, he has completed organization of the Deaf Smith County Draft Board.

Wilson did not release the names of the members of the local board, but said that they have already been filed with the state office.

Two hundred and twenty-six of Texas' 254 local county boards are organized and ready to act on a moment's notice, Wilson said.

On the European Recovery program, which he called "the foundation of our policy of assistance" to democratic nations of the world.

To secure the Peace, President Truman told the Congress, we must be prepared to take every necessary step.

Minding no words, he lashed out at Russian aggression and Soviet attempts to wreck the United Nations, but said that the door . . . to cooperation with all nations . . . is open, and has never been closed.

President Truman left no doubt, (Continued on page-12)

### Arthur Brooks Died Thursday At Home Here

Last rites for Arthur Brooks, 59, were conducted Sunday afternoon at the Hereford Church of Christ, with Bob Wear, minister of the local church in charge of the ritual.

Mr. Brooks died at his home in Hereford Thursday, after an illness of several weeks.

He had lived in Hereford since 1921, when he came here from Snyder. He was born in Nolan County, Texas, on December 22, 1885.

Mr. Brooks had operated a fruit and vegetable business in Hereford trucking fresh fruit from the Rio Grande Valley regularly for sale to local retail trade.

## Un-heralded Election Finds No Opponents in Either Camp Frio District Enters Hereford Rural High

### School Board Places Will Be Contested

Two separate tickets have been filed for three places on the Board of Trustees of the Hereford Rural High School District to be filed in school board elections on April 5.

The first ticket filed nominates the following members of the board: A. J. (Major) Schroeter, W. T. Kelly, and Joe Waggoner, for re-election.

The second ticket nominated Schroeter, W. F. Harlow, and Sylvester H. Slagle.

Deadline for filing names of nominees to appear on the official ballot will be next Tuesday, March 23, ten days before the date of the election.

Nominations must be filed by Petition with County Judge Leonard Foster.

There will be only one polling place, located at the county courthouse in Hereford, for voters in the Hereford Rural High School district, Judge Foster said this week.

Election officials for the Rural High School District vote will be John Patton, presiding judge; Mrs. Frank Marrs, judge; and Mrs. Nora Jewell, clerk.

On the same date, voters in all Deaf Smith county school districts will vote on a member-at-large for the county Board of Trustees.

E. H. Norton, president of the County Board, is the outgoing member. No nominations to fill the vacancy had been filed at midweek.

In the Hereford Rural School district, voters will ballot on the County School Board member at the same time and place as the district school board election. Election officials will be the same for both elections.

Commissioners Precinct Three, where voters will also (Continued on page 7)

### Hiway 60 Boosters Plan to Relieve Heavy Traffic Load on Highway 66

An advertising program "to relieve the traffic load on U. S. Highway 66" is the avowed purpose of regional members of the U. S. Highway 60 Association.

Members of the Highway 60 group naturally do not expect their friendly interest to be greeted with great enthusiasm by the backers of Highway 66, but they're going ahead with their plans to try and divert some of the heavy load of traffic from "66" to "60" just the same.

Members of the Hereford Chamber of Commerce Highways Tuesday afternoon to meet with other Highway 60 committees and map plans for their campaign.

At Clovis they joined forces with U. S. Highway 70 backers. Twenty Texas and New Mexico cities were represented at the meeting.

The Hereford delegation included Earl Phillips, chairman, and B. F. Cain and Edward Roberson, of the Chamber of Commerce Committee; and R. J. Richardson and C-G secretary Pete Cowart.

Earl Phillips was named chairman of an executive committee to carry out plans for the regional advertising campaign. On the committee are representatives from Clovis, Fort Sumner, Vaughn, Fortales, and Elida, New Mexico.

The U. S. 60 backers plan to carry their advertising campaign east of Amarillo . . . on both U. S. 60 and U. S. 66 . . . with highway signs and leaflet information directing tourists to U. S. Highway 60, the shortest and best route to the West Coast.

They figure Highway 60 will benefit from a reduction in traffic . . . and Highway 66 is just the route to reduce it. It's all done in the good neighbor spirit, of course.

No notice was posted in the courthouse, Judge Foster said. Only one polling place was opened in the Hereford Rural High School district, which includes a major portion of Deaf Smith county, including the communities of Dawn, Wycha, Summerfield, Westway, and Progressive.

Polla were at the Hereford High School building, S. H. Slagle and R. G. Lewis were election judges, with Miss Ella Alkman as clerk.

Judge Foster said Tuesday that he had not received the election returns from the Frio District, but understood that the election had carried in that district.

The county judge's office at Dimmitt, however, confirmed the report that the vote at Frio had been 24 for the consolidation and 1 against.

No election has been ordered to date on the proposed consolidation of the Rance School District, which is also in Castro county, with the Hereford Rural High School District.

A meeting between patrons of the Rance school district and officials from Dimmitt and Hereford schools was held at Rance Monday night, but no decision on the consolidation issue was reached.

The question apparently at issue is whether Rance district will consolidate with the Dimmitt Rural High School District, the Hereford Rural High School District, or whether the rural district will be divided between the two schools.

"It's up to the patrons of the Rance district," Leo Forester, president of the Board of Trustees of the Hereford Rural High School District, indicated Tuesday.

CADET CAREER HOME Cadet Tom J. Caylor, 409 W. 23d St., a cadet at Kemper Military School, is home on a four day spring furlough. He will return to Kemper on Monday.

## Red Cross Membership Drive Still Lagging Behind Quota; Contributions Total \$4,956

The annual Red Cross Membership Drive in Deaf Smith county is still lagging behind quotas in most departments, Mrs. Dyalitha Brady reported this week.

The county chapter is still more than \$1000 short of raising its assigned quota of \$6,040 this year.

Until noon Wednesday, total contributions turned in to Membership Headquarters had totalled only \$4,956.54.

In only two departments had the drive topped assigned quotas. Advance gifts, under the chairmanship of Cecil Guseman, totalled \$1561.20, and industrial gifts, of Special and Industrial gifts, of \$123.50, had been turned in to date.

Biggest lag was in the rural areas, where weather hampered the opening of the drive until last week-end. With a quota of \$1681 assigned, Chairman Herman Ford has reported (Continued on Page 12)

## Best-Dressed Cowboy and Cowgirl to Win \$50 in Prizes at Star Theater

With the field narrowed down to 12 contestants in Hereford's "Best Dressed Cowboy and Cowgirl" contest, Francis Hardwick, manager, today announced that the final selection will be made in a run-off Tuesday night, March 23.

Approximately \$50 in prizes will be awarded the winners in the final contest.

"We also hope to secure a place of honor for the winners in the 50th Anniversary Celebration parade here May 8," Mr. Hardwick said.

Final selections will be made by the audience, just as in the preliminary contests.

Four winners were selected in each of the three preliminary contests Friday and Saturday, each being rewarded with Theatre passes of one year for first place, six months for second place, three months for third, and one month for fourth. Winners in each of the preliminary contests follow: Friday night, Ted Freeman, Ovid Lee Pinckney, Vickie Ruse Hogson and Pettie Skypalis; Saturday afternoon, Rosalee Thomas, Carol Ann Newell, Marilyn Kay Newell, Steve Slagle; Saturday night, Eddie Mathies, Pam Clay, Colene Reeves, and Mike Wilson.

Additional prizes for winners in the final contest will include leather chaps, boots, jackets, belts and levis.

Friday and Saturday, each being rewarded with Theatre passes of one year for first place, six months for second place, three months for third, and one month for fourth. Winners in each of the preliminary contests follow: Friday night, Ted Freeman, Ovid Lee Pinckney, Vickie Ruse Hogson and Pettie Skypalis; Saturday afternoon, Rosalee Thomas, Carol Ann Newell, Marilyn Kay Newell, Steve Slagle; Saturday night, Eddie Mathies, Pam Clay, Colene Reeves, and Mike Wilson.

Additional prizes for winners in the final contest will include leather chaps, boots, jackets, belts and levis.

Additional prizes for winners in the final contest will include leather chaps, boots, jackets, belts and levis.

Additional prizes for winners in the final contest will include leather chaps, boots, jackets, belts and levis.

Additional prizes for winners in the final contest will include leather chaps, boots, jackets, belts and levis.

## Farmer County FFA and 4-H Club Show To Be At Farwell

Farmer County's annual 4-H Club and FFA Fair Stock Show will be held at Farwell on March 20. Farmer county agent Ollie Linder announced this week.

Cattle entered in the show should be in the barn by 10 a. m. on the morning of the 20th, Linder said.

The show will be held in the Henderson Barn at Farwell.

County agent Raymond King of Castro County will judge the show. Judging is slated at 1 o'clock in the afternoon.

Stock will be held at auction following the judging. Each boy reserves the right to reject any bids for his calves, and each boy may take his stock to the Lubbock show on March 23-25-24 if he desires, Linder said.

All interested buyers are invited to attend the show.

Plans are underway, Linder said, to hold the annual Farmer County Dairy Show in Friona on April 5.

## Many Friends Here For Last Rites For Marine Hero

Friends and relatives from Hereford attending the funeral services of Corporal Kenneth D. Casity in Amarillo Saturday were Mrs. and Mrs. J. N. Brink, Mr. and Mrs. T. J. Parsons, Mr. and Mrs. T. B. Cox and Elaine, Mr. and Mrs. Harry McCauley, and Mr. and Mrs. Harry Doyle and daughters.

Out of town visitors in the O. A. Casity home who attended the services were a son and family, Mr. and Mrs. A. D. Casity of Guyton, Oklahoma; his brothers, Mr. and Mrs. C. A. Casity and family of White Oak, Oklahoma; and Mr. and Mrs. W. L. Casity of Olney, Texas.

Mrs. Pearl Prickett of Lockney is now a visitor in the home of her son, T. E. Prickett and her daughter, Mrs. O. A. Casity.

## Westway

MRS. CARL SCHROEDER  
Mr. and Mrs. Jack Ranspot and baby of Winson spent the week end in the Pat Ranspot home.

Mr. and Mrs. Orvall and baby visited in the Joe Landers home Tuesday.

A. A. Head went to Sayre, Oklahoma, the first of the week after a load of feed.

Clarence Morrison attended a Lodge convention at Houston.

Bobbie Boyd spent the week-end in the Robert Boyd home.

Bonnie Wilton of Amarillo spent Friday night in the R. L. Wilson home.

Mr. and Mrs. Vernon Wilson and week-end in the R. L. Wilson home.

Mrs. Merlin Ksul and Mrs. Veita Mae Johnson attended the Texas State Teachers meeting in Amarillo Friday.

There were 56 at Sunday school Sunday. Mr. and Mrs. J. C. Williams of Bethel and Mr. and Mrs. Glen Williams and children of Hereford and Mrs. Marlin Pierce were visitors.

Rev. Wayne Wilcoxson of Plainview will preach at the schoolhouse next Sunday morning and night.

Mrs. Carl Schroeder and Albert and Anna Mae visited her sister, Mrs. A. A. McMillan, in Hereford Sunday.

Mr. and Mrs. J. E. Williams of Bethel, Mr. and Mrs. Glenn Williams and children were dinner guests in the Pat Williams home Sunday.

The occasion honored Mr. and Mrs. J. E. Williams on their 33rd wedding anniversary.

Mr. and Mrs. Marlin Pierce spent Sunday in the A. C. Pierce home.

Mr. and Mrs. E. L. Little visited at Frio Sunday.

Mr. and Mrs. Bob Jackson and Mrs. Carl Schroeder and Anna Mae called in the home of Mrs. Edith Smith at Hereford Wednesday.

Mr. and Mrs. Joe Wagoner have finished remodeling their home.

Sunday dinner guests in the G. C. Merritt home were Mr. and Mrs. Elmer Combs, Eugene and Billy Don, Mr. and Mrs. Joe Landers and Boss Joe, Mrs. Vesta Mae Johnson and Jackie and Willie Nunnally.

Mrs. Earl Scott is ill this week.

Mrs. Joe Landers, Mrs. Elmer Combs, and Willie Nunnally were Amarillo visitors Friday.

## PERSONALS

Mrs. Seth B. Holman left Saturday to visit friends and relatives in central and east Texas, her first stop being with Mrs. E. H. Bain of Waco.

Mrs. H. E. Miller and daughters, Wilma Jean and Joy and son Robert visited in Amarillo Friday and then visited the J. W. Stewart family in Canyon Sunday afternoon.

Mr. and Mrs. Dick Medlin arrived in Hereford last week after spending several weeks in San Antonio, McAllen and other points in south Texas.

Mrs. Cronister of the Texas Hotel, had as a guest this last week and her little grandson, Jackie of Littlefield. Mrs. Cronister returned home with him Sunday to visit her daughter and family, Mr. and Mrs. Kaiser.

Mr. and Mrs. L. Z. Oldham were in Lubbock Sunday to hear their son, Rev. Earl Oldham preach at the Tabernacle Baptist Church, as a guest minister. Rev. Oldham is the regular minister at the Calvary Baptist Church in Grand Prairie. The Oldhams visited with their son's family as they were with him.

Mr. and Mrs. Harry Denges have just returned from Houston where they visited Mr. Dooges brother, J. W. Denges in the hospital there.

Mr. and Mrs. Robert Gollehon were visitors in Post this last week end with their mothers, Mrs. I. L. Gollehon and Mrs. W. A. Wilson.

Wilma Jean Miller visited her parents, Mr. and Mrs. H. E. Miller over the week end. Wilma Jean is a student at WTEC in Canyon.

Mrs. John Patton, and Mrs. Billy Patton and two sons were in Amarillo Saturday where the two boys saw Snow White and the Seven Dwarfs, a stage play at Amarillo Auditorium.

Mr. and Mrs. J. D. Neely of Amarillo were guests Sunday in the home of Mrs. Hope Bowman.

Gaston Beer and Mike Konesky of the Popular Store spent Sunday in Lubbock on business.

Mr. and Mrs. Bob Lowery visited his father in the hospital in Amarillo Sunday.

Mrs. Quentin Kelly and children visited her mother in Denton last week end.

Mrs. H. B. Whittington and children visited relatives in Amarillo Sunday.

Mr. and Mrs. Marlin Pierce spent Sunday in the A. C. Pierce home.

Mr. and Mrs. E. L. Little visited at Frio Sunday.

Mr. and Mrs. Bob Jackson and Mrs. Carl Schroeder and Anna Mae called in the home of Mrs. Edith Smith at Hereford Wednesday.

Mr. and Mrs. Joe Wagoner have finished remodeling their home.

Sunday dinner guests in the G. C. Merritt home were Mr. and Mrs. Elmer Combs, Eugene and Billy Don, Mr. and Mrs. Joe Landers and Boss Joe, Mrs. Vesta Mae Johnson and Jackie and Willie Nunnally.

Mrs. Earl Scott is ill this week.

Mrs. Joe Landers, Mrs. Elmer Combs, and Willie Nunnally were Amarillo visitors Friday.

# Anthony's EASTER PARADE

## DRESS SHIRTS

- \* White—Fancies!
- \* Sanforized! Vat Dyed
- \* Ocean Pearl Buttons

2.98

Marvelous values! Excellent workmanship, beautiful materials. Full cut, sanforized against shrinkage, all colors vat dyed.



## STRAW SAILORS

So Youthful and So Becoming

\$4.95

Spring's favorite flower and ribbon trim on perky Sailor Straws. Youthful, with a winning, brimming way about them



\$9.90

- A—Sheers crepe dress. Surplice Embroidery front and peplum. Navy and White trim. 18 1/2 to 24 1/2.
- B—Jersey knit, double side drape, Sweetheart neck. Navy, Gray, Rose, Aqua. 16 1/2 to 24 1/2.
- C—100 Denier Print. Cap sleeve, drape cowl neck. Self belt, straight skirt. 9 to 15.
- D—Navy sheer, short sleeves. Self collar. Lingerie trim. Flare skirt. 12 to 18.

## At Anthony's Wool Worsted SUITS

are coming in often now . . .

Why Don't You? We Price Them Right

\$42.50

It's a BRYAN HALL Gold Label

Coming in often is right . . . just received a large shipment of Bryan Hall Wool Worsted. Right for spring through summer into fall. Plaids, checks, solids, stripes. Every shade you could want. Regular Sizes 35 to 46.



49c

59c



"Precision Sizing" Panties  
New . . . panties and briefs cut to perfect fit . . . precision sizing for a truly comfortable fit . . . double crotch for longer wear . . . sizes 5-6-7 . . . in lovely tints of blue, maize, terracotta, and in white. You'll want several.

## Dexterous Daphne



"I have the BREITLING JEWELRY to thank for this wonderful moment . . . you'd never have looked the second time if it hadn't been for my Benrus watch."

See the Large Selection of Silverware Now in Stock

GIVE SILVERWARE FOR EASTER

Quality Leads At Breitling Jewelry

Guaranteed Watch Repairing and Jewelry Repair

BREITLING JEWELRY  
106 W 3RD ST. PHONE 527



AS ADVERTISED IN (THIS WEEK MAGAZINE)

## Pre-Tested POLL-PARROT SHOES FOR BOYS AND GIRLS

Styled to delight young eyes . . . built to protect young feet because . . .

Pre-Testing Gives You!



EXTRA REINFORCEMENTS AT ALL VITAL PARTS



AGE-CONFORMING ARCHES



ROOM FOR GROWTH



3.49



4.98



4.79



4.49

## It's Anthony's Brand New Spring Secretary BAG

\$2.98



- Plastic Patents
- Simulated Leathers
- Suede Cloths



Every Imaginable Color



- Completely Fitted
- Cigarette Case
- Pencil Pad
- Mirror
- Comb

Anthony's HEREFORD

## At Long Last! Precision-Sized 4-gore Slips

of finest Bur-Mil Multifilament Rayon Crepe



2.79

Here is the perfect tailored slip, designed and cut to fit you exactly, whatever your size or height . . . made of famous bur-mil rayon crepe in the new longer length . . . terracotta or white, sizes 32 to 44.



3.79

Another precision sized slip of rich bur-mil multifilament crepe . . . the top and split skirt hem are lavishly trimmed with luxurious creamy lace . . . adjustable shoulder straps . . . terracotta or white in sizes 32 to 40.

### LaPlata Club Names New Leaders

New officers re elected at the LaPlata Club meeting held with Mrs. Bill Blod Tuesday evening. The new leas include: Mrs. Liston Wilson, resident; Mrs. Bill Blod, vice-president; Mrs. M. C. Adams, record secretary; Miss Genevieve Eberle, corresponding secretary; Mrs. Blinn Norton, treasurer; Mrs. Mae Thompson, parliamentarian; M. Urtin Streu, federation counselor and Miss Marjorie Alderson, reporter.

The program theme "Spring Housecleaning" was carried out in a lively discussion of what is new in soaps, detergents, vacuum cleaners, mop and brooms given by Mrs. C. W. Spurluck.

Members present were Mesdames; M. C. Adams, C. W. Spurluck, Clarence Hamilton, Clell Best, Bill Blod, Homer Brumley, Clyde Cave, Pete Cowart, Willis Edelman, J. R. Johnson, Charles Newell, A. J. Schroeter, Urtin Streu, Morris Thompson, Liston Wilson, W. J. Wolfe, Misses Marjorie Alderson, and Genevieve Eberle.

### Minister Wear Is Speaker For Lone Star Club

The entire program for the Lone Star Study Club Tuesday afternoon was devoted to a talk on "The Home". The speaker was minister Bob Wear of the Church of Christ, guest of the club. The meeting was held at the home of Mrs. Louie LeGrand with Mrs. G. W. Newsom assisting.

"The welfare of the nation is based on the home. If we wish to find the real source of the greatness of the nation we must go into the home. The home as a divine institution can be preserved only as long as we accept divine guidance in the home," Minister Wear said in part.

The next meeting which will be held with Mrs. Lyle Blanton, will feature a kitchen shower for the high school cafeteria. Members of the club are asked to bring large bowls, cookie sheets or bread pans, to the meeting.

Those attending were Mesdames; Lyle Blanton, R. G. Blde, Roger Corbett, Homer Henslee, Jim Higgins, Berry Jacobson, G. D. Kelton, T. E. Major, G. W. Newsom, Coy Phillips, Earl Phillips, Ed Warren, Lawrence Womble and the hostesses.

### Through Grade School in One Year



It took 14-year-old Nicholas Catranis (right) just one year to catch up with his grade school work—all eight grades of it! He's shown receiving the American Legion Medal for Scholastic Achievement from Edward Clamage (left) for progressing from the first through the eighth grade at Chicago's Alcott School in one year. The war stranded him in Greece for eight years. Mr. and Mrs. Theodore Catranis, his parents, look on.

Mrs. B. C. Roberson is at home in Hereford after a few weeks stay with her son and family. B. C. Roberson of Summerfield. She made a short stay in the local hospital following a fall before going to her son's to recuperate.

Mr. and Mrs. Wilbur (Bill) Harmon and daughter of Sanford visited his father S. L. Harmon and brother Pte over the week end. Wilbur bought a store in Sanford in December, which is known as Harmon Food Center.

Mr. and Mrs. Tony Edans and children left this week for Elida, N. M. where they will make their home. He has accepted a position in the meat department of Wall & Son Store. Mr. Edans has recently been employed by Hunter's Grocery here.

### ATTEND OES MEET IN AMARILLO

Members of the Hereford chapter of the Order of Eastern Star were among members of the Order from all over the Panhandle to attend the Amarillo chapter Friendship Night program Tuesday night.

Those attending the program were Mr. and Mrs. W. C. Kromas, Mr. and Mrs. W. L. Jones, Mr. and Mrs. Horace Hershey, Mr. and Mrs. S. B. McLallen, Mr. and Mrs. B. E.

Roberson, Mr. and Mrs. John Patton, G. T. Higgins, Glenn Walser and Mesdames; Ada Higgins, Vivian Major, Myrtle Witherspoon, Norman Whisenand, and Jessie Terrell.

It's amazing how the goal of some college boys vanishes at the end of the football season.

# Martha Manning Easter Paraders

Sheer Joy for HALF-SIZERS in these 'Illusion' Dresses



As seen in GOOD HOUSEKEEPING

No. 778: Clean-cut stripes for clean-cut, longer lines. Classic style in Navy, Cathay Blue, Persian Pink or Jadestone Shado-Sheer rayon. Sizes 16-24.

\$17.95

No. 776: Long-lined suit dress with loop interest on jacket revers. Navy, Lido Lilac, Persian Pink or Cathay Blue Shado-Sheer rayon. Sizes 14-20 1/2.

Parade-pretty dresses in sheer fabrics... lovely Easter colors! Deceptively designed to add height... exactly fitted to subtract from the fuller lines of shorter women.

Like custom-fitted dresses yet they're "custom-fitted" to budgets, too!

\$17.95

No. 780: Irish-type lace vestee gives a garden-fresh look to this poplin-suit. In black or Navy Brochay Bombay Sheer rayon. Sizes 16-24.

In **HEREFORD** ... It Is

# Rutherford & Co.

Corner Main & Third Streets Hereford, Texas Phone 439

**LOTS OF FREE PARKING at HUNTERS**

<b>SALAD DRESSING</b> Sun Spun ..... Pint Jar <b>35c</b>	<b>PEAS</b> Brimfull ..... 2 No. 2 Cans <b>35c</b>
<div style="border: 1px solid black; padding: 5px; transform: rotate(-5deg); display: inline-block;"> <b>SPAM</b> Luncheon Meat Can <b>47c</b> </div>	<b>SUGAR</b> Imperial Pure Cane ..... 5 Lb. Bag <b>43c</b>  <b>CORN SOYA</b> Kellogg's ..... 2 Pkgs. <b>27c</b>
<b>FLAV-R-JELL</b> Red & White—Gelatin Dessert—7 Flavors ..... Pkg. <b>6c</b>	
<b>GRAPEFRUIT JUICE</b> Red & White ..... 46 oz. Can <b>15c</b>	
<b>TOMATO JUICE</b> Red & White ..... 46 oz. Can <b>25c</b>	<b>CHILI SAUCE</b> Red & White ..... 12-oz. Can <b>23c</b>
<b>SHORTENING</b> Red & White—Hydrogenated—It's Better ..... 3 Lb. Can <b>\$1.13</b>	
<b>KRAUT</b> Brimfull ..... 2 No. 2 Cans <b>25c</b>	<b>GRAPE JAM</b> Brimfull ..... 2 lb. Jar <b>49c</b>
<div style="border: 2px solid black; padding: 10px;"> <h2 style="margin: 0;">Coffee</h2> <p style="margin: 0;">\$1500.00 in Prizes Ask Us For Details</p> <h1 style="margin: 0;">49c</h1> <p style="margin: 0;">RED &amp; WHITE—QUALITY GUARANTEED LB.</p> </div>	
<b>CORN</b> Frosted ..... Pkg. <b>29c</b>	<b>NECTARS</b> Red & White APRICOT      PEAR      PEACH 12 oz. Can— <b>10c</b>
<b>TORTILLAS</b> Frosted ..... Pkg. <b>19c</b>	<b>PORK &amp; BEANS</b> Brimfull 2 16 oz. Cans <b>25c</b>
<b>SLICED PEACHES</b> Frosted ..... Pkg. <b>29c</b>	<b>MATCHES</b> Red & White Large Size 6 Box Carton ..... <b>35c</b>
<b>TAMALES</b> Frosted ..... 6 for <b>19c</b>	
<div style="border: 2px solid black; padding: 10px; transform: rotate(-5deg); display: inline-block;"> <p style="margin: 0;"><b>PRODUCE</b></p> <p style="margin: 0;"><b>ORANGES</b> 5 lb. Bag Texas Sweets ..... <b>39c</b></p> <p style="margin: 0;"><b>LETTUCE</b> Large Heads—Fresh Head ..... <b>9c</b></p> <p style="margin: 0;"><b>GRAPEFRUIT</b> Texas Seedless ..... 12 for <b>35c</b></p> <p style="margin: 0;"><b>GREEN ONIONS</b> Fresh, Tender ..... Bunch <b>8c</b></p> </div>	
<b>EASY TO PARK</b>	<b>EASY TO SHOP</b>
<b>EASY TO SAVE</b>	
<p style="margin: 0;">WE DELIVER      PHONE 143</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <h1 style="margin: 0;">HUNTER'S</h1> </div>	

### Announcing . . .

The Triple E Cafe has been purchased by  
**ROY AND ADA VAUGHN**

### New Ownership

**SAME NAME  
SAME LOCATION  
SAME FINE SERVICE**

We wish to congratulate the Vaughn's upon the purchase of the Triple E, and we invite all our old customers to give them the same loyalty and patronage we have enjoyed while operating at this location.

### THANKS A MILLION

for everything—we fully appreciate the friendship of every one of you.

**HARRY and MARGUERITE ENGMAN**

### Wear Speaks to Lone Star Club Here Tuesday

Bob Wear was the guest speaker at the regular meeting of the Lone Star Study Club Tuesday afternoon. He spoke on the subject: "The Home." He said that the home is a divine institution established by God for man's good and the procreation of the human family.

Wear said, "The home should be a place of refuge where peace and rest can be found; a place where the close companionship of members of the family can be enjoyed. The home is the place to live, and since it is a divine institution it should be conducted as God directs."

He said, "A home, the right kind of home, is the nearest we can get to a heaven on earth."  
He stressed the fact that the home is important as a unit of our national life, and the structure of our national life is strong or weak depending upon the strength or the weakness of the home.

### Women's Athletic Department Head Now at Wayland

Miss Mary Anne Bramlette of Jacksonville, Texas, has arrived at Wayland College, Plainview, to head the women's athletic department of the college. For the past three years she has been with the physical department at Baylor University.

Miss Bramlette, who has given private lessons in swimming for four years, says she has taught everyone "from three-year-olds to grandmothers." Only two of approximately 200 private pupils she has had have failed to learn to swim. She further states that not one of her students has drowned.

For a number of years Miss Bramlette has served as counselor of a summer camp for girls, instructing in canoeing, swimming, diving, riflery and life-saving. She is qualified as an ARC life-saving and water safety instructor.

### Sale of '48 Auto Tags Slow Here

March 31 is the last day for putting new license tags on automobiles and other motor vehicles, the Deaf Smith County Sheriff's Department warns.

Sale of new license tags is still lagging far behind schedule. Approximately 1100 new license plates had been issued here at mid-week, and the Sheriff's Department estimates that some 3500 will be required in this county.

### 4-H Club Boys To See Movies of Show

Dear Smith County 4-H Clubbers will meet at the courthouse in Hereford Saturday afternoon at 2 o'clock. County Agent Hugh Clearman announced today.

Movies of the 4-H Club Fat Stock Show, parade, sale and calf scramble will be shown.

Clay Jones, manager of the Eskimo Ranch, will be the speaker.

**PLAINS POTATO GROWERS AND SHIPPERS WILL MEET HERE**  
A meeting of the Texas Plains Potato Growers and Shippers Association will be held Saturday afternoon at 2:30 o'clock at the District Courtroom in Hereford, Howard Gaulk, president of the Association, announced this morning.

### Politics, Says Folsom



Questioned by Washington reporters about a paternity suit filed against him, Alabama's Gov. James E. Folsom just gave them this sly wink and said "I'm in a political campaign." At Cullman, Ala., a suit is on file in the name of Christine Johnston-Futman, 30, accusing Folsom of being the father of her son, nearly 2 years old.

### Disconnected



Forced off the road when two other trucks crashed head on, this truck and trailer bit off a telegraph pole before coming to a stop. The driver was not injured.

### Win One Class Has Social

Win One Class of the Methodist Church was entertained in the home of Mrs. J. M. Brownlow Tuesday afternoon. Assistant hostesses were Mesdames: J. B. Hammer, J. B. Jones, and Cook.

Mrs. Wm. McGehee, president of the class, opened the meeting and Mrs. J. F. Ward, teacher, gave the prayer. An Easter devotional was given by Mrs. F. M. Faulkner.

Letters from Miss Flora Foreman, missionary to the African Congo, were read by Mrs. Ward and Mrs. E. W. Harrison.  
A clever skit was presented by

Mrs. J. E. Beyer, Mrs. J. B. Jones and Mrs. C. B. Williams.

Refreshments were served to Mesdames: J. D. Story, M. L. Steele, J. W. Spradley, Ada Morgan, T. M. Courney, J. F. Ward, C. B. Williams, I. H. Spratt, Andy Thomas, Clara Freeman, H. M. Benefield, F. M. Faulkner, John Jacobsen, D. H. Bryant, C. M. Hicks, W. B. Green, P. M. Houser, Ray Hershey, A. C. Thompson, J. E. Beyer, Luther Pevely, M. M. Beavers, E. J. Hudson, G. A. F. Parker, E. W. Harrison, Winget, L. Ellis, and the hostesses. Guests were Mesdames: O. B. Sanders and Charles Ray Cook.

Sign in front of a church in Richmond, Va.: "Need Exercise? Try kneeling!"

### Marie Pace Honored At Birthday Dinner

Mrs. George B. Pace Sr. and son, George Pace Jr., were host and hostess Monday evening at a surprise birthday dinner given in honor of Marie Pace on her birthday.

After the dinner, gifts were presented to the honoree.

Attending were George B. Pace Sr., Mr. and Mrs. Tom Conklin, Mr. and Mrs. Douglas Tinsley, Mr. and Mrs. Roy Burton, and Mr. and Mrs. L. C. Jordan and son, and the hosts and hostesses.

### CARD OF THANKS

We wish to express our appreciation and thanks to all whose kind aid and remembrance helped so much.

Mrs. Arthur Brooks and family

### CARD OF THANKS

We wish to express our deepest and sincerest thanks to all our friends for your many kindnesses and expressions of sympathy in flowers, cards and all the other ways in which you have helped us in our hour of sorrow.

Mrs. Johnnie Womble

Robert, Louis, Douglas and Leiden

The Troy Womble family.

Lyle Blanton returned this week from an extended business trip to Dallas, Houston, and Austin. He went by plane to Lubbock and from there by car.



Only REALTORS display this emblem YOUR guarantee of integrity and responsibility. We are proud to be members of this constructive group—the National Association of Real Estate Boards and the HEREFORD REAL ESTATE BOARD.

### Hereford Real Estate Board

#### MEMBERS:

- |                   |                  |
|-------------------|------------------|
| J. B. ELLISTON    | I. O. CROSTHWAIT |
| SAM NUNNALLY      | J. G. WEIR       |
| E. B. POSEY       | FRANK BARBER     |
| CHARLES R. SOWELL | BRUCIE ROSE      |
| J. C. RICKETTS    | E. S. IRELAND    |
|                   | W. R. METCALF    |

Any Complaint Against Any Member Should be Reported

## "SQUAWKING RADIOS"

Are Crying for Attention

You won't have a single "squawk" coming if you bring your radio to us.

