Checks Trains in Ascarte

TOWN

SIGHTS, FACES

It happened Tuesday, but in this Texas Panhandle it could happen at almost any time. Here at the last of March, a woman, wrapped comfortably in a fur coat, was gazing longingly at a bright satin lastex bathing suit displayed in the window. Judging by the size of the two, however, even when the weather clears up, she'll never own that

The Golf Association met Tuesday to list prospective members and re-open their membership drive. They estimated it will cost another \$4,000 to complete the work they plan to do on the course, for bridges, markers, etc. A progress report on work accomplished disclosed sand had been laid on the greens and peat moss will arrive soon to be placed on the sand. The association hopes to have the greens seeded within the next two weeks. Barring unforeseen difficulties," said Raylan Evans. "we still plan to open July 15."

Plenty of Hereford people are going to be glad to hear that. They are getting eager to try their hand at the game on their own course-and the swingin', sweatin' swayin' and swearin' that goes with it.

Buried deep in the Around Town column is this little warning that tomorrow is April Fool Day and that should automatically put everyone on their (Continued on Page 8)

#### Formal Opening For New Station

Tomorrow marks the formal opening of Hereford Oil Company, the new service station loated at the Y-junction of Park Avenue and Highway 60.

Owners J. R. Fowlkes and R N. Larmer are celebrating the occasion by offering a free expert lubrication service to every customer who buys five gallons or more of gas, and in addition there will be a drawing for four special prizes, Friday.

First award is one passenger car tire and one oil change, second: one passenger car tire;

third and fourth, one oil change. The newly erected building features easy entrance from both the Highway and Park Avenue, due to the architectural design of twin carports on both the north and south side.

Hereford Oil Company will be distributors for Cosden products and United Tires. In addition they; offer wholesale and retail service on gas, oil, tubes, batteries, tires and accessories.

In addition to Fowlkes and Larmer, the station will employ three other men. Opening hours are from 6 a. m. to 9 p. m.

The Hereford Oil Company proprietors are also owners of Parkway Grocery, which was remodeled from the former Hereford Gas and Oil Building location on Highway 60 and which also will hold its formal open-

ing Friday. Painted white inside and out. the grocery features most modequipment throughout. There's plenty of parking space surrounding the building and the grocery will remain open evenings and Sunday. Glenn Watts

Three baskets of groceries are offered as door prizes opening

Partners Fowlkes and Larmer are both experienced along the line of motor vehicle service. Fowlkes is former manager of the Miller Auto Store here. He and his family moved here about five years ago from Arkansas where he was engaged in the automobile accessory business.

Larmer, former owner of Hereford Gas and Oil, came here in February, 1947, from Okmulgee. Oklahoma, where he was manager of a hotel.

NO RAISE IN TAXES SEEN

### City Sells \$131,000 Bonds To Serve Annexed Territory

Mayor W. E. Dameron Tuesday announced the sale of \$131,000 in bonds to William N. Edwards and Company, bonds that were voted last fall for sewerage and water extensions in Hereford.

The city commission accepted the bids Tuesday and the city engineer was immediately put to work to begin a survey of sewer and water lines in the enlarged city limits area. He will draw up plans and specifications for the new

"We can't set a date for this work to be completed," the mayor emphasized, "but we are certainly anxious to get the work underway. If possible, we would tike to have it in before the hot days of summer. but there's a lot of the work that hinges on matters beyond our control."

These bonds will have to be sent to the Attorney General for his approval; then bids for the work will have to be considered and even after the contract is let, completion date will depend on the availability of necessary materials.

"This band set-up we don't believe will increase city taxes at all," declared Mayor Dameron. "We don't intend to raise the rate of taxes. They remain at \$1.35, which has been their consistent rate for the past

The firm of Parkhill, Smith and Cooper are engaged as city engineers.

#### Court To Publish 1948 Audit Soon, Other Audits Slated Semi-Annually

on the county fire truck when for the fiscal year of 1948. This the Commissioners Court convened Monday, indicating that the court is abiding by the decision at a previous meeting to forego purchase of the truck to prepare the financial stateon grounds of inadequate money in the general fund, which they said on March 14, showed a deficit of \$3.000.

The group did, however, go on record as favoring publication of an audit of county funds

#### Schools Anxious To Find Any Students Missed In Census

Any person who might have the General Fund. Judge Foster been missed in the recent school said this report would be includcensus should notify the school ed in the published statement. authorities before Saturday. Other points in the citizen's let-April 1. George Graham, superthat the district will receive \$50 or \$55 in state funds for each scholastic.

"This includes boys or girls who will be six years of age before September 1, 1949, and not over 17 years of age prior to the same date," Mr. Graham pointed out. "We have tried to get every possible enumeration, but have likely missed a few. If you have such a case, or know of one,

please notify us." Mr. Graham said that enumerators had submitted their reports, but that the figures had not yet been tabulated, adding ing date to the particular atthat a complete report will be made when tabulations are fin-

#### THE WEATHER

Sunday through Wednesday; readings taken at 8 o'clock each

Sunday-High 58; low 38. Moisture .02.

Monday—High 68; low 37.
Tuesday—High 76; low 38.
Wednesday—High 42; low 25.
Trace of moisture. Total March moisture: .14. Total 1949 moisture: 2.74.

By PHYLLIS RADOVICH

irrisistable force.

motion followed discussion of the audit made at the preceeding meeting (March 14). County Judge L. H. Foster was named ment for publication.

The court agreed that the annual statement should be published covering the period of time from January 1, and December 31, 1948, and that during 1949 semi-annual reports would be published regarding the statement of various funds of

Fifty-eight citizens petitioned the court last week through an open letter to present an audit of county funds, and to outline detailed expenses included in ter went without official com-

#### **Potato Growers Meeting Tonight**

Hereford Potato Shippers and Growers will meet tonight at 7:30 at the County Court House for their annual election meeting and to hear guest speaker Austin Anson discuss the problems of the Texas truck farmer.

Ed Adams, president of the association, has called this meettention of association members because of the change in date. Originally scheduled for last Tuesday night, the meeting had to be postponed until tonight because of Anson's schedule.

"This is also the annual election meeting and we'd like to have as many members as we can get together tochelp us decide on the officers and policies for this next year," said Adams. Anson, who is executive manager of the Texas Citrus and Vegetable Growers and Shippers,

is well known among the potato

growers of this area. Topic of

nis address has not been an-

Outlining a definite policy on zations from Freshmen to school-sonsored activities, mem-Seniors, etc. bers of the Board of Trustees,

Lee Michael (above), Ascarte, Texas, chief of police, checks trains

assing through the community to enforce the 20-mile-an-hour speed limit

that went into effect March 20. The ordinance resulted from the deaths of

School Board Outlines Policy

On Activities, Also On Dances

two persons at Clark Road crossing, shown here. (AP Photo).

as regards dances.

ing agencies.

scope of school activities. They

further asked cooperation of

such sponsors in not involving

school sponsored activities on

the same nights-in order that

responsibility of the school

might be segregated from re-

sponsibility of outside sponsor

The complete statement fol-

STATEMENT BY

SCHOOL BOARD:

The School Board and School

Administration feels that it is

necessary to clarify the posi-

tion of the school relative to

its stand on school sponsored

activities. Since it has been the

policy of the school board and

the school administration for a

number of years to refrain

from sponsoring school dances.

we feel that it is in line for us

to state our stand on this con-

Some time ago the Hereford

School Board of Education

went on record as not being in

favor of sponsoring school

dances, as we do not feel that

We feel that the school al-

ready sponsors varied and

ample numbers of school func-

tions, some of which are:

F. F. A., F. H. A., Football,

Basketball, Track, Pep Club,

Science Club, Dramatics Club,

Student Council. Annual Staff,

Paper Staff, Glee Club, Band,

Hi-Y; Tri-Hi-Y, Class organi-

this is a school affair.

troversial matter.

We are not taking the posimet this week and publicly antion of trying to prevent other nounced the method on which organizations or individuals Hereford schools will operate from sponsoring dances at any other place than school prop-Their statement, which follows erties. We feel that is a matbelow, said that the schools will ter beyond our responsibility. not sponsor school dances, but No school trustee or school ofthat no school official or trustee ficial has ever assumed any had ever interfered with private responsibility other than the dances, sponsored by individuals policy as outlined above. or organizations beyond the

School officials would appreciate the cooperation of organizations and individuals in not sponsoring other activities involving the same students the same night on which a school sponsored activity is held, in that it is hard to segregate the responsibility of the school from the responsibility of the other sponsoring organ-

ization or individual. Signed by: Leo Forrest, president; A. J. Schroeter, secretary; S. H. Slagle, Robert Veigel, W. T. Kelly, J. L. Woodford, H. H. Miller, trustees; George L. Graham, superintendent

#### Dog License Sales Take Upward Trend

City Clerk Mabel Barnhart this week reported an estimated 20 dog tags had been sold since the beginning of the year. Since the City Commission passed an ordinance last week to enforce picked up, she said.

With the new ordinance going into effect, dog owners will be required to present proof of been vacinated for rabies before such tags can be sold.

Mayor W. E. Dameron issued tag their pets as soon as pos-

# Delegation Seeks Paved Roads In County; Highway 51 Bridge

were represented in Austin this week on two road projects of River crossing for Highway 51. wide interest over the entire The farm-to-market road preterritory. One project concerned sentation held first interest, and the proposed 100-mile network was presented by the Roads of paved highways in the farm- Committee and Court members.

Gault, Woodford Are

Polls open at 8 a. m. Saturday

election of school trustees to

School Board and School Dis-

County Judge Leonard Fos-

ter announced the polls would

remain open between 8 a. m.

and 7 p. m. Elections will be

held at the County Court

Room, the Commissioners

Court Room, the Cord Ham-

mock residence. Louis Smith

QUESTION

of the

tricts 6, 10, and 11.

On Hereford Ballot,

the court, despite heated con-

the strip in the northwest part of the county between advocates of the Ford road and those advocating the 14-Mile road. The to-market set-up, and the other This action followed endorsecommittee, threatened with opposing delegations, decided to **Ballots Short of Names For** 

Department, however. Judge L. II. Foster said he did not know if Ford road advocates were sending a delegation or not. The group had previously told the committee that they would fight the plan as recommended.

present their outline to the State

troversy concerning location of

Highway 51 delegation included supporters from practically every Texas County along the highway. The group had previously outlined plans to put up a concerted fight for a Canadian River crossing between Vega and Dalhart.

Among the delegation from Hereford who went to Austin in connection with the State Highway Commission meeting, either for the farm to market road program or the Highway 51 request are: Ira Ott, R. L. Campote in the County Court Room bell, Louis Smith, Cord Hammock, Ezra Norton. Fred Baird.

#### Commissions Approve

Voting to approve the road The election for County trustee from Precinct 1 will be paving plan as drawn up by the special committee appointed to work out a county-wide program, Room. A write in candidate must County Commissioners agreed Monday to support their recommendations and plans were made to take the proposal directly to

the State Highway Commission. A mapped outline of the roads that would be paved under the farm to market proposal was presented to the commission by A. J. Schroeter, chairman of the road committee. He asked for the sanction of that body on the

ly to stand behind the present plan and three commissioners announced their tenative plans to make the trip to Austin in conjunction with this paving project as well as the

Highway 51 meet. The commission also discussed the purchase of a fog sprayer in conjunction with the city. The city commission had met earlier and agreed to purchase a sprayer, such as was borrowed from Amarillo last year, if the county officials would help finance

the cost. Investigate Fog Machine "The court turned the matter over to the representatives of precinct 1 and precinct 2, since their constituents would be the main benefactors so commissioners Troy Moore and G. T. Higgins agreed to discuss the matter with Mayor W. E. Dameron and report their decision at the next meeting of the court. The proportionate amount of payment will be worked out be-

tween the two bodies of city

#### On the County School Board, Cattle Shipments Total 12,473 For Quarter of Year

and county representatives.

The month of March draws to a close with an approximate total of 12,473 head of cattle shipped from Deaf Smith, Parmer and Castro Counties through the office here in Hereford, according to Bruce Wooddell, animal and

Since March 18, 4609 head have been shipped out. Largest-local shipper for this period of alman who shipped over 300 head

Other traders shipping during the past two weeks include O. G. Hill, J. F. Birdwell, Lubbock; A C .Hays, Jr., Dimmitt; Marvir April 1, the deputy warned, and reminded the public that his office would remain coat his of-Benton, Dimmitt; Al Smith.

(Continued on Page 8)

Present Day Weather Recalls Early Days For Old Timers up in the morning and if it

> the know. Nothing Reliable

jers' Almanac that kept them in

This week's temperature plunge got old timers to mulling John I. Morris said he never over the days when there wasn't had been a cowboy, but he'd known farm life for half a cenany government weather foretury and that took in the period casts or cattle warnings to keep of time before radios, daily newsthem informed on weather conpapers kept the agriculturists ditions. In those days being preforewarned. pared was a matter on instinct "You just had to guess at what and the cowboys and farmers was going to happen. Sometimes had to live close to nature to you hit it and sometimes you

WE TALK ABOUT THE WEATHER; THEY DID TOO!

keep a one-jump-guess on that didn't, but there wasn't anything reliable about it except just how good a weather pre-And having nothing else to dicter you were," he said. rely on, but themselves, the Miles Roberson scratched his

people of that era understood face and commented on the climatic changes, and the fore-difference in peoples' attitudes boding signs much better. It now and then. was partly observation, partly "I don't think people used instinct, and partly the Farm- | to be so concerned. They got

was cloudy, it was cloudy; and if it was sunny, it was sunny -and that was that. They used to look at the skies. You can often tell a lot about the next day's weather by the way

the sunset looks at night," he

Jim Clark came up with new angle. If the weather really got bad, the New 'Orleans weather bureau used to wire the ranchers what to expect. Presumably when the telegram arrived, the news got around by miles from Western Union might

hear the news. As for the "old reliable methods" such as the Farmer's Almanac and aching corns, the former was discounted and the

in Deaf Smith County.

(Continued on Page 8)

latter was either forgotten or shunned. The almanac was pretty handy for a long term guess, but it covered too wide a territory and could never be counted on to supply up to the minute information on weather

Corns and Corn Shucks

Wirt Phillips declared he never had any corns, but he had a sprained ankle that kept him up on weather changes. "It was almost as effective as watching the livestock. You can tell a lot from animals. Hogs for instance word of mouth so the ranchers will bed down before a bad something."

#### WEEK If you were going back to high school what particular subject would you concentrate on?

Nester Gass: It's been so long since I've been to high school to elect a member of the Counbetter background in politics. hole That's something I never did

get at all. Mrs. Boyd Knox: Believe me I'd study more home economics. Or maybe business. I've worked quite a lot and I have really needed it.

Walter Dunlap: I can't even been so long since I went to high school. Besides that, my connections with the school these past years have been limited and I don't even know exactly what they are teaching now. I don't think I could pick out one particular subject because I believe a general course helps a student decide what he wants to do in later life much better. Most kids don't know

when they are in high school. Joe Kendall: I think it might be mathematics. I was interested sale of dog licenses, business had in it at the time, but I didn't have enough of it; didn't get deep enough into the subject. If I had more background I could follow through easier on some the fact that their dogs have things. People always have a

need for mathematics. Mrs. Tom Draper: Typing the best all around subject, I do another warning for owners to believe. No matter what you do, you can always use your typing training. If I were going back to school I would take exactly the same things, concentrating on home economics and typing.

> have had some psychology. When I was going to school they didn't teach it, and I think it is awfully important, learning to understand people. Everything I know I've had to learn just by working with people all these years Mrs. Palmer Norton: If I'd known then what I know now, I certainly would have taken more home economics and even

learned something about vocational agriculture, but when I was in high school I was preparing for a career and concentrated on subjects that would help me in the business world.

Bob Lawrence: I'm sure I'd work harder on English, because now I realize how important it really is. When I was in school storm. When they started car- I didn't like it and I didn't study rying corn shucks it meant it. Also I'd take typing because I did not have a course in it Cattle, too, react instinctively, while I was in school and in my noon hours today and tomorrow to climatic conditions. The men | work it would benefit me. As it is. I have to hunt and peck.

Trustee Elections Saturday residence and the old Edwin Morrison residence. Anyone who is a qualified voter; and a resident of the area None On County Board in which he is voting may par-

ticipate in the election.

The election of two members in designated voting places of the Hereford Rural School throughout the county for the board will be held in the County Court Room. Only two names fill vacancies on the Hereford submitted as candidates are Rural School Board, the County those of Howard Gault and Lyle Woodford.

#### Precinct 2 Residents of Precinct 2 will also

for a member of the County School Board. Retiring member J. T. Guinn, G. T. Higgins, A. J. is J. C. Morrison and no candi- Schroeter. O. P. Cowart, Lyle dates have been nominated for Blanton. Henry Sears. that vacancy. Precinct 1

#### held in the Commissioners Court

be named to fill the vacancy created by the expiring term of N. R. Miller. In the Sims District, Number 11, election will be held at the Cord Hammock residence to elect a regular district trustee

to replace C. S. Perrin and also

its hard to say, but I really ty School Board from Precinct think what I need would be a 4, which C. G Richardson now Messenger District District Number 10, the Messengen area, will hold their election at the Louis Smith resi-

dence. Only a district trustee will be chosen in this balloting because the precinct 3 member is serving a carry-over term. emember what I did study, its Joe Poindexter has been nominated as district trustee. Louis Smith is the retiring member. Bippus-Walcott

The Bippus-Walcott district. Number 6, will elect both a district trustee and a member of the County School Board from Precinct 4. Write in candidates are in order for both positions. dwin Morrison is the retiring

Carryover Trustees Continuing to serve with the Hereford Rural School board are

Robert Veigle, W. T. Kelly, H. H. Miller, Sylvester Slagle, and A. J. Schroeter. In Messenger, Wylie Wilson and George Messenger will continue to serve; at Bippus-Walcott, Buck Brownlow and Phil-

at Sims, it is E. K. Pinnell and Zerrell Thomas. Ezra Norton continues as president with B. B. Northcutt, Precinct 3, serving the only continued term.

lip Miller are on the board and

#### Wylie Roberson: I'd like to Tag Sales 3,090, April 1 Deadline

They've had a buying rush at the sheriff's office this week with Deputy Worth Covington reporting Wednesday about noon that hide inspector. 3090 licenses had been sold. He anticipated a sale of 3600

through April 1, an increase of 150 over the total through April most two weeks was Cecil Guse-2 of last year which was 3,450. Of the total sales, 1965 were for passenger cars in the county and Covington predicted a sale

of 2200 or more passenger car licenses this season.

Hise, Salina, Kansas; Dan Guse-man, Mr. Mayfield, Dimmitt. Charlie Burke, G. L. Willia, for the benefit of last-minute

### area, Mr. Dameren said. two years"

## AT ANTHONY'S Friday and Saturday APRIL 1st and 2nd **MARY MORGAN**

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Factory Representative of KABO CORSET CO..

will be in our store to assist you in selecting the correct garments for perfect fit, and appearance. We invite you to take advantage of her knowledge and experience which is yours for the asking.





Here is a high art which comes only from fully matured designing talent. Today in fine corset departments, coast to coast, KABO is a word for figure glamour for every age from

TEEN to QUEEN!





See the KABO Gar-

ment today!

**NEW STYLES!** 



This new boncless girdle reaches three inches above the waistline to nip-in the waist and accentuate a smooth-rounded. hipline. Criss-cross elastic abdominal feature gives boneless comfort control. It's a must for new fashions. Satin elastic front and back



SUMMERFIELD NEWS

#### Royal Ambassadors Meet Wednesday Sandra Wright is Hostess at Party

eft Tuesday for Dallas, where

Mrs. Hubert White went to Bo-

ble funeral services at the First Baptist Church for Mrs. Icy

By BOBBIE WALSER

Sandra Wright was hostess to Mrs. Lemmons will enter a hosslumber party Friday night. ital for treatment. Those present were Joye Jobe, Martha Brown, Georgia Lewis, Barbara Rogers, Barbara Boyd, vina Monday to attend the dou-Virginia Cwens and Sylvia Mc-

The Ivery Miller R. A.s met at Bond and Miss Dorinda Bond, the Summerfield Baptist Church old friends of hers. The two Wednesday afternoon for their women were killed in an auto-second meeting. L. J. Clark is mobile accident on the Canyon their leader. Following a short Highway last Friday. Funeral program, they played baseball. Mrs. Guy Walser served candy bars to those present: Don and Charles Russell, Joe and Gene Streun, Leaton and Richard Clark, Billy and Freddy Lookingbill, Pete and Marshall Wilson, Wayne and Donald Walser, Bill Ray Beavers, Gene Statts, Bob Noland, Larry Cannon, Chester Stewart, and L. J. Clark. Visitors were Mrs. Jim Clark, Mrs. Ed Russell, Mrs. Guy Walser, and Kenny Walser,

F. M. Wallbright and son Frank have returned to their home after a few days' hospitali-

Mr. and Mrs. C. R. Walser, Mr. and Mrs. Earl Lance, Jerry and Ann Lance, recently returned from a two week vacation in Hot Springs, New Mexico.

Mr. and Mrs. Carl Lee, Dorothy, Charlene, Jackie and Carolyn attended the Volley ball tournament in Amarillo Satur-

Mr. and Mrs. O. C. Stone and children spent the week end in

Mrs. L. F. Carter spent a few days in the Deaf Smith County Hospital this week. Mr. and Mrs. Criss Clark and

family have moved 15 miles south of Summerfield. Mr. and Mrs. Frank Huckert have been improving their farm home, having added a room and

a new garage. Mr. and Mrs. Lynn Powel-son and girls have moved to Hot Springs, New Mexico to make their home, after having sold their home here.

Mr. and Mrs. Gene Johns and son have moved from Portales, New Mexico to the Lynn Powel-

son place here.

Mr. and Mrs. J. B. Noland, Linda. Larry and Bradly Lookingbill spent the week end in Hot Springs with Mr. and Mrs. Ky Lawrence and Jerry Bea No-

Mesdames Ray Johnson, B. E. Roberson, L. L. Cannon, C. R. Walser, Jim Clark, L. H. Lookingbill. Lee Curry. D. C. Walser, Charlie Noland, Guy Walser and the County Federation meeting in Hereford Friday.

Joan Walser attended the Volley-ball tournament in Amarillo Saturday.

Sixty people were present at the Summerfield Baptist Church Sunday morning. As there were no evening services, several attended church in Hereford.

and family of Amarillo were guests of relatives in Hereford Sunday. He is the son of Mr. and Mrs. F. M. Kester.

Mr. and Mrs. W. J. Reeves and daughter returned Sunday from a business trip to the South Plains last week. They spent the week end in Friona with her sister and family, Mr. and Mrs. S. T. Thornton.

Todd Herrington spent Tuesday in Amarillo o nbusiness. Mr. and Mrs. Fred Neff left

last Wednesday for Dallas, where she underwent an eye operation. They are staying at the Jefferson Hotel while Mrs. Neff is under treatment following the operation. They are expected to arrive back in Hereford Satur-

Wayne Evans and son David left by plane for St. Louis Thursday afternoon to spend a few days on business. They will stay at the Chafe Hotel and plan to return to Hereford Wednesday.

Grand spent from Saturday, until Monday here visiting with his parents. Mr. and Mrs. Louis Le-Grand, and with her parents, Mr. and Mrs. John Sexton. They returned Monday to their home in Waco, where he is employed.

and son Allan returned Saturday from Dallas, where Allan underwent medical treatment.

Mr. and Mrs. Robert Lemmons

ervices were conducted by Rev. Robert Butler, former pastor of be small, its diameter is 866,000

Sell Thru the Want Ads! the earth's.

Although the sun appears to the Methodist Church in Farwell. miles, which would make its density a million times greater than

J. C. RICKETTS. REALTOR

Irrigated farms, Wheat land, Ranches Your business appreciated

IF YOU HAVE NOT ALREADY DONE SO

PLEASE

RENDER YOUR PROPERT FOR CITY TAX AT ONCE

TAX OFFICE LOCATED

IN THE CITY HALL MABEL BARNHART

TAX-ASSESSOR- COLLECTOR CITY OF HEREFORD

# Get the MOST for Every Food Dollar



SHELLED PECANS Fresh Shipment

FRUIT COCKTAIL Hunt's in Syrup

**ENGLISH PEAS** 

Ranier Brand Hunt's No. 303 tall can 15c

**PEACHES** 

BLEACH

Energy Full Quart



Large Bunch Head CAULIFLOWER

Large Bunches

RADISHES **GREEN ONIONS** 

JC

**Humpty Dumpty** Tall Can

lb. can

GELATIN DESSERT Shurfine Assorted Flavors

Tastewell No. 2 can **PORK & BEANS** 

BAKERITE

All Hydrogenated Shortening 53-4 oz. glass only MACKERAL

TREET OR PREM

JOHNSON'S GLO-COAT Qts. RQc Pts.

SALAD DRESSING

COFFEE . Shurfine, none finer lb.

COFFEE Folgers — Lb.

2 lbs. for 49¢

Pkg. 21¢





Sensation

Mrs. Lyle Blanton and Mrs.