Pick-up and Delivery

Admiral and Bendix Radios  
Ready for Delivery

### GENE'S RADIO REPAIR

at  
NIPPER ELECTRIC

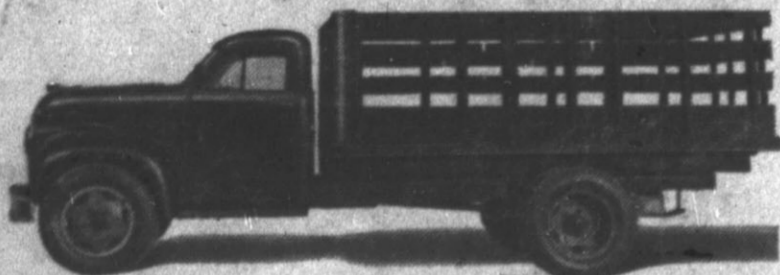
302 Main

Phone 154

# TRUCKS

We Have Them!

## STUDEBAKER



- 95 horse power
- L-head 6-cylinder engine
- Shockless steering

- 152-inch wheelbase
- Full pressure lubrication
- Full floating rear axle

M-16 TRUCK AVAILABLE WITH SINGLE OR 2-SPEED AXLE

### JOHN WOOD EQUIPMENT CO.

Highway 60

Hereford

Phone 756

Lovely Easter

## SUITS

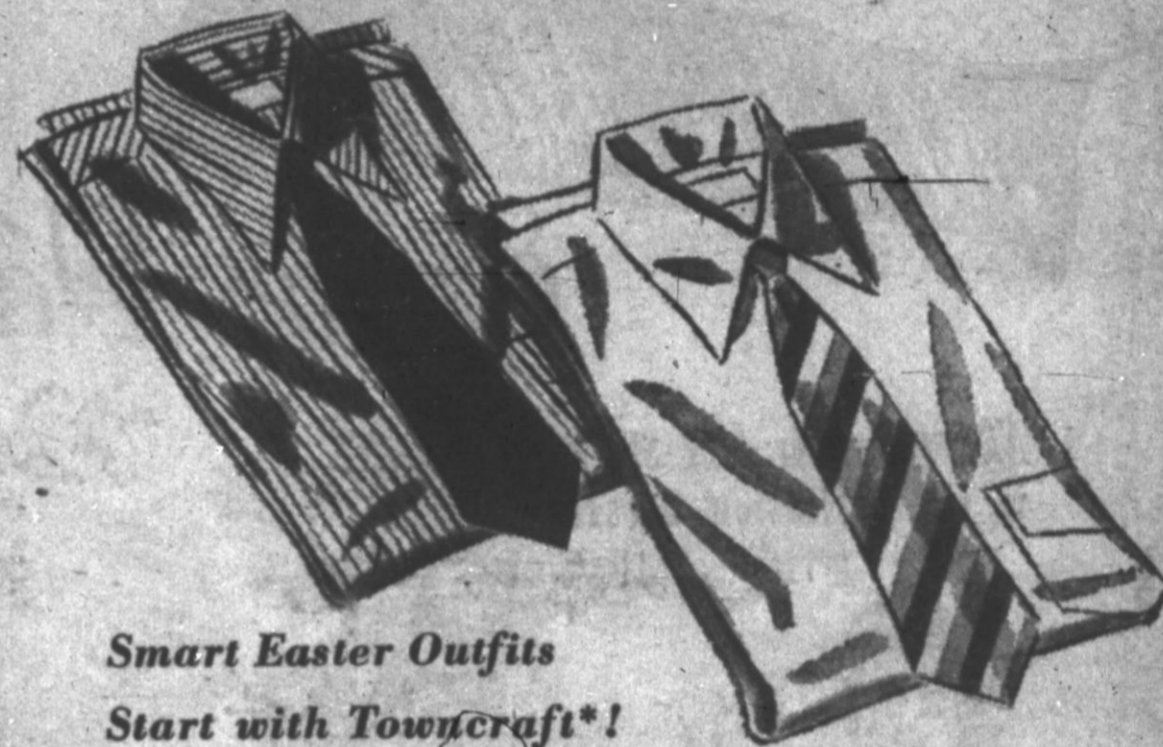
\$24.75



Handsome dressmaker styles in rayon striped menswear. Others with short, snug jackets, flared shirts. 10-20.

This Easter . . .

# BE SMART... SAVE AT PENNEY'S



Smart Easter Outfits  
Start with Towncraft\*!

## MEN'S SHIRTS

White Broadcloths

2.98

Woven Patterns 3.49

Here's a gala selection of smooth white broadcloths and clear woven stripes that will give YOU Easter smartness all year round! Close-woven combed cotton. Sanforized.†

Your Easter Ties . . . only 1.49

### MEN'S SLACK SOCKS

Mercurized cotton and rayon socks. Elastic tops. Thrifty! 49¢

### TOWNCRAFT SHOES

Dressy tawny tan oxford. Just right for Easter! Thrift priced. 7.90

### MARATHON\* HATS

The breezy pre-shaped fur felt hat you want this Easter. 4.98

\*Reg. U. S. Pat. Off.  
†Shrinkage will not exceed 1%.

Top Fashions for Easter! Pretty

## PASTEL DRESSES

Choose one of these lovelies for Easter . . . wear it all Summer and love it. Fine rayon crepes in pastel shades. 12 to 20.

5.90  
to 10.90

## FAMOUS CYNTHIA\* SHOES

Distinctive styles in smooth leather, patent or suede. 6.90



Pastel Posies On  
STRAW HATS

2.98

Pretty companion to pastel dresses—dark straws abloom with pale flowers.



THIS EASTER . . . BE SMART . . . SAVE AT PENNEY'S

# PLAINVIEW YOUNG PEOPLE TO PRESENT THIRD ANNUAL EASTER PAGEANT AT DAWN MARCH 28TH

In response to the many requests made by West Texas citizens and their whole hearted acceptance of the years production, the Plainview Association of Christian Youth will present its third annual Easter pageant in Plainview on Sunday morning, March 28, at 8:30 in the High School football stadium.

The first years pageant, drew an attendance of approximately 400 people, last years attendance was estimated to be over 5000. The success of these first two productions and the fact that the Pageant was acclaimed one of the best non-

professional performances ever presented in West Texas, has prompted Plainview sponsors to anticipate an overflow attendance this year. This years Pageant will be much more complete than last years. The Christ will again be portrayed by Royce Peterson, a McMurry student, and the son of Rev. and Mrs. W. E. Peterson of Plainview. Royce has received wide praise and recognition for his portrayal of this difficult role.



## ANTHONY'S MARCH OF ANKLET VALUES

Most Outstanding Values For Tots-to-Teens-to-Oldsters

You Should Buy Your Anklets At Anthony's Because . . .

- More Complete Assortments
- Smartest New Styling
- Finest Quality at the Price
- Knit Especially to Fit
- Lowest Possible Price

Anthony's Own Stylespun Brand

at 19¢ or 29¢ or 39¢ or 49¢

Misses Stylespun anklets, mercerized cotton, plain color, neat turn-down cuff. Knit in soft fine gauge with soft cotton yarns, mercerized for smoothness and durability. Colors: White, pink, blue, camel, brown, red. Sizes 4 to 10 1/2.

Infants Stylespun anklets, mercerized cotton, turned down cuff. Knit in soft fine gauge with soft cotton yarns, mercerized for smoothness and durability. Colors: White, pink, blue, camel, brown, red. Sizes 4 to 10 1/2.

Infants Stylespun anklets, 70-gauge mercerized cotton, 4-ply heel and toe, reinforced with reinforced rubber resistant heel and toe. Colors: White, pink, blue, camel, brown, red. Sizes 4 to 10 1/2.

Misses Stylespun anklets, 4-thread mercerized cotton, ink and links, 1 1/2 English rib. Lined toe and cuff, turn-down top. Colors: Joy red, white, powder, navy, maize, suntan, chocolate, green. Sizes 4 to 11, 10 1/2.

Make Anthony's Your Headquarters For All Your Anklet Needs—Demand STYLES-PUN Anthony's

life of Christ His death and resurrection will again be under the direction of Mrs. Louis F. Caddell, Herbert Byars, general chairman with Kathryn Foreman, Betty Barnes, Sally Larson, Bill Deardorf, Rocky Powell, and John Stoneman, Bill Sweeney, Wayland student, in president of the organization. Special music will be furnished by the High School and Junior High A Cappella choirs; a choir composed of grade school students; the Wayland Choir; and the Men's Chorus of the First Methodist Church. Featured soloists are Miss Georgia Mixon, T. C. U. student and Jimmie Graham, a student at Tulsa University. Both are former members of the Association.

The service will start promptly at 8:30 o'clock Easter morning. Chairs will be placed on the East side of the field to accommodate older people who prefer not to sit in the bleachers. Ushers will be on hand to assist the people, but it is suggested that all who attend have their own flashlights. This years unusually early Easter prompts sponsors to suggest that those who attend bring blankets for extra comfort.

### B&PW Club Has Business Meeting Monday Evening

A business meeting of the B & PW Club in the home of the Club's president, Lillie Loyd Poff, with Virginia Hartman as cohostess, was held Monday evening at 8 o'clock. Reports from the committees on coming Golden Jubilee Celebration were heard.

Discussion of sending delegates to the B & PW State Convention in Dallas April 24 to 27 was had and plans made for the sending of delegates.

Two new members were voted into the club, Florence Wilhelm from The Brand office and Jessie Ann Buckner, who is employed in the office of the South Western Public Service Co.

### Baptist Sunday School Group Is Entertained

A group of 13 year old girls, of the First Baptist Church was honored by their teacher, Mrs. T. E. Cox this week. She entertained them with a dinner.

Following the dinner a class meeting was held and was opened with the song, "Our Best" which was chosen as the class song. The devotional was conducted by Shirley Sharp.

### Music Club Combines Two Programs

Two programs were combined at the meeting of the Music Study Club held in the home of Mrs. C. J. Mounts Monday afternoon.

The "Texas Day" program was presented first with Mrs. C. J. Ferguson as leader. Two musical selections by Texas composers were given. Mrs. A. J. Schroeter played "Night Song" by Oscar Fox and Mrs. Earl Phillips sang "O Perfect Love" (Marsh) with violin obligato by Mrs. A. C. Thompson.

Irish, Scotch and English music by the theme of the second program with Mrs. A. J. Schroeter serving as leader.

"Come To The Fair" (Martin) and "When Irish Eyes Are Smiling" (Ball) and a and b number, was the opening feature sung by the club chorus. Those singing were Mesdames: J. R. Allison, J. R. Beyer, C. C. Ferguson, H. K. Fox, C. C. Acker, J. B. Jones, T. W. Roberson, H. A. Close, W. E. Dameron, A. O. Thompson and C. H. Dyer.

Mrs. Troys Carmichael sang "Spring in Donegal" (DeLoone) and a piano duet "Airs From Scotland" (Hodson) was presented by Mrs. W. J. Stanford and Mrs. A. J. Schroeter.

Highlight of the afternoon's program was the singing of two songs, "Danny Boy" and "Mother MacCreas" by Mrs. Lillie Loyd Poff, with Virginia Hartman as cohostess, was held Monday evening at 8 o'clock. Reports from the committees on coming Golden Jubilee Celebration were heard.

### IOOF Officials Meet With Local Groups

V. J. Castka, of Panama, 1st vice-president of the Panhandle IOOF Association, Mrs. Howard Elliott of Amarillo, and vice-president, Howard Elliott and D. M. Spector of Borger met with the local IOOF Lodge and the Rebekahs recently to make plans for the Panhandle Association Meeting which is slated to be held in Hereford April 25, 26 and 27.

Local committees were appointed to complete plans and Ben Conklyn was named the IOOF chairman with Mrs. Edna Bowe chairman for the Rebekahs. All other committees will work with them to carry out the necessary arrangements for the meeting.

### Rainbow Girls Hold Meeting

Hereford Assembly of the Order of Rainbow for Girls held a regular meeting at the Masonic Hall Monday night.

Plans were made for the sock social which will be held in the high school cafeteria April 2, at 8 o'clock. Announcement was made that The Rainbow Girls will attend the morning services at the First Baptist Church in a group on April 4.

### Birthday Party Honors 8-Year-Old

Phyllis Elaine Goetsch, who was 8 years old Friday, was complimented when her mother, Mrs. W. H. Goetsch, entertained with a party Friday afternoon. Games were played and pictures of the group were made. Jumbo suckers and bubble gum were favors.

The birthday table suggested the approaching Easter time and refreshments were served to; Gwendolyn and Paula Wright, Merlyn Williams, Max and Linda Williams, Ronnie and Sallie Jones, Martha Ann Bookout, LaVerne Goetsch and the honoree.

### Jumbo

BY MRS. GLEN MAY Howard Bishop was discharged from the hospital Saturday.

Mrs. J. H. Brock returned to Floyd Saturday after a short visit here.

### Frio

BY LAMERLAS BERRYMAN Mrs. J. W. Taylor in Welch Sunday.

Mrs. Mable's mother from Tockmorton was there also. Mr. and Mrs. J. P. Jones were dinner guests of the A. T. Jones home Wednesday.

Mr. and Mrs. A. T. Jones were in Amarillo Tuesday. Mr. and Mrs. E. B. Berryman and family, Mr. and Mrs. W. J. Dickson and Dale visited with W. C. Lowery in the Amarillo hospital Saturday. Mr. and Mrs. Earl Lowery and Jackie were there on Tuesday.

Dinner guests in the J. E. Andrews home Sunday were Mr. and Mrs. T. L. Sparkman Jr. and Bonnie Mae. Tommy Sparkman visited with Joe Edd Andrews Sunday.

Mr. and Mrs. Floyd Cole were guests for dinner of the Olin Parrish home. Mr. and Mrs. A. E. Barnett and girls were afternoon visitors.

Mr. and Mrs. W. H. Thompson and family Winnie Jo and Lester Irvin were Sunday visitors and dinner guests in the Raymond Odum home.

Mr. and Mrs. Owen Andrews and family were dinner guests in the T. L. Sparkman Sr. home Wednesday. Mr. and Mrs. T. L. Sparkman Jr. and children were visitors Friday.

Mrs. J. E. Warrick visited with relatives in Canyon Saturday. Mr. and Mrs. Leonard Irvin and family were Sunday dinner guests in the David Vandell home.

Mr. and Mrs. George Jones were afternoon visitors in the A. T. Jones home Sunday.

Mrs. H. M. Mobley and family visited with Mrs. Mobley's sister, Mrs. J. W. Taylor in Welch Sunday.

Miss Trudie Turner who is a WSTC student spent the week end at her home visiting with her father and brother. She was vocal soloist at the First Baptist Church for the Sunday Services.

Miss Mattie Lee Roots visited in the home of her parents over the week end from Wayland college at Plainview where she attends school.

Mr. and Mrs. A. O. Thompson, Mrs. W. A. Long and Gerald Wilson left Tuesday morning to attend a district convention of the Baptist Churches in Lubbock.

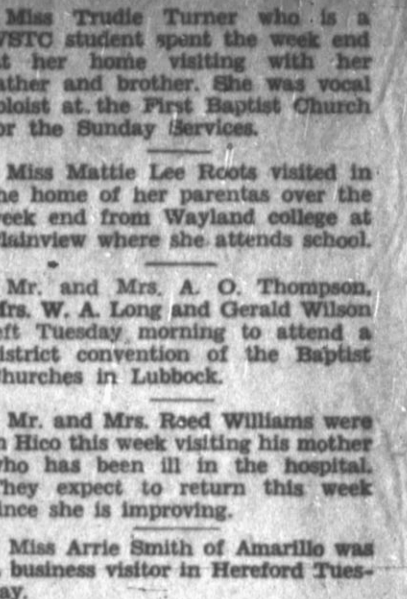
Mr. and Mrs. Roed Williams were in Hico this week visiting his mother who has been ill in the hospital. They expect to return this week since she is improving.

Miss Arrie Smith of Amarillo was a business visitor in Hereford Tuesday.

### WE WELCOME YOU CHURCH OF CHRIST

204 East 6th (Sunday) Worship . . . . . 11:00 A. M. Subject: True Worship. Evening Service . . . . . 7:00 P. M. Subject: Salvation. Bob Wear, Minister

at Anthony's They're NEW They're SMART They're HALSEY



THERE IS AN UNUSUAL WINDOW DISPLAY AT RUTHERFORD'S THAT IS CHOCK FULL OF HUMAN INTEREST . . . IT WILL INTEREST EVERY ONE OF YOU, ESPECIALLY IF YOU HAVE CHILDREN, OR LOVE CHILDHOOD AND ITS INTERESTS. THERE ARE PHOTOS IN THIS WINDOW OF BOYS AND GIRLS YOU KNOW, YOUR OWN OR YOUR NEIGHBOR'S CHILDREN IN ONE OF THE HAPPIEST MOMENTS. SEE IT.

TUESDAY NIGHT, March 23, the winners of the recent BEST DRESSED COWBOY AND COWGIRL CONTEST will compete for a grand prize on the stage of the STAR THEATER. Come and bring the children; see a good picture at the same time.

## SPRING FELTS



Anthony's Spring line of Felt Hats for men are without a doubt the smartest we have ever shown. They have everything one would desire to be well hatted. Spring, 1948, brings you one of the largest selections in years.

The HALSEY Feature is of fine fur felt that has the appearance and feel of the fur felt found in more expensive hats.

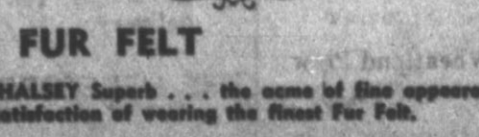
\$4.98



IN FUR FELT

The HALSEY DeLuxe is of a fine quality fur felt that assures you long wear and smart appearance.

\$6.90



IN FUR FELT

The HALSEY Superb . . . the same of fine appearance and the satisfaction of wearing the finest Fur Felt.

\$8.90

Anthony's

# WANT ADS

**FOR SALE**

**They're Here!**

**RIVERSIDE TIRES!**

Come in today for your new Riverside! For a tire that wears longer, costs less, and gives you that extra margin of safety. Switch to Riverside Tires... for more miles of greater safety. They're here for immediate delivery!

**FARMER'S DRIVE-IN**

Buddy Sowell • Troy Moore

Hiway 60—Phone 161

18-tfc

Be sure—call a REALTOR. 3-tfc

Tractor for sale: Farmall Regular on rubber with lister, planter and 7 foot power take off mow. J. C. Reese. 7-tfc

Chevrolet school bus for sale. Ideal for following harvest, also a few 75020 truck tires practically new. These items priced to sell. See Geo. Graham or Bob Wilson at the Bus Terminal. 48-tfc

For Sale: Two Butane bottles and regulator, 4 miles south of Summerfield. W. B. Boston. 5-tfc

For sale: 2 Butane bottles and regulator; also extra good Jersey milk cows; freshened in February. W. B. Boston, 6 miles south of Summerfield. 8-tfc

For sale: Lots of 4-row and 3-row tractors. Most any make or model you might need. With or without tools. Monzingo Bros., M-34 and Chrysler-Plymouth dealer, Memphis, Texas, day phone 109, night phone 431M. 9-4k

Alfaalfa seed for sale, sacked and re-cleaned. Namareth, Texas. Frank Huseman. 9-9p

Alfaalfa seed for sale: Chas. Green, Route 1, Box 10-A. 10-3p

For sale: 1938 Ford Tudor. George Jones at Hereford Potato Growers Association. 11-tfc

Easy Spindrier, good as new at a bargain. See with Waterspoon Electric. 11-2p

For sale or trade for combine or truck, 3 room house with bath. 133 Ave. H. W. F. Perry, 98 Park Ave., Amarillo, Texas. Phone 31632. 11-2p

For sale: 32 volt Delco plant, complete with radio and horn. 1/4 mile south of Palo Duro Church, Willard; F. E. Finney. 11-2p

I have for sale, a one row John Deere planter, digger and grade—good condition. Priced reasonable. A. J. Britten, Box 16, Conway, Texas. 11-3c

For sale: 1938 Deluxe Ford 3-door, 1939 motor, new seat covers, 5 good tires, clean inside and out. W. R. Hair, 123 Main. Phone 26. 12-1c

For sale: Large kerosene heater; large gas heater (store type). Mrs. N. C. Vogels. 12-1-12-1c

For sale: Black Bear pig, Leslie Deub, Phone 411W. Ave. 1. 1-12-1p

Alfaalfa for sale: \$1.50 per bale. 10 miles west 1 1/4 miles north of Hereford. Paul Roud. 1-12-3p

For sale: 25 bales bright alfalfa hay. Ralph Smith, Phone 771W. 1-12-1p

For sale: CC Case tractor, lister and cultivator. 5 1/2 miles Southwest on old P. W. Camp Road. Ray Howell. 1-12-1p

For sale: Bred sows and shoats. Clayton Cook, 7 East and 2 South Vega. 1-12-1c

For sale: One registered milking shorthorn bull calf. Two fresh milk cows. Also one practically new 75 pound ice box. J. E. Larrick off pavement one mile west Summerfield. 28-1-12-1c

For sale: Brown Vitality Oxford. Worn once. Size 6 1/4 AA. Phone 126. 1-12-1p

For sale: Remington electric adding machine. Phone 36. The Brand Office. 1-12-1c

Tractor, one way good condition, \$300, or will trade for cattle, Jersey and Durham cows sell or trade. Will buy your old and end cattle. John Hutchison. 2-12-1p

For sale or trade: One 1938 CC Case and one 1939 CC Case tractor. V. E. Dodson, Route 1. 2-12-3p

For sale: Model A Truck, new rubber, bring your bid to Railway Express. 3-12-1p

**FREE! FREE! FREE!**

Demonstration of the most popular, better than ever **ELECTROLUX VACUUM CLEANER**

A service rendered with each demonstration in your own home without obligation. Two million Electrolux Cleaners made and sold since V-J Day at their pre-war price.

**CECIL BOYER**  
Phone 399-R Box 844  
404 Ave. D, Hereford, Texas

9-tfc

New Chrysler 8 cyl. industrial engine complete for irrigation. Alton Fraser. Phone 484. 9-5c

**FOR SALE**

1946 Jeep, a timely special in perfect condition. Has metal cab and Southwind heater. Save over \$400 under new one. 1940 Dodge sedan. '39 Chevrolet, 2-door. '39 Oldsmobile; have to see these to appreciate them. '36 Ford pickup. This is the best we have had. Don't come to see it if you want one in only average condition. '35 Ford, 2-door. '35 Chevrolet coupe. '37 Pontiac. '37 Chrysler '37 Ford panel. These are cars to see before you buy.

**BROOKS AUTO SERVICE AND CAR EXCHANGE**  
Paint & Body Shop  
Junction of 60 and 51.

11-1c

For sale: Good grade Hampshire pork. Phone 5. 9-1-12-2k

For sale: Hegari bundles with grain. Casey Hunt, 21 miles northeast of Hereford. 1-12-1p

For sale: Hegari and cane bundles. J. E. Warrick, Star Rt. 9 miles south old Dimmitt Hwy. 1-12-1p

For sale: Bufr-Orrington setting eggs, 75 cents. Phone 60W. Mrs. Troy Womble. 1-12-3p

Superflex 7 foot Butane Ice Box in good shape. See at Hereford Butane Company. 1-12-1c

For sale: One used Junior Washer, also used portable typewriter. Phone 665. 1-12-2p

For sale: Washing machine motor electric, practically new. Also crocheted bedspread. Mrs. J. H. McDonald, 13 miles south on 25 mile Ave. 1-12-1p

Mercury Motor, ready to go, with geared head and driveshaft, and cooling coils, butane carburetor. See this at Hereford Butane Company. 2-12-1c

**FOR SALE**

'48 Mercury 4-door sedan  
'48 Ford club coupe  
'48 Hudson 4-door Commodore 8  
'47 Chevrolet pickup 1/2-ton  
'46 Ford, 2-door sedan  
'42 Pontiac 4-door sedan  
'40 DeSoto 4-door sedan  
'41 Ford 2-door sedan  
'41 Ford 4-door sedan  
'37 Dodge 4-door sedan  
'37 Plymouth coupe  
'36 Ford 2-door sedan  
'42 Chevrolet Fleetline 4-door  
'41 Dodge one-ton pickup, dual wheels, new motor, new tires, new transmission, new brakes. In perfect condition. Only \$4995.

**SQUARE DEAL AUTO**  
Easy Terms—Two Years to Pay

3-12-1c

**TRAILER HOUSE FOR SALE**

1947 Curtis-Wright Trailer house of solid aluminum construction. Slightly used. Can be seen at 506 Roosevelt Ave. or call 699-J.

**BEN TAACK**

In Stock At

**JACOBSEN BROS.**

Superior Chisel Plows with optional hydraulic equipment.

Creager Land Levellers

Case Fertilizer Spreader

10 ft. Case Wheatland Plow (One-way)

8" and 10" Hammer Mills

16 1/2 cu. ft. DeLaval Deep Freeze

DeLaval Magnetic Milk.

**TYPEWRITERS**

Remington Standards and Portables. Ideal Gifts for the Graduate, in stock, ready for delivery.

**THE HEREFORD BRAND**

For sale: Baby bassinet and Comfy Auto seat, both in excellent condition. Mrs. Forest Minton. 15-1-12-2c

For sale: Nearly new 1 1/2 ton L. W. E. Stodolker truck. E. C. Retnauer, 1 mile north Joel switch. 15-3-12-1c

Good used wrist watch, also Elgin pocket watch. See at Cash Loan Office over Rutherford's. 15-1-12-1c

Buy it in Hereford

**A GOOD SELECTION**

of batteries, tires, tubes and other auto parts. Alcohol for your radiator.

**BROOKS AUTO SERVICE AND CAR EXCHANGE**  
& Car Exchange, Paint & Body Shop  
Junction of 60 and 51

10-tfc

For sale: Model D John Deere. Good rubber, cheap. Ivan Block. Phone 246M. 10-tfc

For sale: One DeLaval electric cream separator. Jacobsen Bros. 11-2p

For sale: Used portable typewriter. \$20.00. Inquire Brand Office 11-3k

**MUST FERTILIZERS BE CONTINUED ONE USED!**

It is unnecessary to place mere empty riches ahead of the plant food in the soils which produced the best Texas characterists.

**PERMANENT** highest yields can be secured **ONLY** when legumes are used with **ONLY** the plant food returned to the soil which was deficient or hauled away in the crop.

Avoid the abuse of battery acid producing materials in wrongly mixed fertilizers or it will become necessary to continue their use until **NOTHING CAN EVER BE DONE** to return high yields here as elsewhere.

**WE RECOMMEND FERTILIZERS WHICH CONTAIN ONLY THE PLANT FOODS NEEDED.** These do not mine out the soils reserve through abuse of acids and therefore do not have to be continued once used. High yields continue **FAR MORE** than 3 years afterward when enough has been applied.

Our fertilizer attachments are the first ever produced which will handle all powdered as well as pelleted fertilizers, at any rate per acre. Attachments though designed for seed drills also fit any implement on the farm.

**ARMSTRONG PRESCRIPTION FERTILIZER**  
Phone 774, 3rd and Main Hereford

1-12-1c

**The Better Homes and Gardens COOK BOOK**  
Is Here!

Complete, deluxe edition; loose leaf, beautifully bound... and bound to please!

**\$2.65**  
at the  
**HEREFORD BRAND**

**FOR SALE**

One 1,000 gallon Butane tank; one Amarillo gear head ratio 1:1:1B, used three seasons; two Mercury used motors, good condition; one cooling coil; one Butane carburetor; one drive shaft.

**M. L. SIMPSON**  
Rt. 3, 11 miles south on 51 and 5 east. 2-12-2p

**RING BINDERS**

Popular, Convenient Notebook Binder in Leather and Leatherette

**\$2.45**

Students, Businessmen, Salesmen all find this spacy binder a necessity. Has ring protectors, all around zipper closing, and bound edges.

**TYPEWRITERS**

Remington Standards and Portables. Ideal Gifts for the Graduate, in stock, ready for delivery.

**THE HEREFORD BRAND**

For sale: Baby bassinet and Comfy Auto seat, both in excellent condition. Mrs. Forest Minton. 15-1-12-2c

For sale: Nearly new 1 1/2 ton L. W. E. Stodolker truck. E. C. Retnauer, 1 mile north Joel switch. 15-3-12-1c

Good used wrist watch, also Elgin pocket watch. See at Cash Loan Office over Rutherford's. 15-1-12-1c

Buy it in Hereford

**FOR SALE**

'47 DeSoto Suburban. This two-tone blue 6 passenger sedan comes fully equipped with radio, heater, defroster, white plastic upholstery, rack on top and spotlight. This car is priced to sell, \$800 less than list. Contact Dan W. Finlan, Box 16, Hereford, Texas, to see it. Phone 126. 3-12-1p

**POTTED PLANTS FOR EASTER**

Hydrangeas, Azaleas, Easter Lilies, and Potted roses. And visit our greenhouses to see our flowers in bloom.

**Hereford Floral Shop**  
Phones 773 and 104-W

1-12-2p

**FOR SALE**

3 new L & I Case Tractors; 1 John Deere mold board; one 46' Oliver 80 with 4-row equipment, like new.

**GEORGE BYRD**  
Box 133  
2 1/2 miles north of Clover Airport.

2-12-1p

For sale: Good half bed and mattress, also youth bed and mattress. Mrs. E. W. Young, 207 W. 7th. 18-1-12-1c

12 gauge Remington shot gun for sale or trade. 13th and Ave. A. P. H. 418W. 1-12-1k

Chevrolet Motor, driveshaft, clutch, cooling coils, ready to go with either butane or gasoline carburetor. See at Hereford Butane Company. 20-2-12-1c

Commodore 8 Hudson. Practically new. Glenn Weir. 9-3-12-3c

For sale: One model A Ford coupe with good tires. Pinkert Welding Shop. Hiway 60. East side of town. 19-3-12-1c

For sale: 100 Free-stone Elberta Peach trees 2 and 3 feet tall. 40 cents each. 1 1/4 miles north on Hiway 51. J. A. Dickson. 1-12-3p

**REAL ESTATE FOR SALE OR TRADE**

**REAL ESTATE LOANS—QUICK SERVICE**

**AUTO LOANS**

**YOU DON'T HAVE TO WAIT**

**JOHN McLEAN**  
Phone 273

11-tfc

**HOUSES FOR SALE**

7 five room houses, modern, priced from \$6,500 to \$8,500. 1 three bedroom house. 1 four bedroom brick veneer. Several small houses two to four rooms.

**J. M. HAMBY**  
1 mile south Hereford

4-12-1c

**FOR SALE**

Irrigated and dry land farms 160 acres up, Deaf Smith, Castro and Parmer.

Ranches, New Mexico and Colorado.

Homes and town lots in Hereford.

4 1/2-5% Money To Loan

Your listings appreciated and will be given our personal attention.

**W. R. (Bill) METCALF**  
Realtor  
G. D. CAISON, Salesman  
321 1/2 Main Phone 710-748

9-tfc

**FOR SALE**

By owner, 6 room house, south front; double garage, large corner lot. Immediate possession. Location and see owner 201 Lake St. Clyde Russell. 12-1c

**320 ACRES**

Perfect land, Northeast Hereford. Good well. Improved 100 acres wheat, rest worked good, ready for potatoes or beets. Five room house \$5,000, modern, rents for \$75.00.

Grocery and Market. Good volume business.

Also apartment house, rents for \$150 per month. Owner says sell \$7,000.

**LEE CONKLIN**  
Phone 237-W

11-2c

Consult a REALTOR 3-c-tfc

**Large Listing of Farm and Town Property**

**LUTHER PEVELY**  
300 W 3rd—Phone 524W

47-4a

**"REALTOR" on an ad is your go-ahead sign. 3-tfc**

**OPPORTUNITIES**

Invest a portion of your capital and savings in—**NATURE'S MINERAL RICH DEAF SMITH COUNTY SOILS.**

Large and small tracts of acreage reasonably priced. 4-5% Loans made when needed on good irrigated farm land and improved business properties. All Listings Appreciated.

**E. B. POSEY, Realtor**  
321 1/2 Main  
Phone 710-366-W

10-tfc

**FOR SALE**

9-room house in Canyon. Suitable for residence or rooming house; near college and business section. Call owner. R. L. Thompson. Phone 328. 27-tfc

**CHARLES AND IKE REALTORS**

Office Phone: 792

Irrigated and Dry Land Farms. Check Our Bargains for Farms and Homes.

We Appreciate Your Listings and Business.

**CHAS. SOWELL**  
Residence Phone 193-W

**IKE CROSTHWAIT**  
Residence Phone 229-W

34-tfc

**GLENN WEIR**  
Realtor

Houses, Lots, Farms.

10- and 20-Acre Tracts.

Listings appreciated.

**104 MAIN STREET**  
Phone 200

Res. Phone 452-W

4-12-tfc

**LISTINGS WANTED**

Honor us with your Real Estate problems.

**FARMERS DRIVE-IN**  
Troy Moore Buddy Sowell  
Phone 161

8-tfc

**BE PROTECTED**

Buy or sell the REALTOR way. 3-tfc

**PERFECT SECTION**

Irrigation district, two miles to pavement, \$82.50.

160 acres on pavement \$60.00, sell or trade.

Choice 20 acres improved, under irrigation, \$15,000, terms.