Mr. and Mrs. George L. Le-

Mr. and Mrs. Herman Neff

New Hardwater Suds 2 large Boxes for

36c BREEZE

Amazing No-Scum Suds 2 large boxes

39c

FAB With Superwetting

action . 2 large boxes 49c

> VEL Large Box

29c

MARVENE Large Box

10c Lifebouy Soap

25c

LONGHORN CHEESE, full Cream FISH, Bestpakt Perch Fillets

OLEO, Admiration

35¢ lb. 1b. 39¢ BACON, Morrell's Sugar Cured, Sliced 45¢ lb. layer lb. 39¢ SAUSAGE, Pure Pork, Home Made

2 lb. for 35¢ **CANDY Fresh Shipment Orange Slices,** 1b. box 49¢ CANDY, Chocolate covered Cherries PAPER CUPS pkg. of 8 2 pkgs. for 25¢ With Handles for hot drinks 2 lbs. 25c

**DATES, Dromedary Pitted** 

POP CORN Bulk, Home Grown

Hereford Super Market

107 W. FIRST PHONE 117 ASSOCIATED GROCEAS



GAYLORD NEWELL

#### The Herefor Brand

Published Every Thursday Our Slogan: "More l'eople-More Farms" Hereford, Deaf Smith County, Texas -- Phone 30

HOLMAN AND GILLENTINE .......... Publishers Subscription Rates: \$2.50 per year, Zone 1; \$3.50 per year out-

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#### Notice to the Public

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

#### Home Demonstration Club Council Makes Plans To Attend District Meet

POPULA Spring Toxics AT SAVINGS

STORE-WIDE Spring Specials

25c ENERGINE SHOE WHITE 19c

**BEXEL Special Formula** 

SARSAPARILLA COMP.

"B" COMPLEX VIT. 100s

1.00 NERVINE

35c ENERGINE

60c MURINE

50c ENOZ Moth Cryst.

25c YARDLEY Hair Rinse

WALDORF GLASS WAX

SHOWER BATH SPRAY

1.50 TONI REFILL

**FLY SPRAYERS** 

**70c RUBBER GLOVES** 

1.00 CARDUI Tonic

Plans to attend the Home Demonstration Club district meet to be held in Canyon April 14. were made Saturday at the onstration Club held in the court house Saturday afternoon. Mrs. Henry Kinsey, president, directed the meeting.

Group singing of the official Council song opened the meeting with Mrs. V. E. Dodson as leader and Mrs. T. J. Parsons:

Committee reports were given as follows: Mrs. Bob Fullwood, marketing; Mrs. Ed Cox, exhibits; Mrs. Ira Ricketts. expansion; THDA, Mrs. Earl De-Hart; and Mrs. DeHart, THDA chairman, reminded delegates that reports must be filled out and returned to her by April 1. DeHart also announced placed in the county library.

ford Home Demonstration Club. Included were Children's garments made by Mesdames Ida regular monthly session of the Vaughn, Elton Brooks, Carlos Deaf Smith County Home Dem- Vaughn, Howard Gore and Jimmy Mercer. Bippus and Fairview Clubs will prepare exhibits for the next regular meeting of the

> Mrs. Earl DeHart discussed the relation between county practical hints for making leathhome demonstration clubs and er articles and "Men of the Soil" per, CHDA, explained the roll was on glove making and both calls listed in year books and leather and fabric gloves were discussed other special topics of made: The next meeting will be interest to the council. Mrs. V. E. held in the home of Mrs. Louie Dodson served as official re- Olson. porter and Mrs. Earl Dyer gave instructions for electing delegates to the district meet.

Delegates to the April 14 dishibition held by the West Here- No. 3. Alternates will be Mrs. Hardy Benson.

CLOSE Rexall DRUGS

5.95

89c 59c

89c

89c

29c

17c

49c

49c

1.39

59c

98c

49c

| Paul Hoff, & Mrs. Roy Boyd, 2; and Mrs. Ethel Layman, 3. West Hereford, North Here-

ford, South Hereford, Wyche, Progressive and Frio Clubs regis- In Recital tered 100 per cent representation at the meeting and other clubs represented were Bippus, Dawn, Ford. Sims, Westway, Cultural and Heiselman.

Attending were Mesdames Ronald Matthews. Ethel Layman, Lowery Walker, V. P. Walker, A. E. Jury, Henry Dobbs, J. T. Richardson, Ira Scott, A. C. Hershey, R. T. Stewart. Owen Andrews, V. F. Dodson, Fred Saltzman, P. L. Carmichael, M. T. Sparkman, J. E. Dyer, Henry Kinsey, C. P. Norton, Earl Dew Hart, H. M. Bensen. Ira Ricketts, Tom Draper, Edd Cox, Tom Garner. C. A. Vaughn, W. A. Spring-er, Ida Vaughn, R. E. Barrett, R. A. Fullwood, Mary Bodkin, E. F. Rickels, R. L. Wilson, T. J. Parsons, Grady Parsons, C. L. Bogle, E. L. Brown, Roy Boyd and Miss Ara Lewis.

#### **Cultural Club** Makes Gloves

Cultural Home Demonstration Club met with Mrs. R. C. Childers Thursday afternoon. Members answered roll call with the Texas Home Demonstration was chosen as the club song Association and Mrs. Tom Dra- The lesson for the afternoon

Hardy Benson, Texas Tech student from Hereford, has joined the Flying Club at the that reading lists , had been trict meet will be Mrs. Earl Lubbock College. He plans to Dyer, delegate No. 1; Mrs. R. A. fly up some week-end soon to Mrs. Edd Cox directed the ex- Frye, No. 2; and Mrs. Ira Scott, visit his parents, Mr. and Mrs.

Your Choice!

Rexall Mi 31 or Rexall Klenzo

ANTISEPTIC SOLUTIONS

PINT 69°

Rexall One Cent

COMING SOON PRIL 20, 21, 22,

CURITY FIRST AID KIT

DELSEY TOILET TISSUE

3 Rolls 39c

CASHMERE BOUOUET

·59c

2.00 to 5.00

GIBSON EASTER CARDS

MARTHA WASHINGTON EASTER CHOCOLATES

1.49

#### Dick Wilson To Be Presented



sponsored by Hereford music teachers, will be Sunday afternoon, April 3, when Mrs. Glenn Snyder will present Dick Wilson, son of Mr. and Mrs. Bob Wilson, in a piano concert at the Methodist Church at 3 o'clock. He will be assisted by David Goldston, voice pupil of Miss Mattie Mae Swisher. Ushers will be Jon George Fraser, Don Robert Crutchfield, Irene Witherspoon and Janie Womble.

Dick's program will include: "Tempo De Minuetto," "Toccatina" (Bach), "Sonatina in C," "Minuet in F" (Mozart), "Prelude in A Minor," "Prelude in C Minor" (Chopin), "Minuet in G." 'Fur Elise" (Beethoven), "The Bee" (Shubert), "The Forest Brook" (Trujussen), "Liebesfend" (Kerisler) and "Rhapsodie" (Eckstein) ...

Friends interested in hearing the program are invited to at-

Mr. and Mrs. Frank Terrell eturned Friday after attending uneral services conducted earlier in the week for his cousin, C. B. Terrell, 60, of Fort Worth. Mr. Terrell died suddenly from heart attack at his home and uneral rites were conducted in Royce City where he had form-

erly made his home. Mr. Terrell had been a member of the Methodist Church practically all of his life and was actively associated with the work of the First Methodist Church of Fort Worth until his

# Neek-End Specials

#### THREE S5 BASKETS OF GROCERIES TO BE GIVEN AWAY

Register Friday - Winners' Names will be posted Saturday Morning FREE SOUVENIRS FOR EVERYONE! Plenty of free Coffee Saturday

BEANS Coffee

RANCH STYLE No. 300 Cans ---

WHITE SWAN

2 for 25c

9 for \$1.00

BLEACH PEAS

TOMATOES

Cauliflower

ONIONS, Green

**FLOUR** 

CONCHO No. 2 CANS

AUNT JEMIMA 25 lb.

CONCHO No. 2 CANS

BUICK will build them

# Parkway Grocery

T WEST OF HEREFORD OIL COMPANY LOTS OF FREE PARKING SPACE

# Try a Want Ad' The BUY in Big Cars Folks are calling it Not much question about it now. or break of stride in your forward going. THE BUY IN BIG CARS

#### FRIDAY and SATURDAY SPECIALS

50c TEK Tooth Brush 26c 39c 75c MOLLE Shaving Cream 69c 1.00 VITALIS Hair Tonic 29c 50c Jergens Hand Lotion 39c **60c ALKA SELTZER** 75c PHILLIPS MILK OF MAGNESIA

THE CHIEF INTEREST of your REXALL pharmacist is to cooperate with your family doctor in relieving your ills and restoring you to good health. He will fill every prescription conscientiously and capably.

for a cozy Sunday evening tune in THE REXALL RADIO SHOW starring PHIL HARRIS and ALICE FAYE

Folks have had time to look them all over, size them all up, match respective merits - and the verdict still stands: It's ROADMASTER!

For here's the size and bearing and comfort that make you Mr. Big wherever you go.

Here's a ride so firm and soft and level you begin to understand why it sets standards others strive to equal.

Here's the quite unmatched silkiness of Dynaflow Drive, with never a halt or jerk

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening

Above all, here are the things you want more than anything in an automobile. Lifelift-a swift and soaring eagerness waiting only your toe-touch to put you in command of any highway situation.

We'd like to prove all this to you by putting you behind a ROADMASTER wheel. Like to prove, with a hard-boiled matching of figures, that your dollars do their biggest job of the times right-here in ROADMASTER.

Drop in, any time. We're ready always to take your order with or without a car in BUICK alone has all these features

Silk-smooth DYNAFLOW DRIVE\* . FULL-VIEW VISION from enlarged glass area • SWING EASY DOORS and easy access • "LIVING SPACE" INTERIORS with Deep-Cradle cushions . Buoyant-rid QUADRUFLEX COIL SPRINGING . LIVely FIREBALL STRAIGHT-BIGHT POWER with SELF-SETTING VALVE LIFTERS plus HI-POISED ENGINE MOUNTINGS . Cruiser-Line VENTIPORIS . Low-pressure fires on SAFETY-RIDE RIMS . DUREX BEARINGS, main and connecting rods

BODY BY FISHER. #Standard on RCADMASTER, optional at extra cost on SUPER models

322 NORTH MAIN

**COGDELL MOTOR COMPANY** 

HEREFORD

651-J.

# AT ADS

#### Notice to Classified Advertisers:

Effective July 1, and thereafter, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand: Thursday:

No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date. Sunday:

No ads will be accepted after 12 o'clock Saturday. immediately preceding publication date. Identical rates will be maintained in both publications.

1st. insertion .......4c per word Each Additional ......3c per word -when paid in advance!

No Blind ads will be accepted in either publication!

Phone 419-P.

Row Tool Bar

Row Cultivator

Single Action Disc

Ford Tractors

1-2 Irrigation.pipe.

Land Float

ter Storage Tank.

22-foot Massey Harris

12-foot Jeoffry Hoeme

Oliver Front Row Bedder

ERNEST NEFF

FOR SALE

See Judge Chas. Ingram,

Court House

Vega, Texas

the Star Theatre, "Hills of

Home," starring Edmund Gwenn

and Donald Crisp, for news tip

'or sale: Oliver 80 1947 model

l-row lister and planter. Priced

\$1800.00. Excellent condition.

Por sale: One 1945 IHC W-9 trac-

FOR SALE

Automobiles

FOR SALE BY OWNER

7 Super Deluxe Plymouth

oor Sedan. Driven less than

See C. M. HICKS

415 25 Mile Ave.

or sale, '47 Studebaker Land

ruiser 4-door. A one-owner car,

ow mileage. Good condition,

hone 380, days, and 384-J,

ELMER COMBS-

Westway Store

PRICED FOR QUICK

SALE

5-room house, basement, mod-

ern, on pavement, Near all

Call or Write

BEN R. EZZELL

Canadian, Tex. Ph. 210 or 346-w

schools. One or two lots.

Company.

ee Oliver-Miller Implement Co.

В-2-39-2-е

B-2-23-39-tf

B-2-20-13-2p

B-3-13-2c

B-3-21-37-tfc

B-3-12-4C

B-3-13-2-e

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Thresh Lots of Grain.

er Co. W. B. Boston.

Brand Office.

ast on Hiway 60:

ondition.

2-row Oliver Digger

FORS READY TO GO. JOHN

WOOD EQUIPMENT COMPANY

International model 41 Sugar

Beet planter used on 150 acres.

and Sons, Plainview, Texas.

B-2-11-38-tfc

#### FOR SALF Miscellaneous

the new floor safe on disin the Hereford Brand indow. It is the economical d safe way to protect your

B-1-30-tfx

B-1-30-tfe

We Have It! FEED MOLASSES

Any Quantity FRASER MILLING CO.

r sale: One J I Case hay baler n automatic blocking attachent, one mower, side delivery ke, sulky rake, Jeep, one autoatic cale trailer. Machinery in cellent condition. Must sell I have sold my farm. E. D. uin, 13th Yonker St., Plainw, Texas, Pnoné 9005-F12. B-1-45-12-3p

r sale: Colored stepping stones. E. Wester, Phone 446-J.

B-1-10-12-tfc sale: New 10-HP Johnson

board motor, gear shift. Cecil inter, Phone 760-J. B-1-13-39-2c

r sale: One frieze living room ite. Mrs. Earl Nipper, Phone

B-1-12-39-20

For sale or trade: 6-volt bactery radio, table model. Good condition. Wincharger tower optional. Roberta Campbell, Route 3, Hereford.

B-1-19-39-2p

Battery raised fryers for sale. Oressed by order only, on Mondays, Wednesdays, and Fridays. For sale: 10 foot oneway plow Write Box 486, 1/2 mile west on with power lift. Good condition. Harrison, 1-4 mile north. We de- | Can be seen at H. E. Miller Oliv-

B-1-26-39-3p Nursery: Assortment of evergreens, glads, dahlias, fruit trees and flowering shrubs. Mrs.

J. F. Ward. B-1-15-39-tfc For a news tip Mrs. P. H. Gilil-

nd has two tickets at the and office for the "bigger and ter musical," "Words and usic" starring Mickey Roonand Judy Garland, showing at Star Theatre April 3, 4 and

For sale: Ever bearing strawrry plants. Hereford Floral Shop, Phone 773.

B-1-11-13-2p airchild Cornell .... \$600.00 per Super Cruiser .: 1650.00 nson 150 ......2275.00 nson 450 HP Reliant 2550,00 49 Model Swift .... 3600.00 te 1948 Navion .... 7200.00 Twin Cessna ...... 1285.00

BOB SILER Ph. 2-6724 P. O. Box 1377 Tradewind Airport Amarillo

For sale: General Electric Frigidaire, gas ranges, wool and concoleum rugs, cabinets, tables, Mrs. E. J. Williams, 615 Union

B-1-20-13-tfc

For sale: Baled alfalfa hay. Wire FOR SALE OR TRADE tied. Cheap. A. E. Thomas, 1/4 1938 Oldsmobile, Motor Overmile north of cotton gin. auled Radio & Heater. B-1-17-13-6p 10 Foot Wood Boat, Good Shape

For sale: Small house to be moved. Edith Hughes. Phone

B-1-11-13-2p

For sale: Two 9 x 12 congoleum rugs. Cheap. Phone 642-W. T-1-9-13-1k

#### FOR SALE Form Equipment

FARMERS

Protectyour valuables in a fire- For sale: 4-door 1947 Buick seproof home safe. Minimum cost. dan, one-owner car. Also '48 GMC | cash. Write Charles Crudgington, See these safes at the Hereford to pickup. Cogdill Motor Box 88, Amarillo for appoint-Brand.

USED CARS

1947 PLYMOUTH 2 dr. SEDAN Above Average

1947 PLYMOUTH Radio and Heater 1941 DODGE 4 dr. Sedan Radio

and Heater 1940 DODGE Four Door Sedan

A one owner car. 1939 PLYMOUTH Four Door

Sedan. Cheap. 1937 DODGE Business Coupe Make us a Reasonable offer COMMERCIALS

For sale: 8 ft. Hoeme plow 1946 DODGE 1 1-2 ton truck, with extensions, practically new Grain Bed Ivan Block, Route 1, Phone 246-1946 WILLYS JEEP 4 wheel

B-2-16-33-tfc NEW WHITE IRRIGATION MO-

A Good clean pickup. 942 DODGE One Ton Pickup Dual Wheels-Grain & Stock Sides 941 DODGE One Ton Pickup

Dual Wheels-Grain & Stock Like new. \$225.00. C. E. Carter, 939 CHEVROLET 1-2 Ton-

Pickup. Good Motor 1939 CHEVROLET 1 1-2 Ton B-2-22-38-8p Truck. A Bargain. 1937 DODGE One Ton Pickup

Massey Harris 4 row Tractor A Good Old Pickup. TRELAND MOTOR COMPANY Ph. 180 218 West Third Dodge and Plymouth Dealer В-3-13-2-е

#### REAL ESTATE For Sale or Trade

Go West Young Man Go West

13-foot Steel Tower and Wa-Goff Armstrong lives out there at House, New Mexico and has a lot of cheap B-2-39-4-c farm and ranch land for sale. He'll treat you right. For sale: IHC 3-bottom 14-inch

B-4-50-60p moldboard plow on rubber, \$325. Omar Hermsmayer, Phone 6068, Perfect half section near Here-719 W. Sixth, Amerillo, Texas. ford. Nice modern improve-B-2-20-39-2p ents on pavement. Priced right 'nder irrigation. Owner will ell 160 acres of this land and One I. H. C. No. 11 1929 Comake the purchaser a lease on oine. Good Condition - Can

> r. J. CARTER REALTY CO. B-4-7-tfe for sale: Modern two bedroom house, double garage. Newly

e other 160 acres.

uilt. Two lots. Call 801-J. B-4-14-39-3k new 3 bedroom house, double arage, on pavement, \$9000.00. new 3. bedroom house double H. C. Bowsher has two tickets arage. \$9000.00. for the April 6 and 7 show at

New 5 room house \$8000.00, G. I. an \$4700.00 Payable 30.30 mo. New 4 room and garage \$5250 .-

n the road paving. Call at 3 room house 1 lot \$2000.00 lown payment \$1000.00, bal-

nce 30 month. J. M. HAMBY New Shamrock Station on Highway 60 West Hereford

B-4-38-tfc

FARMS FOR SALE

or, good condition, new tires. one practically new model C, Irrigated 320 acres, 70 grass 2 -C tractor, substantial disnew houses on pavement near ount. Ray Kerschen, six miles Hereford, 165 acres has large B-2-28-13-3p

Irrigated 320 acres, 285 cultivation, 2 wells, 2 new houses, lairy barn and other improvements, \$150.00 acre. Irrigated 160 acres, 147 culti-

vation, 85 acres wheat. Im-5,000 miles and in first class proved. 7 miles Hereford, price \$165.00 acre. \$8400 loan, \$10,000 lown balance on second lein 1-7 of erop.

Irrigated 160 acres all in cultivation, good well, in Hereford district, Price \$18,000. Good oan value.

J. M. HAMBY New Shamrock Station on Highway 60 West Hereford

REAL ESTATE Irrigated Farms, Dry Land Farms, Homes and City Proper-

CHARLES SOWELL 228 Ci. St. Office Ph. 792 Res. Ph. 193-W

T-4-5-tfc 640 acres in North Deaf Smith County, 10 miles Southwest of Vega; 500 in good late wheat, 1-3 goes; modern four room home, new windmill, good water and plenty for irrigation; barn. good hen and brooder houses; \$442.50 per acre, with \$10,000

B-4-38-tfe

uled Sunday, Monday, and Tuesday at the Star Theatre, with Mickey Rooney and Judy Garland. Call at Brand Office.

For sale: Twenty acres, all tillable. Modern 6-room rock house. all kinds of fruit, good roads, school bus, mail route, good fishing, three miles from Rogers, Coupe. Really a clean car. Ark. \$11,000.00. Owner W. E. 1946 PLYMOUTH 4 dr. Sedan Sanders, Route 2, Rogers, Ark. B-4-38-13-3p

For sale: New house, 3 large rooms and bath, built-in cabinets. To be moved. See Dutch Link, 241 F Street. Phone 277-J. T-4-21-13-1c

CHOICE Irrigated and Unirrigated Farm Land. City Property. P. O. Box 506 - 338 Main E. B. POSEY, REALTOR

Hereford, Texas

T-4-50-tfc

For sale: New 6 room stucco home-large rooms, hardwood West Hereford at new Shamfloors, floor furnace. Venetian blinds, landscape, back yard fenced. \$7,950. 1203 8th Ave., Canyon, Phone 591-J. T-4-26-11-5k

GLENN WEIR

REALTOR Houses, Lots, Farms. 10 and 20 acre tracts. Listings apppreciated 104 MAIN STREET Phone 200 Res. Phone 452-W

E. W. CAWTHON

E. W. CAWTHON
has for sale
a nice four room house, fifteen
Leveling and Plowing Service. hundred cash balance long time Motor grader and bulldozer to pay can move as soon as work, land leveling, and all deal is closed. Т-4-13-1-е

FOR RENT For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC.

B-5-14-2-tfc Office space for rent: Main Inquire at Hereford Brand.

B-5-10-26-tfc Room for men. 109 Ave. A, Phone 77-W. Call after 3 p. m. B-5-8-36-tfc

or rent: Furnished apartment. Bills paid. 712 12th Street. B-5-9-11-tfc

For rent: Apartment furnished or unfurnished. Elizabeth Wom-B-5-8-3-tfc

For rent: Unfurnished apartnent. Call 425-J.

For rent: Bedroom with private entrance. Phone 904-W. 113 Fullor Street.

B-5-11-39-2k or rent: Unfurnished apartent, couple only. Phone 563-M.

212 Catalpa. B-5-10-39-2p For rent: Two room furnished ouse. Ralph Smith. Phone 771-

T-5-10-13-1p licely furnished one room apart-

ment. Mrs. W. I. Valentine, call For rent: Bedroom, private en-

trance: Man only. Call 152-W. Mrs. W. I. Valentine.

for rent: Furnished garage apartment. 126 25-Mile Ave. Phone 584-J.

privileges. Lady only. 111 West 'or rent: Two room furnished

For rent: Bedroom with kitchen

apartment. Private bath. Bills paid. Phone 779. For rent: Desirable downtown

furnished apartment. Hereford Motor Co. B-5-9-13-tfc

For rent: Desirable two room duplex apt. Furnished to adults. Electric refrigeration. Private south entrance. Built ins. First class bed. Polished hardwood floors. Utilities paid. 711 E. 3rd.

T-5-28-13-1k For rent: Two room furnished apartment. 501 Ross Avenue,

Phone 847-W. For rent': Two room furnished apartment. 307 Park Ave.

T-5-9-13-1p WANTED

Wanted: Deep plowing, breaking sod, and listing. Snoderly Bros., Hereford Tourist Camp.

B-6-12-39-4p

For personal items of interest, Wanted: from one to four sec- FRIO NEWS Mrs. Clarence Hollabaugh has tions of land to summer till for two tickets to see "Words and wheat for another year. E. D. Route.

> Wanted to buy: Used truck. J K. Baker. Phone 589-W. B-6-10-13-tfc

7. Dressmaking-Ironing Dressmaking, suits and alterations. Phone 537-W. Mrs. W. W. Rhodes, 123 Norton.

B-7-12-10-7p Custom made buttons, belts, buckles and button-holes. Mrs.

Hazel Sparks, 340 Schley. Phone

B-7-14-39-20

NOTICE NOTICE

Rock Station.

We buy and sell second hand furniture. We also sell on commission tractors, cars, combines and anything in the way of machinery, you can bring it in and park it on the lot, or we will try to sell it where it is. J. M. HAMBY & FRED BELL

B-10-3-tfe children on April 22 at the com-Bring your hats to K's Hat Shop for retrims.

B-10-9-12-3c Combine Users Attention: Write for information and prices on our New 1949 Electric Headers Lift Control for combine harvesters. Dealers wanted. HYATT MFG. CO.

Kimball, Neb.

T-4-45-tfe 11. BUSINESS SERVICES

types of plowing. Call D W Wallace, 831-W or George Byrd, B-11-24-tfe. 9015-F-3

Washing: Washing and ironing. 220 25-Mile Ave. Mrs. Fletcher Cole. B-11-10-10-tfc

Belts, Buttons, Dressmaking and alterations, Mrs. D. P. Mathies. Phone 305 W: 224 Ave. C. 12-11-13-tfc

WANTED Your Refrigerator Repair Work Satisfaction Guaranteed Walker Refrigeration Service 3rd & Schley

Phone 402 Hereford B-11-37-tfc ROOM AND BOARD Block East New High School

Phone 408-W

NOTICE

o people living east of Here ord and west of Canyon, we ave Maytag Washers, Ironers natural and Butane Dute ven Ranges and Singer Sew ng machines for immediate de very We service any mak-

asher CUNNINGHAM MAYTAG CO. Canyon, Texas hone 405

T-11-23-tfc Let us Book YOUR FARM SALES JACK COULTER, Auctioneer, CLINTON JACKSON, Clerk 809 N. Main

Ph. 243-W

Hereford T-11-8-tfe SEPTIC TANKS Cleaned, built and repaired. All Work Guaranteed. See STATE SANITATION &

SUPPLY Today. Box 23 or 318 C Street.