Small irrigation farm to rent for cash.

Lots and homes.

**CLAUD HIGGINS**  
Fone 668-J

4-12-1p

An ideal small irrigated, improved farm to sell for \$125.00 per acre. This is one of the best buys we have had listed in a long time.

A good half section irrigated farm, wheat, alfalfa and barley now growing. Good improvements and located near town.

Good unimproved quarter section, well located. All in wheat and alfalfa except a small pasture—\$135.00 per acre.

**ROSE & BARBER**

4-12-1c

**INCOME PROPERTY**

For Sale in FRIONA, TEXAS

By Owner.

Good location. Across street from grade and High school. East front, corner lot, picket fence, nice lawn, large 6 room house with bath; apartments above. On back of lot new double garage, 4-room apartment above, strictly modern. The garage is ideal for any shop work. Revenues \$100.00 per month and living quarters. Worth the money. Phone 2801 Friona. 4-12-1c

**PLENTY MONEY TO LOAN**

Very liberal valuation and prepayment privileges—four per cent interest. We specialize in loans on irrigated farms and ranch lands.

**ROSE & BARBER**

28-tfc

**FOR SALE**

Good buys in irrigated farms. 10 to 640 acres with modern improvements. Some with 30% down payment, well located. Also some nice 160's and 320's dryland in shallow water district.

**J. M. HAMBY**  
1 mile south Hereford

4-12-1c

**WANTED**

Wanted to Buy: Good used car. Milburn Service Station. 49-tfc

**WANTED:** Butcher cattle. Deaf Smith County Meat Co. See me at stockyards. Bonnie Brumley. 29-tfc

Wanted: A modern house to rent. Three bedroom preferred. Will lease for six months or a year. Austin Rose. Call 132 Friday or Saturday. 9-tfc

Wanted to buy: Pay highest cash prices for Ford tractors. Jesse Wolford, 145 Ave. G. Phone 330J or see at Hereford Airport 1 mile south on Highway 51. 10-3c

Wanted to buy: Pay highest cash price for Ford tractors. Jesse Wolford, 145 Ave. G. Phone 330J or see at Hereford Airport 1 mile south on Highway 51. 10-3c

**WANTED**

My Tumbler Fresno brought home.

**ROGER BRUMLEY**

10-3c

**WANTED**

Custom SLAUGHTERING

Phone 509-J

T. S. Robbs Dean Robbs

10-tfc

Wanted: One waying, drilling and hoisting. Phone 537W. W. W. Rhodes. 132 Norton. 12-3p

Wanted to buy: Gentle saddle horse. E. G. Wright, Rte. 4, Hereford, Texas. 6-12-3p

Wanted: A large tree cut down, also some used lumber for sale. Phone 177J. 14-6-12-1c

Wanted: Baby sitting any time day or night. Phone 177J. 6-12-1c

Wanted: Farm help. Man and wife. Or single man he must be a bachelor. 673. 8-12-3p

Wanted: To do wet washing and ironing. G. W. Wilson, 11th and Ave. G. 6-12-1p

Wanted: Plowing, Chiseling and Plasting. Glenn Roberson, Summerfield, Texas. 6-12-6p

Experienced single man wants farm or ranch work. Can give references. Brock Anderson. Savoy Hotel. 8-12-1p

Practical nurse wants work. Private homes. Experienced. Mrs. David Parmer, 600 Miles. 9-12-1p

**Business Services**

**AUTOS FINANCED**

Courteous consideration given each request.

**CASH LOAN & FINANCE**  
(Over Rutherford's)  
Phone 133 103 W. 3rd  
50-tfc

For any kind of dray service call Hughes Millard at 656. 49-tfc

Let us soften your water. Soft Water Service, 815 E. 1st. Phone 317. 2-tfc

**SOFT WATER SERVICE**

Is here to stay. Let us soften your water the Culligan Way.

For more information—

**SOFT WATER SERVICE**  
Phone 317

8-tfc

**REFRIGERATION**

Commercial or Household. We repair any kind of electric box.

Phone 402—Dick Walker

Oren Parsons in charge of Motor and Magneto Repair

at  
**WALKER**

Refrigeration Service

300 East Third 10-tfc

Dressmaking and other alterations. Phone 337W. Mrs. W. W. Rhodes. 132 Norton. 12-3p

Business Service Belts Buttons dressmaking and alterations. Mrs. D. F. Mathis. Phone 255W. 239 Ave. C. 12-11-12-1c

Business Service: Am prepared to do all kinds of millinery work. Mrs. N. C. Vogels. Phone 977W. 1812 25 mile Ave. 10-11-12-1c

**NOTICE**

**NOTICE TO LIVESTOCK OWNERS!**  
Call 525W for immediate removal of all dead livestock. ENGMAN & DEIGGERS Hereford, Texas 2-tfc

I Want to **BILL-YOUR AUCTION SALES** B. E. BRUMLEY 2-tfc

**NOTICE:** Honest value on used cars, always. BENEFIELD MOTOR CO. 61-tfc

Deal through a REALTOR. 3-tfc

**NOTICE**

Have good assortment of trees, hedge, roses, shrubs and other nursery. Man to plant them.

**MRS. J. F. WARD**  
North Main

Beds for rent. 9-tfc

**ANNOUNCEMENT**

We have moved to our permanent location.

**BROOKS AUTO SERVICE AND CAR EXCHANGE**  
Paint &amp

# Hi-Y Carnival Has Been Re-set for March 30th

For the annual Hi-Y car-nival postponed last week because of weather, has been set for the annual Hi-Y Carnival, held by the Hereford High School Hi-Y group, will be held on Saturday, March 30 at the high school. The carnival opens at 9 o'clock. Admission will be 15 and 25 cents.

Traditional carnival games will be featured, including an abbreviated basketball game, fishing, fishing for fortunes, and other fun-making features. Arrangements are in charge of Bob Johnson, general chair-

man; and officers of the club. Buddy Corbett is president; John Newson vice-president; Eugene Roberson, secretary; Weldon Roberson, treasurer; and Gilbert Carlyle, reporter. Fat Sullivan is sponsor of the group. Proceeds from the carnival will go to the local Hi-Y organization, a high school branch of the YMCA.

## Baseball Loop...

(Continued from page one)

Claude, Dumas, Sunray, Pan-Tex and Clarendon.

Mike Quigley of Amarillo is president of both leagues.

Each club will be allowed to carry 16 players on its roster, and 11-days notice is required before a new player can be added after the initial rosters are submitted to league officials.

Anyone is eligible to play, Wood said. A manager for the Hereford team has not yet been named, he said, but players interested in joining the Hereford club are urged to contact Wood, Earl Stagner, or Onias Carroll this week. Prospective players are not required to be VFW members.

Practice schedules will be announced next week.

Home games for the Hereford team will be played at the Hereford Soft-ball park.

## School Board...

(Continued from page one)

ballot on a County Board member from the precinct, polls will be at the Lewis Smith home in the Messenger district and at the Walcott schoolhouse.

Two names have been filed for the County Trustee place now held by B. B. Northcutt. Northcutt's name will appear on the ballot as a candidate for re-election, and the name of Buren Sowell has also been filed for the place.

Voters in the Sims school district will vote on the county trustee-at-large, but not for a district trustee. Polls in the Sims district will be at the Cord Hammock residence.

## Home Demonstration Club Activities

South Hereford Club

South Hereford Home Demonstration Club met with Miss Evelyn Bell Tuesday afternoon. Mrs. Ronald Matthews conducted a recreation period and roll call featured harmonizing colors suitable for living room decorations.

Members decided to sponsor a traveling basket and members are requested to bring articles for the basket to the next meeting.

Mrs. Tom Draper, CHDA, gave a demonstration on curtains, stressing the importance of planning enough material for proper fullness.

Those present were: Mesdames: Clarence Hollabough, A. C. Flowers, J. P. Slaton, Herman Fletcher, Tom Draper, W. D. Jones, Orin Russell, John Draper, W. H. Goetsch, Ronald Matthews, Elmer Winkler and the hostess.

West Hereford Club

West Hereford Home Demonstration Club enjoyed an all-day meet-ing in the home of Mrs. E. M. Cox Tuesday. After luncheon a recrea-tion period was conducted by Mrs. Nell Young and Mrs. Cox, president, led the business session. Mrs. Viola Griswold gave a demonstration of repairing home appliances. Mem-bers quitted during the remainder

# Sixty-Seven Pupils on Junior High School Honor Rolls for This Term

Hereford Junior High school hon-or roll, released this week by Prin-cipal H. V. Stanton, lists seventeen students in the three grades on the high honor roll, and 50 on the low honor roll.

On the high honor roll in the sixth grade are Lou Durham, Martha Heard, Gayle Gault, Christine Payne, Earleen Plank, Mary Ruth Strang, and G. W. Suggs.

Seventh grade high honor roll in-cludes Fylene Bradley, Ramon Chil-ders, Ralph Green, Sharon Des Moore, Jerry Witherspoon, Marian Jo Wilson, Lucy Wegner, and Janice Craig.

Eight grade high honor roll stu-dents are: Jeane Palmer.

On the low honor roll by grades are:

Sixth grade: Sue Barnard, Peggy Jo Bell, Lloyd Brooks, Betty Cul-pepper, Patsy Childers, Margie Ford,

David Goldston, Wanza Johnson, Patsy Jackson, Marilyn Legg, Glin-ger Smith, Margaret McDowell, Nan-cy Patterson, Anita Ponder, June Marian Smith, Margaret Phillips, Elva Shafer, Frances Sevier, David Stanton, Wynogene Sowell, Dorothy Veigel, and Cecilia Wilkins.

Seventh grade: Ida Rae Brunson, Leaton Clark, Cecil Cocanougher, Sherry Benson, Johnnie Burkett, Barbara, Johnnie Jones, Marilyn Lewis, Abbie Longbottom, Jean Moore, Win-nie Rose Taylor, Arleen Robinson, Richard Tucker, Mary Frances Ro-gers, Don Veigel, Rosemary Young, Novlene Wiggins, and Dale Win-get.

Eight Grade: Dona Alcharr, Anna Mae Carter, Wanda Gunstenson, Joan McGee, Naomi McGee, Dar-leen Moore, Shirley Sharp, Joan Southern, and Earleen West.

## L. A. E. Club Visits W. T. S. C. Museum

After a short program and busi-ness meeting at the home of Mrs. Hugh Bookout Tuesday afternoon, members of the L. A. E. Club were entertained with an educational trip to the Museum at West-Texas State College, Canyon.

The program was a short review of "Modern Women in Art" given by Mrs. T. W. Roberson and Mrs. Bookout acted as hostess for the trip to Canyon and the museum.

## Naomi Hare Will Accept Call As Missionary

Miss Naomi Hare, daughter of Mr. and Mrs. A. A. Hare of Hereford, has been accepted as a foreign missionary by the regional board of missions of the Methodist Church.

Miss Hare was called to Dallas last week for a final conference with the board and was informed that her assignment will take her to Old Mexico or South America. A definite date for her departure will be set later.

Miss Hare is a graduate of Mc-Murry College at Abilene and re-ceived special training for mission-ary work at Scarritt College in Nashville, Tenn. She is now a mem-ber of the Amherst Public School faculty and will continue her work there until she receives her call for the foreign field.

Harry Wilhelm visited in the home of his parents, Mr. and Mrs. F. L. Wilhelm, Sunday from Amarillo where he is a student in Price col-lege.

Mrs. Arlie Dean of Nara Visa, N. M., visited in Hereford this week and then went on to Odessa where she will visit her mother, Mrs. Hart and a sister, Mrs. Neill.

of the afternoon. The next meeting will be held with Mrs. Jimmie Mer-cer March 23.

Those present were Mesdames: Tom Garner, Jack Flowers, Neil Young, P. H. Luck, Travis Caraway, Alfred Smith, Ulys Pierce, E. M. Yarburo, Roy Boyd, Minnie Walker, Carlos Vaughn, Josie Funderburg, Tom McClung, John Jacobson, Fred Salsman, Alma Spilman, Viola Griswold and the hostess.

## Hospital Notes

DISMISSED THIS WEEK

Mrs. O. R. Brooks, OB; Dar-leene Kuykendall, medical; Mrs. Joe Huckert, OB; Ricky Dean Clark, medical; Kenneth Aldridge, medi-cal; Julia Gandy, medical; Bob Bradley, medical; Beatrice Janacek, tonsil; Mrs. W. K. Brooks, OB; Jimmy Bradley, medical; Leslie Thompson, tonsil; Mrs. Carl Old-ham, OB; Leon Carter, tonsil; E. H. Bishop, surgery; Mrs. C. D. Finckel, surgery; Urlin Streu, surgery; Mrs. Arthur Blackburn, OB; Mrs. Ernest McGee, OB; Mrs. C. C. Acker, medi-cal; Frances Loretta Stroupe, medi-cal; Mrs. W. D. Isbell, surgery; Ike McCutchen, tonsil; Betty Bell Boone, medical; Kathryn Shanks, medical; Danny McCard, medical; Mrs. W. V. Hodges, medical; Mrs. Dan Gueser-man, medical; D. Roberson, emer-gency; F. L. Demert, medical; W. O. Riddle, medical; and M. C. Allen, surgery.

IN THE HOSPITAL

Mrs. W. M. Marnell, medical; Mrs. L. J. Kuper, ortho; Mrs. H. C. Parvin, surgery; Carl Gilliland, medi-cal; Mrs. O. K. Higgins, surgery; Meredith Ann Hooper, medical; Jimmy Brozman, medical; Fred Hen-ry, medical; Edna Joan Frost, medi-cal; Mrs. A. E. Hodges, medical; Cherry Pittman, medical; Mrs. E. L. Pellam, medical; Mrs. R. L. Dowell, medical; Mrs. Walter Cox, OB; Mrs. Jack France, medical; Linda Byrd, medical; Mrs. Edd Curtisinger, sur-gery; Mrs. Frances Darnall, medical; R. O. Douglas, medical; Mrs. O. B. Roberson, surgery; Mrs. A. B. Schulz, medical; and Nancy Eldridge, medical.

Mrs. W. L. Davis, and Mrs. W. L. Davis Jr., left Monday for Dallas and Denton. Mrs. W. L. Davis Jr. will attend the Red Bud Festival at TSCW and Mrs. W. L. Davis Sr. will return by Sulphur, Oklahoma where she will visit her sister Mrs. Earl McElwee.

Happy Home Demonstration Club will hold a book sale at the Hereford Locker Saturday.

R. C. McGilvary was in Lubbeck Monday on business for his Com-pany, The West Texas Gas Com-pany of Hereford.

The daughter has convinced me that it is much harder to get babies to-go to sleep after they are sixteen years of age.

When I boasted that our son got his intelligence from his father the wife replied that he must have be-cause she still had hers.

# THE BETTER HOMES AND GARDENS COOK BOOK

IS HERE!

- the cook book you've been wanting, now available at the Brand Office
- loose leaf deluxe edition,
- indexed for your convenience
- with "how to do" sketches
- suited for the "add-a-page" service of Better Homes and Gardens Magazine
- with new nutritional information
- with plans for economical everyday well-balanced meals, and special occasion menus and recipes.

\$2.65

at

# The Hereford Brand

Remember...

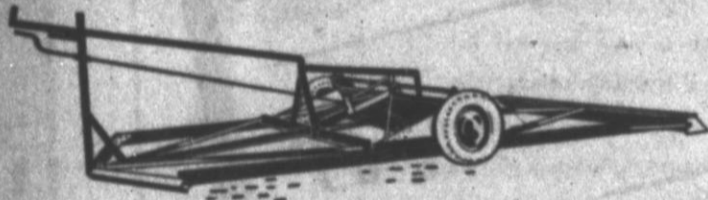
A Good Hostess is Always Popular!

"THERE'S NO DOUBT ABOUT IT"

# The EVERSMAN is

# TOPS

for DIRT MOVING  
for LAND LEVELING  
for SEED BED PREPARATION



You Get These BIG ADVANTAGES with EVERSMAN

The ONLY machine with grader blade suspended off movable frame balanced with springs connected to wheels through an eccentric axle that gives automatic action. Not just another scraper. It's a 3-way machine and not only for the initial job of dirt moving and leveling but for maintaining contours and preparing seed beds year after year. Gets land in "table-top" condition, making better drainage possible, irrigating and cultivating easier, and mechanical harvesting faster. A must in permanent seeding, saving seed cost, giving more years of bigger yields from each seeding. Comes in 4 ton to 16 wheel tractors up to large crawlers.

Only one leveler, the EVERSMAN, has the eccentric (crank) axle—when wheels go on a high place the blade AUTO-MATICALLY lowers to gather a load—when wheels go into a low place the blade raises to release enough dirt to fill.

Front clod buster and rear smoother blade breaks clods, pulverizes the soil, smooths and packs the surface as the machine moves along, producing a fine seed bed while AUTOMATICALLY LEVELING.

Also excellent DIRT MOVER with patented wheel lift which raises and lowers the whole machine and gathers or releases a big load of dirt wherever you wish. After dirt is moved with the EVERSMAN it can be graded down and AUTOMATICALLY LEVELED with the same machine. One inex-pperienced man driving your present tractor handles this ALL PURPOSE machine. Moves fast on rubber tired wheels. Inexpensive to buy.

# EVERSMAN AUTOMATIC LAND LEVELER and DIRT MOVER

# Hereford Implement Co.

Across West from Courthouse

## Easter Flowers for Your Lady



### Order Your Easter Flowers NOW!

Easter comes early this year, March 28, and now is the time to order your flowers. The place is the Western Flower Shop, of course.

### We'll Help You Remember!

Are you one who forgets birthdays, anniversaries and other important dates? Let us have your list now and we'll remind you in time to send or tele-graph your choice of cut-flowers, corsages, or plant. Let us help you become the "One Who Never For-gets."

Flowers for all occasions. Visit or call the Western Flower Shop where your order will re-ceive careful attention and quick delivery.

Phone 778

## Remington Rand DELUXE MODEL 5 Portable

Light for travel! Sturdy for home use!



DEPENDABLE!

STURDY!

SPEEDY!

Carrying Case Included!

FREE! Touch Method Typing Instruction Book

Here it is... the portable you've promised your family over and over again. It's the Remington Deluxe Model 5 that everybody falls in love with on the first try. Mother says it's easy... Dad says it's speedy... and everybody admits its light weight makes it the perfect traveling companion. What's more important yet, it's durable... really built to stand the knocks that are the lot of every portable machine!

- ★ Standard 4-row keyboard
- ★ Self-Starter Paragraph Key... exclusive!
- ★ Speedy carriage return lever, easy to use
- ★ Back spacer, margin release
- ★ Personal touch control adjusts to you
- ★ Exclusive, geared type-bar action

BUD USES IT AT COLLEGE

SIS USES IT FOR SCHOOL WORK

DAD USES IT EVENINGS FOR BUSINESS

# The Hereford Brand

## EASTER....

is just around the corner, and....

## EASTER is for Men, too.

You'll be a Smart Egg this Easter, Men, if you will come in and look our stock over... how's your new look???

- M. BORN CUSTOM TAILORED SUITS Longs, Shorts, and Regulars Single and Double Breasted
- Right for any occasion... These correctly styled sanforized broad-cloth shirts, form fitted in the famous WILSON BROS. manner.
- And Footwear... WILSON BROS. exclusive Buffer Heel and Toe Construction gives you triple reinforcement at the heel and toe, the points of greatest sock wear.
- You can't beat them—But you sure can tie them! DURATWILL TIES; a Wilson Bros. exclusive—won't slip, slide, or wrinkle, stays tied the way you meant it.
- SHOES in Florsheim, Justin, and Fortune. Dress and Sports Wear.
- HATS in Stetson and Stevens, Regulars and Long Ovals; we can fit your ole "noggin" whether it is round, long or flat!



# FOX MAN'S SHOP

Homer Fox

Yes! It Takes MORE THAN PRICE To Make a



Bargain!

SHOP AT YOUR FRIENDLY

FURR Food Stores

AND BUY NATIONALLY ADVERTISED FOODS at FURR'S EVERYDAY LOW PRICES

**Fresh FRUITS & VEGETABLES**

APPLES Delicious or Winesap	2 Lbs.	25c
ORANGES Texas	2 Lbs.	15c
GRAPEFRUIT Texas White	Each	3c
TOMATOES 1 Pound		27c
CARROTS 2 Bunches		15c
RED SPUDS No. 1	10 Lb. Mesh Bag	61c

Bite Size Whole-Wheat Biscuits		
<b>RALSTON</b>	31c	
Shredded - 2 12-oz. Pkgs.		
<b>RAISIN BRAN</b>	29c	
Skinner - 2 Pkgs.		
<b>CATSUP</b>		24c
Libby's		14-oz. Bottle
<b>VIENNA SAUSAGE</b>		17c
Libby's		Tin
<b>GRAPEFRUIT JUICE</b>		19c
Libby's		46-oz. Tin
<b>MACARONI or SPAGHETTI</b>		12c
Skinner's		Box
<b>CORN BEEF HASH</b>		31c
Libby's		Tin
<b>RIPE OLIVES</b>		28c
Libby's Large		Tall Tin
<b>EASTER EGG DYE</b>		25c
Rit—with Mystic Writer		3 Pkgs.
<b>PURITY OATS</b>		33c
Fresh		3 Lb. Box
<b>SOFTASILK</b>		41c
Cake Flour		44-oz.
<b>CLAPP'S</b>		5c
Baby Food		Can

Who Said

**GUARANTEED QUALITY MEATS**

are Expensive?

**FRYERS**

Nice and Fat

**69c**

GIANT VEL PKG. 79c

<b>POP CORN</b>		21c
Jolly Time	Can	
<b>JELLY</b>		71c
Rex	5-lb. Jar	
<b>PURE LARD</b>		87c
Armour's	3 lbs.	
<b>PRUNE JUICE</b>		25c
Lady Betty	Quart Bottle	
<b>LIMA BEANS</b>		23c
Happy-Vale	No. 2 Can	
<b>DOG FOOD</b>		25c
Scrappy	3 Cans	
<b>CHILI</b>		21c
Ellis	16-oz. Jar	
<b>TAMALAES</b>		21c
Armour's	16-oz. Tin	
<b>PANCAKE FLOUR</b>		35c
Aunt Jemima	Large Pkg.	
<b>APPLE JELLY</b>		25c
Ma Brown	16-oz. Jar	
<b>MUSTARD</b>		14c
French's	Large 9-oz. Jar	
<b>SALAD DRESSING</b>		29c
Bestyett	Pint Jar	
<b>SALT</b>		17c
Morton's	2 26-oz. Round Boxes	
<b>BABY FOOD</b>		21c
Heinz	3 Cans	
<b>COFFEE</b>		49c
Golden Light	Lb.	
<b>SPIC AND SPAN</b>		21c
Cleanser	Tin	
<b>SWERL</b>		29c
The Magic Suds	Large Pkg.	

<b>RAISINS</b>		29c
Thompson's Seedless	2 Lb. Bag	
<b>MARVENE SUDS</b>		30c
Large Pkgs.	2 Pkgs.	
<b>APRICOTS</b>		20c
Sun Pak	No. 2 1/2 Can	
<b>GRAPE JUICE</b>		50c
Taft's	Quart	
<b>BLACKBERRIES</b>		19c
Pay Day	No. 2 Can	
<b>PRUNES</b>		15c
Sun Pak	No. 2 1/2 Tin	
<b>GREEN BEANS</b>		10c
Rio Sun	No. 2 Tin	
<b>PEAS</b>		19c
Bee Brand	2 No. 303 Tins	
<b>CORN</b>		19c
Stokley's Golden	No. 2 Can	
<b>TOMATO SOUP</b>		21c
Heinz	2 Cans	
<b>PREPARED SPAGHETTI</b>		27c
Van Camp's	17-oz.	
<b>SHORTENING</b>		\$1.15
Crustene	3 lb. Can	
<b>PALMOLIVE</b>		10c
Toilet Soap	Bar	
<b>SUPER SUDS</b>		33c
Large Package	Pkg.	
<b>CRYSTAL WHITE</b>		19c
Laundry Soap	2 Bars	
<b>CASHMERE BOUQUET</b>		25c
Toilet Soap	2 Bars	

**BAKERY TREATS**

THAT WILL MELT IN YOUR MOUTH

Fresh Baked Assorted Icings

**LAYER CAKES** 79c

8 inch Cakes - Each

**FRUIT PIES** 35c

Golden Brown Crusts, Assorted—Each

**CUP CAKES** 30c

Oven Fresh for Lunches - Dozen

Treat the Family, Serve Furr's Fresh

**BOSTON CREAM PIES** 42c

Each

Delicious Served with Ice Cream or Sliced Peaches

**POUND CAKES** 39c

Each

Full of Fresh Toasty Brown Pecans

**ICE BOX COOKIES** 35c

Dozen

Rich, Fine for Parties—Chocolate

**BROWNIES** 10c

3 for

**APPLE TURN OVERS** 15c

Filled with Delicious Apples - 2 for

**COFFEE CAKES** 25c

Fruit and Nut Filled - Each

**BREAKFAST ROLLS** 20c

Your Favorite Assorted - 6 for

Pumpkinie Rye, American Rye, Salt Rising or 100% Whole Wheat

**BREAD** 18c

1 1/2 lb. Loaf

**RAISIN BREAD** 18c

Lb. Loaf

**FRENCH BREAD** 16c

Crisp, Flaky, Delicious - Lb.

<b>BACON</b>		65c
Our Brand	Lb.	
<b>PICNICS</b>		49c
Armour's Star	Lb.	
<b>BACON</b>		39c
Dry Salt	Lb.	
<b>CHEESE</b>		45c
Longhorn	Lb.	
<b>BACON SQUARES</b>		37c
	Lb.	

**WHY PAY MORE? SAVE ON DRUGS**

<b>ALKA SELTZER</b>		49c
60c Size		
<b>LISTERINE</b>		39c
60c Size		
<b>RAT TAIL COMBS</b>		19c
15c Value, Large Size	3 for	
<b>NYLON HAIR NETS</b>		20c
All Colors, Invisible Type—with Elastic	3 for	
<b>SCHICK INJECTOR RAZOR</b>		89c
With 20 Blades Eversharp		
<b>ARRID DEODORANT</b>		49c
59c Size		
<b>TONI DELUXE KITS</b>		\$2.00
With Plastic Curlers—Why Pay More?		
<b>SHASTA SHAMPOO</b>		69c
\$1.00 Value Cream		
<b>HINDS HONEY and ALMOND CREAM</b>		39c
50c Size		
<b>JERIS 1c DEAL</b>		43c
50c Jeris Tonic—50c Jeris Cream Oil	Both for	

LIBBY'S

**TOMATO JUICE** 46-oz TIN **28c**

**SWANSDOWN** 40c

Cake Flour - Lge. Pkg.

Advertised in Women's Home Companion March Issue, Page 103.

WHY PAY MORE? WE PAY TOP PRICES FOR QUALITY EGGS. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. WE PAY TOP PRICES FOR QUALITY EGGS. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. WE PAY TOP PRICES FOR QUALITY EGGS. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS.

WHY PAY MORE? WE PAY TOP PRICES FOR QUALITY EGGS. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. WE PAY TOP PRICES FOR QUALITY EGGS. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS.



**"LITTLE RED COAT MAY BE YOURS, MISS JEAN"**  
**Letter From Finland Thanks Local Girl for Red Cross Gift of Coat**

American Red Cross, church organizations, clubs and other organizations have established many friendships between the people of other countries and our own since the war.

overseas by the Red Cross. She wishes to share this letter and it reads:

Dear Miss Jean:  
 I thank you for your letter which I received some months ago. I have read it through many times. In almost all our secondary schools English is taught by special teachers.

**Wrong Turn**



Traffic was tied up 10 hours on U. S. 30 west of La Grande, Ore., while workmen with ropes and timbers pulled this Consolidated Freightways truck back on the Grande Ronde River bridge. The driver, Reid Blacker, narrowly escaped death when the skid dangled him in the cab a hundred feet in the air.

You can write very well in English. I can write very well in English. I can get it easily translated. In this way we can perhaps go on writing each other.

I really got clothes. You write so yourself. Clothes given by the American Red Cross were distributed here to poor people or to people with many children and we, too, managed to get some. Among them

was a short red coat (it may be yours Miss Jean). A slip of paper was fastened at the pocket. I was so curious to know what was written on it. So I had it translated.

You asked me to write at once. I did so. That was the beginning. In the first letter I wrote you about myself and family. I repeat some of the things in case you have not got my letter translated into English yet.

I am 20 years old, and am the mother of four children, two sons and two daughters. My eldest son is eight years old and my youngest daughter eight months. My husband is a working man. He earns our living mostly by manual labor.

You asked if I have ever been to U. S. A. I am sorry to say I have not. Sometimes I have dreamt of going there, but there has never been an opportunity yet. It is beautiful over there isn't it? I have heard people talk about the beauty and the wealth of America. Also in

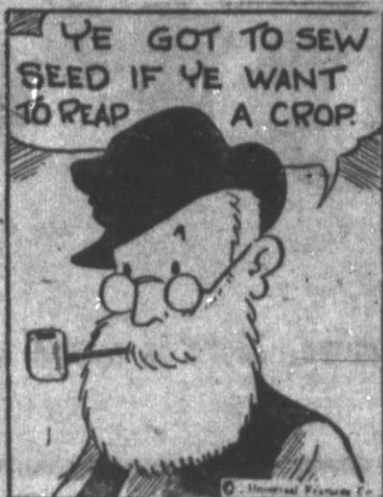
this part of the country there are many who have been to America or Canada, but have come back, others have never returned.

I wonder what it is like over there just now. Is it winter or summer? It is winter up here. We have a lot of snow and it is freezing hard. Sometimes there are 36 or 40 degrees (Celsius). I suppose there is never so cold in the U. S. A. as it is in here. The summer with us is very beautiful, but it is so short.

You asked me to send a photograph. Here is one (it is enclosed and shows a young looking neat well dressed woman with a baby in her arms and a small warmly dressed child standing near—the picture is very small.) It is not very good. You can see me on it with my son and daughter. Thank you for your photograph. I can see that you are a sweet girl and so is your sister.

Yours sincerely  
 Aino.

**UNKLE HANK SEZ by H.E. MILLER**



... and you must take care of your car's motor if you want to get maximum performance from it. That's why the H. E. MILLER OLIVER COMPANY has the exclusive dealership for the Briggs Oil Clarifier and Filter for complete removal of dirt, tar, gums and metal chips from motor oil. We have a size for every car.

**STURDY COST-REDUCING FARM EQUIPMENT**  
**H.E. MILLER OLIVER CO.**  
 PHONE 195 HEREFORD, TEXAS EAST HWY. 50



**HOME COOKING**

Once you try the superb food we serve you will want to eat here often. Come here for breakfast, lunch and dinner.

Home Made Pies  
 Hot Biscuits Twice Daily  
 Fresh Seafoods Flown to us Twice Weekly  
 Panhandle-Fed Choice Beef

THE NEW  
**GREEN HEDGE CAFE**

*Never a Love so True... Never a Ring so Cherished*



You're in love And deep in the pure, clear beauty of your genuine registered Keepsake Diamond Ring gleams the everlasting promise of the future

... together. We take special pride in displaying Keepsake Matched Sets at nationally advertised prices, with heirloom quality and true value assured by the Keepsake Certificate of Guarantee and Registration. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price.

EASTER....

and the logical place to purchase

fine, useful Easter Gifts is Kester's Note our fine assortment of Elgin and Hamilton, and all other nationally advertised watches.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Rings include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.



- A. LADY DIANA Set \$25.00  
Engagement Ring 500.00  
Also \$225 and 350
- B. ORLEANS Set \$25.00  
Engagement Ring 300.00
- C. HEATHER Set \$42.50  
Engagement Ring 350.00  
Also \$100 to 2475 and in platinum \$300 to 3450
- D. JORDAN Set (Plat.) \$600.00  
Engagement Ring 575.00  
Also \$400 to 3950  
Available in gold \$575 and 750
- E. ASTORIA Set 500.00  
Engagement Ring 150.00
- F. COMLEY Set 300.00  
Engagement Ring 200.00
- G. SHIRLEY Set 125.75  
Engagement Ring 100.00

When You Think of the Finest in Watches... Think of  
**KESTER JEWELRY**

MR. AND MRS. A. W. (BILL) HEMBREE  
 Guaranteed Watch Repairs

316 North Main Hereford, Texas Telephone 34

**Cute Tricks FOR YOUR Easter Chicks**



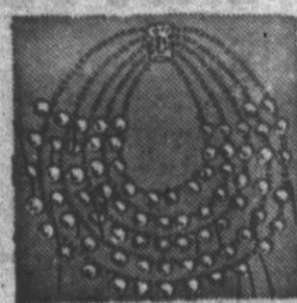
**HATS... to Lead the PARADE...**

Giant Hats... Midget Hats...  
 Young Hats...  
 Never-Guess-Your-Age Hats!