T-11-2-tfc

13. LOST AND FOUND Lost on March 20: Tie that goes on a grey coat. Has muskrat tails. Small reward. Send to 1609 W 13th, Plainview, Texas, or leave at the Brand Office.

## T-13-28-13-1c

Mr. and Mrs. John Patton and Mrs. J. O. Newell spent Sunday visiting in Canadian with their sister, Mrs. Estelle Todd, who is recovering from a recent ill-

Mr. and Mrs. I. O. Crosthwait eft last Friday for Hobart, Oklahoma, where they attended the funeral of her brother, Tom Bostick. They returned Monday afternoon.

Mrs. Dawson Schnack and baby daughter of Sweetwater are here visiting with her parents, Mr. and Mrs. E. B. Harris. She plans to return home with her husband this week end.

#### Music," the musical show sched- smith. Plainview, Texas, Olton Volunteer Entertainment is Feature B-6-23-12-3p Of Regular Community Night Program

By MRS. OWEN ANDREWS

community program was made up of volunteered numbers. It consisted of readings by Larry Dobbs and Joe Ed Andrews, song by Lester and Don Irwin accompanied by Lester on the guitar, song by Mrs. Olin Parris and Mrs. David Yandell accompanied by Lester Irwin on the guitar, song by Walker Parris with his own guitar accompaniment, song by Gladys and Oma Thompson, song by Charles Ralph Springer, quartet by Wade Thompson, Henry Dobbs, Olin Parris and Leonard Irwin accompanied by Irwin, violin music by E. F. Vogler with Lester Irwin playing guitar accompaniment, Song by Winnie Jo and Don Irwin, and plano and guitar music by Mrs. Owen Andrews, Clark and Glenn Andrews. The

munity center. Mrs. Jack Johnson and Rone left Saturday for Stamford for several days visit with Mrs.

Johnson's parents. Mr. and Mrs. R. O. Bennett and small sons of Lubbook were in Hereford renewing old acquaintances Saturday. He is a Mercury and Lincoln dealer in Lubbock, The Bennett family lived here about twenty years ago and Mrs. Bennett will be remembered as Miss Nola Mae Brumley, who

taught school at Frio about that time. Those playing softball and baseball at the Clin Parris home were J. B. Wade, Oma Ruth and Gladys Thompson, Lester and Velma Irwin, Lometa, Brometa, Hartman and Loyd Swindel, James and Clark Dobbs, Clark and Glenn Andrews and Ray Nelle Ivey. Others visiting the Parris home were Mr. and Mrs. J. H. Dobbs, the M. B. Odom family, the Hiram Odom family and Grandmother Odom. The Odoms are from south of Dim-

mitt and Miss Ivey is of Dimmitt. Mrs. C. M. McClure went to Amarillo Thursday to be with her sister, Mrs. Frazier, who underwent an eye operation. On Sunday the McClures visited vada Shannon. the Frazier home at Sudan.

Elizabeth Ann McReynolds of Friona spent the week end with this week. her grandparents, Mr. and Mrs.

W. C. Lowery here. Mr. and Mrs. Howard Lowery F. H. A. meeting in Canyon on visiting wth her grandparents, and daughters, Nelda and Betty Saturday. and Miss Lamerlas Berryman of The M. B. and Hiram Cdom

Amarillo spent Saturday night On Friday night the regular and Sunday in the E. B. Berry-

day with Lester Irwin.

Mrs. H. E. Lindley. Those spending Saturday night planned entertainment will be a spelling match for adults and planned entertainment for the children on April 22 at the community center.

Mis. Raymond Mobiley and Danson of Brownny, and Lee Johnson of Brownfield. Misses Dorothy M o b l e y
and Lamerias Berryman were
honored by the occasion, as er, W. H. Andrews, H. F. Benplanned entertainment for the

fey of Brownfield.

Mr. and Mrs. Henry Dobbs at- In Plainview Show tended P. T. A. meeting at Dim-

E. B. Berryman accompanied

Misses Evelyn Gene Benson

man home. Gene Dickson of Hereford spent Friday night and Satur-

Mr. and Mrs. Jack Shirley are announcing the birth of a daughter, whom they have named Judie Dianne, at the Dimmitt hospital on March 23. Their son Jessie is visiting with Andrews and also in the A. T. Mrs. Shirley's parents, Mr. and Jones home.

in the H. M. Mobley home were Mr. and Mrs. Claude Price of Floydada, Mrs. Leila Taylor of Throckmorton and Miss Dorothy Mobley of Amarillo. On Sun-day, others who took dinner with noon to start the work. Mrs. the Mobleys were Misses Sue and Jack Johnson directed the work. and Lamerlas Berryman and after having attended Mrs. Dra-Nelda Lowery, Mr. and Mrs. Floyd Cole and Jana, Mr. and present were Mesdames Dayton Mrs. Raymond Mobley and Dan-Chisholm, Glen Grip, Jack Johnhonored by the occasion, as Mrs. Mobley had prepared the son, A. T. Jones, Owen Andrews, dinner as a birthday surprise for Miss Alma Andrews and a visitboth. Mrs. Taylor, who is Mrs. Mobley's mother, has been making an extended visit with Mrs. Price, another daughter, and was planning to return to her home at Throckmorton this nie Andrews. The next meeting week. Sunday night supper is to be on April 14 at the home guests of the Mobleys were Faye of Mrs. Jack Johnson. The pro-Smith of Amarillo and Rex Shef- gram subject will be "Landscap-

Mrs. Lowery attended baptismal services at the First Baptist Church in Hereford Sunday. Her granddaughter, Dora Ann Lowery, and nephew, Kenneth Ray Adams were among those baptized at the Dawn Baptist church. Both Miss Lowery and Margaret Odom, Dewey and Bob Kenneth Adams have lived in Clearman Will Aid this community.

mitt Tuesday night.

the J. E. Warricks to Wellington intendent of the Guernsey De-Sunday where he visited his parents while the Warricks visited their sons, Laurence and Vilman Warrick and their families. LeRoy Shannon of Lubbock spent the week end with his parents and sister, Rev. and Mrs. R. L. Shannon and Miss La-

Mrs. H. D. Robbins and Mrs. T. L. Sparkman have been ill Johns, manager of the show.

Andrews family, Barbara Snow, Tawana Thompson and Delores Ann Andrews. Mesdames Parris and Yandell

Thompson home.

families of Dimmitt were Sunday dinner guests in the W: H.

Sunday dinner guests of the Leonard Irwins' were Mr. and Mrs. Fred Walton, the Owen

eport that their Grandfather Parker is improving, following his recent heart attack. He is seventy nine years of age and unusually active for his years.

Mrs. Charles King of Amarillo, and Mrs. Elmer Jones and daughters of Dumas visited Wednesday with their parents, the J. E.

FRIO H. D. CLUB MEETS The Frio H. D. Club met in the Henry Andrews home Thursday for a glove making program. Ten women started gloves, sevper's glove making school. Those present were Mesdames Dayton or, Mrs. Mormon, and the following children: Janet Chisholm, Ronnie Johnson, Tommie and Bonnie Sparkman, Carrol Robbins, Jana Cole, Jackie and Roning" with roll call on "Perennals that I have to Exchange." Mrs. J. E. Springer, of Hereford, has been asked to be guest

Tulips."

speaker on the subject of

"Bulbs-Daffadils, Gladiolas, and

County Agent Hugh Clearman has been named assistant superpartment at the 22nd annual Panhandle-Plains Dairy Show to be held in Plainview, April 9-

R. L. King, Castro County Agent will serve as superintendent of this division. Announcement of the appoint-

ment of Clearman and his ac-

Mr and Mrs. Clarence Holla-

ceptance came from Ray Lee Miss Lois Jane Hollabaugh of and Sue Berryman attended an Amarillo is spending two weeks

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funds . . . dealing with home folks. What's more, you make interest and

principal payments right here at the bank-another handy, time-saving advan-

much does it cost? Your interest is the low net rate of 4%, on the un-

paid balance. No extra charges . . . No stock obligations. No fees and no commission to pay . . . only the usual abstracting or title policy and recording can I get my loan? You get quick, expert service-no red tape . . . A

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aren Conklin
s Jean Smith
rene Duggan
lary E. Hund
Dorothy Lee

#### **SCHEDULE OF EVENTS**

Thursday, March 31 — Internation Harvester Show at 8:00 in auditorium. Friday, April 1-Hi-Y Carnival Monday, April 4-Hi-Y meeting Wednesday, April 6-DeMolay meeting

Thursday, April 7—Dramatics meeting. Friday, April 8-WMN Banquet Saturday, April 9-Concert Sprint meet

#### **High School Driver Training Courses** Are Sought For Every City in State

sociations to encourage a course in high school driver training in every major city and town in Texas next semester was made today by W. A. "Cap" William-son, vice-president of the Texas Automotive Dealers' Association. Started in 1943, high school driver training in 1948 was taught in 350 schools where credits were given, and in an additional 236 schools which granted no credit, a total of 586

Franchised new car dealers in 75 cities, members of the state association of automobile deal- widely scattered colleges and ested in sports by playing sanders, had given outright or had universities. In these courses favorite sport is football to aned automobiles to schools for "behind the wheel" training. Training of youths of high school age in theory of safe driving and actual driving experience has the approval of the Texas Congress of Parents and Teachers, the Texas Safety Association, the Department of Public Safety, Texas Automotive Dealers' Association and other

A plea to parent-teacher as- | matter of early training," Williamson said. "If a child grows up knowing the safe, courteous thing to do when he is behind a wheel, he has a much better chance of being an accident-free car driver." The State Department of Education has recognized the need to teach good driving to our future citizens at an early age. Williamson pointed out. During 1948, 13 courses in were offered by the state at teachers and 143 prospective teachers. Thus, teachers themselves are trained before at-

"The course is popular, and only in rare instances has it failed to receive the fullest cooperation from all agencies involved after being installed in a "Driving habits are largely a high school," Williamson said.

how to drive a car.

#### As A Teacher Sees It

By MR. JAMES GARNER

We teach mathematics in our schools because it is essential in our daily lives. Proof of this is found in the increasingly great demands being made for training which will enable an individual to perform a wide variety of mathematical operations with speed and accuracy. All studies in mathematics.

(arithmetic, algebra, geometry, trigonometry, etc.) are interwoven and overlapping, having one big aim in common-the solution of problems. Mathematics is one subject in our curriculum that gives formal training to the mind in the processes of thinking and reasoning. Certain known facts are stated, assembled, organized, and interpreted into meaningful new facts or valid conclusions. This is an ability, and, indeed, an art that may be correllated with other subjects throughout a lifetime.

Mathematics is the tap root of the tree of knowledge. It and the other basic sciences (astronomy, botany, zoology, biology, etc.) are the roots of the tree that bears fruit in the form of all the applied sciences (medicine, engineering, education, etc.)

It is the basis for new inven-

tions. It is a living subject. It has beauty and a particular place of its own in this modern

Each course in mathematics has definite objectives and aims. Mathematics has a language all its own. Sufficient skills are Lola Verne Pitts - Stuck-up needed by the student so that he can interpret his analysis and thinking. There is a constant Miss Carlie Rae Frye spent ed out of school last week relationship between mathema- last week end visiting friends are moving to Arkansas. tics and life. Our peace time in Lubbock.

greatness and our success in war are dependent upon our mathematicians.

Mathematics, more than any other subject taught in our schools, is consistent throughout the years. It is a permanent and it is universal. It is the same anywhere, anytime. The law of mathematics is perfect. When nature's laws, the laws of mathematics, are disobeyed by us, we suffer.

The symetry, the beauty, the orderliness of the universe, and of mathematics, leads one to conclude that there must be a spiritual significance to mathematics. It unshackles the mind and leads to truth, which is the goal to which we all aspire.

#### MY PET PEEVE

Joyce Potter - Parsley and Betty Smith - Liver and unfriendly people. Emma Jane Brown - People

who are two-faced. Robert Betzen - conceited Ted Houston - Back aches in

the high jump. Jo Ann Witherspoon - Short dresses and tight. Delores Wester - Washing her

Joyce Rose — People who try to make her lose her temper. Joan Southern - Her little brothers' pestering her.

**SPORTS SLANTS** By PAT CORBETT

Old West Texas surely has ived up to its name for the track meets the Hereford High School Whitefaces have entered in this year. The wind has kept the times down and hampered the field men too.

While I'm on the subject of track the track field around the turf at Whiteface Stadium has been improved greatly in the past few weeks. Dirt has been brought in and it has been packed level and dragged. The 100yard dash can also be run off on the new straight away. It has been run on the football field for the past years.