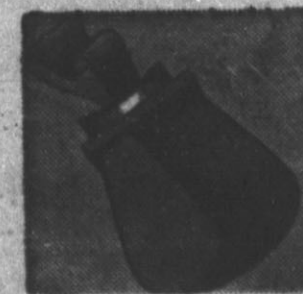
**Lace-Rich Lingerie!**

We've everything from filmy gowns and negligees to ruffly slips and panties. Taffeta and Muslin.

**Kids and Fabrics in Beautiful Easter Shades**



**Costume Jewelry —Sparkling— Fashionable**



**Bags and Pouches Leather and Plastics. A MUST for the Easter Wardrobe.**

*The Little Fashion Shop*  
 "Smart Clothes for Smart Women"

Everything in  
**Coats, Suits and Fine Dresses**



### LIBRARIAN LISTS NEW AND OLD FAVORITES ON SHELVES Books on Religion and Philosophy Are Now Popular Selections at County Library

(BY CORINNE JENNINGS)  
In the quest for happiness and the solving of their problems Mr. and Mrs. Average Reader today have turned to books on religion and philosophy.

Outstanding in popularity today and for many months past at the Deaf Smith County Library is "Peace of Mind" by Liebman. Editorials have been written and other writers have used the theme of the book for their subject but none can compare with it.

Peace of mind is placed above all that man can possess or hope to own. This condition is obtained by the combination of religion and psychology. Neither will work alone for the best results to bring about the understanding of one's self and fellow man. The author declares, "Human Destiny" by DuNoisy deals with the same theme but offers a challenge to most readers as it falls into the class marked "heavy reading."

Hereford's Home Demonstration Clubs have chosen for their reading this year the books, "Peace of Mind" and Goodspeed's "How to Read the Bible."

The last named is best used as a guide in the study of the Bible rather than for straight reading.

which necessitates the owning of it for the best results" said Mrs. Clara McLean, librarian.

Three of the newest books on the library shelves of religious theme are, "Miracles" by Lewis, "This Thing Called Life" by Holmes and Steinberg's "Basic Judaism."

The writer of "Miracles" presents a study preliminary to any historical inquiry of the factual inquiry into actual occurrence of miracles. Less technical perhaps is "This Thing Called Life" which contributes to modern thought in specific forms of meditation and prayer by which man can control outward conditions of his life instead of allowing conditions to control him.

A man must learn how to think, Holmes writes, then he can dominate his entire life and everything in it and around it.

"Basic Judaism" is a book for believing Jews, to indifferent Jews and for non-Jews who are curious about Judaism. The book gives Jewish beliefs, ideals and practices which make up their faith.

Unread by many yet and fairly new are the books, "Christianity Today" by Leiper which is an up to date survey of the conditions of the Church in every important area

of the Globe. In it Gen. Douglas MacArthur says "We have had our last chance to win a world by force. It is now a theological question."

"The Questing Spirit" by Lucock gives religious place in the literature of our time.

"The Golden Book of Religious Verse" by Clark contains 350 religious poems arranged according to subject for every need and are from the pens of such poets as Robert Browning, Ralph Waldo Emerson, Walt Whitman, Alfred Tennyson and many others.

"John the Universal Gospel" by Quimby offers a spiritual interpretation of the gospel's universal message.

Through the years such books as "The Sermon on the Mount" by Emmett Fox and "The New Testament-Revised Edition" have been steadily and regularly read. The last named makes the New Testament easily read as it is written in a modern manner and language.

Old favorites in the religious section are Yost's "Carpenter of Nazareth"; Rojas' "The Invisible Christ"; Hall Caine's "Life of Christ" and Giovanni Papini's "The Life of Christ."

For those who have read and

are interested in further reading of Gibran, translated from the Arabic, there are two new editions to be had with such musical names as "Secrets of the Heart" and "Nymphs of the Valley."

Church women groups will find several devotional books for program use or personal needs. New and especially good is Dorothy Canfield's "Meditation for Women."

There are devotionals for men as well as children also on the shelves and are easily found for the choosing to suit your needs.

In the juvenile department will be offered Peterham's "Jesus Story," "David" and other biographies of Bible characters. These are simply told and are beautifully illustrated.

Mrs. McLean is enthusiastic about this department for children and one becomes engrossed as she takes out the books with her comments which make you want to sit down right there and read them yourself.

Wear Says Home Is Youth Center Needed Today

Bob Wear was the guest speaker at the regular meeting of the FTA last Monday night. The meeting was held in the High School auditorium, and was well attended.

Wear spoke on the subject, "Parent and Family Life Education,"

### Wear Says Home Is Youth Center Needed Today

Bob Wear was the guest speaker at the regular meeting of the FTA last Monday night. The meeting was held in the High School auditorium, and was well attended.

Wear spoke on the subject, "Parent and Family Life Education,"

a subject selected by the FTA. He stressed the need for more and better home life, and said, "The home is the youth center that we need, it is God's youth center; the home was the youth center of yesterday, it should be the youth center of today, and it must be the youth center of tomorrow."

He also said that there must be a revival of the family circle, and that families must become closer in their association.

He quoted, "Train up a child in the way he should go; and when he is old, he will not depart from it." He stressed the fact that parents,

the fathers and the mothers, must learn to do just this. Wear said that much of the juvenile delinquency is caused by parental delinquency, and that when the latter is corrected much of the former will disappear.

Mr. and Mrs. Dalton Criswell and Mrs. Morris Thomson attended the Teacher's Institute in Amarillo last Friday.

Mrs. Martha Beverlin from Newark, Ohio, is a visitor in the home of Mr. and Mrs. H. W. Engle this week.

# Save More

BUY THEM BY THE DOZEN

There's savings all down the line—even more when you buy in dozen lots or more. Here is a sale you can't afford to miss! Come—see for yourself.

## MARSHMALLOWS Sunshine 8 oz. Pkg. 15c

**TAMALES** Ellis—12 Jars \$1.45 ..... 2 Jars 25c

**SPINACH** Hunt's California—No. 2 Can—12 for \$1.29 ..... 2 for 23c

**DOG FOOD** Ideal—12 for \$1.69 ..... 2 for 29c

**PORK & BEANS** Van Camp's—No. 300 Can—12 for \$1.49 ..... 2 for 27c

**HOMINY** Shurfine Fancy—No. 2 Can—12 for \$1.29 ..... 2 for 23c

**CORN** Tastewell Cream Style—No. 2 Can—12 for \$1.98 ..... 2 for 35c

**TOMATO SOUP** Campbell's—12 for \$1.15 ..... 2 for 21c

**GREEN BEANS** Gold Tip Cut—No. 2 Can—12 for \$1.39 ..... 2 for 25c

**ORANGE JUICE** Adams—46 oz. Can—12 for \$2.89 ..... 2 for 49c

**BABY FOOD** Gerber's—12 for 89c ..... 2 for 15c

**TOMATO SAUCE** Hunt's—12 for 69c ..... 3 for 19c

**GARDEN PEAS** Rich Nut Tender—No. 2 Can—12 for \$1.69 ..... 2 for 29c

**PEACHES** Hunt's—No. 1 Can—12 for \$1.98 ..... 2 for 35c

**VIENNA SAUSAGE** Snack Time—12 for \$1.69 ..... 2 for 29c

**GRAPE JUICE** Pure Concord ..... Pint Bottle 26c

**CRUSTENE** 3 Lb. Can ..... \$1.09

**SUGAR** Pure Cane ..... 10 Lb. Bag 87c

### BIRDSEYE FROZEN FOODS

**CUT CORN** Fresh Frozen ..... 12 oz. pkg. 19c  
**GREEN PEAS** Birdseye ..... 12" oz. pkg. 25c  
**SQUASH** Cooked, Birdseye, Fresh Frozen ..... Pkg. 21c  
**PEACHES** Sliced in Sugar, Birdseye ..... Lb. pkg. 25c  
**STRAWBERRIES** Sliced, Sweetened ..... Pkg. 49c  
**BOYSENBERRIES** Birdseye ..... Pkg. 39c

### SOUR or DILL PICKLES

Superior, Quart ..... 4 for \$1.00  
**WESSON OIL** Pint ..... 43c  
**CHILI POWDER** Mexene ..... 2 1/2 oz. 19c  
**CRACKERS** Sunshine ..... 1 lb. box 25c  
**PEANUT BUTTER** Peanut Crunch ..... 1 lb. jar 39c  
**LYSOL** 3 oz. bottle ..... 21c  
**CAMAY SOAP** Regular Bar ..... 10c  
**CLEANSER** Spie & Span ..... 21c  
**IVORY FLAKES** Large Pkg. ..... 33c  
**IVORY SOAP** Large Bar ..... 18c  
**HY-PRO BLEACH** Quart ..... 12c  
**LUSTRWAX** Quart ..... 59c  
**WONDER SOAP** Sayman's Vegetable ..... 2 for 21c

### FINE MEATS

**RIBS—BABY BEEF** Fine for Stew and Barbecue ..... Lb. 39c  
**BACON** Sugar Cured, Sliced ..... Lb. 59c  
**SAUSAGE** Pure Pork ..... Lb. 45c  
**LUNCH MEATS** Assorted ..... Lb. 45c  
**BEEF STEAK** Arm Round, AA Grade ..... Lb. 59c



- ✦ Double-Wall Tub keeps water hot longer
- ✦ Bowl-Shaped Inner Tub for fast, clean washings
- ✦ Tangle-Proof Agitator super speed, high vane
- ✦ Bar Safety Release Wringer 8-position, balloon rolls
- ✦ Finger-Tip Clutch Control, free shift waist-high
- ✦ Sediment Zone Trap keeps water cleaner
- ✦ Steel Chassis Construction full length legs

Just shop around a bit. Mark down the features of other washers — and the prices. Then compare them with this big, double-wall, bowl-shaped tub Speed Queen. You'll find that no other washer "adds up" like a Speed Queen. No other washer gives you so much in genuine quality at so low a price. That's why we handle the Speed Queen — and why we would be pleased to deliver one to your home.

See our variety of models for one to fit your needs and pocketbook.

### Shop Streu's for All Laundry Needs Including

- Electric and Gasoline Irons,
- Clother Lines, wire or cotton,
- All kinds of Ironing Boards,
- Wash Tubs, round, square, single and double tubs on racks.
- Simplex Electric Ironers,
- Mission Hot Water Heaters in gas or butane, sizes from 20 gal. to 100 gal.

**STREU HARDWARE COMPANY**  
Home of Service and Quality

**Hereford Super Market**  
107 W. FIRST GAYLORD  
PHONE 117 NEWELL

# HURRFORD INDEED! SAYS BRITISH VISITOR FROM HEREFORD, ENGLAND Pronunciation Is a Little Different, But We All Spell It the Same Way, Cousin!

Our British cousins from Hereford, England, find the pronunciation of "Hereford" a little surprising, according to the Hereford (England) Times.

The Times published a letter from a former Herefordite (the British Hereford, of course) now in the United States, who had recently passed through Hereford, Texas. A clipping from the Times was mailed to Nan Buckner, daughter of Mr. and Mrs. Scotty Buckner of Hereford (Texas), by a pen-pal Betty Cornes of Hereford (England).

The Times story follows: Mr. Lindsay Lafford, formerly Sir Percy Hull's assistant as organist of Hereford Cathedral, and now organist of the Second Presbyterian Church in St. Louis, USA., writes: "Recently I was pacing the platform of a Santa Fe Railroad station in the cold of a New Mexico night waiting for the 'Scout' to roll in on its long trip from the California Coast. While waiting I glanced again at the timetable to make sure I would get to Amarillo in time to catch the early morning plane on which I had a reservation.

"As my eye followed the schedule I noticed with surprised delight that one of the towns at which the train would stop was Hereford, Texas. This in itself was not altogether surprising since the White-castle from the little county in England are much in evidence out there. But I was feeling lonely and a long way from home, and the

novelty of actually passing through the namesake of my home town appealed to me.

"As the long line of the 'Scout' slid out of the darkness from the West I debated whether I should quickly write a letter to Hereford, England, and endeavor to have it mailed at Hereford, USA, as we passed through, but the lights in the carriage were out, leaving only a dim blue glow under which other passengers were stretched out in their reclining chairs, sleeping. At any rate, I resolved, I shall try to stay awake until we pass through the town.

**Hurr-ford, indeed!**  
"I awoke to find the train motionless. Obviously we were in a station. A trainman was passing through the car. I stopped him and asked, 'Where are we now?' 'Hurrford, sir,' he replied. 'Hurrford, indeed! I was about to rise in righteous wrath and say 'Listen, I happen to come from the city after which this town was named, and back there we call it 'He-ro-ford,' but I realized that it would probably do no good and I might myself incur the wrath of some of my fellow travelers for waking them up. I lay back in my seat to nurse my little grievance all alone.

"Four hours later as my plane rose into the greying light of the East, I looked back toward 'Hurr-ford', concealed in the pre-dawn darkness. 'At any rate,' I said, 'we all spell it the same way.' 'The stewardess, handing me a cup of coffee, looked startled. 'I beg

your pardon, sir,' she said. 'Don't mind me,' I replied. 'I was talking to someone four thousand miles away.'

**CARD OF THANKS**  
We want to express our thanks to the following for their donations to the High School Cafeteria: E. B. Hedrick, beef; Sylvester Slade, beef; Wayne Evans, barbecue; P. T. A., cup towels and to all others who helped in any way.

**HEREFORD HIGH SCHOOL CAFETERIA**  
Guests of Mr. and Mrs. Wm. McGeehee the past weekend were J. H. Gruver, for whom the town of Gruver was named, and his son, Lawrence Gruver, both of Gruver. They are old-time friends of the McGeehees.

Mrs. W. R. Johnson has gone to Morn to visit his son and family, Mr. and Mrs. Will Johnson.

## MARKETS

(USDA)—Hogs and eggs furnished weak spots at mostly steady to strong southwest farm markets last week, according to the Production and Marketing Administration, U. S. Department of Agriculture.

Southwest grain markets experienced moderate up and down movements in light trading during the past week, and net gains ranged generally from one to six cents a bushel. No. 1 wheat closed Monday around \$2.54 in bulk carlots at Texas common points with No. 2 white corn \$2.93 to \$2.96, and oats \$1.43 to \$1.47.

Rice held barely steady last week, as distributors placed few orders and mills appeared unwilling to lower quotations. Sharply reduced hay offerings sold at unchanged. Feed prices varied little from a week earlier. Demand for shelled peanuts dragged. A severe break in foreign wool prices slowed southwest buying.

Steadily climbing cotton prices recovered most of the loss sustained in the sharp break last weekend. Dallas quoted spot middling 15/16 inch Monday at 33.95.

Seasonally increasing egg sales forced prices down mostly two to four cents a dozen during the past week. Current receipts ranged from 37 to 40 cents a dozen at most southwest markets. Poultry sold firm to stronger. Heavy hens brought 25 to 27 cents a pound at Fort Worth and Dallas, and 35 to 39 at New Orleans.

South Texas cattle markets scored gains up to \$1 a hundred for the week, while other terminals showed uneven trends with no major changes. Houston paid \$18 to \$24 for common to medium steers and yearlings Monday. Medium and good grades of shorted yearlings brought \$25 to \$26.50 at San Antonio as steers yearlings and heifers sold at \$22.50 to \$26 at Fort Worth, shorted steers \$22 to \$25.50 at Oklahoma City, and light heifers \$19 to \$24 at Wichita.

Southwest hog prices opened the week mostly 50 to 75 cents a hundred lower than a week earlier. Texas markets paid \$22.50 to \$22.75 for good and choice medium weight butchers Monday, while Oklahoma and Kansas gave \$23 to \$24 and Denver \$24 to \$24.50. Sows ranged largely from \$17 to \$18 with San Antonio \$1 more.

Lambs sold around 50 cents higher at San Antonio and Denver for the

week, but other southwest markets lost mainly 50 cents to \$1. Eggs ruled steady to strong, with best grades bringing \$11 to \$12.50. San Antonio paid \$17 for common lambs, as Fort Worth took good shorn lambs at \$19 and Denver gave \$21.25.

First shipments of Texas Ruby Red grapefruit sold readily in San Francisco at \$2.50 for 80's and larger and \$2 for 90's. Citrus fruits in the lower Rio Grande Valley continued about unchanged. South Texas carrots sold stronger and spinach firmer, and cabbage higher in unsettled trade. Denver paid higher prices for broccoli, carrots and onions, but less for grapefruit and Texas oranges. Colorado potatoes and Louisiana sweet potatoes moved in light demand at about steady prices.

Mr. and Mrs. Lynn Kester and family spent a part of last week in Lubbock visiting her mother and other relatives before they were to leave Hereford this week for their new home in Farmington, N. M.

Mr. and Mrs. Alvan Carroll and family spent a part of last week in Lubbock visiting her mother and other relatives before they were to leave Hereford this week for their new home in Farmington, N. M.

Mr. and Mrs. Alvan Carroll and family spent a part of last week in Lubbock visiting her mother and other relatives before they were to leave Hereford this week for their new home in Farmington, N. M.

**ONLY 8 MORE SHOPPING DAYS UNTIL**

# Easter

**MARCH 28th**

**Lovely Assortment of New HANDBAGS for Children**

Age 1 to 12. Colors: Black, White, Red, Blue, Green. Mostly shoulder strap styles.

**79c to \$1.98**

They're Certainly Cute!

**NOVELTY CREPE BLOUSES**

DeLuxe Crepe, Lace Inset on extra long tie and cuffs. White and Pastel.

**\$2.98 to \$3.98**

Also Gibson Girl Blouses in lovely pastel shades.

Sizes 24-30, 32-40

**A Natural Whirling SKIRT in Gaberdine.**

Balgerina Built-up waist band. Full length skirt. Long length.

**\$4.98**

- Black
- Rose
- Grey
- Melon
- Powder

**BABY DOLL WEDGES—5 to 9— \$4.95**

**Just Looking Pretty!**

Little Girls' Easter Dresses

Sizes 2 to 12— **\$3.89**

Delightfully Dainty Infants' Dresses of sheer crepe frilled with ruffles.

White, Pink, Blue, Maize— **\$2.95**

**FINE QUALITY Extra Sheer NYLONS**

New Spring Shades

- GLACE - MOCHA
- NAVY - LUSTRE
- BRONZLITE
- PETER PAN

45-51-54 Gauge

**\$1.49 to \$2.25**

Infants' **EASTER BONNETS— \$1.69**

**HEREFORD STORE CO.**

S. L. HARMAN & SON

Phone 382

**For Your LEADING MAN on EASTER TIES... Regal Cravat**

Original **Ben Pulitzer** Gold-of-Persia Tie Creation **\$2.00**

Saddle-Stitched **SPORT SHIRTS \$5.50**

Hallmark and Town-Topic **DRESS SHIRTS \$3.49 to \$4.75**

**SLACKS**

That Can't Be Beat 100% All Worsted, 2-ply, 14-oz. Gaberdine, French Fly tab, Saddle stitched leg and fly. Fine stitching, Talon Zipper, Seamless Loops, Double Reversible Pleats, Dot Snapon Fly **GREY or TAN**

Men's 100% All Wool Elasticque Plain Front Regular Pockets **TROUSERS \$16.75 to \$18.75**

**HEREFORD STORE CO.**

Phone 382 S. L. Harman & Son

**The NEW LOOK for Spring IS HERE!**

**HEREFORD STORE CO. for Easter Parading.**

**DRESSES**

Styled By **CLOCK-WISE MILTEX KAY WHITNEY**

Come in, try them on! See what their outstanding beauty and grace does for you! Note all fashion's newest lines... figure-flattering side drapes and frills. In your favorite Spring Prints, Pastels, and Dark Colors.

**\$6.90 to \$14.95**

9 to 24 1/2

**SPRING FABRIC GLOVES**

Pastel Colors: Pink, Green, Aqua, White, Red, Navy, Brown.

**\$1.00**

**New Spring EASTER TOPPERS 25% Reduction**

**\$1.00**

**HANDKERCHIEFS**

Dainty cottons, hand embroidered, box of three— **\$1.00**

**Sheer - Colorful SCARFS**

Squares or long lengths. **\$1.00**

**PLASTIC BELTS**

All Colors **69c**

**LOOMCRAFT SLIPS**

Stylish loveliness. White, Black, Teal— **\$2.98 to \$5.00**

Also Combination Black Skirt and White Embroidered Tops. Sizes 32-44 **\$2.98**

**Kay Whitney BY RELIANCE**

**Rainbow Striped Dress**

Rainbow stripes in rainbow hues make fashion news in this classic filament rayon dress. The new padded hip, lovely lines... just the dress for you. Natural, Pink, Mist Blue.

proportioned to fit you

Advertised in GOOD HOUSEKEEPING, CHARM, PHOTOPLAY

**BLACK FAILLE MATERIAL** Ideal for Ballerina Skirts—yard **\$1.49**

**RAYON SEERSUCKER** In Beautiful Striped Material—yard **\$1.49**

**FANCY LINEN, Flower Design** Yard **\$1.29** Embroidered on Ninon, White and delicate pastel shades.

**Style-Craft Undergarments 69c to 89c**

Luxuriously molds to your figure. Guaranteed run resistant.

**Use Our Convenient Lay-Away Plan**

**HEREFORD STORE CO.**

S. L. HARMAN & SON

Phone 382

### Nat'l Guard Company Is Being Formed; Armory Plans Made

(Continued from page 1)

armory, at a salary of \$180 per month, Capt. Cowart said. The caretaker's assignment will be a full-time job. The company, at full strength, will have an annual payroll of between \$20,000 and \$30,000.

sergeants, \$3.83 for staff-sergeants, \$4.50 for tech-sergeants, and \$5.50 for master sergeants, and first sergeants. Enlistments can be accepted now, Capt. Cowart said. Previous military experience is not required of enlisted men, although Cowart said that he hoped to be able to fill the non-commissioned officers ranks in the company with men who have had military experience. Enlistment forms are available in the office of the Hereford Chamber of Commerce. Transfers from Enlisted or Officers Reserve Corps to the National Guard can be arranged.

### Check Cases Crowd County Court Docket

A wave of hot check cases hit the Deaf Smith County court docket last Saturday when Sheriff J. C. Reese filed ten charges against eight offenders.

It was an unlucky 13th for the hot check experts. Most of those filed on, however, are not in custody.

Among those against whom charges were filed Saturday were Tommy Joe Fowler (two cases); Bill Bolin (two cases); L. W. Nivens, J. H. Fredrick, Jake Parsons, O. H. Hicks, Kenneth McKinney, B. W. Inman, and Gerald C. Adams.

Inman and Nivens have already been tried, each paying fines and court costs of \$24.30. Others are not in custody.

Also charged on a hot check complaint was B. J. Speck of Hereford. Charges against Speck were filed on March 4.

Another check mystery was solved Monday with the arrest of a 16-year old boy in the Hereford vicinity. The youngster admitted forging three checks which had been passing the local officers and the merchants who took them.

The checks, on which the signature of a local farmer had been forged, had passed inspection at a local bank and the forgeries were discovered only when they turned up in the bank statement at the end of the month.

Sheriff Reese said no charges had been filed against the boy, whose name was withheld.

Also on Monday, the Sheriff's department was advised by Wichita Falls officers that a citizen of that city, C. D. Fudge, had been placed under arrest at the request of Hereford officers. Fudge was wanted here on felony charges in connection with the alleged passing of a "hot" check here last fall.

He was permitted to make bond in Wichita Falls, and released to appear before Deaf Smith County Grand Jury. Charges were filed here on complaint of J. K. Baker, local potato dealer, to whom Fudge allegedly gave the check in payment for a shipment of potatoes.

### Around Town

(Continued from page one)

ist Church here, got an unexpected extension of their leave when the power plant at the college at Belton blew up, causing a week's suspension of activities on the campus. The other four girls who were with them here for the special program Sunday night, have already returned to their homes. Ruth and Doris will leave this week-end.

Just when we thought it had been pretty cold in Hereford, a card from Mrs. J. P. Jordan at Circle, Montana, arrived asking us to renew her subscription to The Brand and casually mentioning what the temperature in Circle at 6 p. m. on March 10 was 25 degrees below zero.

For the curious: Jimmy Alfred does not have the goal. He dropped a cooler on his feet last week, and anything that Jimmy drops travels a long way before it gets to his feet. Anyhow, the old No. 13 is a bit the worse for the experience, and Jimmy's standard greeting to every one approaching him is "don't hit my foot!"

Coach H. V. Starton has been in sporting his his nifty looking new football sweater. The girls here at The Brand all admired the jacket, and the "el" beamed but lamented a bit because the color was more wine than maroon. Our office wit, Florence Wilhelm, cracked that she knew lots of people who like wine better! Which might be food for thought at that.

NEW ARRIVAL IN TOWN: Johnny Wayne Bicknell, new son of Mr. and Mrs. Pete Bicknell, arrived on March 13. The proud grandparents are Mr. and Mrs. Bob Bicknell.

A nifty new Railway Express truck has replaced the Original Model A which has been around town for so many years. . . and the new arrival is attracting lots of attention. Best guess is that nobody in the Company could keep the old Ford

### Political Announcements

The following have authorized The Brand to announce their candidacies for office, subject to action of the Democratic Primary on July 24, 1948.

For Sheriff, Tax Assessor, and Collector: J. C. REESE (Re-election)

For County Treasurer: MRS. VELMA HODGES (Re-election)

For County and District Clerk: ROBERT THOMPSON (Re-election)

For County Attorney: OWEN L. BYBEE

For County Commissioner, Precinct Number One: TROY MOORE (Re-election)

For County Commissioner, Precinct Number Two: J. C. (CLARENCE) MORRISON G. T. HIGGINS

For County Commissioner, Precinct Number Three: J. T. GUINN (Re-election)

For County Commissioner, Precinct Number Four: JOHN I. MORRIS (Re-election)

For County Judge and Ex-Officio School Superintendent: LEONARD H. POSTER (Re-election)

blocks have not been solicited. Mrs. Brady said, residents are requested to report to the Red Cross office and workers will be sent out.

going after Sank Ramey gave up the job.

Another new model: Gaston Baer is cruising around town these days in a shiny new Cadillac.

### Contracts Are . . .

(Continued from page 1)

Three sub-stations are now in operation, and a fourth is ready to be placed in service. Two 3,000 KVA stations, 1 600 KVA station, and 1 300 KVA station are now in operation or ready to go.

A big new 8,000 KVA substation to be located north of Hereford is planned for construction by the end of 1949. Forrest said, to complete the present plans for expansion by the end of 1949, of the project.

Expansion of the project during the past year has been rapid. In 1947, 35.5 miles of line was energized in Farmer county, 30.5 miles in Castro county, and 37 miles in Deaf Smith county. Completion of the N section, work on which is now in progress, will add a total of more than 91.9 miles in Farmer, 31.4 in Castro, and 32.7 miles in Deaf Smith.

Two hundred and 62 new consumers were added last year, and nearly 300 additional members will be served with the completion of the projects this year.

### Southwestern Life Elects Three New Directors

At the annual meeting of stockholders held in Dallas March 9, three new directors, all of Dallas, were elected to the Board of Directors of Southwestern Life Insurance Company. They are R. L. Thornton, chairman of the board of the Mercantile National Bank; Arthur L. Kramer, president of A. Harris and Company; and Lawrence S. Pollock, president of the Pollock Paper and Box Company. This information was received here today by G. C. (Jiggs) Hartman, local agent.

In reviewing the Company's progress since the 1947 stockholders' meeting, President C. F. O'Donnell reported that new paid-for insurance business for the first two months of 1948 exceeded the insurance paid for during the first two months of the past year. Southwestern Life recorded new paid-for business exceeding \$15,800,000 during January and February this year. For the first two months of 1947, it was \$13,200,000. The Company

### Truman Asks . . .

(Continued from page one)

however, that he considered the nation threatening the world peace and security to be Russia, and called for all-out aid to the nations of Western Europe in stemming the tide of Communism.

"I am sure," the President said, "that the determination of the nations of Western Europe to protect themselves will be met by an equal determination on the part of the United States to help them to protect themselves." His statement was greeted with an ovation from the floor of the House.

The President spoke for less than twenty minutes. He closed his brief message, "with God's help . . . we strive for Peace."

now has in excess of \$651,000,000 insurance in force, an increase of more than \$10,500,000 since the first of the year, according to G. C. (Jiggs) Hartman.

Anyway, the fellow who is always at the foot of the class should make a good chiroprapist.

### PREPARE FOR SUMMER NOW



Good Looking!

Tailored to fit the architecture of your home, SLATS-O-WOOD awnings are good looking, long lasting and economical. A phone call will bring out our designer to give you a free estimate on these custom built aids to comfortable living.

SLATS-O-WOOD

SLATS-O-WOOD

All Weather ZEPHYR AWNINGS

VENTILATED AWNING CO.

Phone 70-W, 301-W

Hereford, Texas

### BREAKFAST & DINETTE SUITES



We now have a wide selection of 5-piece Breakfast Suites. Made of wood, porcelain, or plastic with a variety of finishes.

5-Piece Suite with Extension Table . . . \$27.50 up

Oak 5-Piece Suites, Extension Table . . . \$37.50 up

Our BEDROOM SUITES are in Walnut or Blonde Finish, limed or natural oak, mahogany and solid walnut.

Prices for 4-Piece Suites range from . . . \$88.50 up

We are offering a splendid assortment of Living Room Suites—Bed Type or Regular Type. Many colors to select from. Prices from \$74.50 for 2-Piece Suites.

1901

1948

E. B. Black Co.

FURNITURE — UNDERTAKING

AMBULANCE SERVICE — DAY OR NIGHT

### E-X-T-E-N-S-I-O-N TIE BAR



No holes!

It's the latest trick of the year! This smart, new Hickok Tie-Bar sets as though it's pinned through your tie. . . yet it leaves no unsightly holes. Adjusts to fit any width of tie . . . \$2.50

Designed by HICKOK

### MEN

SHOP OUR STORE FOR YOUR EASTER NEEDS

- SHIRTCRAFT SHIRTS
- ARROW UNDERWEAR
- HOLLYVOGUE TIES
- FREEMAN SHOES
- NUNN-BUSH SHOES
- STETSON HATS
- KNOX HATS
- CURLEE CLOTHES
- HOLEPROOF SOX

RUTHERFORD & CO.



Spring is bustin' out all over CITY FOOD STORE this week. You'll see it in the mouth-watering display of Springtime fruits and vegetables. You'll see it in the Big Savings that are blooming in every department of our great SPRING SALE! Yes—our lower prices make your savings grow. So cultivate economy by shopping here for ALL your food needs.

MIXED VEGETABLES	19c
Cottage, No. 2 Can . . . . . 2 for	
APRICOTS	29c
In Heavy Syrup—Hunt's Large No. 2 1/2 Can . . . . .	
PURE LARD	\$1.09
Deaf Smith County Meat Co. . . . . 4 Lb. Pail	

SALMON	49c	GRAPE-FRUIT JUICE	19c
Nautical, Pink . . . . . Tall Can		Stokley's	
PICKLES	34c	47 oz. Can	
Dill, Libby's No. 2 1/2 Glass Jar . . . . .			
NOLA	39c		
Soap Flakes . . . . . 2 for			
LUX	33c		
Large Pkg. . . . .			
GRAPE JUICE	27c		
White Swan . . . . . Pint Bottle			
MACARONI	23c		
Amer. Beauty . . . 1 lb. Pkg.			

Hot Roll Mix	27c	SPUDS	39c
Lynde's—makes 2 dozen . . . . .		10 lb. Mesh Bag . . . . .	
CORN FLAKES	19c	Reds or Whites	\$4.50
Kellogg's . . . . . 13 oz. Pkg.		SPUDS	
SHORTENING	\$1.19	100 lbs. . . . .	
Crustene . . . . . 3 lb. Tin		Large Firm-Heads	8c
SPINACH	17c	LETTUCE	
Del Monte . . . . . No. 2 Can		Each . . . . .	
BEANS	33c	Texas	33c
McGrath's, No. 2 Can, 2 for		ORANGES	
French Style, Sliced		5 lbs. for only . . . . .	
MATCHES	29c	Texas Ruby Red	24c
True American, 6 in Carton		GRAPEFRUIT	
MARVENE	29c	5 for . . . . .	
Suds . . . . . 2 Boxes for		Rome Beauty	44c
COFFEE	55c	APPLES	
Schilling . . . . . 1 lb. Can		5 lbs. for . . . . .	
OLEO	36c	We Also Have Plenty of	
Nu-Maid . . . . . 1 lb.		Onion Plants and Sets	
TOM. JUICE	27c		
Stokley's 47 oz. Can . . . . .			

We're noted for the finest in Meats and Frozen Foods





# The Hereford Brand

Section 2

Published Every Thursday

Our Slogan—More People—More Farms

48th Year—Number 12

The Hereford Brand, Hereford, Texas, Thursday, March 18, 1948

Price 5c Per Copy

## Junior Music Festival To Be Held Here

Miss Mattie Mae Swisher announced today the Seventh District Junior Music Festival will be held in Hereford Saturday, March 20.

The Grand Opening will be at the Methodist Church at 1:30 p. m. with a brief address by Mrs. Bland Burson of Channing, State Chairman of Junior Manuscripts and Compositions.