The Whitefaces were in a dual meet with Dimmitt a few weeks ago. The Bobcats returned the meet at Hereford last week along with Dalhart and Tulia. The meet at Dimmitt was a good one considering the wind and the new field at Dimmitt. Some of the high lights was a 10.2 100yd. dash turned in by Duane Christian and a 2.15 880-yd, dash by Neely Kimbrough.

Did you know that: Jesse Owens still holds the world record for the 100 and 220 yd. dashs. The time for the 100-yd. dash was broken last year by "Pel Mel" Patton of the Clympic team but didn't count because of a slight wind.

The Exes of Hereford High School: Johnny Rogers is home on leave from the U.S. Army. He lettered in football and baske ball at Hereford High School in 1946 and 1947.

This week's sport fan is Mr. Bill Stanford, teacher of Vodriver education and training cational Agriculture at Hereford High School. He became interwatch and softball to play. Babe Russell was his favorite high school athlete and John Kimbrough of Texas A&M was his tempting to instruct students as favorite college athlete. His favorite pro athlete was Babe Ruth of the New York Yankees. His biggest sport disappointment was when Texas University beat A&M in 1940 when the Aggles had been unbeaten up to then and his biggest sport thrill was when A&M beat Tulane in the Sugar Bowl in 1940.

#### Senior Who's Who

Name: Dwight Wilson. Ambition: Waiting on advice of aptitude test.

College: Oklahoma University. Likes: Math, friendly people. Dislikes: Cats. Offices Held: P. M. C. of De

Organizations: DeMolay Name: Neely Kimbrough. Ambition: Engineer. College: Rice U. or Texas U. Likes: Sports, food. Dislikes: Work.

Organizations: Hi-Y. Name: Martha Thomas. Ambition: To be a dress designer. College: Amarillo Jr. College.

Offices Held: President stu-

dent Council '47-48.

Likes: Sports, food. Dislikes: Nothing Offices Held: Secretary of Dramatics Club and vice-presiient of Tri-Hi-Y. Organizations: Dramatics, Pep

pella choir, Sub-Deb Club. There are some 250 species of the wren family.

Club, Tri-Hi-Y, Rainbow, A Ca-

BEWARE OF IMITATORS!

Roses are red. Violets are blue. copied from you, And I flunked, too.

QUACKERS

Mother: "How do you like the Father: "It's O K but I need ome cheese.'

Mother: "Cheese, why cheese?" Father: "You know I always did like cheese with quackers."

#### CORNY

Customer: "I got some corn syrup here last week and it's no.

Clerk; "We are sorry. What was wrong with the corn syrup?' Customer: "I've been putting it on my corns all week and they're still there."

#### STOVEPIPE

Teacher: "Can anyone tell me how a stovepipe is made?" Johnny "First you take a big hole, and then you wrap some tin around it."

#### TOO FAST FOR JIMMY

Lady next door: "Johnny, where's your brother, Jimmy?" Johnny: "He's in the house practicing our duet. I beat him

#### TIMBER

Two giant trees in a great forest had been chums for many, many years. One day the wood choppers came along and one of the big trees was cut down. As he lay on his side trembling from the fall, his chum asked what was troubling him. The fallen giant looked up at his old pal, and sadly said: "I'm stump-

#### HERE'S A SOLUTION

Son: "Dad, wny aid you sign my report card with an X instead of your name?"

Dad: "I don't want your teacher to think that any one with your grades could possibly have parents who can read and write.'

#### Seniors Look Forward To April 21-24 Trip

The Seniors are eagerly looking forward to April 21-24 and Craterville, Oklahoma, Craterville Park is a dude ranch and all dudes and dudesses are

### "Church Service"

By EVELYN LEE

Have you ever sat quietly and watched the emotions that play upon people's faces as they sit through a service in church? I have. Just the other day I hap,pened to notice what pleasure this practice gave me; there, fore, I have decided to pass my little "tid bit" of information on to you. Of course, I always notice the minister first. He steps to the pulpit as one who likes his work better than any other work, but one who knows it is difficult indeed. Ther, as he preaches, I watch the glow in his eyes that tells the world that he can not fail because God and he are together. Next, I notice the older Christians in the congregation. As they eagerly anticipate his, the preacher's, next words and nod their agreement or murmer an "A-men," I seem to feel the encouragement that flows from them to the minister; however, they are not the only ones whose attention the minister has. Almost always, there is one who-begins to realize the plight of his soul, in its present state, and listens anxiously or tearfully for guidance and help. Last, but not least, are the Christians who have about the same poor standing as I. These may grow drowsy, or their minds may wander to what to get for dinner, who has a pretty hat, or who is absent, but when the service in finished; they, as I, have a peace and comfort that can only be obtained by being in the House of the Lord. Probably, when these

two days last week. Mr. Durham was out of school one morning of last week. Mrs. Blanton took the place of Mr. Durham and Mrs. Groom during their ab-

Lucy and Chris Wegner checked out of school last week. They Douglas Wayne Tuck entered | Solar System.

Mrs. Groom was out of school ischool at Junior High on Monday, March 21, but he checked out on March 22.

Several Junior High students are planning to enter the new Junior High band which is being organized.

The eighth grade banquet is to be on April 14. The theme is the

the minister gave, they will realize that, unconsciously, they

neard most of what he said. After the service, the health of those absent and present is inquired; the lady who has been grieving, because a loved one is not a Christian, is comforted, the preacher (or maybe a new convert) is congratulated, and all go their ways with a satisfied feeling that they are again brothers and sisters.

#### **Teachers** Who's Who

Name: James W. Garner. Subject: Mathematics.

Favorites: 1. Beef steak-hen ggs. 2. A Tale of Two Cities; Peace of Mind. 3. True, Saturday Evening Post.

Christians need the information ing, reading, gardening, Sports harmony, and music quality all of all kinds. Likes and Dislikes: 1. Honesty

and truthfulness in people. 2. A cheat and a liar. Opinion of the subject taught Mathematics is the tap root of the tree of knowledge.

### Quartet Presents Pleasing Program

The Ambassador Quartet and Bell Ringers were not only good singers, but they also had wonderful personalities. They offered a program of music, both vocal and on the bells, ranging from popular to operatic selec-

Dressed in beautiful costumes and dramatizing many of their renditions, they presented an extremely picturesque and gay

blended into a program that was superior and pleasing.

Their unusual music on the Swiss Bells didn't fail to please their appreciative audience on Tuesday, March 22, when they presented their program before the students of Hereford High

nonmusical. The former are produced by sound waves in a rhythmic pattern; the latter are irregular waves which do not occur at equal intervals.

The Philippines, although rich in bird life, have few native ani-

lated to the water buffalo, is the largest native m a m m a }

#### Panel Discussion Held At PTA Meet

The regular meeting of the P. T. A. was held Tuesday, March 22 at 8:00 o'clock in the High School Auditorium. The second year home economics girls presented a style show, featuring the dresses and suits they made. Sounds are either musical or After the business was taken care of they were led in a panel discussion by Rose Stephan and Danny McLallen. The subject was "The Home as a Laboratory for Economic Independence.".

Those on the discussion were: J. W. Witherspoon, Bill Stanford, Mrs. Elmer Patterson, and the home economic instructor, Mrs. Don Little. After the meeting was dismissed everyone was served cookies and coffee by the third year home economic girls in the home economic labora-



SEE OUR BIG DOLLAR DAY AD

IN SUNDAY'S BRAND

### Grade School Operetta Holds Interest For Large Audience

One of the outstanding cul-tural events of the year oc- Dances; Mrs. Guy Herd, Mrs. W High School Auditorium when the pupils of Central School presented the operetta, "A Little Bit of Holland," by Karin As-

Under the direction of Carl Johnson, Central School music teacher, the operetta concerned itself with two American twins. Dorothea and Theodora, who were visiting their relatives, Jan, Carl. Peter, Leisel. Katrinka, and Hilda in Holland The Dutch children go all out to acquaint their American kin with the typical Dutch customs and traditions, including presentation of the national bird, Mr. Stork, demonstration of Dutch cleanliness, and rendition of the tulip dance, all against a colorful background of Dutch houses and

Credit for excellent performances goes to Dorothy Williams as Dorothea, Martha Bookout as Theodora, Bryce Kelly as Jan, Carroll Whitesides as Carl. Frank Waldrop as Peter, Stephen Slagle as the Stork, Glenna Gault as Leisel. Linda West as Katrinka, Sondra Beams as Hilda, Jimmie Bradley as Hans, and Jan Wallace as Franz. Special credit goes to Stephen Slagle, le, members of the cast who

sang solos. Tulip girls, who formed the chorus and had part in most of the dances were: Carolyn Cook. Sandra Childers, Anita Mathews, Barbara Edens, Lynell Best, Suzanna Renfro, Virginia Witherspoon, Betty Ford, Ella Marie Williams, Joan Brown. Peggy Graham, Janet Chisholm, Donna Wooddell. Theresa Wood, Phyllis Goettsch, Wilsena Witherspoon. Charlotte Lawson, and Janet Lindley Mrs. Elizabeth Bonesio was accompanist.

Committees in charge of production were: Mrs. J. M. Hutchson and Mrs. Elizabeth Bonesio,

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AND LOAN ASSOCIATION Clovis, N. M.

curred Tuesday night at the L. Thompson, Mrs. C. D. Martin, and Mrs. Phil Radovich, Scenery; Miss Ela Aikman and Mrs. J. D. Bruner, Costumes; Mrs. Merlin Kaul, and Miss Mary Bradly. Properties; Mrs. Byron Durham; Mrs. J. M. Fortenberry and Miss Vida Hicks. Flowers.

#### **Hospital Notes**

Patients discharged from the hospital: Billy Flowers, surg.; Judy Hoff, med.; Angelita Medina, med.; Donnie Hardman. surg .; Ronnie Hardman, surg .; Mrs. L. W. Loerwald, med.; Mrs. Ray Watson, med ; Mrs. A. S. Brooks, surg.; Mrs. Wayne Evans, D. B.; Reese Kesler, med.; Mrs. Earl Prather, surg .: Mrs. A. A. McMillan, surg.; C. S. Inman. ned.; Ronda Kay Moore, med.; Mrs. Marie Breitling, surg.; Alma Beroggins, emerg.; Mrs. Buena Breitling, med.; Mr. J. M. Partine, emerg.; Marjorie Sue Muse, & A: Sandra Harper T & A; Mrs. Wilson Wyly, med.; Mrs. W. H. Gentry. O. B.; Jolyene Carlyle. med.; Joe Varagas, med.; Frank Perez, Jr., med.

Patients in the hospital: J. H. Ross, med.; Mrs. W. P. Axe, surg.; John Lesly, med.; Mrs. W. H. Jan Wallace and Jimmie Brad- Vick, surg ; Mrs. N. Froelick, urg.; Otto Wetsel, med.; Mrs. Bill E. Kendall. O. B.; Bobby Jail Gilbreath, med.; Rudy Valiez, med.; Lloyd Brannon, surg.; Melba Jean Hawkins, surg.; M.

. Allen, med.; Francis Hill, med.; Aubyn Earl Hodges, Jr.,. med.; Joy K. Smith. med.; Mrs. R. A. Massey, surg.; Linda Strain, med.; Mrs. Wanda Martin, O. B.; Mrs. Eugene Bagwell, med.

Mrs. Francis Hardwick underwent an operation in Clovis Memorial Hospital Wednesday morning, and her condition was reported as satisfactry yester-day afternoon. Mrs. Hardwick has been confined to the hospital for the week preceding her operation, and will remain there for several days.

Rev. and Mrs. S. E. Eldridge were in Amarillo Sunday to hear Dr. Walter Maier, International Lutheran Hour speaker, deliver an address at Amarillo Municipal Auditorium.

ATTENDS MEET IN FT. WORTH

Mayor W. E. Dameron lett Wednesday for Fort Worth where he visited with his son, Billy, a student at TCU. Dameron, who 's Vice-President of the Christian Churches of Texas Conference, and the only officer from the Panhandle, met with other officials to plan the Conference to be held in Waco the last of April. He returned to Hereford Saturday.

A CARD OF THANKS

With deep gratitude and appreciation do I thank the Bell Telephone Co. and the local office for installing my telephone so soon after realizing my great need for one. Also to Mr. Cowart of the Chamber of Commerce. and a "Big Bouquet" goes to Jimmie Gillentine, the editor, for printing my letter.

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PURASNOW

FLOUR



#### Hereford Women Attend Methodist Meet In Pampa

Members of the Hereford Wo-man's Society of Christian Ser-in the conference Each society vice of the Methodist Church in the conference Each society week end were Mr. and Mrs. C. in the Northwest Texas Confer- L. Jordan of Hedley, Mrs. Rainey ending the annual North West ence of the Methodist Church Westberry of Dallas and guests Texas Conference meeting. The sessions will be held at

pa with the executive board dinner at 6:30 Tuesday evening. A in the conference. business session opened Wednesday's program and at noon the luncheon served by the WSCS ty, and Mrs. Don Davidson. of the McCullough Methodist Church, Mrs. M. B. Hilburn, Lubbock, conference president, will preside at the formal opening. Mrs. Homer Brumley is conference recording secretary and on the program committee.

is expected to send a delegate. in the Dishman home Sunday Each guild also is entitled to a First Methodist Church in Pam- delegate. There are 235 societies Johnson and son Tony of Paand 40 Wesleyan Service Guilds ducah. Paul Dishman, Mr. and

board was complimented with a president of the Hereford socie- Texas Tech, were here to visit

Mrs. Utl Crosby of Lubbock, a former Hereford resident, is vice president and program chairman for the session.

Mr. and Mrs. Pat Jones and baby of Amarillo were in Here-

#### PERSONALS

RELATIVES VISIT IN DISHMAN HOME

Guests in the home of Mr. and Mrs. P. L. Dishman over the were Mr. and Mrs. Billy Clifford Mrs. Dishman's son who is a Others attending from Here- student at Texas Tech. and ford are Mrs. A. B. Christian. Charles Johnson, also attending with the out-of-town relatives over the week end.

C. L. Kinsey of Hedley is visiting in the home of his son, D. C. Kinsey, this week.

#### TO ATTEND CONVENTION

ter. Mrs. Aaron Rose and Syble to go to Abilene to attend the Baptist Training Union Convention to begin Thursday. Syble will take part in the contests.

Mr. and Mrs. L. R. Blavins and daughter Cherry Ann left Saturday on a short trip to points in California.

Mr. and Mrs. Henry Benson and children were in Shamrock the past week end for a short visit with relatives.

Mr. and Mrs. Carl Frye have returned from Fort Worth where they spent the past week.

Sunday dinner guests at the Lyle Blanton home were his sister and family, Mr. and Mrs. Otto Samuelson of Canyon, and Mr. and Mrs. Darrel Blanton and

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ARMOURS MILK  2. Tall 25c  ARMOURS PORKS BEANS  2. Tall 25c  2. fans 25c  2. fans 25c  3. cans 33c  SHORTENING  ARMOURS VIENNA SAUSAGE  Can 17c  ARMOURS	Picnics Armours Star 1b. 39c BACON Sliced 1 lb. layer 43c  SAUSAGE Cloth Bag Country Style lb. 32c  CHEESE Longhorn Cream Lb. 39c  SALT PORK Side Streaked lb. 35c  With Lean HAMBURGER All Fresh Ground 39c	
CHILLWITH BEANS  CORNED HASH  Con  16 oz. Can  21c  Can  Can  Can  Can  Can  Can  Can  Ca	Oranges California, Sweet 29c APPLES Delicious Ib. 19c LUG TOMATOES Ib. 27c CARROTS GREEN ONIONS RADISHES Bunch 6½c GREEN BEANS Ib. 17c	Golden Brown Crusts, Filled with Delicious Cherries ea. 35c CHERRY PIES 35c Pine For Making Sandwiches, Delicious Toasted 11-2 lb. loaf 100% Whole Wheat Bread 20¢ Fruit & Nut Filled ea. 25c Fresh From Furr's Bakery lb. pkg. 31¢ VANILLA WAFERS Delicious Served with Hot Coffee and Milk dozen 15¢ DINNER ROLLS
Dash NAME THE PUPPY GET ENTRY BLANKS AT FURR'S	RED POTATOES 10 1b. mesh 45c	Gol. Bot.

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3 for 25c

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Admiration

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Ib.

31c

Fresh Corn off the Cob

Del Maiz Niblets

12-oz Cans

IVORY SNOW

# Long Time Ago

county courtroom Monday after- be built by the county." an- had asked the business men to

"The Commissioners Court of vited members of the Advisory also whispers that there might Board, local physicians, and all be a 'frame-up' in letting the leaf Smith County, headed by business men. The subject for dis contract. He said that the court the new Judge, W. E. Dameron, cussion was the present status desired full and complete publi-tield an open session in the and history of the hospital to city about all these things and

nounced the April 1, 1924 Here- attend so that every phase of ford Brand. "In opening," the the criticisms might be threshed Brand continues, "Judge Dameron stated that the court had heard of some criticisms of its course in the hospital matter, in the employment of the architect, in the selection of the site, and

the hospital. . . ." Big announcement for the week was the re-election of Mayor .Wm. M. Knight as Mayor of the City, and election of C. H.

Dyar and J. O. Newell as City Commissioners.

out. As he has only been in of-

fice a few days and is therefore

only partly informed about what

has gone on in the past he called

upon J. E. Hill to discuss the

court's work in the past with

relation to the construction of

Big Wrestling Match Another story informs readers of "one of the most sensational wrestling matches in the history of the Panhandle", which according to an announcement by Omer Baker, representing the Hereford Firemen "is on the cards for the near future." A match was "closed up between al Farley, Amarillo's little champion, and former A. E. F. champion, and Jensen, blond grappler who calls Hereford his home and has yet to lose a match here." . . . "Many efforts," states the Brand, "to match hese two men have met with failure, but Mr. Baker's persuasive eloquence won out last week and Farley finally agreed to meet the clever Swede. The match will be staged in the Stock Pavilion at an early date, the exact date to be announced shortly." And the Brand urges that those farmers who desire to compete for the cotton prizes offered by the Hereford Chamber of Commerce and the First State Bank and Trust Company for the best yields on the 1928 crop are to be given one more week in which to file their figures, according to decision made at the weekly luncheon Monday."

Fords Cost \$295 An ad from the Ford Motor company prices Ford Touring Cars at \$295.00 f.o.b. Detroit, with the friendly reminder "If you do not wish to pay cash for your car, you can arrange for a small payment down and easy terms on the balance. Or you can buy on the Ford Weekly Purchase Plan."

An item from the Progressive column reads: "Friday was company day. Their booths dressed up, Ward. Higgins, and Progressive anxiously awaited their visitors. But to their horror, at an unusually early hour, one rather unexpected visitor-A Mr. sand Storm, came tripping across the western pastures at a rapid rate. Surely he would irighten every one away, but not so. By noon the house was filled to an over flowing eapacity. A program suitable for the occasion was rendered by the three schools. Judge Dameron, also, favored us with some timely remarks. And then there was the dinner-plenty and to spare. And then came the nour for races, baseball, etc. But. alas! Sand Storm blinded our eyes. So summoning the crowd and gathering our books we lifted our voices in song— and despite the frightful day we were glad we lived in the Panhandle of

Texas!" Local News Items

Among the local items were: 'Mrs. D. N. Cox and son, Wallace and .Mrs. H. Whitechurch and Miss Bobbie Aston went to Amarillo last Friday;" "Mrs. Jennie Thompson went to Amarillo Monday to visit her daughter, Mrs. H. B. Roberts;" "Born to Mr. and Mrs. J. L. Hoffman a daughter, March 31;" "Mr. and Mrs. T. E. Suttle went to Amaillo Monday morning;" "Mrs. Lloyd Blackwell and daughter, Maxine, left for their home in Amarillo Tuesday morning. Mrs. Blackwell is a sister of Cooper Morgan and visited in the Morgan home since Sunday."

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**OUR STORE-SERVICE QUALITY LOW PRICES ARE AS NEAR AS YOUR TELEPHONE** 

(Prices Good Thursday Friday and Saturday) WE DELIVER

Del Monte RAISINS Red & White 15 o. pkg. 7 No. 2 Cans VIENNA SAUSAGE Red &White ean Red Sockeye PORK & BEANS Tall Can Brimfull - 3 16 oz; cans Brimfull SWEET PICKLES GREEN BEANS

Marco - Stuffed Tall Jan Finest of Fine Blends

Halves in Syrup Red & White Little Boy Blue - No. 2 1-2 Can Fancy Pkg 23¢ PEANUT BUTTER Marco 1 lb. pkg. MACARONI Waxtex 125 ft **WAXED PAPER** Red & White PEACHES

FLOOR WAX Old English Pint MINUTE RICE TOMATO JUICE

EASTER EGG DYE

Halves PEARS Brimfull - No. 2 1-2 Can Brimfull — Peach — Apricat

Whole Frosted lb. 25c

Marco 8 oz. pkg.

**STRAWBERRIES** 

PEAS & CARROTS Birds Eye:
Frosted Pkg.

PICNIC HAMS BACON Wilson - Quality Sliced PORK STEAK

**EGG NOODLES** 

Sliced American CHEESE

Dainty Pak Frosted 12 oz. pkg. 19c

GREEN BEANS

**FRUITS & VEGETABLES** 

VISIT THIS DEPARTMENT FOR NEW LOW PRICES OF QUALITY MERCHANDISE

7 Delicious Flavors Red & White Gelatine Dessert Pkg.

10¢

HUNTER'S



Lower prices are here - right here at CITY FOOD - and what's more, they are here to stay. You'll be able to buy these foods at these prices today, tomorrow - and next week, too. We don't believe in misleading weekend "leaders." We believe in making every price a low price every day because, in our book, that's the only way to play fair and square with customers — the only way to make their shopping easier and really economical.

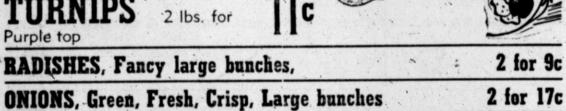
ADVERTISED PRICES ALWAYS ARE GOOD AT BOTH OUR STORES. SHOP THE ONE MOST CONVENIENT TO YOU.

OLEOMARGARINE, Nu-Maid l lb.	23c
VELVETTA, Cheese Food, Kraft 2 lb. box	73c
SHORTENING, Crustene, 3 lb. Carton	63c
PEACHES, Halves in Heavy Syrup, Hunt's 21/2	25c
COFFEE, White Swan 1 lb. can	,49c
PIE APPLES, Comstock, No. 2 can	23c
SPINACH, Del Monte No. 2 Can 2 for	33c
PORK & BEANS Van Camp, No. 303 can 2 for	25c
MINUTE RICE, New, Already Cocked, pkg.	13c
PURE HONEY, Burleson, 2 lb. jar	59c
HOMINY, Van Camps No. 2 cans, 2 for	25c
CRACKERS, Hi-Ho, 1 lb. box	29c
CATSUP, Libby's 14 cz. bottle	17c
MACKEREL, Van Camp Tall Can 2 for	r 45c
PICKLES, Sour or Dill, Treasure State qt.	- 27c
PRUNES, Sunsweet Tenderized, 1 lb. box	21c

To Fresh Fruits & Vegetables CELERY Ib.

CARROTS 2 17c Fancy Ige. bunches for

TURNIPS Purple top



SPUDS, Long Whites 10 lb. for ORANGES, California, Plenty Juice .

5 lbs. 44c

49c

MARKET VALUES

HAMS, Small Average Isl Grade 1/2 or Whole Ib. 48c BACON, 4-8 lb. avg., by the piece, 1/2 or whole 53c lb. 69c STEAKS, Loin, AA Grade 39c LUNCH MEAT, Assorted, lb.

Mr. Dallas Phillips has been employed by our No. 1 Store to better serve your Grocery needs. He comes to us well-experienced and we join with him in inviting your trade.

No. 1 at Second and Main Phone 15

No. 2 on East First Phone 430

MESSENGER NEWS

#### **Erection of New Community Center** Is Project of Messenger Residents

By MRS. BCB WYLY

About forty interested, people n the community met at the Broadway in Lubbock. home of Mr. and Mrs. Wilson Wyly Friday night to discuss the possibilities of building a compopular subscription. The drive day. thus far has been very successful. The building site will be located on the northeast corner of Cecil Northcutt's land, on the Harrison Highway:

Mr. and Mrs. J. E. Rouse are visiting relatives in Oklahoma this week.

Mr. and Mrs. Harris Evans and ons visited in the home of Winford Perry in Adrian Sunday. Mrs. Cecil Northcutt is visit

irg this week with her daughter Latrice, who is attending Lindenwood College in St. Charles,

Mr. and Mrs. Elmo Jones of Lubbock visited in the home of Mrs. Jones' mother, Mrs. Josie Busby over the week end. Mrs. N. A. Brown is ill in an

Amarillo hospital Joey Poindexter has been confined at home the last week with the measles.

Mr. and Mrs. L. E. Beene spent the week end in the home of her sister, Mrs. L. E. Holland and family of Elida, New Mexico. Mr. and Mrs. E. M. Jack and Mrs. Alta Wyly visited with Lee Wilson in Pearson, Oklahoma

ast week-end. Mr. and Mrs. Walter Zukoski of Lorenzo, Texas were the week-end visitors of the W. H.