Following the opening, the piano department will be conducted in the First Christian Church. The voice department will remain in the Methodist Church.

Judges of the festival will be Dr. Polson Jackson and Russell Curtis from the music department of Amarillo College, of Amarillo.

All who are interested are urged to meet at 1:30 p. m. when directions will be given for the entire festival, Miss Swisher said.

After the awards the Musical Festival Club will entertain with a tea in the social hall of the Methodist Church.

The Seventh District Festival is in three sections, one in Lubbock, one in Quanah and one in Hereford. Miss Swisher is in charge of all three but those in Lubbock and Quanah will be under other directors under her supervision. She will conduct the festival in Hereford personally.

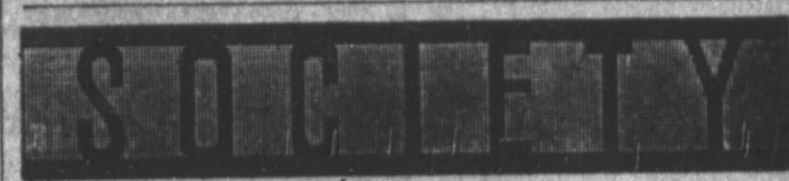
A large number from Hereford are entering the festival. Those taking part are Nancy Parsons, Jimmy Eastley, Carla Sue Crosthwait, Charlotte Moore, David Brunley, Mary Ann Young, Glenn Gault, Sandra Jo Caraway, Irene Witherspoon, Linda West, Beverly Agn Eldridge, Joan Moore, Pat Kerr, Sharon Dee Moore, Dick Wilson, Gayle Gault, Patsy Willshire, Patsy Slagle, Mary Helen McGilvary, Leta Dene Springer, Bettie Jean Noland, Wynogene Howell, Jerry Witherspoon, Charles Whitehead, Reba Dones, Wanda Marie Kiksey, David Goldson, Raymond Wells, Jane Welsh, Marlene Legg, Dwayne Walker, Louise Simpson, Clayton Rutter, John Benson, Sandra Childress and Franklin Springer.

## FEDERATION LEADER SPEAKS HERE FRIDAY



Mrs. D. L. C. Kinard (above) of Memphis, president of the Seventh District Federation of Women's Clubs, was the principal speaker at the Federation luncheon here Friday. (See story at right).

# Noted Concert Artist Is Heard Here



MRS. JOHN McLEAN, Society Editor Phone 181

## Clubwomen Hear District Officer; Mrs. Ray Johnson Named President

With a real understanding of her subject, Mrs. D. L. C. Kinard, president of Seventh District, Texas Federation of Women's Clubs, spoke on "Women in Club Work" at the St. Patrick's Day luncheon held by the Deaf Smith County Federation Friday at the First Christian Church.

Mrs. Kinard gave no short cut to success as clubwomen, no pattern for an easy way for clubwomen to discharge their responsibilities, but with a minimum expenditure of words she urged women, engaged in the serious business of being clubwomen, to use their desires to build and dream in cooperation for better homes, better laws and better citizenship.

Pointing out that the greatness of the federation depends on the cooperation and loyalty of each individual club, she likened the General Federation to a huge net spread all over the United States with 17,000 clubs tied together as a collective unit working together for the spiritual, mental and physical health of the nation. She called the clubwomen the typical American woman and told of the first woman who tried, but failed, to organize a woman's club. She told of the organization of the General Federation in 1890, of its growth and goals, and in conclusion outlined the work of the various departments, making a strong plea for clubwomen to actively work for peace.

The luncheon program was presided over by Mrs. J. B. Noland, president of the Summerfield Study Club. Presidents of local clubs were

honor guests with each president giving a two-minute report on the past years work done by her club. Musical entertainment was given by eight members of the High School Glee Club who sang three Irish songs. Girls in the choir were: Pat Longbottom, Patsy Slagle, Alma Faye Knox, Diane Jowell, Jacqueline Newell, Betty Katherine Hodges, Martha Thomas and Mary Katherine Carroll. Mary Helen McGilvary was the accompanist.

New officers who will be installed at the final meeting in May, were elected. They include: Mrs. Ray Johnson, member of the Summerfield Study Club and Pioneer Club, president; Mrs. F. L. Terrell, Pioneer Club and Garden Beautiful Club, vice-president; Mrs. E. M. Cox, West Hereford H. D. Club, secretary; Mrs. E. H. Caraway, Wyche and Bud-to-Blossom Clubs, corresponding secretary; Mrs. Frances Houston of the Garden Beautiful Club, treasurer; Mrs. Chas. Burk, Farm and Ranch Club, parliamentarian and Mrs. Corrine Jennings, B&FW Club, reporter.

Mrs. Ray Johnson, who was named president for the remainder of this year to fill a vacancy, directed a short business session and she was elected delegate to the Seventh District, Texas Federation of Women's Clubs convention to be held in Pampa, April 5, 6, and 7.

The next board meeting will be held on Saturday May 1, and fourth and last meeting of the County Federation will be held May 7, at the Methodist Church.

Miss Florence Goldston, daughter of Mr. and Mrs. H. D. Goldston, was home from Wayland College at Plainview Sunday.

## PRESENTED IN CONCERT IN HEREFORD



Mrs. Clyde Gregg (above), noted concert singer, of Chicago, was presented in a concert of sacred music at the First Christian Church in Hereford last Sunday evening. (See story at right).

## Mrs. Clyde Gregg Presents Concert Sunday Evening

The public was invited to attend a sacred concert sponsored by the members of the First Christian Church at the local church last Sunday night. The program took the place of the regular Sunday evening worship hour.

The singer was Mrs. Clyde V. Gregg of Chicago, Illinois, concert artist and member of the teaching staff of the American Conservatory of Music in Chicago.

Elizabeth Gregg, as she was billed on her current concert tour, received her master's degree last June from the American Conservatory of Music taking her voice work under the famed Dr. Norman Granville, and was his assistant at the music camp for singers, choral directors and musicians at Lake Winona, Ind. last summer. She has received favorable recognition in the East and is much in demand as a soloist.

Mrs. Gregg chose a varied program comprised of carefully chosen selections of some of the world's best-loved and finest songs. She delighted her audience with her personality and charm as well as her pronounced ability as a singer. Her version of the profound and rare gift of making her listeners feel and understand the sacred meaning of her message in song were outstanding. Highlight of the program was a trilogy given in expressive portrayal of the birth of Christ, the Crucifixion and the Resurrection.

Mrs. Gregg arrived in Hereford Saturday from Phoenix, Ariz. where she ended a three-weeks concert tour. She has been visiting her sisters-in-law, Mrs. Harry Seed and Mrs. W. E. Dameron. She also held a concert in Borger, her home town, while in Texas.

## Calliopian Club Has Program On Trends In Progressive Education

"Trends in Progressive Education" was the subject of a discussion given by Miss Nell Spradley at a meeting of the Calliopian Club held with Mrs. Carl Perrin in the home of her mother, Mrs. J. W. Kirby, Thursday evening.

The trend is to conservative teaching with well trained teachers for smaller classes. Better equipment including the radio and moving pictures is the answer to complaints that high schools feature preparation-for-college courses instead of completed courses for students who

may not attend college," Miss Spradley said in part.

Members attending the meeting were Mesdames; Richard Barnard, Will Graham, Clyde Cave, Pete Cowart, Paul Conaway, Wayne Evans J. T. Glibreath Jr., J. E. Kirby, N. E. Milburn, Millard Nobles, Elizabeth Wombie, W. L. Davis Jr., Misses Mary Ann Acker, and Genevieve Eberle and the hostess.

Shop with the Want Ads!

## LIBRARIANS AT MEETING

Mrs. Clara McLean of the Deaf Smith County Library attended the Library Section of the Northwest Texas Teachers Association Meeting in Amarillo, Friday 12. Mrs. Edgerton Criswell, who acts as Librarian for the Hereford High School, also attended the meeting.

Thirty librarians were present for the lectures and a luncheon at the Blackstone Hotel. Theme of the lecture was Visual Aids in Education.

## Two Hereford Girls Initiated in WT Journalism Frat

Betty June Euler and Wilma Jean Miller, both of Hereford, were initiated as members of Mu Kappa Delta, honorary journalism fraternity, at West Texas State College in Canyon last week.

The two Hereford girls were among 12 candidates for membership in the fraternity to be initiated in candle-light ceremonies at the Cousins Hall ballroom on the campus. Betty June is on the staff of The Prairie, college newspaper; and Wilma Jean is society editor of Le Mirage, the college annual.

Little Miss Sara Gillingham has been visiting her grandmother, Mrs. J. B. Castleberry in Wellington for the last three weeks.

## GILBREATHS RETURN HOME

Mr. and Mrs. Sam Glibreath returned to their home in Dimmitt from the Galveston Hospital where Mrs. Glibreath has been some time following a several months stay in a Dallas hospital. This is Mrs. Glibreath's first trip home since she was badly burned in an explosion in her home last July. Both she and her husband were burned at the time, but he has recovered more rapidly and had been able to come home two or three times earlier.

# 71 SPECIFIC REASONS WHY EVERY MEMBER OF YOUR FAMILY SHOULD KNOW US

## Sportsman's Supplies

We Completely Outfit the Fisherman!  
Fly Rods, Casting Rods, Reels,  
Coleman Camp Stoves,  
22 Caliber Rifles,  
Shotguns,  
Shells, Shells, and Shells!

## Playground Equipment

Skates,  
Baseball Equipment,  
Football Equipment,  
Basketball Equipment  
Wheeled Goods for Every Age,  
Tennis Rackets,  
Croquet Sets.

## HOUSEWIVES' HAVEN

We Can Completely Set You Up in Housekeeping!

General Electric Mixers,  
Dormeyer Mixers,  
Nesco Cookers  
Presto Cookers,  
(2 1/2 qt., 4 qt., 6 qt. sizes)  
National Cookers,  
(No. 5 and No. 7 Models)  
Revere Ware  
A complete line, including—  
Revere Pressure Cookers  
Complete Line Ka-Bar Knives  
(Pocket and Kitchen Cutlery)  
Chinaware that is Practical, and  
Inexpensive—Open Stock  
Dinnerware (The Finest)  
Open Stock Patterns  
Pop-up Toasters in  
Sunbeam  
General Electric  
Toastermaster

## Note this PRICE... and Quality:

VACUUM CLEANERS  
Upright and Tank Models  
Complete with all attachments  
for \$52.95, that's all!

## Have You Seen THE LATEST IN RADIOS?

WIRE RECORDERS  
(Radio, Record Player, Wire Recorder—  
all for the price of a radio alone)

## Builders' Hardware

BUILDERS BUY HERE!  
Stucco Wire,  
Paint for Every Need,  
Plumbing Supplies,  
Lavatories,  
Sinks,  
and... yes, we have  
Shingling Hatchets.

## Gardening Time!

GARDEN TOOLS — WE HAVE 'EM!  
Rakes,  
Hoes,  
Shovels,  
Vigero,  
Garden Seeds,  
Power Lawn Mowers  
Eclipse or Clemson

## Gifts, too!

New Line of  
HULL POTTERY  
CRYSTAL  
and lots of others!

## Cattlemen's Supplies

Including:  
BRIDLES,  
BITS,  
SADDLES.

## Farmers - Ranchers - Mechanics

Electric Fencers,  
Poultry Netting,  
Gates Belts,  
Belting,  
Canvas Stops for Irrigation Ditches,  
Complete Stock Bolts,  
Pipe Fittings.

?? WHY ??

Certainly, you are entitled to know, to understand, to appreciate WHY HEREFORD HARDWARE can give you the most comprehensive hardware service in this territory.

BECAUSE: We strictly adhere to a set rule of supplying EVERY HARDWARE NEED. If we don't have your particular want in stock, we'll get it. YOU are to be serviced, to be satisfied; YOU are the reason we are in business.

And when you purchase any item from us, you are guaranteed that it is GOOD QUALITY, nationally advertised, definitely proven, and universally accepted before it is ordered for our stock.

QUANTITY IS OUR RULE — QUALITY IS OUR TRADEMARK

# Hereford Hardware

209 Main  
formerly HENSLEE HARDWARE  
"The HEREFORD Hardware"  
Come in Visit With Don, Bill, Neil, and Kate  
Phone 567  
In Our SERVICE DEPARTMENT: RENTAL SERVICE on Floor Sander, Edgers, Polishers, Waxers.

All Your  
POULTRY SUPPLIES  
Are Here!

### Plenty Room For All Texas War Dead At Nat'l Cemetery

All the Texas dead of the past war, returned for permanent burial, could be buried in the national cemetery at Fort Sam Houston and still leave plenty of space, officials of the American Graves Registration Division at San Antonio declared today.

The statement was prompted by recurrent rumors in various sections of South Texas that the national cemetery at Fort Sam Houston is now filled to capacity and that no more war dead can be buried there.

American Graves Registration Division officials estimate that approximately 7,000 Texans, killed during the past war, will be returned to this country for reburial. The national cemetery at Fort Sam Houston is undergoing an expansion program that will provide space for about 10,000 graves.

Plans and specifications are on file at the office of W. E. Dameron, Mayor, Hereford, Texas, and Parkhill, Smith and Cooper, Consulting Engineers, 1006 14th Street, Lubbock, Texas.


Plans and specifications immediately after examination of same, and advising the Engineer that bid will not be submitted; otherwise the deposit shall be forfeited.

The City of Hereford, Texas, Owner. By W. E. Dameron, Mayor 10-9c.

**AMERICAN LEGION**  
Post No. 192  
Hereford, Texas  
Regular meeting 1st and 3rd Tuesday nights at 8:00.

**MASONIC BULLETIN**  
Hereford Lodge 548  
Started meeting second Monday in each month. School of instruction each Thursday night.  
E. L. TOMPKIN, Sec'y.  
G. T. HIGGINS, W. M.

### OPPORTUNITY WANTED



To give you the same service on your Life Insurance Program that many of your friends and neighbors are enjoying.

**HERMAN FORD**  
Life Insurance Counselor  
Southland Life 123 Main

### LEGAL NOTICE

#### NOTICE TO BIDDERS

Sealed proposals addressed to the Honorable Mayor and City Commission of Hereford, Texas, will be received at the Office of W. E. Dameron, Mayor, until 10:00 a. m., March 22, 1948, for furnishing all necessary materials, machinery, equipment, superintendence and labor for constructing certain street and alley improvements consisting of approximately 92,000 feet of curb and gutter, 128,000 square yards of Street Paving, 7,000 square yards of Alley Paving, and other incidental items of work for the City of Hereford, Texas, Owner, Hereford, Texas. The project consists of approximately 120 blocks of street paving and 10 blocks of alley paving.

Bidders must submit a Cashier's or Certified Check issued by a bank satisfactory to the Owner, or a Proposal Bond from a reliable Surety Company, payable without recourse to the order of The City of Hereford, Texas, in an amount not less than five (5) per cent of the largest possible bid submitted as a guaranty that the Bidder will enter into a contract and execute bond and guaranty in the forms provided within ten (10) days after notice of award of contract to him. Bids without the required Check or Proposal Bond will not be considered. The successful bidder must furnish bond on the form provided in the amount of 100 per cent of the total contract price from a Surety Company holding a permit from the State of Texas to act as Surety, or other Sureties acceptable to the Owner.


All lump sum and unit prices must be stated in both script and figures. In case of ambiguity or lack of clearness in stating the prices in the bids, the Owner reserves the right to consider the most advantageous construction thereof, or to reject the bid. Unreasonable (or "unbalanced") unit prices will authorize the Owner to reject the bid. The Owner reserves the right to reject any or all bids, to waive formalities, and to accept the bid which seems most advantageous to the City's interest.

Bidders are expected to inspect the site of the work and to inform themselves regarding all local conditions under which the work is to be done.

Payment for the work performed on this project will be from funds furnished by the City of Hereford, Texas, and paving assessments against abutting property and the owners thereof, in accordance with the provisions set forth in the specifications.

Attention is called to the provisions of the Acts of the 33rd Legislature of the State of Texas, page 91, Chapter 45, (Article No. 5159A Civil Statutes-1925) concerning the wage scale and payment of prevailing rates of wages as established by the Owner. Said scale of prevailing minimum rates of wages is set forth in the specifications.


Information for bidders, proposal



A Complete Line of  
**Records & Albums**  
—R. C. A.  
—Decca  
—Capitol  
Special Number for Children; Religious Records, Classical Music and Jive Bands—We've Got 'em All!

**MORGAN MUSIC & AMUSEMENT CO.**  
303 Main Street.  
Over 75,000 Records in Stock

### STREET MAP OF HEREFORD, TEXAS



## BUSINESS and PROFESSIONAL DIRECTORY

When in need of Prompt, Dependable Service... use this Directory



### THE KEY TO DRIVING SAFETY

168 Patented HEAT VENTS

EXCLUSIVE WITH **SEIBERLING Safety Tires**

- HEAT VENTS breathe out scorching heat that causes blow-outs... breathe in cool air right to the point where blowouts start.
- IMPROVED SAW-TOOTH TREAD stops quicker... skids less in any weather.
- SAF-FLEX RAYON CORDS put added strength in the body of the tire where most tire failures start.

YOUR TIRE SERVICE CENTER **SEIBERLING TIRES**

**SHELTON TIRE EXCHANGE**  
Hiway 60 Phone 122

### Shorty's Boot & Shoe Shop

We Rebuild & Fix Boots  
Your Business Appreciated.  
W. T. "Shorty" Vernon  
Formerly Powelson's Shoe Shop

### Hereford Wrecking Co.

Highway 60  
Complete Line of USED PARTS  
See us for Expert Repair Work of All Kinds!

### HOUSE MOVING

And Local Truck Work  
We buy and sell houses to be moved  
Phone 128-J  
J. F. MESSER  
on 25 Mile Ave.  
1 block west of 13th Street

### LONE STAR MARKET

T. E. LINDLEY  
Plenty of Parking Space  
On East Hiway 60  
Phone 430

### LLOYD OTTEN B. B. NORTHCUTT AUCTION SALES

Farm Sales—Land Cattle—Furniture  
Contact Earl Eubanks for booking or call Telephone No. 109

### 32 Is the Taxi Number

**HEREFORD CAB CO.**  
Located at Bus Station

### The Candy Kitchen

—Coney Islands  
—Home-Made Candy  
—School Supplies  
810 MAIN STREET

### I Want to BILL YOUR AUCTION SALES

B. E. BRUMLEY

### The Beauty Mart

"... for a LOVELIER YOU"  
PHONE ..... 3  
210 North Main

### Card Files

Result in Systematic Business CARDS, CARD FILES, INDEXES  
Complete Line Bookkeeping Needs  
at the **BRAND OFFICE**

Wedding Pictures, etc.  
Films and Photo Finishing  
**Cole Photo Service**  
303 W. 3rd

### CARGRAY BUTANE & PROPANE GASES

Complete service on all Butane & Propane Systems! Appliances of all kinds Ensign Carburetors  
**BLANTON BUTANE GAS CO.**  
Highway 60 — Phone 551

### Hereford News Stand

Your Favorite NEWSPAPERS and MAGAZINES  
Fountain Service... Drugs... Sandwiches  
301 Main Street — Phone 694

### Huckerl Radio Service

Guaranteed RADIO REPAIRS  
at White's Auto Store  
116 North Main

### City Drug Store

Where Old Friends Meet  
Complete RX Service  
Phone 100

### Hereford Heating Company

Everything in Plumbing and Heating Supplies  
408 East 1st Phone 708

### A. O. Thompson Abstract Co.

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

### HEREFORD PLANING MILL

SCOTTY BUCKNER  
"We Build Anything"

For REAL SERVICE and Quality Merchandise Try **JIM BOOKOUT'S Standard Service Station**  
Highway 60

### SIMPSON LAUNDRY

Headquarters for Wet Wash or Helpy-Selfy  
Plenty of Hot Water  
Courteous Service  
Phone 368

### FISH

FRIED CHICKEN  
SIZZLING STEAKS  
**ELITE CAFE**  
"Home of Good Coffee"  
PHONE 11

### McRight & Smith Garage

AUTOMOTIVE and TRACTOR Supply and Service  
WELDERS  
211 East 3rd Phone 23

**FREE... Pick-Up and Delivery Service PHONE 160**  
It's like new — when we're Thru...  
**C & B Cleaners**

### TRIPLE E CAFE

Short Orders  
Steaks a Specialty  
A Nicer Place for the Whole Family to Eat  
24-Hour Service  
**THE ENGMANS**

### Witherspoon Electric Co.

APPLIANCES  
ELECTRIC WIRING  
FIXTURES  
113 East Third Phone 75

### ROBERSON DISTRIBUTING CO.

Dean Roberson — Phone 666  
Distributors for  
**WIND ELECTRIC PLANTS**  
Wincharger Jacobs  
Complete Line of Commercial Refrigeration  
WARREN — Walk-in Boxes — Meat and Vegetable Counters — Home Freezers.  
See Us for Sales and Service on Above Items  
506 West 5th Hereford, Texas 1503 19th St. Lubbock, Texas



**OUR WORK STANDS UP WE MAKE IT**

DE SOTO PLYMOUTH  
**Beavers Bros. Motor Co.**  
301 E. 3rd Phone 383


### TIERRA BLANCA FEED & SUPPLY

and **Hereford Poultry & Egg Co.**  
FEEDS, SEEDS, FARM SUPPLIES  
Stanton Feeds  
Phone 448 L. H. (BUD) BRADLY 112 Sampson

### Pinckert Welding Shop

WE BUILD:  
Cattle Guards... Tanks... Branding Chutes... Feed Racks... Windmill Towers... and keep a supply of 2" and 3" Pipe  
We do WELDING and REPAIR JOBS of all kinds  
On Highway 60 \* East Side of Town

## We're In The Same Boat With You



Yes, it's tax paying time, and Reddy Kilowatt will be paying his too. And, your Public Service Company is a large tax payer, the largest in many of the communities it serves.

Our taxes go to local school district, county, state and federal treasuries to help provide governmental services for the folks we serve.

**SOUTHWESTERN PUBLIC SERVICE COMPANY**  
23 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

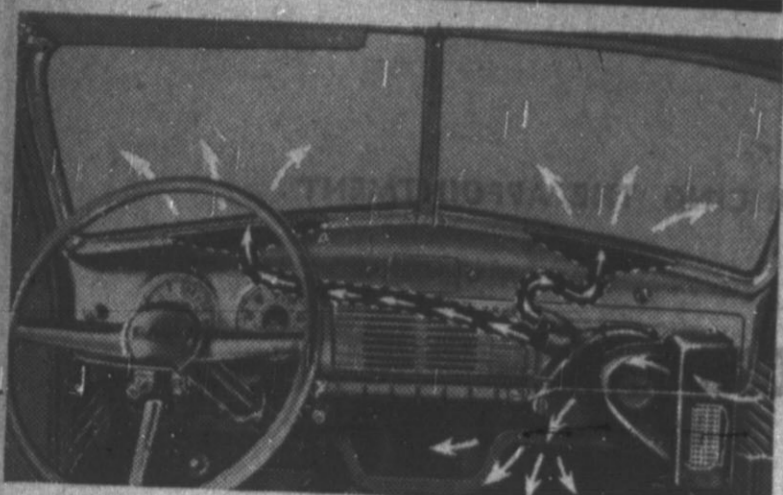
### Your Exchange of Texas

is an organization set up for YOU to do your Buying, Selling and Trading.  
We Reach over a Million People a Day, Telling What You Want to Buy, Sell or Trade!  
Meet your Exchange Manager, GEO. D. PEPPER  
103 West 3rd Street Phone 791  
Located over Rutherford's Dry Goods

**Philco Appliances** **Eureka Cleaners** **Hotpoint Kitchen Appl.**  
House Wiring Materials  
**Kelton Electric Appliance Co.**  
211 Main Phone 31

For Better Visibility and Ventilation

GET A NEW GMC



GMC trucks in the light and medium duty ranges give you extra driving safety with larger windshield and windows... extra driving comfort with a unique new built-in ventilation system. Windshields provide 20% more vision... door windows are larger by 15%... rear window is 1 1/2 inches higher, 4 inches wider.

GMC's ventilation system draws in fresh air, forces out used air, smoke and fumes... eliminates drafts... prevents window frosting... provides for fresh air heating and stepped up summer cooling.

You'll want the finest in riding comfort and driving convenience features on your next truck. Get them at their best on a new GMC!

COGDELL MOTOR COMPANY

317 North Main St. Hereford Phone 392

"SPEEDY"

Hereford MOTOR CO.



HEREFORD MOTOR CO. REPRESENTS RELIABLE AUTOMOBILE SERVICE! YOU'LL GET MY BUSINESS, SPEEDY!

Ford HEREFORD MOTOR CO. Dudley Green HEREFORD, TEXAS Archie Scott Ford

Camp Fire Birthday Week Observed

Hereford's eight groups of Camp Fire girls, including the Bluebirds, Gay C. G's and Camp Fire Girls, are joining more than 400,000 girls throughout the nation in observance of Birthday week which is March 14-24, celebrating the 36th anniversary of the National Camp Fire organization.

Official celebration began in Hereford Sunday when local Camp Fire girls with their leaders, attended church in a body at the First Christian Church with the pastor, Rev. Roy Ford, addressing the group on the 1948 Camp Fire Birthday project theme, "Hello World, Let's get Together."

Carrying out a program based on the "Four Freedoms", the groups presented a short skit for the parent-teachers association Monday night in the High School auditorium. Winners in the recent typical Camp Fire Girl contest were honored at the meeting and this observance will take the place of the General Council Fire, here-to-for an annual event during National Birthday Week.

Each group observed the Birthday Week in regular meetings held during the week with the Edith M. Kemphorne fund being stressed. Each girl contributes a penny for each year of her age as a "Hello World" gesture, making it possible for other girls to enjoy the Camp Fire program.

Camp Fire exhibits may be seen all this week in Streu Hardware Store windows. The exhibits include handcraft of the various Camp Fire, Bluebird and Horizon groups.

**BIRTHDAY PROJECT**  
Each year Camp Fire proposes a national project and each year the birthday project is based on a theme of national and Camp Fire interest. The project is a part of the Camp Fire program in the winter and spring, with the peak in March, the birthday month. Leaders begin far in advance to carry out different phases of the work included in the birthday project along with the many "unbirthday" projects stressed

during the year. The girls must work fast and hard in order to get in all the things they must do if they live up to Camp Fire standards. There are things they must learn, requirements to pass, honors to win and they must help others both at home and abroad. They do not get all the things done that they would like to do because of lack of leaders. If you would like to help in making this organization worthwhile in Hereford, the greatest contribution you could make would be a few hours of your time each week.

SLO 4-H Club Has Meeting Saturday In Draper Home

The Saddle Lee Oliver 4-H Club met Saturday, March 13, in the home of Mrs. Tom Draper, who demonstrated making whole wheat muffins.

She also told the girls which tomatoes were best suited to this climate.

The girls' record books were judged and prizes were given to the following girls: Marilyn Henderson, first; Mary E. Hand, second; and Nelda Guy Lawrence, third.

Each girl who entered a book to be judged was given a scarf.

The following members were present, Norma Sue Wilson, Moselle Young, Royda Boyd, Sandra Jo Caraway, Patsy Childers, Marilyn Henderson, Dorothy Young, Mary E. Hund, Thelma Millard, Frances Young, Nelda Guy Lawrence and the sponsor, Mrs. John Henderson.

The next meeting will be March 27 in the county court room.

Bethany Class Is Entertained

Bethany Class of the First Baptist Church was entertained at a social meeting held in the home of Mrs. R. E. Caddell Friday afternoon.

During the business part of the meeting reports were given by Mrs. O. L. Massie, Mrs. Hardy Benson and Mrs. John Patton. Mrs. George Benson gave the devotional lesson on "Lapping Christians."

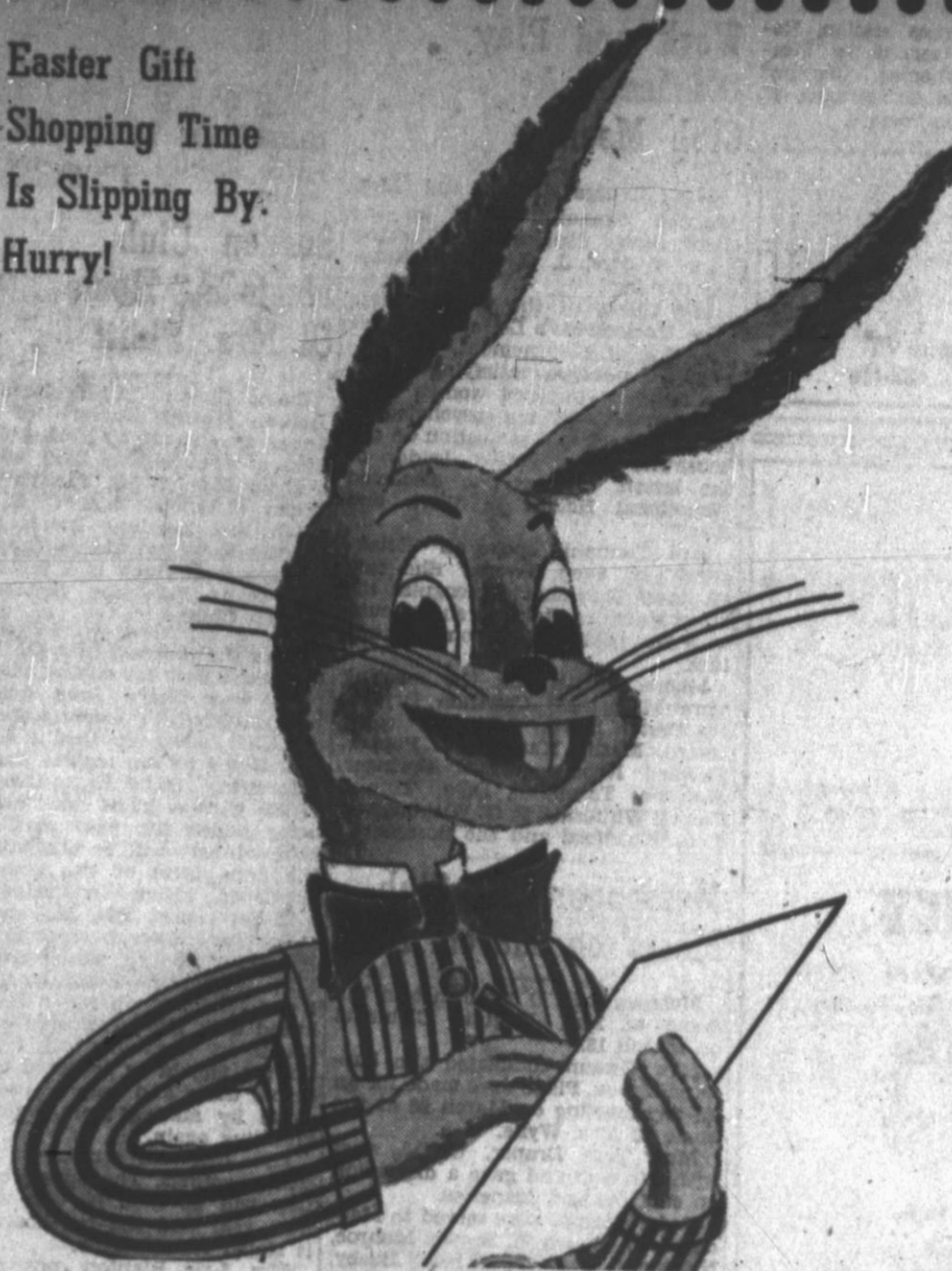
Discussions on missions were given by Mesdames: J. E. Jury, Edgar Moseley and G. J. Mounts.

Refreshments, carrying out the St. Patrick's Day theme were served to Mesdames: Wirt Phillips, J. E. Jury, John Draper, Otto Massie, Edgar Moseley, Hazel Sparks, George Benson, John Patton, C. J. Mounitz, Vivian Major, Hardy Benson, E. M. Cox, and J. T. Richardson.

Mrs. Pink H. Gilliland and Mrs. W. R. Williams were visitors in Amarillo last week.

Mr. and Mrs. Jack Roberson have moved to their new home located on Norton and New York St.

Easter Gift Shopping Time Is Slipping By. Hurry!



PHONE 100

EASTER IS NEAR

We Suggest:

AFTER SHAVE LOTIONS

- Seaforth
- Yardley
- Old Spice
- Lentheric
- Mennen

DUSTING POWDER

- Tabu
- Elizabeth Arden
- Trifling
- Lentheric
- Coty
- Yardley
- Lucien LeLong
- Evening in Paris

TOILET WATER

- Tulip Time
- Yardley
- Lentheric
- Corday
- Lucien LeLong
- Elizabeth Arden
- Old Spice
- Pink Clover
- Trifling

PENS AND PENCILS

Sets or Individual

TOBACCOS

CANDIES

STATIONERY

THE "PHONE ONE HUNDRED" HABIT IS A HEALTHY HABIT

CAMERAS

PROJECTORS

PHOTO SUPPLIES

Veterinary Supply Headquarters

City Drug

Prescription Specialists

"THE SICK NEEDS THE BEST"

G. W. Edwards

Drugs

Cosmetics

Smokers Supplies

Did Your Land Blow?

PROTECT YOUR LAND WITH A JEOFFROY CULTIVATOR

We have in stock all sizes from 7 feet to 16 feet complete with chisels.

SEE US FOR YOUR BEET PLANTING AND CULTIVATING REQUIREMENTS

Farmers Equipment Co.

YOUR ALLIS-CHALMERS DEALER

West Highway 60

Phone 426

SEMS H. D. CLAY... Home Demonstration Club met Thursday afternoon in the home of Mrs. V. L. Reese. Reports were heard when the president presided over a business session. Refreshments were served to Mesdames; Zerrell Thomas, Clarence Hollabaugh, Orville Groneman, E. M. Thomas and the hostess.

Work and Play Discussed At Club Meeting... Mrs. George Heard and Mrs. Maurice Tannahill spoke at the Child Study Club meeting in the home of Mrs. J. C. Reese Thursday evening. The theme of the program was "The Homemaker's Leisure and Her Problems of Management."

Garden Club Meets At Home Of Mrs. Fluitt... Sound films in technicolor of the Indian Mound Nursery of Alto, Texas, were shown by Robert Thompson at the Garden Club meeting held in Mrs. W. S. Fluitt's home Friday afternoon. Mrs. C. C. Ferguson was assistant hostess. Mrs. Deward Roberson was in charge of the program which is a feature of the Texas Extension Service for Garden Clubs.

MRS. JOHN McLEAN, Society Editor Phone 181

Easter... BY MRS. J. W. GODFREY... The Home Demonstration Club met March 11 in the home of Mrs. Frank Allen. Refreshments were served to 17 members. Mesdames J. E. Flood, McBriar, Allen Parker, L. E. Stone, Harold Kriegshouser, Raymond White, Leo Hall, Jim Brooks, J. H. Burnett, Dan Allen, Fred Walton, W. A. Apperson, G. E. LaPlant, Olin LaPlant, J. W. Godfrey, J. H. McDonald and the hostess, Frank Allen. Mrs. Jim Brooks will be hostess for the next club meeting scheduled for March 25.

Dinner Is Given... Linda Murray was complimented Sunday at a dinner given by Mr. and Mrs. Paul Harvey at their home. Easter suggestions were used in decorations and appointments. A tiered birthday cake was featured. Guests included: Mr. and Mrs. Jack Davis, Mrs. Madelyn Faughn, Luther Eittr, the honoree and Mrs. Murray.

Mrs. Milton Orr of Clovis visited her parents, Mr. and Mrs. Frank Marra, Friday and accompanied Mrs. Jane Orr and Diane Jewell to Amarillo where they visited Saturday.

Mrs. Milton Orr of Clovis visited her parents, Mr. and Mrs. Frank Marra, Friday and accompanied Mrs. Jane Orr and Diane Jewell to Amarillo where they visited Saturday.

DR. MILTON C. ADAMS OPTOMETRIST OFFICE HOURS—8:30 to 5 p. m. 121 West Third Phone 37 22-46

JOHN McLEAN INSURANCE AGENCY AT YOUR SERVICE ALL THE TIME

Messenger HD Club Meets on March 13... Messenger H. D. Club met in the home of Mrs. Virginia Clements on March 13. Mrs. Gwenn conducted the business session. Plans were made for an all-day meeting on March 26 at the home of Mrs. Wylie.

Read the Want Ads!

Recent Bride Is Shower Honoree... A miscellaneous shower was given recently in honor of Mrs. Mark Koenig, the former Miss Alice Paetzold, at the home of Mrs. G. W. Duncan. Hostesses were Mrs. Duncan, Mrs. Louise Olson and Mrs. Althart Reinart. An informal program was presented by Mrs. Nollie Elliston who gave musical numbers and by Mrs. Duncan who gave a toast to the bride. The shower was introduced at the conclusion of games.

Mrs. Kester Is Honored At Tea... Mrs. Lynn Kester was named honoree at a coffee given by Mrs. Gerrell Whiteside and Mrs. D. C. Kinsey Thursday morning at the Kinsey home. Mrs. Kester and her family left Tuesday for Farmington, N. M. where they will make their future home.

We Could Say.... A CAR IS JUDGED BY THE OWNER IT KEEPS... HEREFORD AUTO CO. MACK McCARTY, Manager 112 Sampson Street Phone 575

Idolaters in Washington! "Take the Lincoln Memorial, for instance... It's built like a Grecian temple... and in the very center there is a big bronze statue of 'The Savior of Your Country'...

AN ANNOUNCEMENT that means for you... A BETTER CAFE A FINER MENU The HIWAY CAFE is under new management Mr. and Mrs. Leslie Bailey have purchased the Hiway Cafe and will serve the public with the finest in foods.

THE GLORIFIED HAMBURGER The Best Plate Lunch We've Ever Served ONLY 65c EVERY DAY Includes Soup, Dessert, and Drink A Better HIWAY CAFE WEST HIWAY 60

ANNOUNCING THE APPOINTMENT of BRUCE L. WOODDELL AS SPECIAL REPRESENTATIVE of AMERICAN NATIONAL INSURANCE CO. for HEREFORD AND VICINITY Office of McLean Insurance Agency

Haile Drug 229 Main Phone 99 Walgreen Agency Drug Store March DRUG Sale ALCOHOL 42c BORIC ACID 33c PALMOLIVE 2:19c RINSO SOAP POWDER 35c



# THOR

Magic Washers

Dishwashers

Glad Irons

AT

THE GOODRICH STORE

LEE LITTLE

Hereford

Phone 36

## SEVERAL WAYS OUT ARE BEST FIRE INSURANCE Faulty Exits Cause Most Deaths in School Fires, Warns State Insurance Commissioner

"Most children die in school fires as a result of faulty exits," says Marvin Hall.  
The State Fire Insurance Commissioner made this statement in his second article in a series on fire hazards in school buildings.  
Through adequate exits, a good exit plan for students and teachers, and automatic fire-fighting equipment, loss of life could be cut more than in half in school fires in which no explosions occur, he believes.  
Since 1930 in the United States, 384 children have been killed in school fires. "Texas was most fortunate in having no school fires last year, and we must strive to maintain that record," he urged.

With regard to exits, Hall said: "Each floor should be provided with at least two means of exit to the outside remote from each other so as to permit pupils to leave the building without passing through an involved area."  
In old buildings where there is only one stairway, fire escapes can be utilized. However, Commissioner Hall warned, if they are not made safe, they can easily become fire traps themselves.  
"A good fire escape should have a two-and-a-half foot clearance from the building wall, standard treads and risers on the stairs, landings solidly floored over, suitable hand rails, stairs wide enough for two people, and be roofed to prevent stairs freezing over from ice and snow," he said. He suggested that a door rather than a window was preferable for entrance onto a fire escape.

Another type of fire escape is the steel chute or slide, the Commissioner remarked, which has many features to recommend it. It is a swift method of exit and a very safe one as the children simply slide down it the same way they would on a playground slide. Also, he pointed out, this fire escape is cheaper in cost.

He stressed that windows next to fire escapes should be protected by wired glass in metal frames so that flames could not pour out of them and make the escape impassable.  
Commissioner Hall suggested also that "fire drills" might be called "fire exits" to emphasize the objective of getting children safely out of the building and of stressing that fire fighting activities should never be allowed to jeopardize life safety. Drill procedure should be sufficiently flexible so it can meet any emergency and orderly controlled exit should be stressed rather than speed alone.

Some form of fire alarm system is essential so that in case of fire all occupants will be informed immediately, Hall stated, stressing the importance of a manual alarm system in case of a failure or a fire in an electrical system.  
It is also of utmost importance to have reliable facilities for calling the nearest municipal fire department, preferably by means of a standard fire alarm box, he said. Automatic alarm systems are valuable in attics, basements, storerooms and other unoccupied areas.

"Automatic sprinkler systems are the best extinguishing equipment for school buildings of combustible construction," Hall advised. "If they are kept in good repair they can usually put out a small fire or hold a large one in check in the area in which it originates. These systems are especially good in hazardous areas of a building such as laboratories, manual training rooms, or boiler rooms and attics."  
Since more than half the school fires begin at night, automatic sprinklers, fire alarms and responsible night watchmen should be on duty to prevent serious damages

and loss. These features are even more important in dormitories and schools and colleges.  
Fire extinguishers should be provided in any case, he said, and suitable types should be selected for the type of fire likely to occur at various locations over the building.  
"No matter how small the fire, immediate notification to the fire department should be made," the Commissioner reminded. "A fire can spread rapidly in a matter of minutes and an immediate alarm may mean the difference between a holocaust and a small blaze."  
RRA recently approved a loan of \$150,000 for 138 miles of electric line for Hidalgo county, Texas.  
An iron pipe six feet long at the outlet end of a tile drain will save a lot of trouble in outlet maintenance.

### REAL ESTATE AND LOANS

We offer land in any size tract. We have buyers for irrigated land.

Loans, small or large, at good interest rates are made with no charge for handling.

See us if your want to sell.

J. C. RICKETTS, Realtor

Florence Nightingale became famous as a nurse during the Crimean War.

Napoleon's retreat from Moscow was one of the most disastrous retreats in military history.

"Ritz," a modern slang term, comes from the Ritz Hotel, known for their fashionableness.

Centipedes get their names from two Latin words meaning hundred footed.

Sell Thru the Want Ads! Shop with the Want Ads!

Buy It In Hereford — Shop with the Want Ads!



Dr. C. D. Kellon

5th and Jackson

Phone 91

for Appointment

28-tfe

FOR PROMPT, DEPENDABLE

SHAMROCK SERVICE

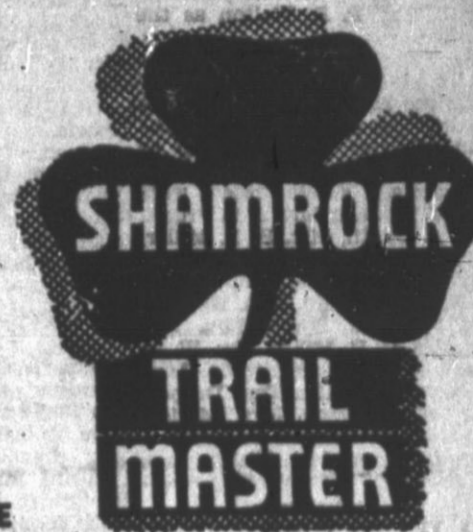
COME TO

FARMER'S DRIVE-IN

HIGHWAY 60 — PHONE 161

BUDDY SOWELL

TROY MOORE



### BE A MAN WITH A PLAN

INVESTIGATE OUR

- INSURANCE
- HOME LOANS
- ABSTRACTS
- AUTO LOANS
- PERSONAL LOANS

BRING YOUR LOAN AND INSURANCE PROBLEMS TO US!

We Are Equipped to Handle Your Needs!

Elizabeth Womble

Across the Street South from the E. B. Black Co.



*The Matador Brand*

By J. EVETTS HALEY

ILLUSTRATED BY H. D. BUGBEE

THE story of how one of the boldest brands of the West weathered the booms and breaks of the cattle business, and gained a reputation for quality beef.

Any old-time cowman, with the lines of wind and drouth deep in his face and the hoar of alkali and snow in his hair, will say that the brands that last are those tough enough to stand the rigors of the weather. And in the West "the weather" is an inclusive term that takes in a lot of territory. When a seasoned waddie "reckons he's weathered the storm", he alludes not alone to the elements, but takes in the tempests of financial risk that are the happy hazard of every man who ventures to invest in a free country.

Almost all Western life seems to be driven by an optimistic urge to do and dare. And when men are mounted on good horses, riding range on broad and open grasslands, their naturally ebullient spirits rise with every rain. Thus cowmen are the most incurably hopeful breed that ever laughed in the face of trouble, while engaged in the most hazardous pursuits. Hence, beset both by the uncertainties of the seasons and the fluctuations of finance, few of the great brands of history managed to survive.

It may seem strange that one of the boldest brands of the West should be grounded in the qualities of the Scottish people. Yet it is so. They have an attachment for rugged and undisturbed soil, a

love for fine and finished cattle, and a canny—which is to say a wise and frugal—way with money. A definite trend of frontier history tied them into Western cattle.

In the early days the Great Plains fascinated the adventurous youth of the British Isles. They came to examine and explore, to hunt and invest, and usually to lose their fortunes and turn to something else. Of the scores of great cattle enterprises formed and financed in Britain, all are dead and long since gone—that is all but one. And it is sturdy Scotch.

Four stable features stand out stronger than sterling on the balance sheets of its record: a knowledge of good land, reliance on the best-bred cattle, an ample source of reserves, and a sound tradition of business management. It is no accident of finance and history that The Matador Land and Cattle Company, Limited, of Dundee and Denver and the grass-grown West, has survived.

Campbell drove his company's holdings to sizeable proportions, and in 1882 its president crossed the Atlantic in search of adventurous funds. Dundee heard the tale of its dogies with interest, and organized The Matador Land and Cattle Company, Ltd., to buy its rights to 1,500,000 acres of open range and its 40,000 cattle for \$1,250,000.

stabilizer. In 1891 the Matadors hired a young Scotchman so soberly schooled in the value of the shilling that he never rushed to buy whenever it rained, or sold in panic when times got tough.

Murdo Mackenzie, one of the sturdy symbols of the West, began to pull them out of the hole. They bought additional range—eventually 860,000 acres in the Matador country, and about 400,000 on the Canadian, besides leases of 500,000 acres of Sioux lands in Montana, others in South Dakota, and at last an ocean of grass on the plains of Saskatchewan.

Besides careful use of range and funds, Mackenzie held to one basic concept in the production of cattle: there is no substitute for quality. By consistent use of the best bulls money could buy, coupled with heavy cutting of their cows, the rounded V on the ribs of their vast herds came to represent the best in beef clear across the West—from where their baby calves slept beneath the sunny skies of Texas to where their herds of grown steers switched their tails in cool contentment beneath the lights of the aurora borealis.

The stern hand of change rests eternally on the world. Great men labor out their lives and die, booms and breaks come and go, and governments here and there rise and fall. But the Matador Brand, built on the basic belief that survival in a free country is dependent on high quality, still lives and prospers on.



It's dollar wise to take full advantage of all your bank's services. Here are a few ways in which we can serve you: checking account, personal or commercial loans, travelers checks, safety deposit box. Make this friendly bank, your bank.

HEREFORD STATE BANK  
The Bank of Friendly Services  
Member of F.D.I.C. \*\*\* Member of FED RES. SYSTEM

### Another Southwestern Brand Built On Quality....

This symbol stands for quality gasoline—always! Shamrock's rigid Quality Control assures you of EXTRA power, mileage and smoothness.



**FRONT PAGE**  
 MRS. JOHN McLEAN, Society Editor Phone 181

**Dawn Study Club Hears Talk On Landscaping**

DAWN, March 12—The Dawn Study Club met on Monday, March 1, in the home of Mrs. Lloyd Bentley with Mrs. F. E. Walton as the co-hostess.

Mrs. Tom Draper, CHDA, was guest speaker, discussing "Landscaping the Home." She used landscape drawings of the Pete Carmichael and Palmer Norton homes as examples for her talks.

Members and guests present were Mrs. H. V. McCabe, Mrs. J. B. Pruett, Mrs. L. A. Smith, Mrs. H. E. Miller, Mrs. A. T. Frye, Mrs. Melvin May, Mrs. Zed Stewart, Mrs. Boyd Stewart, Mrs. Fred Pain, Mrs. Norman Miller, Mrs. Ed Byers, Mrs. Jed Miller, Mrs. H. H. Miller, Mrs. W. F. Caraway, Mrs. Palmer Norton, Mrs. Pete Carmichael, Mrs. Tom Draper, Mrs. J. M. Anderson, Mrs. Marion Ramsey and Elsie, Miss Bertha Frye, and the hostesses, Mrs. Walton and Mrs. Bentley.

**Ford H. D. Club Met on March 3**

Ford Home Demonstration Club met Wednesday afternoon, March 3, in the home of Mrs. Maxey Dowd for a study of clothing.

Mrs. Hardy Benson was co-hostess.

Roll call featured an exchange of practical patterns for children's clothing. Fabric and designs of children's clothing for permanent attractive appearance was discussed by Mrs. Chris Wegner.

"Labels in Women's Clothing as a Buying Guide" was the topic of a discussion by Mrs. Hardy Benson.

At the close of the meeting an appeal for Red Cross was made by Mrs. Benson and donations were accepted.

Refreshments were served by the hostesses.

**Mrs. Miller Is Club Hostess**

St. Patrick's Day provided the theme for attractive table decorations when Mrs. Phillip Miller entertained members of the Farm and Ranch Club last week. Tall green tapers in crystal holders made the centerpiece and tiny shamrocks tied to small pots of ivy marked places for guests.

The business session which followed the luncheon, was conducted by Mrs. Henry Melton, club president, and Mrs. Melton won the club prize.

Mrs. Chas. Burk conducted the program which consisted of games and contests. Mrs. Roy Pruitt was the contest prize-winner.

Those attending were Mesdames: Frank Rickels, Roy Pruitt, Garland Solomon, Waldron Melton, Henry Melton, Mrs. Neill, a special guest, and the hostess.

Mr. and Mrs. Ben Essell and two children spent Friday, Saturday and Sunday visiting in Spur and Seymour. They were accompanied by Mrs. Essell's sister, Alice Morgan, student at WTSC in Canyon.

**Party Is Given On Sixth Birthday**

Mrs. Colby Conkright entertained Wednesday March 10, with a birthday party celebrating the sixth birthday of her son Jimmy.

Indoor games and riddles were enjoyed by the happy birthday guests and circus balloons were given as favors.

Refreshments were served to; Zell Crump, Johnny Harris, Paula Sue Moore, Linda Edwards, Larry Edwards, Clinton Conaway, Jimmie Powikes, Wayne Hastings, Bruce Benson, Carolyn Brumley, David Brumley, Sharyl Patterson, Nancy Parsons, Janie Bookout, Marcus Jacobson, Joe Reinauer, Jimmie Reinauer, Gary Tannahill, Mike Wilson and the honoree.

**Bridge-Luncheon**

Mrs. W. L. Davis was hostess to members of the Wednesday Luncheon Club on March 10. Special guests were Mrs. W. L. Davis Jr. and Mrs. Earl Stagner.

Spring flowers and appointments for bridge were provided, a social account for the party and prizes were won by Mrs. Oscar Easley and Mrs. H. K. Fox.

Members present were Mesdames: Oscar Easley, Alton Fraser, H. K. Fox, J. C. McCracken, J. A. Pitman, C. C. Acker and the hostess.

**Summerfield**

BY GAYLE ROBERSON

Mr. and Mrs. J. C. Redwine of Muleshoe spent Sunday in the home of Mr. and Mrs. Lynn Powelson.

Mr. and Mrs. Thurman Atchley have a new baby girl. She has been named Carolyn Sue.

Mr. and Mrs. Oran Russell and family spent Sunday in the home of Mr. and Mrs. Lynn Powelson.

The Girls Auxiliary met in the home of Miss Roseane Lance, with a program on "Homes." Those present were Dorothy and Charlene Lee, Naomi and Janelle Carter, Bobbie Jean Walser, Rose Stephan, Nancy Carl, Margaret Staats, Roseane Lance and Mrs. Moody Stephens.

Miss Betty Euler and Miss Grant spent the week end in the home of her parents, Mr. and Mrs. Roy Euler.

Mrs. Lee Kendall spent Sunday in the home of her daughter, Mrs. Ky Lawrence.

There were 93 in Sunday School Sunday.

Miss Gayle Foster spent the week end with Miss Billie Ray Johnson.

Miss Nancy Carl spent the week end with Miss Roseane Lance.

Mrs. Clarence Sauley and Mrs. W. Mack Johnson have just returned from Plainview, Crosbyton, Spur and Matador where they visited friends and relatives. They also visited Mrs. L. A. Mullins in Roaring Springs and Mrs. F. L. Mullins in Arton.

Florence Wilhelm spent the week end visiting relatives and friends at Nazareth.

Mrs. Reed Williams and Mrs. Frank Gyles were Amarillo visitors last week.

**Friona Squaws Fail in Fourth Try for Crown**

The Friona Squaws, making their fourth try for a state basketball championship at Hillsboro last week, were balked in the quarterfinal round of the state girls tournament by a dazzling scoring spree staged by the Maydelle sextette.

Maydelle whizzed by the Friona girls last Thursday with a whopping 62-27 victory.

The Maydelle sextette was led by Letha Nell Loper, sharpshooting forward who racked up 29 points in the game.

The Maydelle girls were out in front all the way, and the outcome of the game was never in doubt. Maydelle led at the half 31 to 15.

Roberson of the Squaws was high scorer for the losers with 10 points.

The Panhandle's other entry in the tournament, the strong Gruver girls team, was dumped also in the quarterfinal round when Stanton defeated Gruver 31-23. Leading the Stanton team to victory with a whirlwind attack on the basket was a forward with a picturesque name, Betty Blizzard who accounted for 23 of her team's 31 points.

The Friona Squaws, perennial contenders for the state championship, reached the semi-finals last year. They have been runners-up in the state tourney, but have never won the championship crown.

Friona defeated Aledo in the opening round of play at Hillsboro.

Mr. and Mrs. E. B. Posey visited Mrs. Posey's sister, Mrs. George Webb near Canyon Sunday. Mrs. Webb was seventy years old on that day.

**Landa Camp Fire Girls Entertained**

The Landa Camp Fire Girls entertained Thursday afternoon at the Camp Fire Rooms in the Courthouse. They celebrated National Camp Fire Week with a party. Following games which were played by the group refreshments of punch and cake were served to the following girls, Mattie Irene West, Carolyn Walker, Betty Schockley, Patsy Willshire, Julia Conklin, Patsy Dunlap, Mary Boyd, Lola Verne Pitts, Marilyn Matthews, Joan Orr, Gerry Patterson, Neils Guy Lawrence and the guardian, Mrs. T. V. Brantley.

**SCOTTISH RITE CLUB TO ENTERTAIN VISITORS**

The Hereford Scottish Rite Club will be host to Amarillo, Plainview, Friona, Dimmitt and clubs from surrounding towns at the City Hall March 25. They will gather to observe Maundy Thursday Ceremony and all Scottish Rite Masons are expected to attend. A dinner will be served at 7:30 o'clock that evening to all attending the ceremony.

**OHIO VETERANS CAN GET BONUSES HERE**

Ohio Veterans who desire to make application for State Bonus will be able now to do so at Ralph Smith Office in the courthouse. He has blanks for the applications and will be glad to help Veterans by seeing that they obtain the forms.

Mrs. O. V. Alexander of Memphis spent Friday, Saturday and Sunday in Hereford visiting her mother, Mrs. J. P. Wood, a brother, Earl Wood and a sister, Mrs. Clem Gilliam. She came with Mr. and Mrs. D. L. C. Kinard also of Memphis. Mrs. Kinard was guest speaker for the Federated Club Meeting last week.

**Experiments With Long-Range Crop Rotation Planned**

LUBBOCK, March 15—Texas Technological College has set aside 100 acres of land, previously used for pasture, for a long-range series of crop rotations and soil treatments, part under irrigation and part dry land. It has been announced by Dr. A. W. Young, head professor of plant industry.

A 60-foot Pacific land leveler with a nine-foot blade is now being used to level two 60-acre plots, preparatory to irrigation. This equipment is being provided in this territory for the first time, Dr. Young stated.

and any person interested in renting a similar leveler will probably be able to secure further information about it from his county agricultural agent.

A 12-year period of crop rotation is planned for one of the 60-acre plots, the professor stated, with the land being planted to alfalfa, cotton, grain sorghums and small grains. The other irrigated plot will be seeded with cotton, grain sorghums, small grains and clover. Chemical tests will be run each year to determine soil fertility changes caused by the crops and by various fertilizers.

Forty acres will be farmed dry land with cotton, grain sorghums, and small grain. One portion will lie fallow each year. Chemical tests will also be run on soil in this plot to determine soil fertility changes following each crop, but no fertilizer will be used on dry land.

Principal purpose of the rotations will be for class instruction, Dr. Young stated, but information derived from the work will be available to all interested persons.

You don't have to lay awake nights to be a success. Just stay awake days.

Don't look now Mr. Wallace, but somebody's following you.

Anytime you think money doesn't talk, try to telephone without a nickel.

A night club owner reports that a fool and his money are some party.

**"PERCE STRINGS" by KERR Implements**

NEVER GET AWAY FROM THAT GASOLINE WITH YOUR CIGAR!

THAT'S O.K. I'M NOT SUPERSTITIOUS!

YOU WILL CONSIDER YOURSELF LUCKY IF YOU VISIT

**KERR IMPLEMENT CO.**

AND FIND HOW ANXIOUS THEY ARE TO PLEASE YOU!

**KERR Implement Co.**  
 John Dure SALES & SERVICE  
 HEREFORD, TEXAS

**Our Cakes are Dinner Delights**

**At Your Favorite Grocery**

Certainly, It's a **HEREFORD BAKERY** Product

**Easter**

**LOVLINESS!**

and How Exciting... the way our new feminine accessories compliment your perfect Easter Wardrobe!

**COSTUME JEWELRY**  
**BLOUSES**  
**COATS**  
**MILLINERY**  
**HOSE**  
**BAGS**  
**SUITS**

**Carlye**

high-collared, raglan sleeved Redingote in faille, expertly fitted and flared for sizes 7 to 15.

The dress: an exclusive Carlye print—"Lifesaver"—100-denier rayon crepe cut with a hug-me-tight midriff, cap sleeved, front pleated, to show off under the Redingote now, under the sun next May.

Sizes 7 to 15.  
 Carlye, St. Louis

**THE Vogue**

"For the Lady of Fashion"

**THE FACT IS BY GENERAL ELECTRIC**

**CHARGES TRACTOR BATTERY OVER NIGHT!**

WITH NEW SELENIUM-RECTIFIER-TYPE "OVERNITE" CHARGER DEVELOPED BY GENERAL ELECTRIC. BATTERY IS CHARGED WITHOUT BEING REMOVED FROM CAR OR TRACTOR.

**TWO IRONS IN ONE!**

NEW G-E AUTOMATIC STEAM IRON WORKS AS STEAM OR DRY IRON AT TURN OF KNOB.

**8400 ENGINEERS, CHEMISTS, AND OTHER SPECIALISTS—INDUSTRY'S LARGEST TECHNICAL STAFF—WORK AT GENERAL ELECTRIC. THEIR SKILL IMPROVES THE QUALITY OF EVERY G-E PRODUCT.**

**GENERAL ELECTRIC**

You can put your confidence in—

Mr. and Mrs. Ernest Schumaker of Surrency visited in the home of Mr. and Mrs. Ed Loerwald Sunday.

Mr. and Mrs. Ted Myers were week end visitors in the home of her parents, Mr. and Mrs. A. C. London.

Miss Ruth Bowsher of Amarillo visited in the home of her parents, Mr. and Mrs. Clay Bowsher over the week end.

There may not be much to see in a small town, but what you hear makes up for it.

## Long Time Ago

**45 YEARS AGO**  
News Items: The first reports following the big snow storm of last week, by local stockmen say that the loss in their opinion is less than five per cent and will not amount to the higher per centage first given.

The Hereford Band will give a public concert in about two weeks. (How many oldtimers remember hand concerts given in the little round open air band stand located on the courthouse lawn—up to even a later date than 1937?)

The Canyon Slayer (newspaper) has changed hands, Mrs. B. W. Morgan having sold her interest to George Brandon of Lampasas.

The Brand's new cylinder press, gasoline engine and other apparatus, has arrived and will be installed as soon as possible. In a few days our office will be transformed to a modern first class shop and we will be able to offer a better paper and job work—the best of any this side of the Fort Worth paper office.

**Personals:**  
T. M. Coulson of Arch City was in Hereford this week. He has bought lots in Hereford near the college and has contracted for the building of a home here. He will bring his family and expects to go into business in Hereford. (Many will remember Coulson Drug Store which was for many years located where Rutherford Store is now located.)

J. T. Gilbreath of Dimmitt was in town Tuesday. John M. Jacobsen of Canyon was in town this week. J. P. Collier from Oldham county was in town this week. He says he lost no cattle in the late blizzard. H. B. Miller of Glen Rose came in last week and will enter college here.

**25 YEARS AGO**  
Headlines and news—  
A Rattling Good Lunch On Monday—33 busy men attended Chamber of Commerce meeting. Judge Megett asked to call a mass meeting to nominate a candidate for school board. A letter from army headquarters was read asking for an advisory board to boost for citizen military camps here this summer.

A Splendid Rain Routed Pessimists—Total two and a half inches was soaked up thoroughly—Crop Prospects Good—small grain practically sure. Wise farmers will buy that \$1.25 cotton seed now.

Highlights of the three-day program include sifting of steers, barrows and lambs at 8 o'clock Monday morning, with judging of steers starting at 10 a. m.; judging of lambs at 5 p. m. Monday; a theatre party Monday night; judging of barrows Tuesday morning; open house Tuesday afternoon and Wednesday morning and the auction sale at 1 o'clock Wednesday afternoon.

Premium checks will be presented to the winners at a barbecue at 6:30 o'clock Tuesday night in the Judging Pavilion at Tech. The barbecue will be given for all exhibitors and their parents, county agents, vocational teachers, judges, superintendents and assistant superintendents of the civic clubs of Lubbock. Vernice Ford, general chairman of the Executive Committee for the show, will preside at the Tuesday night meeting.

We'd all have more bookcases for our books if bookcases were as easy to borrow as books.

A ton of coal isn't much if you're buying it, but it sure is a pile if you're shoveling.

Alcohol will preserve anything but health, happiness, and secrets.

A selfish girl who marries a man with money to burn makes a good match.

College students take life slow and easy—even to graduation by degrees.

I've read many a map, but never found Utopia.

building of a home here. He will bring his family and expects to go into business in Hereford. (Many will remember Coulson Drug Store which was for many years located where Rutherford Store is now located.)

J. T. Gilbreath of Dimmitt was in town Tuesday. John M. Jacobsen of Canyon was in town this week. J. P. Collier from Oldham county was in town this week. He says he lost no cattle in the late blizzard. H. B. Miller of Glen Rose came in last week and will enter college here.

**25 YEARS AGO**  
Headlines and news—  
A Rattling Good Lunch On Monday—33 busy men attended Chamber of Commerce meeting. Judge Megett asked to call a mass meeting to nominate a candidate for school board. A letter from army headquarters was read asking for an advisory board to boost for citizen military camps here this summer.

A Splendid Rain Routed Pessimists—Total two and a half inches was soaked up thoroughly—Crop Prospects Good—small grain practically sure. Wise farmers will buy that \$1.25 cotton seed now.

Highlights of the three-day program include sifting of steers, barrows and lambs at 8 o'clock Monday morning, with judging of steers starting at 10 a. m.; judging of lambs at 5 p. m. Monday; a theatre party Monday night; judging of barrows Tuesday morning; open house Tuesday afternoon and Wednesday morning and the auction sale at 1 o'clock Wednesday afternoon.

Premium checks will be presented to the winners at a barbecue at 6:30 o'clock Tuesday night in the Judging Pavilion at Tech. The barbecue will be given for all exhibitors and their parents, county agents, vocational teachers, judges, superintendents and assistant superintendents of the civic clubs of Lubbock. Vernice Ford, general chairman of the Executive Committee for the show, will preside at the Tuesday night meeting.

We'd all have more bookcases for our books if bookcases were as easy to borrow as books.

A ton of coal isn't much if you're buying it, but it sure is a pile if you're shoveling.

Alcohol will preserve anything but health, happiness, and secrets.

A selfish girl who marries a man with money to burn makes a good match.

College students take life slow and easy—even to graduation by degrees.

I've read many a map, but never found Utopia.

## Houston Co-op Bank Stockholders to Hold Annual Meeting in Amarillo

A meeting of stockholders in the Houston Bank for Cooperatives will be held in Amarillo, March 29, according to an announcement from W. N. Stokes, Jr., the bank's president. The meeting will be held in the Herring Hotel and will begin at 9:00 a. m. Directors, managers and interested members of farmers' cooperatives are invited to attend the meeting.

"There are 69 of these farmers' business organizations in the Panhandle counties," Stokes said. "Among this number are some of the most successful farmers' cooperatives in the state. Of the total number, cooperatives purchasing farm supplies for their members lead in numbers with 27. There are 26 grain cooperatives, 9 cooperatives gin associations and 8 other organizations providing a variety of services for their members."

The stockholders in the Houston Bank for Cooperatives are these business organizations of farmers and ranchmen. Few farmers operate on a scale large enough to justify individual ownership of a grain elevator or a cotton gin. Such facilities as are needed to furnish these off-the-farm services can be owned cooperatively by 100 or 200 farmers," Stokes pointed out. "These cooperatives have played an important part in the farmers job of feeding and clothing the people of America and millions of less fortunate people in other lands."

**GARDEN BEAUTIFUL TO MEET FRIDAY**  
Garden Beautiful Club will meet in the home of Mrs. Frank Barber Friday afternoon at 3 o'clock. Members are requested to bring books and magazines for a display on vegetable and flower gardens.

Many a widower yearns to get married again and take a new lease on life.

A selfish girl who marries a man with money to burn makes a good match.

College students take life slow and easy—even to graduation by degrees.

I've read many a map, but never found Utopia.

## Junior Fat Stock Show Opens In Lubbock Monday

The Fifteenth Annual South Plains Junior Fat Stock Show opens in Lubbock Monday morning, March 22, to continue for three days at the Panhandle South Plains Fairgrounds.

More and bigger fat steers, barrows and lambs than ever before will be competing for bigger prizes, according to Superintendent of the show, Dave Sherrill, and secretary M. D. Panning.

Highlights of the three-day program include sifting of steers, barrows and lambs at 8 o'clock Monday morning, with judging of steers starting at 10 a. m.; judging of lambs at 5 p. m. Monday; a theatre party Monday night; judging of barrows Tuesday morning; open house Tuesday afternoon and Wednesday morning and the auction sale at 1 o'clock Wednesday afternoon.

Premium checks will be presented to the winners at a barbecue at 6:30 o'clock Tuesday night in the Judging Pavilion at Tech. The barbecue will be given for all exhibitors and their parents, county agents, vocational teachers, judges, superintendents and assistant superintendents of the civic clubs of Lubbock. Vernice Ford, general chairman of the Executive Committee for the show, will preside at the Tuesday night meeting.

We'd all have more bookcases for our books if bookcases were as easy to borrow as books.

A ton of coal isn't much if you're buying it, but it sure is a pile if you're shoveling.

Alcohol will preserve anything but health, happiness, and secrets.

A selfish girl who marries a man with money to burn makes a good match.

College students take life slow and easy—even to graduation by degrees.

I've read many a map, but never found Utopia.

# FARM SALE

## Monday, March 22

STARTING 1 O'CLOCK P. M.

Having sold our farms, we are offering the following property for sale at site, located 3 1/2 miles West of Hereford on Harrison Highway, to-wit:

### H. A. HOFFMAN PROPERTY

Oliver 70 Tractor; completely overhauled; on new rubber, with planter, listers, and cultivator.  
Oliver Superior 10" Drill, practically new  
Oliver 6-8 foot Oneway  
John Deere 10" Hammer Mill, used one season  
Four-Section Drag Harrow, new  
Jacobsen Ditcher  
Sulky Hay Rake  
Letz Grinder with belt  
Hog Feeder  
Some Baled Alfalfa Hay.

### LIVESTOCK

1 Jersey Milk Cow, just tested for Bangs  
1 Nurse Cow  
1 Whiteface Cow  
4 Heifers

### TOOLS AND MISCELLANEOUS

Lawn Mower  
Post Hole Digger  
Wire Stretcher  
DeLaval Cream Separator  
Electric Fencer  
Shovels, Hoes, Grease Guns, Tools  
Several Rolls Hog Wire and Barb Wire

### HOUSEHOLD GOODS

Bedroom Suite  
Folding Bed  
Dresser  
Wash Stand

Divan  
Library Table  
Two Rockers, several Chairs  
Electric Refrigerator  
Electric Range  
Oil Heater  
Two-Burner Oil Stove  
14-quart Pressure Cooker  
Dishes, Pots, and Pans.

### BEN TAACK PROPERTY

12-ft. Avery Oneway Plow, practically new discs  
16-ft. Jeoffroy Plow with Hoeme shanks and knife attachments  
14-ft. Hoeme Plow with knife attachments  
7-ft. Auger Type Grain Loader, with 10-h.p. Engine  
John Deere Drag Type Grain Loader, with 6-h.p. Engine.

### MISCELLANEOUS

Maytag Electric Washing Machine, old  
Set of Twin Laundry Tubs  
Perfection Oil Stove  
Bedroom Suite.

THERE IS OTHER CONSIGNED PROPERTY RECEIVED TOO LATE TO MENTION HEREON.

TERMS: CASH.

All property sold must be settled for before removal from premises.

## H. A. Hoffman & Ben Taack

Auctioneers:  
Lloyd Otten and Pete Knapp

Clerk:  
E. C. Eubanks

## 24 Hour Wrecker Service

**KINSEY MOTOR CO.**

PHONE 740 — NIGHTS 419-W

## BOOKKEEPING

We are located in the Buckner Bldg., Room 4, above the Hereford Brand, and will welcome you at our new location.

**W. L. Alexander Beverly Alexander**  
Phone 709

## YOUR SAVINGS ARE WELCOME

CURRENT DIVIDEND RATE 3%

EACH DEPOSIT INSURED  
UP TO \$5,000.00

See Elizabeth Womble  
AGENT — HEREFORD, TEXAS

## FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION

37-tfc



Let Us  
Give Your House  
A Bright, New  
Spring  
Outlook

A good coat of paint is to a house what a lipstick is to a woman --- It makes it look younger, it makes it look prettier, it cheers everybody up.

## KEMP LUMBER COMPANY

J. W. WHELAN, Mgr.

Hereford

Phone 44

## It's Every Person's Right to Glow with Pride in the Easter Parade

Easter... and you

Ladies' White Gloves  
Given Special Attention

Oh, what a beautiful Easter morning... because you have prepared for it in advance... having sent your finery to be cleaned and pressed... in plenty of time... and certainly at C & R CLEANERS.



## C. & R. Cleaners

208 North Main

HEREFORD

Phone 160

Good wiring and lighting in out-buildings contribute to safety and efficiency in doing chores at night.

It pays to plant pure, sound, disease-free seed of varieties best adapted to local conditions.

Do not buy enough poultry mash to last over six weeks because long storage periods cause loss of vitamin A content in feeds.

The main chapel of the Vatican in Rome is the Sixtine Chapel.

Recently a Texas farmer was asked what was the best part of his farm. And his sad reply was, "The part down in the Gulf of Mexico."

In Yiddish, a goy is a male gentile.

# Care in our shop sells cars in our showroom

The better we service Fords today the more Fords we'll sell tomorrow

We know that the customer who's happy with our service will want to get on our list for a new car.

That's one big reason why we make it a point to give the best Ford care for less money.

And fortunately we're in the position to do it. Our 4-way Ford service gives you the advantage of

- 1. Ford-trained Mechanics** ... their experience saves you time and money
- 2. Genuine Ford Parts** ... made right, fit right and last longer
- 3. Factory-approved Methods** ... engineer-designed for better service at lower cost
- 4. Special Ford Equipment** ... just right for Fords. Saves you time, money and trouble

Come in soon and see for yourself why there's no place like "home" for Ford service.

Four Ford Dealer invites you to listen to the Fred Allen Show, Sunday Evenings—NBC Network. Listen to the Ford Theater, Sunday Afternoons—NBC Network. See your newspaper for time and station.



## We Ford Dealers know Fords best!

**HEREFORD MOTOR CO.**  
Dudley Green Hereford, Texas Archie Scott

**PITMAN CONOCO** MAIN STREET & HIGHWAY 60  
Service Station Phone 588  
"WE FIX FLATS"

## COURTHOUSE RECORDS

**DEEDS OF TRUST**  
Joe Warren to First National Bank of Hereford, 1st tr. E part of Lot 3 H. E. Miller's Sub. W part of 18 S 69° K-3, 2nd tr. all lot 8 H. E. Miller's Sub. of S. 60 Blk. K-3.  
Travis Caraway to Hereford Texas Federal Credit Union all lot 4 Blk. 66 of town of Hereford.  
E. W. Dettman to Homer Franklin all E 1/4 S 11 T3 N R 4E.  
D. T. Hodges and Bertha Hodges to John Hancock Mutual Life Ins. Co. NE 1/4 S 96 Blk. M-7.  
A. O. Thompson and Audrey Thompson to the First Federal Savings & Loan Association of Clovis lots 5 and 6 Blk. 17 Whitehead Add. to town of Hereford.  
Herbert J. Friemel and Josephine Friemel to Traveler's Insurance Co. all W 1/4 N 130 acres of E 1/4 S 16 Blk. 3.

**WARRANTY DEEDS**  
Norman M. Harris and Marian Harris to Gerald E. Gollehon, 1st tr. E 40 acres and W 80 acres of SE 1/4 S 31 and Blk. K-3, 2nd tr. 50x20 ft. NE Cor. W 40 acres of W 80 acres SE 1/4 S 81 Blk. K-3.  
W. E. Neal, a widower, to C. C. Shields all S 8 Blk. "A".  
Less Thompson and wife, Hester Thompson to Wayne Qualls all lot 13 Orr and Megetr Sub. of E 1/4 Blk. 20 Evans Add.  
T. C. Malloy and wife, Thelma Malloy to Roy Robertson part Blk. 8 Ricketts Add.  
Madeline Wood, a feme sole to Perry G. Johnson et al part Blk. 10 DeAtley's Sub. Blks. 10 and 11 of Womble Add.

Carl G. McCaslin and Clarice McCaslin to Tom Robinson S 70 ft. of N 136 ft. of E 200 ft. Blk. 14 of Evans Add.  
Travis M. Dameron and wife, Lois L. Dameron to G. W. Newsom all S 1/4 S 24 Blk. K-3.  
R. C. Haral and wife, Dellah Haral to D. T. Hodges NE 1/4 S 96 Blk. M-7.  
Tom Robinson and wife, Mattie K. Robinson to E. O. Dixon all N 1/4 S 58 Blk. K-3.  
Joe Ballinger to H. T. Dickens 143.75 acres of S 89 Blk. M-7.  
George P. Turrentine to E. J. Zimmerman S 30 ft. lot 13 and N 30 ft. of lot 13 Turrentine Sub. of E 1/4 Blk. 10 Evans Add.

Lynn C. Kester and wife, Katherine Kester to Jeannette Morgan all lots 1 and 2 Blk. 54 town of Hereford.  
First National Bank of Hereford to Travis Caraway all lot 4 Blk. 66 town of Hereford.  
C. J. Padlock and wife, Alice Padlock to John E. Rehm 21.8 acres of S 1/4 S 24 Blk. K-3.

**RELEASES**  
Hattie McGuire to Roberta Henderson and C. M. Henderson S 1/2 S 24 Blk. K-3.

Rockwell Lumber Co. a partial release to George H. Guinn lots 1 and 2 Blk. 54 Hereford and additions.  
The Federal Land Bank of Houston to N. M. Boone and wife, Pauline Boone a deed of trust.  
Cecil W. Phillips et al to Art Lewis all W 287 acres S 38 Blk. K-3.  
W. W. Wimberly and wife to Cecil W. Phillips et al 287 acres S 38 Blk. K-3.

**QUIT CLAIM DEED**  
J. C. Ricketts et al to W. E. Neal all S 8 Blk. "A".  
John E. Jones to Gladys J. Jones et al lots 5, 6, and 7 of Dodson Sub. SW 1/4 Blk. 15 Evans Add.

**MARRIAGE LICENSE**  
Roy Vaughn and Geraldine White.

**LEGAL NOTICE**  
**THE STATE OF TEXAS**  
TO: Mary Louisa A. Clement and if ever married the husband of Louisa A. Clement, and if either of them are deceased, the heirs, the unknown heirs and legal representatives of each; Mary L. A. Clement and if ever married, the husband of Mary L. A. Clement, and if either of them are deceased, the heirs, the unknown heirs and legal representatives of each; Clarence E. Clement and if deceased the heirs, the unknown heirs and legal representatives of the said Clarence E. Clement; Anna Jacques Hospital and if said Anna Jacques Hospital be non-existent, its successors, assigns and legal representatives; New England Trust

**CHURCH NEWS**  
The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

**FIRST BAPTIST**  
R. H. Cagle, Pastor  
Sunday School 9:45 A. M.  
Sermon 10:55 A. M.  
Training Union 6:45 P. M.  
Sermon 8:00 P. M.  
Mid-week Services:  
Wednesday 7:30 P. M.

**FIRST PRESBYTERIAN**  
Russell A. Wingert, Pastor  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Evening Worship 7:30 P. M.

**AVENUE BAPTIST**  
Ray W. Ford, Pastor  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Training Union 6:45 P. M.  
Preaching Service 8:00 P. M.  
Mid-week Services:  
Wednesday 7:30 P. M.

**FIRST METHODIST**  
O. R. Herring, Pastor  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Youth Fellowship 6:45 P. M.  
Evening Worship 7:15 P. M.  
Mid-week Services:  
Wednesday 7:30 P. M.

**FIRST CHRISTIAN**  
Ray W. Ford, Pastor  
Sunday Services:  
Sunday School 9:45 AM  
Morning Worship 10:50 AM  
Junior Endeavor 6:00 PM  
C Y F 6:00 PM  
Evening Worship 7:00 PM  
Mid-week Service every Wednesday 7:15 PM

**ASSEMBLY OF GOD**  
S. E. Eldridge, Pastor  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Young People's Service 6:15 P. M.  
Evangelistic Service 7:45 P. M.  
Mid-week Services:  
Wednesday 8:00 P. M.

**CHURCH OF THE NAZARENE**  
Rev. Lewis Patterson, Pastor  
Sunday School 10:00  
Morning Worship 11:00  
Evangelistic Service 7:30  
Wed. Eve. Prayer Meeting 7:30 P. M.

**EMMANUEL EV. LUTHERAN**  
"The Church of the Lutheran Hour"  
E. W. Lichtsinn, Pastor  
R. A. Frye, Sunday School, Supt.  
Sunday School and Bible Class, 10:00 A. M.  
Worship service, 11:00 A. M.  
Communion service on the first Sunday of every month.  
Listen to the Lutheran Hour over these stations every Sunday: KPDA, Amarillo, 8:30 A. M.; KPDM, Pampa and KHUZ, Borger at 10:30 A. M.

**ST. THOMAS EPISCOPAL CHURCH**  
Services every first Sunday morning, 8 a. m., at County Courthouse. Rev. Walter E. Scott of Plainview in charge.

**DAWN BAPTIST CHURCH**  
J. E. Byers, Pastor  
Sunday School 10 a. m.  
Morning Worship 11 a. m.  
Training Union 7 p. m.  
Evening Worship 8 p. m.  
Midweek Service Wednesday, 7:30 p. m.

Company of Boston, Massachusetts, and if said New England Trust Company of Boston, Massachusetts, be non-existent, its successors, assigns and legal representatives; Hazen Clement individually and as executor of the last will and testament of Erskine Clement, deceased, and if the said Hazen Clement be deceased, his heirs, unknown heirs and legal representatives, Defendants, GREETING:  
You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 12th day of April, A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 25th day of February, A. D. 1948, in this cause, numbered 3046 on the docket of said court and styled E. L. TURNER plaintiff vs MARY LOUISA CLEMENT ET AL defendants.  
A brief statement of the nature of this suit is as follows, to-wit:  
Suit in Trespass to try Title to the following described land situated in Deaf Smith County, Texas, to-wit:  
Block No. 96 of Whitehead Addition to the town of Hereford, as shown by the plat of said Addition of records in the Deed Records of Deaf Smith County, Texas.

Plaintiff alleges in his petition that he was in possession of said land on March 19, 1947, under a Sheriff's deed executed by the Sheriff of Deaf Smith County, Texas, on February 6, 1948, which conveyed said property to C. E. Rea; that plaintiff and his privies in title acquired title to said property by reason of a suit-for foreclosure of a tax lien upon said property and the sale thereunder to satisfy the tax judgment rendered in said suit, and that the period of redemption provided for by law has expired without the defendants exercising the right of redemption, and that the defendants are asserting some claim of right to said property which is inferior to the claim of plaintiff and that such claims by defendants cast a cloud upon his title and plaintiff prays that such cloud be removed and that writ of Reformation issue, as is more fully shown by plaintiff's Petition on file in this suit.  
The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.  
Issued and given under my hand and seal of said court, at office in Hereford, Texas, this 25th day of February, A. D. 1948.

Attest:  
R. L. Thompson  
Clerk, District Court, Deaf Smith County, Texas.  
BY: Lilye London, Deputy. (SEAL) 3-4-c

**QUICK RELIEF**  
FROM NASAL CONGESTION DUE TO A COLD  
RED ARROW NOSE AND THROAT DROPS  
ASK YOUR DRUGGIST

**TRY OUR FLAVOR OF THE MONTH**  
Delicious Nutritious CREAMY CHOCOLATE  
Take Some Home TODAY!  
And When It's REFRESHMENT TIME  
Stop in at your favorite Borden's DEALER and enjoy a Tasty Sundae or Thick Creamy Malt

**OUR BEST ADS AREN'T WRITTEN—THEY'RE WORN.**

**CORBETT CLEANERS**  
311 West 4th Phone 71

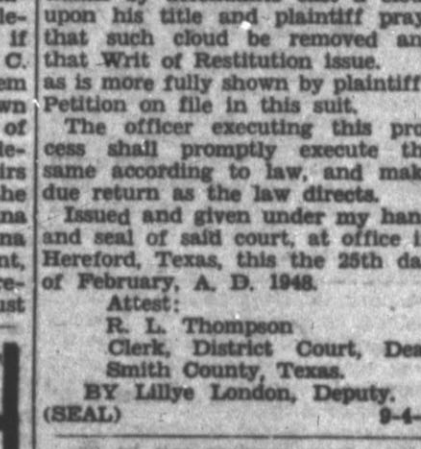
**BETTY SUE** by G.D. BILL & FIRM STEAKLEY

There's no guess work at G. D. STEAKLEY & SONS SUPER SERVICE. We know cars from stem to stern, and are prepared to take care of any trouble that might arise. Thinking about St. Patrick's day and Irish luck reminds you you'd better let us check your tires... it isn't lucky to drive with them in need of replacing.

**G. D. STEAKLEY & SONS SUPER SERVICE**  
G. D. BILL & FIRM STEAKLEY  
Highway 60 E. of town Phone 9

**LOOK! EVERY NEW CONVENIENCE WITH THE ONE THAT...**

**Stays Silent Lasts Longer**  
because it freezes with no moving parts



**Servel The GAS Refrigerator**  
Come see the great new Servel Gas Refrigerator! It's a beauty—with every new convenience for fresh foods and frozen foods.  
Most important, Servel brings you permanent silence, longer life, too. For the Servel Gas Refrigerator has a different, simpler freezing system with no moving parts. No valves, piston or pump. No machinery to wear or get noisy. Just a tiny gas flame circulates the refrigerant.  
More than two million families are enjoying silent Servel Gas Refrigerators today. They'll tell you, "Pick Servel. It stays silent, lasts longer." Come see the new Servel Gas Refrigerators now on display.

**CHECK FOR YOURSELF**  
✓ Big frozen food compartment  
✓ Plenty of ice cubes in trigger-release trays  
✓ Dew-action vegetable fresheners  
✓ Shelves adjustable to eleven different positions  
✓ Plastic Coating on shelves—keeps them rust-free, scratch-free, easy-to-clean

**COMMERCIAL OIL CO.**  
Hereford, Texas



## Sure an' it's the date ...

... when you put a shamrock in the hat for good luck! But with your engine, don't put your trust in luck... drain out that mucky old winter oil... put in Conoco No. 4... the patented Motor Oil that OIL-PLATES as it lubricates!  
You see, No. 4 Motor Oil contains a special added ingredient that is attracted magnetically to metal surfaces. This extra film of lubricant fastens itself so closely to working parts and cylinder walls that

they are actually OIL-PLATED!  
And because this extra OIL-PLATING resists gravity, won't all drain down, even overnight, you're extra-protected: From metal-eating combustion acids when you're standing still... from "dry-friction" when you first start up... from sludge and carbon caused by excessive wear when you're running hot!  
So, for extra-cool, extra-powerful, extra low-cost miles, today's the date...



### ... to Oil-Plate!

Copyright 1948, Conoco Oil Company

## Cottonseed Treatment Proves Good Form of Crop Insurance

COLLEGE STATION, March 12—Texas cotton growers are wondering about the advantages of cottonseed treatment. E. A. Miller, extension agronomist of Texas A & M College, has the answers. Cottonseed treatment is an inexpensive form of crop insurance that costs only a few cents a bushel of seed; it kills the disease germs on seed, protects seeds and seedlings

from disease which may be in the soil and gives a better stand of cotton. Texas' worst cotton seeding killers are angular leaf spot and sorghum. In the Blacklands of Texas, angular leaf spot ranks next to root rot as the number one hazard in cotton production. It is found in nearly all parts of the state.



Look Your Best for Easter

SEE

NEW SAMPLES

Chicago Kahn Bros. Tailor-Made Suits

\* FREE PICK UP AND DELIVERY \*

**Acme Cleaners**  
"WEAR CLEAN CLOTHES"  
PHONE 111

## Extension Service Director to Tour Japan and China

COLLEGE STATION, March 12—Dr. Ide P. Trotter, director of the Texas Extension Service, will leave around April 1 for Japan and China, to make a survey of future demand for American cotton on the part of Asiatic countries.

Dr. Trotter was granted six months leave of absence by Texas A & M College.

The survey will be made for the USDA Office of Foreign Agricultural Relations and is one of several foreign marketing studies being carried on by USDA under the Research and Marketing Act. Dr. J. Norman Efferson, rice specialist of Louisiana State University, has already been assigned by OFAR to study markets for rice in several Far Eastern countries and in Europe.

USDA officials are reported to have asked President Gibb Oilchrist to allow Dr. Trotter to undertake the survey because Texas has the largest stake in cotton exports to Japan and China. In previous years 80 percent of Texas cotton was exported and the bulk of Japan's imports came from Texas. West Texas and Plains cotton is said to be especially well suited to the needs of textile mills in the Orient.

Little is known of the postwar status of Asia's textile industry or

of cotton production there, and OFAR has pointed out that definite information on this export market is vital to future plans for U. S. cotton production.

Dr. Trotter will leave College Station on March 13 for Washington, D. C., where he will receive instructions on the type of information desired before going abroad. He plans to return to the United States in time to take part in the annual statewide conference of Texas county agricultural and home demonstration agents scheduled for the latter part of August.

## G. S. Nelson to Make Field Trip With A&M Group

College Station, March 12—(Spl)—Approximately 45 Agricultural Engineering students at Texas A & M College will leave by automobile March 21 for a five-day trip to the Rio Grande Valley region.

Roy C. Garrett, assistant professor and S. D. Martin, instructor, both of the Agricultural Engineering Department, will be in charge of the trip.

Visits will be made to the U. S. Bureau of Reclamation at McAllen, the Valley Agricultural Experiment Station at Weslaco, the Soil Conservation office in Harlingen, the Central Power and Light Company district office in Weslaco and the private water companies and irrigation district at Mercedes. Also, the student group will attend a field day on irrigation methods in San Benito. The group will make headquarters at Weslaco.

G. S. Nelson of Hereford will be among the students making the trip. Agricultural Engineering students who will graduate in June, July or August, 1948, and January, 1949, are eligible for the trip since all will have had or will take courses in irrigation and drainage engineering.

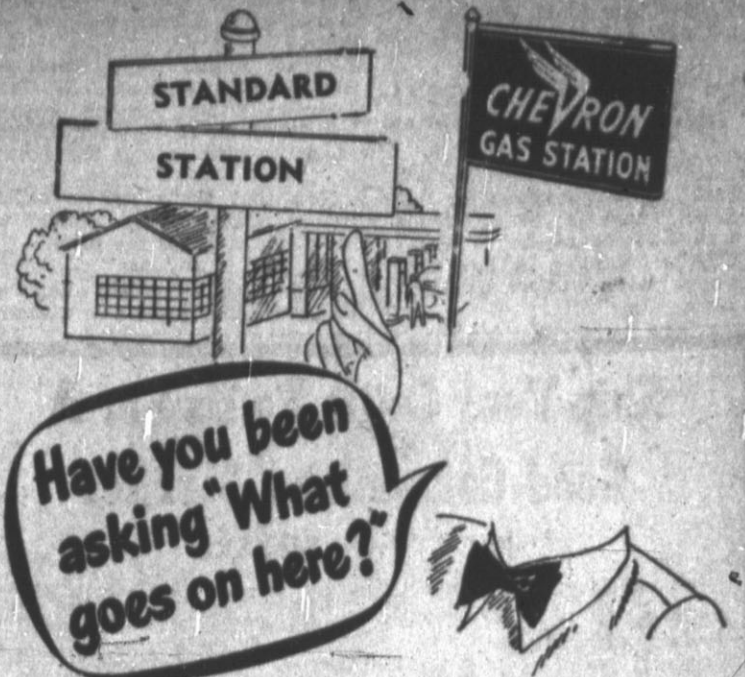
## Daughter Dies in Galveston

Rev. and Mrs. O. B. Herring were called to Texas City Friday by the serious illness of their daughter, Mrs. W. J. Arrington. She was taken to a Galveston hospital Saturday where she died of pneumonia Sunday. Funeral services were held in the Methodist Church at Texas City Monday morning.

Leo Forrest returned Friday from a business trip to Chicago.

Nancy Crosby of Lubbock who formerly made her home in Hereford was a weekend guest of Elaine Thompson in the home of her parents, Mr. and Mrs. Robert Thompson.

Mr. and Mrs. Ernest May have returned from a ten day vacation trip to the Valley.



Come Out and See for Yourself!  
**The THREE J's**

JIM, JOHNNIE, J. D.  
Our Business Relies on Your Business

**DRUG BARGAINS**

50c IPANA Tooth Powder	39c
\$2.00 TONI Home Permanent	\$1.69
65c DICHLORCIDE Crystals	49c
50c MENNENS Shaving Cream	39c
35c VICKS Salve	29c
\$1 MILK MAGNESIA Red Arrow Quarts	59c
50c PEPSODENT Antiseptic	39c
25c ZBT Baby Powder	19c
LISTERINE 75c Size	59c
RUBBING ALCOHOL 60c Size	39c

14 MORE DAYS **FREE** MORE DAYS 14  
A purchase of a Tek DeLuxe Tooth Brush for 50c gives you a chance to win this swell bike.  
DRAWING HELD APRIL 1st

**Pre-Easter**

Blue Grass Mist \$1.75  
Desert Flower Toilet Water and Perfume \$1.25  
Arden Travel Kit Complete \$7.50

**SPRING SALE**

COTY'S POWDER \$1.00 Size	89c
CREAM 50c Woodbury's	39c
LOTION 50c Chamberlain's	39c
DRENE \$1.00 Shampoo	89c
HAIR TONIC Vaseline—80c value	59c
SHAVING LOTION \$1.00 Mennen's	89c
TOOTH POWDER 50c Calox	39c
EGG SHAMPOO \$1.00 Hudnut	89c

**CRYSTALS** 89c  
Wrisley's Bath... 4 lbs.

**Westmore** Home Hair Dryer \$19.95

**Send Gibson** Easter Cards 10c - 15c - 25c

**Leigh Perfumes** Four Delightful Odors \$3.50 Plus Tax

**Yardley Hand Cream** 65c Size 49c

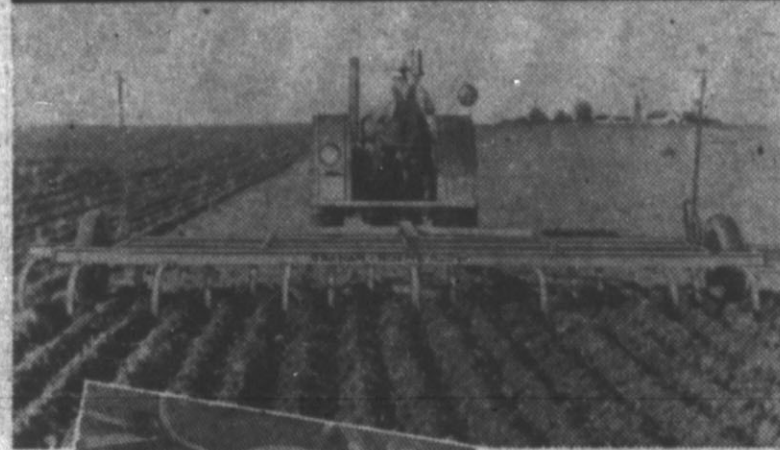
**Complete 8 MM. MOVIE CAMERA and Projector and Cases** \$195.00

**GIVE** Martha Washington Easter Box Chocolates Fresh \$1 to \$5

**NEW** Revlon Lip-Fashion A Completely New Lipstick \$1.50 Plus Tax

## Find Out About the REVOLUTIONARY GRAHAM PLOW

The REVOLUTIONARY GRAHAM PLOW



EXCLUSIVE, PATENTED GRAHAM KNIFE ATTACHMENT—Cuts all weeds adjustable.



Manufactured by The GRAHAM-HOEME PLOW CO., INC.

- Prevents Erosion
- Gives Higher Yields
- Lowers Costs

**Saving LABOR, Cutting COST**

The Patented Graham-Hoeme Knife Assembly makes it possible to cut all weeds as you plow with your Graham-Hoeme Revolutionary Plow. Fitting all models of Graham-Hoeme plows, you may now chisel and knife in one quick, inexpensive operation. As always, Graham-Hoeme leads the way to lower plowing costs—greater profits. Fully adjustable, this new attachment permits knifing at any desired setting, irrespective of the chisel depth. The pair of knives overlap enough to cut all vegetation. The first cost includes shank shoe, brackets and knives. Only the knives, which are specially heat-treated steel, have to be replaced. Actual field tests prove that very little power is needed to perform both chiseling and weed cutting at the same time.

**Davis-McCracken**  
Your MM Dealer

Hereford

Phone 380



**THE BEST MONEY YOU EVER GAVE**

The job isn't finished! Your Red Cross needs your help now—for the tremendous job that remains to be done... the huge task of providing relief for human misery. This year the Red Cross faces greater demands than ever before—demands that must be met, and that can only be met through your generosity. So dig down a little deeper this week—give a little more to your local collection chapter.

**CLOSE Drug Store**  
PRESCRIPTION DRUGGISTS

Phone 13

**Sewing Club Entertained**

July Workers Sewing Club met with Mrs. Wes Brady Thursday afternoon. Mrs. M. H. Wiseman presided over a business meeting and

**ATHLETES FOOT GERM HOW TO KILL IT IN ONE HOUR.**

IF YOU'VE PLAGUED your \$50 back. Are any grateful for this strong fungicide, TE-OL. Made with 99 percent alcohol, it PENETRATES, Resches and kills more germs faster. Today at Halle Drug Co.

roll call was answered with names of stitches. Mrs. Jimmie Mercer received the penny gift.

After a demonstration of aluminum cooking utensils the guests sewed and embroidered for the hostess.

Those present were Mesdames; Ray Sult, Ben Medley, J. W. Terry, Coleman Wright, Travis Caraway, Roy Boyd, M. H. Wiseman, Jimmie Mercer, Stephens and the hostess.

Now that there are no ceilings there's nothing the customer can hit when he hears the price.

Some people create happiness wherever they go—others whenever.

**HEREFORD**



By JIMMIE GILLENLINE

Do you sign checks with a ball point pen? If so, now is an ideal time to make a careful investigation.

One Hereford business man reports that a customer dropped into his store, noticed a ball point pen and mentioned the fact that it had possibilities for forgery. He says the customer without use of chemicals or tools, transferred his signature to several other checks—and adds that every single one of them would have passed for payment, along with the original check. The business man, who asks that his name be withheld, walked out, picked up a hatchet and chopped his ball pen into small pieces.

We ran across this information last week when Ernest Kendall happened to mention the possibilities. Ernest said that Harry Danforth told him about the set-up, so we checked with Harry, who reported that his information came from Dr. J. H. Channer. We called Dr. Channer, who said he got his dope from Wilburn Axx. Where Wilburn ran across the process we don't know, but he apparently has some information which every individual should know. Doc says he has seen the transfer of signatures demonstrated—and that it works.

Frankly, we don't know if it will work with every ball point pen which is made. At least, it will work with some of them—and it could lead to a nation-wide forgery outbreak. We tried moist blotters, using water and alcohol, but could not get a good transfer. Maybe we had the wrong kind of pen. However, we have finally run across a simple test which indicates the danger zone of using the ball point pen for signatures. Take the side of your hand, between the joint of the little finger and wrist, slightly moist, and press for a few seconds on a signature written with your ball point pen, then move to a clean sheet of paper and press the same portion of your hand firmly. If you get a clear, legible transfer, we suggest that you be careful about using the pen for signatures. It at least has possibilities.

We presume that the type of ink used in some of these pens is more subject to transfers than others. Anyway, it certainly will not hurt to be careful.

The resignation of Bruce Woodell as City Marshal came as a surprise to lots of people. Naturally, we are

all glad to see a good man advance, but it also a little tough to lose a good man from the City roster. Bruce has done many, many things of which he can well be proud, including a lot of little things which are not generally known. He is a favorite among most of the boys in the community. They like him as a friend, because they found him reasonable and a square shooter. I had some other things in mind, but decided not to say them; after all, the preceding sentence is about as high a tribute as you can pay a man.

You will recall that voters in the old Hereford Independent School District could not vote for County Trustees. However, it is my understanding that qualified voters within the new Hereford Rural High School District may vote in selecting County Trustees. You will recall that the RHSD was created by the County School Board, and still operates under the county organization.

The Star Theatre contests to select the outstanding cowboy and cowgirl in this territory created plenty of interest. We could hear the audience in the Brand office. Francis Hardwick, has announced that there will be a run-off election among the twelve winners. He has some nice prizes lined up, and on display in the Rutherford & Co. window—along with pictures made during the preliminary contests. In addition to the prizes, he plans to secure a place for the winners in the 50th Anniversary Celebration parade here May 8.

Ruth Tucker dropped in last Saturday for a brief visit, and to announce that she has accepted a position as assistant public relations director in the Southern Baptist organization. This was somewhat of a shock, since we had been fondly hoping that Ruth would want to join The Brand staff upon graduation from Mary Hardin-Baylor this Spring. However, it is swell to see a young lady with Ruth's ability step into a good position with a good future. I have always felt that Ruth has an excellent future in the newspaper business. Already, we are proud of her accomplishments and former association with The Brand—and we look forward to even greater achievements on her part in the future.

Billy Patton recently joined the ever-growing ranks of Hereford's amateur photographers when he purchased a Speed Graphic with flash attachment. Billy has already taken some nice shots and may soon be in the class with Alex Thompson and Elmer Patterson.

Urlin Streu has joined the soupcaters by having every single tooth in his head extracted. Streu says this was necessary because he did not move to Hereford until he was 14 years of age. He also says he doesn't mind being kidded about his looks. Personally, I believe it is a tender subject with him, however.

George Graham was recently telling about the fellow who had \$2, but needed \$3 to make a desired purchase.

He says the man went to a pawn shop and borrowed \$1.50, leaving the \$2 as security. With the \$1.50 in his pocket, he met a friend and sold him the \$1.50 ticket for \$1.50. This gave the first man a total of \$3 which he needed for the purchase. The man, who bought the ticket, took it back to the pawn shop, paid back the \$1.50—and collected the original \$2; everybody was happy. Figure it out. This is a good one.

Notice where Clara McLean attended a librarian's meeting recently. This calls to mind what a wonderful job she is doing, and what a fine library Deaf Smith County boasts. This is one of the few counties in Texas which maintains a really good library. Even more important is the fact that the people use the library extensively. It is a library for the people—and the people really flock in and take out books, including Westerns and "Who-Does-It's", along with higher types of literature. They even maintain a nice selection of funny papers for the boys and girls.

Europe is becoming known as a collection of countries with chips on their shoulders and none on the table.

If You Don't Know Your Insurance KNOW YOUR INSURANCE AGENT

**BILL WOLFE**



Representing

**GREAT AMERICAN RESERVE INSURANCE COMPANY**  
Dallas, Texas

Life — Hospitalization — Health and Accident

234 Ave. J

Phone 762-R

**Ship Your Cattle To Us For A Good Competitive Market**

PLENTY OF BUYERS

4012 head of cattle were sold last week. And we expect a big run of stocker cattle at our next sale; yearlings, cows, and calves.

Cattle from Hereford vicinity need no permit—we have a Texas inspector at the sale pens.

TRY US AND NOTE THE PROFIT

**CATTLE AUCTION**

EVERY

Wednesday and Thursday and Friday if Necessary

NEXT HORSE SALE

TUESDAY, MARCH 23

HORSE SALE EVERY OTHER TUESDAY MANAGED BY JIMMY HARGROVE

Last week we sold 225 horses and mules. There will be a Special Saddle Horse Sale on April 6.

**CLOVIS CATTLE COMMISSION CO.**

OWNERS

Ben Davidson  
Clyde Rayl

Lloyd Otten  
Pete Knapp

PHONE 999

CLOVIS, NEW MEXICO

Tune in KICA Every Wednesday, Thursday and Friday at 1:15 New Mexico Time for Market Report.

**Subject: TAXES**

The response by property owners to our recent request that you render your property for school taxes is quite gratifying. However there are still quite a few who have not as yet rendered their property with the tax assessor and the time for completing the 1948 assessment is rapidly drawing to a close.

Why not make it a point to drop by the school tax office in the court house this next week, or today would be better yet, and sign your rendition sheet. It is already prepared and ready for your signature.

**Fred W. Baird, Tax Assessor and Collector,**  
Hereford Rural High School District



**Bills**

(Genuine United States Currency)

Where?

When?

(Watch The Star Theater Ad)

**WE WANT TO EXPRESS OUR APPRECIATION**

To:

**Our Many Friends and Customers who helped make our opening a success;**

- Western Flower Shop for flowers;
- Hereford Insurance Agency for flowers;
- Alex Thompson, for takin' our pitchers;
- Don Zimmerman, for many helps, which he has given us;
- Close Drug Store, for use of their coffee service;
- Black Furniture Store, for use of their chairs.

— AND —

As a Further Expression of Our Appreciation, We Will Give Away, Absolutely Free, on Saturday, March 27th, at 3:30 P. M., a Full Set of

**NESCO STAINLESS STEEL WARE**  
Call at Our Store for Full Details

**BARCLAY - FULLER - PHIPPS**

118 West Third Street

Phone 704

...rying foods in the dishes in which they were baked saves time and energy for there will be fewer dishes to get out, wash and put away.

Dr. Ralph Mills, a medical missionary, brought a handful of Korean lespedeza seed to the United States in 1919. The plant was growing on 40,000,000 acres of U. S. farm land last year.

Louis XIV was king of France at the outbreak of the French Revolution.

From 1795 to 1799 the executive power of France was held by "The Directory," a body of five men.

Guy Fawkes in 1605 attempted to blow up the English House of Parliament.

TRY POST-WAR "FASTER ACTING" 666 COLD TABLETS. Relieve the aches and "sleep robbing" migraines of colds fast with 666 (tablets or powder). Contains the only 666.

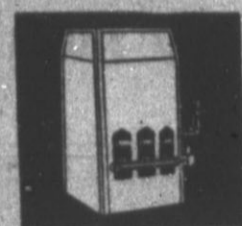
When yer on the horns of a dilemma let yer consuhants be yer guide!



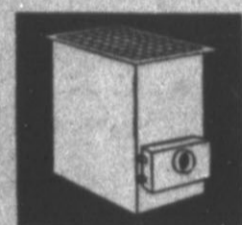
FOR FREE REMOVAL OF DEAD STOCK CALL Phone 9515 or 265 Hereford



# Better Heating



A forced-air central furnace gives you all the advantages of low-cost natural gas heating. It provides clean, constant, automatic heat, evenly distributed throughout the rooms by means of a blower. With it there is no stratification of heat, no cold floors, no cold corners. This excellent type of equipment is always vented. A basement is not necessary.



The floor furnace, while not as desirable as the forced-air central furnace, is a splendid piece of equipment, very popular in West Texas. It is always vented. When thermostatically controlled it provides fully automatic heating, clean and healthful. Suspended beneath the floor, it occupies no "in-the-room" space. Naturally it can be used only in ground-floor rooms.



Similar in operation to a floor furnace, but built into the wall rather than beneath the floor. Although relatively new, a number of these units have been installed in West Texas homes. The panel wall heater is always vented, and may be thermostatically controlled. May be used either in ground-floor rooms or second-story rooms. Dual units are available for heating adjacent rooms with one installation.

SEE YOUR GAS EQUIPMENT DEALER



West Texas Gas Company

## NO MORE "TEAPOT DOME" SCANDALS CRIES TEXAN Price Daniel Flays Federal Tideland Control As Step Toward Nationalization of Industry

WASHINGTON, March 16.—Action by the federal government to take control of tidelands was condemned by Texas Attorney General Price Daniel here today as another step to bring about nationalization of the oil industry.

Daniel cited the coal industry in England and declared experience has taught that nationalization of natural resources results in a drop in production and critical shortages. He branded arguments of federal officials that tidelands are needed for national defense as "double talk."

"What they are actually proposing is something entirely different," Daniel declared. "It is a cover-up for efforts of the government to take control."

He also refuted statements that federal ownership would mean greater government income from tidelands as he made the closing argument in a two-weeks congressional hearing. Representing Texas and the national association of attorneys general, the Texas attorney general appeared before joint subcommittees of the House and Senate Judiciary Committees. The states are seeking congressional action to recognize states' ownership of submerged lands.

Recommendations by the subcommittees to their main bodies are not expected for some weeks. The joint group recessed until Monday.

Also appearing on the closing day of the hearing were Senator Tom Connally of Texas and Burton K. Wheeler of Montana. Sen. Connally described the Supreme Court's decision on California tidelands as unsatisfactory because it did not decide the principal issue of ownership. He cited legal support for states ownership.

Wheeler, attorney for applicants for federal mineral leases in California tidelands, opposed both bills—state and federal.

He labeled the federal bill vesting ownership in the federal government an "oil company" bill. This measure has been recommended by Secretary of the Interior J. A. Krug and approved by United States Attorney General Tom Clark.

Wheeler charged oil companies have been in Washington for several months conferring with Interior and Justice department officials to get a bill which would shut out the little man in the leasing of submerged land for oil development.

He also charged that the federal government is now collecting from oil produced from federal lands stinks compared to what the states are getting from administration of state-owned lands Daniel declared.

Other arguments were directed against the government's proposal that the president be empowered to set up reservations in the tidelands, so-called naval reserves.

"We don't want anymore Teapot Domes or Elks Hills," Daniel declared. On the contrary, he pointed out, the federal bill would allow leases of 10,000-acre tracts to be held by production of only one well. Texas leases are limited to 1,500-acre tracts off shore and 640-acre tracts close to shore.

Sen. Connally reviewed the history of Texas' admission to the union. He recalled that the United States turned down the state's proposal that the federal government take over her public lands and public debt and had told her to keep both.

Of the other states, he said, the 13 original states had been in effect 13 independent nations before formation of the union. As sovereigns when they entered the union, the senator continued, they owned all lands within their boundaries. Succeeding states have come in on the same basis, retaining ownership of all submerged lands, he concluded.

land for oil development. "It is a case of heads the oil companies win, tails the little man loses," Wheeler declared.

He also opposed the states' bill, contending that the federal government owns the land and should use authority under the present mineral leasing act for control.

Atty. Gen. Daniel cited figures to refute charges that the federal government obtains more through leasing than the state of Texas. Some 11,360 leases now in effect on about 8,512,687 acres of federal land, he said, bring in 26 cents per acre rental and 5 per cent royalty generally. The federal government got only 8 per cent or one-twentieth royalty on one-third of the 62,000,000 barrels of oil produced from the land last year, he continued.

Texas, on the other hand, he pointed out, has a minimum rental of \$2 per acre and a minimum one-eighth royalty. Under the present method of leasing, the state is getting almost \$20 per acre, he stated.

Now pending in the Department of the Interior are 1,021 applications for mineral leases on 1,175,000 acres of tidelands in California, Texas and Louisiana.

Another rebuke was leveled by Daniel against "propaganda being brewed by the federal government to influence inland states and states which have no oil lands."

He referred to press releases by Eddy Krug stating that under the federal bill, states would receive 80 per cent of the mineral lease revenue. What Krug failed to point out, charged the Texas attorney general, was that the oil-producing states would get 37.5 per cent of the revenue and 17 reclamation states would get 5.5 per cent. Ten per cent would go into the federal treasury to administer the law.

Even in the case of the 17 reclamation states, including Texas and Oklahoma, the money would be subject to congressional appropriation, he continued.

"What the Interior Department is now collecting from oil produced from federal lands stinks compared to what the states are getting from administration of state-owned lands Daniel declared.

Other arguments were directed against the government's proposal that the president be empowered to set up reservations in the tidelands, so-called naval reserves.

"We don't want anymore Teapot Domes or Elks Hills," Daniel declared. On the contrary, he pointed out, the federal bill would allow leases of 10,000-acre tracts to be held by production of only one well. Texas leases are limited to 1,500-acre tracts off shore and 640-acre tracts close to shore.

Sen. Connally reviewed the history of Texas' admission to the union. He recalled that the United States turned down the state's proposal that the federal government take over her public lands and public debt and had told her to keep both.

Of the other states, he said, the 13 original states had been in effect 13 independent nations before formation of the union. As sovereigns when they entered the union, the senator continued, they owned all lands within their boundaries. Succeeding states have come in on the same basis, retaining ownership of all submerged lands, he concluded.

## Hereford Sergeant Awaits Arrival of Family in Japan

Technical Sergeant Kenneth F. Hooker, the husband of Mrs. Mildred Hooker and father of Jan Ella, 6, Donna Jean, 4, and Mildred Sharon, 2, and son of Mr. George Hooker of Hereford, is with the U. S. Fifth Air Force in Northern Hantsu, Japan.

Sergeant Hooker's wife and children are to join him shortly in Japan. The sergeant is attached to the Aircraft Engineering Section of a squadron at Matsushima Army Airfield as the Chief Inspector of all aircraft and shops and equipment.

He entered the Air Force in October 1939 and prior to his current overseas tour served in the Altiatic Pacific Theatre with the 4th Bombardment Squadron of the Chinese-American Composite Wing. He wears the Ribbon for service in that theatre with a Bronze Star.

3. When you are on the through street, you must yield the right-of-way to a car which has stopped at the stop sign and then started to cross in the gap in traffic ahead of you.

GET Borden's in the new PUR-PAK SINGLE SERVICE CONTAINER. At Your Favorite Food Store.

If It's Borden's It's Got To Be Good—So Why Not Try Our Ice Cream, Too!

## In Ping Pong or GASOLINE it's CONTROL THAT COUNTS!



PHILLIPS 66 IS CONTROLLED\* FOR QUICK STARTS AND PLENTY OF POWER!

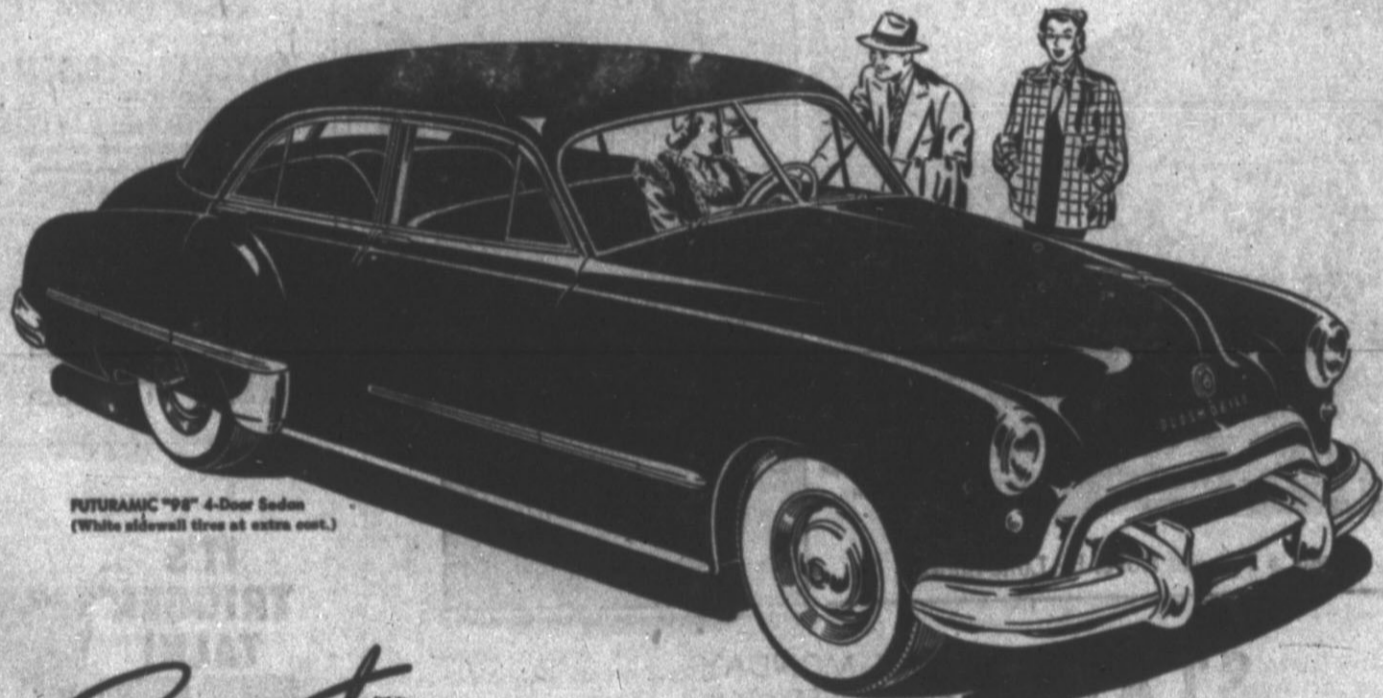
It takes a pretty neat touch to keep that little white ball on the table... and it takes plenty of control to build a gasoline as good as Phillips 66, too!

The trick we use is to control the blending of the high-quality components that go into Phillips 66 to fit your driving needs in hot weather or cold!

Give your car a break with Phillips 66 Gasoline next time. The proof's in the performance!



\*VOLATILITY CONTROLLED\* TO GIVE YOU FAST STARTS!



FUTURAMIC '48 4-Door Sedan (White shown here at extra cost.)

# Smart Lines!

## ALL THREE LINES OF THE 1948 OLDSMOBILE



The SMART choice is the new Oldsmobile... and look what a wide choice it offers. 31 model 10 body types! 2 engines! And every single Oldsmobile is available with GM Hydra-Matic Drive! This is the original "no-clutch, no-shift" drive—the General Motors drive that gives you "Whirlaway" action!



DYNAMIC '48 Club Sedan

FUTURAMIC OLDSMOBILE—It's the '48 for '48—Oldsmobile's Golden Anniversary model—the car of the year in public acclaim and acceptance! The Futuramic Oldsmobile offers General Motors' eagerly awaited new Body by Fisher. It's lower, wider, roomier—affords greater visibility in all directions—and it's styled throughout with typical Oldsmobile smartness.

In the lower price classes, the car that's really "going places" this year is the bright, sparkling Dynamic Oldsmobile—available in two complete lines, the "60" and the "70" for 1948.

With GM Hydra-Matic Drive, and with a choice of 6- or 8-cylinder engines, they're tops in performance and dependability—worthy running mates for the Futuramic Oldsmobile "98"! Turn in your scrap... to save date steel... To help turn out your OLDSMOBILES

YOUR OLDSMOBILE DEALER KINSEY MOTOR COMPANY 223 East 3rd Phone 740

## Learning Traffic Laws by Accident Is the Hard Way

(Eighth of a Series) If you insist upon learning traffic laws by accidents, the best place is an intersection.

The most frequent law violation in business and residential area traffic accidents is failure to yield the right-of-way at an intersection, according to W. J. Elliott, Chief of the Texas Highway Patrol.

The Texas Highway Patrol is cooperating with a nationwide "Learn and Obey Traffic Laws" program in an effort to familiarize the public with traffic regulations and how they save lives.

Of the traffic accidents which involve two vehicles occurring at intersections, Captain Polk Ivy of the Amarillo District emphasized the law concerning right-of-way at stop streets. The points to remember are:

1. The octagonal sign that says "Stop" means just that.
2. After stopping at the sign, you must yield the right-of-way to vehicles on the through street, unless they are far enough away that you can safely cross.

The LITTLE MANN SAYS... FOR TOAST GOLDEN BROWN—44 MANN'S GENUINE MALTED MILK BREAD... SO GOOD SO FRESH SO NUTRITIOUS Enriched

For Prompt, Dependable Service... featuring all PHILLIPS "66" PRODUCTS. We Invite You to Give us a Trial... Highway 60 at Main St. Phone 88 C. O. PHILLIPS L. L. WOMBLE We Give S & H Green Stamps

In Catholic history, the "Great Schism" occurred in 1378 when two Popes were elected by rival factions.

"Alley Oop!" is a signal used by acrobats.

As a colony, Virginia was often called the Old Dominion.

Infants have a soft spot in their head called the fontanel.

Boarding houses in France are called pensions.

"Service is fine on this party line!"

Once upon a time (and it wasn't so long ago) there were some neighbors on a telephone party line. Everything was all right, except when anyone wanted to use the line it seemed someone else was always using it.

PLEASE, MY LITTLE GIRL'S SICK

One day Mrs. White, one of the neighbors on the line, had to call a doctor in a hurry. Someone was using the line. Mrs. White hesitated, then broke right in...

"Please," she said, "my little girl's sick. May I have the line to call a doctor?"

"Oh, yes," said the others, and hung right up.

A short time later, Mrs. White called the person she had interrupted. "I'm sorry I had to interrupt," she said, "but it was an emergency."

"That's perfectly all right," said the neighbor, "and I have an idea about this party-line business. Most of our calls aren't too important. Why don't we all agree when any one of us has an important call that we will ask for the line?"

"That's a wonderful idea," said Mrs. White.

So they all agreed, and service on that party line has been fine ever since.

SOUTHWESTERN BELL TELEPHONE CO.

ACCREMENT

Another Letter to the Editor from . . .

### The Bootleg Philosopher

Dear editor:

The birds were singing so and the water was boiling so in my wife's wash pot out here Monday morning I couldn't help wander out in the field out of sight of the house and was surprised to find a copy of a magazine as ordinary magazines don't get this far out, just mostly copies of the Amarillo News or the Dallas News, or the Hereford Brand, brush heaps, dead animals, fence posts, and odds and ends, but since it blew over to a fence row where I was standing and appeared to be in pretty good condition I picked it up and sat down with it, which I am now sorry I did.

On the first page I opened it to was an article on how atomic scientists are working on a by-product

of the atomic bomb which will unlock new knowledge of plant growth, making things grow twice as fast and twice as much as they do now.

"This in one of the glorious promises of atomic science," the article said, pointing out it would enable a farmer to increase his production tremendously and keep food production up with the increase in population.

Personally, I ain't taken in. In fact, I'm disturbed, if not outraged. Most people can't see but one side of a thing.

For example, if that atomic by-product them scientists is gonna feed into the soil to make cotton and corn shoot up, works, what in thunder do they figure is gonna happen at the same time to cockleburrs and John-

#### AN OPEN LETTER TO THE PEOPLE OF HEREFORD

A few months ago we celebrated together the joyous anniversary of the Birth of Christ. We rejoiced in recalling Heaven's Message to the Shepherds of Bethlehem: "Behold, I bring you tidings of great joy . . . for there is born to you today in the city of David A SAVIOR who is CHRIST THE LORD!"

At Christmas the memory of the coming of the heaven-sent Savior filled our hearts with joy. We caught the spirit, we learned the lesson of Christmas. The recollection of God's love for men deepened our love for one another.

But not only Christmas, EVERY event in the life of the Savior contains a worthwhile lesson. Yet, it is no exaggeration to say that of all the incidents in His life the one that teaches the most significant truths in the most gripping manner is the culminating event of His life—His agonizing death on the Cross.

From it we learn: the extent of human wickedness . . . the malice of unrestrained hate . . . the severity of Divine Justice . . . the need for penance and atonement.

So deeply impressed were the early Christians with the significance of the Crucifixion that they cried out with St. Paul: "With Christ I am nailed to the cross . . . God forbid that I should glory save in the CROSS OF OUR LORD JESUS CHRIST!" (Gal. 2:20; 6:14)

But what about us? The religious leaders of the world today are unanimous in ascribing the terrors of the recent war—and the dangers of the new war that threatens us—to our forgetfulness of the lessons of Calvary. Never was there greater need for mankind to learn those basic truths anew!

Last year the Governor of our State issued a proclamation urging the prayerful observance of Good Friday. In general, the people of Hereford ignored it. Let us not make the same mistake this year.

Rather let our mayor reccho the Governor's plea! Let our houses of business close! Let us, the citizens, either at home or in our respective churches, spend the time from noon until three o'clock on Friday, March 20th, in prayerful meditation on the death of Christ on the Cross!

OUR PRAYERS—united with the sufferings of our Savior—WILL DO MORE THAN ANYTHING ELSE to restore to the world that GLORIOUS PEACE promised by the Christmas angels to MEN OF GOOD WILL!

Very sincerely yours,

THE KNIGHTS OF COLUMBUS  
General Assembly, Fourth Degree  
Hereford, Texas

son grass? Who wants twice as much cotton if he's got to hoe twice as much Johnson grass? Scientists is smart up to a certain point, then they peter out.

All I can see to it is that they're gonna double the work of us farmers. It ain't no bait to me to lead me on by the promise of doubling my production if it's gonna double my labor to do it. Thunder, I already know I can produce more if I work harder, don't take no atomic scientist writtin in a high powered magazine to tell me that. What I'm lookin for, if the atomic age is gonna be a success as far as I'm concerned, is a method of producing more by workin less, or I'd even settle for workin just as much as I am by workin less. I ain't hard to please.

See if you can't get Senator Connally or Congressman Worley to work on this. Ain't no use spendin tax money on atomic research if it's gonna result in taller Johnson grass and thicker cockleburrs. More food ain't worth that price.

Yours faithfully,  
J. A.

Mr. and Mrs. Jake Boydston spent Sunday in Lubbock visiting their son, Jack, and his wife. Jack is manager of the Pioneer Air Base located at Lubbock.

Mr. and Mrs. John Harvey of Crosbyton were among the out of town relatives to attend the funeral services of Arthur Brooks Sunday. Mrs. Harvey is a sister of Mrs. Herman Gray and she and her family at one time lived in Hereford.

### Mrs. Elizabeth Burton Dies At Clarendon Home

Last rites for Mrs. Gabriella Elizabeth Betts Burton, 77, of Clarendon, were held Sunday in the First Methodist Church at Clarendon.

Mrs. Burton, known to Penhandle friends as "Miss Gabie" was a daughter of an early-day settler in this county. She had been a resident of Clarendon for the past 47 years. She died at her home in Clarendon Friday.

A brother of Mrs. Burton, Edgar Betts, now of Clovis, was a partner with Jim Clark in the drug business in Hereford, their store having been located where the Close Drug is now. Mrs. Burton is survived by five sons, C. A. Burton of San Martin, California; S. W. Burton of Dallas; Allen Burton of Baltimore, Maryland; Joe Burton of Washington, D. C.; and Edgar Burton of Fort Washington, N. Y.; four sisters, Mrs. R. A. Summers of Clarendon; Mrs. W. E. Garrison of Tulsa; Mrs. J. E. Crouch of Moneta, South Carolina; and Mrs. E. L. Craig of Cleburne; and two brothers, W. E. Betts and E. L. Betts, both of Clovis.

Funeral rites were conducted by Rev. S. W. Hayne, pastor of the First Methodist Church of Clarendon. Burial was in the Citizen's Cemetery at Clarendon.

### Mrs. Ross Attends Retail Credit Joint Conference Sunday

Mrs. Dorothy Ross attended the Joint Conference of the Associated Retail Credit Executives of Texas and Texas Retail Credit Bureau of District 1 Sunday March 14 in the Herring Hotel in Amarillo.

Outstanding lectures were made by W. J. Bynum Jr. Vice President of the American National Bank of Amarillo who spoke on Banking and Credit and Judge O. O. McCurdy of Vernon, who spoke on Texas Hot Check Law.

Charles T. Lux, Secretary-Manager of the RMA of Texas also made an address to the group in the afternoon.

Experts say that most accidents happen in the kitchen; but wise husbands eat them anyway.

They now call her the jean-age girl.

### Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

**CREOMULSION**  
for Coughs, Chest Colds, Bronchitis

### EDUCATIONAL INSURANCE

Educational Insurance will give your child a chance to prepare for a successful future. The cost of the plan is surprisingly low—let us tell you about it, today.

Southwestern Life  
Educational Insurance

G. C. (Jiggs) HARTMAN  
104 E. 3rd St. Phone 45  
Hereford, Texas

## Win the 'GOLDEN EARRINGS' See KESTER JEWELRY Window

DANGEROUS MEN... DARING WOMEN...  
DESPERATE TOWN...  
THAT WAS

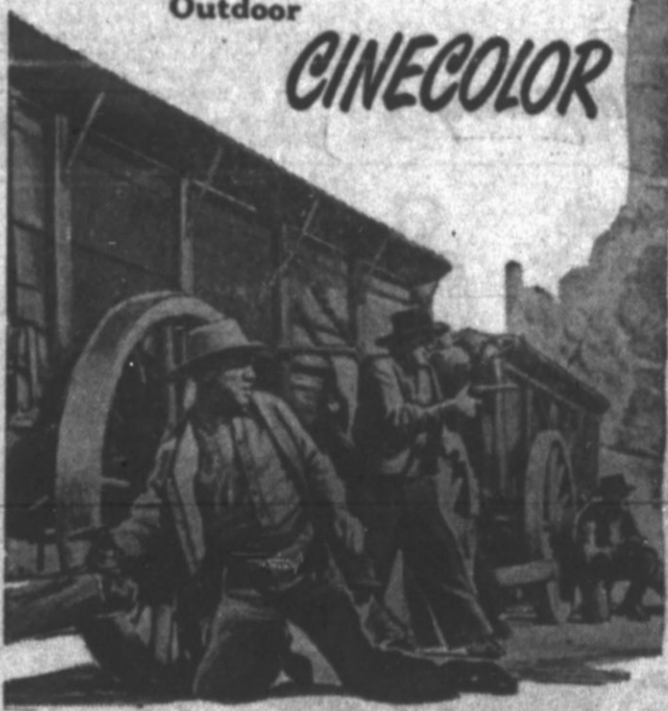
# "ALBUQUERQUE"

THE GLORY TOWN  
OF NATURE'S SPECTACULAR  
SOUTHWEST!



Filmed in  
Breath-taking  
Outdoor

CINECOLOR



From a Famous Novel by Luke Short

A Paramount Picture  
starring

SCOTT

Barbara

BRITTON

George "Gabby"

HAYES

Lon

CHANEY

RUSSELL HAYDEN  
CATHERINE CRAIG  
GEORGE CLEVELAND  
Directed by RAY ENRIGHT

A CLETON Production

STAR SUNDAY, MONDAY  
and TUESDAY

THIS DAME'S DYNAMITE!

that's why they call her...

RIFF-RAFF

with PAT O'BRIEN  
ANNE JEFFREYS  
WALTER SLEZAK

They Got Along Like DYNAMITE!

Boles Mims  
DONLEVY · HOPKINS

"A GENTLEMAN AFTER DARK"

TEXAS WEDNESDAY  
THURSDAY

The City of Sinister Secrets!

Whispering CITY

Helen DANTINE · Mary ANDERSON · Paul LIKAS

Plus

### "Man From Guntown"

TEXAS FRIDAY  
SATURDAY

TEXAS  
Sunday—Monday  
and Tuesday

"Now that you've tasted gypsy kisses, just try and forget them!"



Paramount presents  
RAY MILLAND  
and MARLENE DIETRICH  
in  
"Golden Earrings"

Murvyn Vye · Bruce Lester  
Reinhold Schunzel · Dennis Hoey  
Quentin Reynolds

MITCHELL LEISEN  
PRODUCTION  
Directed by MITCHELL LEISEN  
Screen Play by Abraham Polonsky,  
Frank Butler and Helen Deutsch  
From the novel by Yolanda Feldes

STAR Wednesday  
Thursday

IT'S TRIGGER TALK!

Johnny Mack BROWN

Gun Talk

Raymond HATTON

and

It's HEP, HOT and TORRID!

TWO BLONDES AND A REDHEAD

FEATURING JEAN PORTER  
Jimmy LLOYD · June PREISSER  
Tony Pastor and his orchestra  
A COLUMBIA PICTURE

STAR Friday  
Saturday

SONNY'S NEWS STAND  
NEW! Everything for your reading pleasure NEW!  
I solicit your magazine subscriptions.  
Intersection Highways 51 & 60

MILK... GRADE A... PASTEURIZED

Delivered Daily  
Anywhere in Hereford Ph: 680

Also on Sale in Hereford Stores!

HEREFORD CREAMERY CO.  
Cream O'Plains  
BRAND  
Butter  
FRESH CREAMERY  
HEREFORD, TEXAS

## LOOKING FOR GREENER PASTURES?

We once heard a story about an old boy who decided to sell his farm. He took a description to the newspaper and asked the advertising man to fix him an ad.

He returned in an hour or so, read the ad, handed the man \$25 and started to leave.

"Wait a minute," shouted the ad man. "Don't you want us to run this ad?" "No, Sirree," answered the farmer, "This is the kind of place I've been hunting all my life."

It's really hard to explain, but this is sort of how we feel about the community in which Fraser Milling Company is located. We had this feeling of confidence and faith when we established Fraser Milling Company back in 1939. Today, it is even more pronounced. Your wheat, processed by us, rolls into New Mexico, Colorado . . . into the South Plains . . . into Florida and California; some of it has even gone into Greece, Russia, Germany, England and Rumania.

This measure of success and community service is due to your fine spirit of cooperation as individuals, not only with us—but also with other industries and businesses in the community. Yes, we are proud to be a part of this growing community and to be able to serve and work with you as friends and neighbors.



## FRASER MILLING COMPANY

Every load of wheat we process provides Work, Taxes, Advertising, Greater Land Values and business for your community!