Clements family. Mrs. J. C. Poindexter of Lubbock visited in the home of Mr. and Mrs. T. J. Poindexter Tuesday of last week. Mrs. Poindexter is the grand-mother of T. J. Poindexter.

#### Heiselman Club Makes Gloves

The Heiselman Home Demonstration Club met Thursday afoot. afternoon in the home of Mrs. Robert Wingate with Mrs. E. L. Brown, president in charge of Francis Hardwick. "When you the business session.

ection of Mrs. Oscar Bronnion and Mrs. Henry Kinsey.

he Ford Club at the Ford School. St. Patrick's Day refreshments vere served to Mesdames Henry Kinsey, Johnnie Dosier, Oscar Bronnimon, E. L. Brown, Walter Lemke, Lorin Creitz, E. B. Pounds, A. H. Jordan, Robert caldwell, and the hostess. Mrs. Calvin Murray and Mrs. Welon Reno were guests.

#### ersonals

Mrs. Seth Holman spent the rst few days of the week in marillo visiting with Mrs. H. . Neeley. Mrs. Henry Gooch reurned to Hereford with her for everal days visit.

Mrs. W. A. Teter left Wednesly morning, called to Wood-ard, Oklahoma by the serious lness of her sister, Mrs. Pearl shellhart.

Dr. and Mrs. Jack Russell and mall son, Bill of Lubbock visted Sunday with his parents, Ar. and Mrs. W. H. Russell. Dr.

Russell is a chiropodist and has just opened an office at 2023

Earl W. Wilson, former judge of Deaf Smith County, now of munity center. It was decided to Childress was in Hereford seeraise money for the project by ing to business interests Tues-

> Cortland, Savage, son of Mrs. Alwyn Savage, returned to Childress with Earl W. Wilson, and visited there Tuesday and Wed-

#### Cattle Shipments

Dimmitt; Louis Woodford, Mike Flynn, Amarillo; W. Mac Jackson, R. J. Ramey. Olpe, Kan.; Murphey and Ryker, Riverton, Wyo.; Charlie Fristo, Lovington, N. Mexico.; Reinauer Brothers, O. G. Hill, Jr., J. S. Kemp. Dimmitt; Mrs. E. Herring, Amarillo; Charles Mapes, Dimmitt; Allen Dawson, Amarillo; W. G. Russell, Amarillo; and Joe Wag-

Latest figures for the month of March bring the 1949 total of cattle shipments to 16,184 head. January listed 1,895 and February 816.

"I wouldn't estimate how many head of cattle are left in the county," said Wooddell, "but there are still plenty of animals around. April is going to be a big shipping month, too."

#### Present Day

(Continued from Page 1)

pointed out that when the weather was good you'd find several calves in the pasture with only one cow to watch them, but if a spell of weather was brooding. every cow would be right there with her own calf.

And one rancher pointed out, if the horses in the pen were playing around and acting pretty lively, there might be trouble

"Gauging the weather gets to be an unconscious process," said depend on your own guesses, you Glove making was the order get to watching the sunrise and of the afternoon under the di- sunset every day. You watch the livestock to see how they are acting. I noticed that weather Announcement was made that usually comes in four . week he meeting scheduled for April cycles. If its blowing one Satur-4 has been changed and the day, it will blow for four Satlub will meet on April 20 with urday's straight. Dry spells and wet spells usually run in four week cycles, too."

Of course learning to read weather by the moon was another device they all learned back in "the good old days." Nature knew, and nature told. But could man read it? That was the test.

Now its all a matter of weather charts and wind currents, weather bureaus and newscaster radio reports. People look at the sunset, exclaim "how pretty." and never worry about what it Subject: 'Consider Jesus' portends.

#### **Around Town**

(Continued from page 1) guard. Suffice it to say a word to the wise, etc.

Maybe man is getting more civilized. In fact it was just 41 years ago Wednesday that Sam Gilliland and L. H. Foster were down at Georgetown, Texas. And the occasion, a public hanging! Neither Foster nor Gilliland knew the other was attending the event at the time, and for the record it was legal justice. not a mob riot.

Is our face red? Yes! Sunday the Brand printed an interview from Richard Bush of Phoenix. Ariz., who recently moved here to go into the lettuce business. Our article estimated 1.500 cars of lettuce from 3,000 acres-but the head said "15 cars" of lettuce. The 1.500 cars (half car to the acre), is correct, and our headline missed by 1,485 cars which ,after all, is a lotta let-

And while we are in the business, here's another correction Last week we said it was C. C. Bowman who informed the Brand that the South main paving stretch had been completed. Actually it was H. C. Bowsher who came in with the news. Bowsher's home is right at the end of the paving, which helps explain his interest in the pro-

The modern age certainly has its ups and downs. Paul Harvey made a flying business trip to Oklahoma City Tuesday, leaving English Field that morning and returning the same night. His plane hit the Amarillo area about the same time those 90mile-an-hour gusts of wind did. and Harvey says he got the full benefit of every air current in the Panhandle. Finally the plane made a landing at Lubbock to put the passengers back on good old terra firma. and around 10:30 that night returned them to Amarillo.

- Buy It In Herefora -

#### THE **BAPTIST** HOUR



Gospel Messages Inspiring

Music

Preacher

STATION KGNC 7:30 A. M. 710 on Dial

Sunday, April 3

1901 - 1949Furniture - Undertaking AMBULANCE SERVICE - DAY OR NIGHT

We now offer \$150.00 Cash Burial Insurance

Policy at Low Cost. See us!

idebaker's the 49 buy word

for a timely new kind of operating economy

GAS economy is written all over every inch of a new Studebaker's flightstreamed structure. No burdensome

dead weight squan-ders any of the gas you buy. How much this runs

into savings, any owner of a postwar Studebaker will tell you. Stop in and get the names of some people to talk to about it now.



JOHN WOOD EQUIPMENT CO. EAST FIRST STREET





SATURDAY

FRIDAY TEXAS SATURDAY Congratulations,

Thursday, March 31, through Saturday, April 2 Mr. and Mrs. J. F. Reinauer Mr. and Mrs. J. M. Calhoun 歌人

upon the occasion of your wedding anniversary,



SUNDAY MONDAY

TUESDAY



SUNDAY MONDAY TUESDAY



This small plane was caught in cyclonic winds which swept the edge of Dallas, Texas, but its unscheduled light was interrupted when its tail wrapped part way around a telephone post. Blinding rain and hail accom-

EASTER NEWS

#### Mrs. Henry Flood is Hostess For Home Demonstration Club Meeting walton.

met Thursday evening in the home of Mrs. Henry Flood with fourteen members and the Home Demonstration Agent present. Roll call was answered with the wame of a variety of iris and

A demonstration on varieties and care of roses and iris, and the pruning of roses was given by Mrs. Seale.

Refreshments of sandwiches, cake and punch were served to nesday in the home of Mr. and Mesdames G. H. LaPlant, J. W. Mrs. W. A. Epperson. Godfrey, Olin LaPlant, Glen Mesdames A. H. Brown, W. A. Godfrey, W. A. Epperson. Leo Epperson. and Ben McBrayer at ness trip to Amarillo Tuesday.

John H. Burnett, Fred Walton, Ernest Flood, Edwin Flood, Ben

The next club meeting will be held at the Community building April 14 with Mrs. Edwin Flood

McBrayer, Mattie S. Seale and

as hostess. Mrs. A. H. Brown has been elected T.H.D.A. delegate to go

to Floydada April 16. Harvey Smith of the Big Square community visited Wed-

tended council meeting at Dim-

mitt March 15. Mr. and Mrs. M. W. Fields of Portales, New Mexico spent the week end with their daughter area, said Collfer. and family. Mr. and Mrs. Fred

Mrs. J. H. McDonald and daughter Patsy returned home Monday after spending a few days in Dallas.

Mr. and Mrs. Ben McBrayer spent Sunday with the Cockrels in Hereford.

C. M. Smith of Binger, Oklahoma, spent Thursday in the W A. Epperson home.

Mr. and Mrs. Lee Little of Hereford spent Sunday with Mr. and Mrs. A. H. Brown. Mr. and Mrs. Henry Flood

spent Sunday with friends at

We Appreciate · · ·

### Grain Sorghum Supports To Be On 70 Percent Parity Basis

be pegged at 70 per cent of pare Parity Rates Also ity this year, as compared with 77 per cent last year, the office Set On Barley, Rye Production and Marketing And Oats By ACA Association released the conditions of the 1949 program this

The support price, on which ans and agreements will be-Commodity Credit Corporation at Mial to 70 per cent of the grain sorg nums parity price as of April 15. '949t" said Faust Col-

Was \$2.31 Last Year

The support price for 1948 crop grains sorghums was \$2:31 per 100 pounds, as a national average, which was based on 77 per cent of pairty price as of April

This downward adjustment in the support level for 1948 has been made in order to place grain sorghums in a better competitive position with other feed grains for both domestic and export utilization in view of the fact that supplies this year may exceed needs in the producing

Official announcement of the new plan came with the U. S. Department of Agriculture's March 14 decision to support the price of the 1949 grain sorghum crop by loans and purchase agreements. This perpetuates the agriculture program that began with government loans in 1940. Purchase agreements were first alloted in 1947.

#### Loan Agreements

The loans and purchase agreements will be available from harvest time through Jan. 31 1000. Loans will mature March 31. 1950 or earlier on demand, and holders of purchase agree-Mrs. Henry Flood made a busi- ments must declare in March, ly on grain sorghums held in 1950 or earlier, if so declared by

of April 15, 1949. Oats and grain orghums are based on 70 - per ent of parity on the same date. Leans and perchase agreenents will be available from narvest through January 31. 1950; Faust Collier, ACA head has pointed out.

"The 1949 parity ration will most likely be somewhat lower han the 1948 parity on all these rops, therefore the 1949 support prices will be slightly lower than the 1948 prices." said

The 1948 support price on out was based on 70 per cent of parity, rye was based on 72 per cent of parity, and barley on 75 per

the CCC manager, their inter tions to sell to them. .

Any grower in the United States producing grain sorghums in 1949, including land owner. andlord, tenant or sharecropper, will be eligible for loans and sorghums produced in 1949 acceptable. Any other conditions them fundamentals. of eligibility will be determined later by the CCC.

"This program is designed to consumers and a floor price for producers. It permits loan applicants to obtain funds immediate-

(Continued on Page 6)

### The Hereford Brand

#### Twin Violinists. Slated April 2 \* In Concert Here



Gerald and Webred Beal, twin iuo violinists, will be in Hereord Saturday evening, April 2. at 8 o'clock to give a concert inder the sponsorship of the Hereford, Concert Association.

Identical twins, the boys were orn in December, 1932, in America, and early in life they began the study of the violin. At the age of 5, their father sought them toy fiddles and aught them just enough to gain their interest. When they were 3, they were given quarter-size purchase agreements. All grain violins, and for a year and a half, Mr. Beal, a professional musician grading U. S. No. 4 or better are and violinist, continued to teach They played in a recital in New

ing. Felix Galimir of the National Broadcasting Symphony provide adequate supplies for taught them for about two years: Under his instruction the twins made great progress. As a personal favor, and in preparation for their going to study under the great violin master, - Ivan Galamian, Louis Drasner, con- sion.

#### Hints On Improved Potato Yields Cited Here By A. and M. Experis

Wednesday afternoon some 22. ments, and nobody is going to om to hear two horticulturists ne growers and present a few

Hints to Growers

they passed on to farmers lints, on fertilization, land irrigating potatoes to correct some of the faults, improve the qual ty and increase the yield per cre and market demand for hese potatoes.

"I don't mean Hereford potaoes aren't good; they are. But every crop is subject to improvement through scientifit experi-

ert-master of the Minneapolis ymphony Orchestra, worked with the boys.

In the fall of 1948, the Beal wins participated in a program Leonard Foster. of artists from the William. Stein entered the Juilliard School of Music, which they attend when not on concert tours. York last season, with Dr. Fritz Busch, Metropolitan Opera Conductor, at the piano. In March hey made their professional debut with the Buffalo Philharmonic Orchestra, under the di-

Their concert in Hereford will be at the High School Auditorium, and concert membership cards will be required for admis-

xperts met at the District Court | quarrel with increased yields per acre," was his opinion.

water differently, cutting it off

Roseborough also mentioned some new varieties of potatoes now being developed and said they may have possibilities as improvements over the varieties now being seeded. He did not Continued on Page 6

#### Three Fines On **DWI Charges Net** \$374 For County

Three charges of driving while intoxicated were filed this week end by city and county officers. Total fines collected were \$374.90, according to County Judge

Sheriff J. C. Reese filed charges of driving while intoxicated against O. M. Hull Satura day morning. Hull was picked up Friday for "operating a vehicle on Hereford streets or highways while intoxicated." He was fined \$100 and-costs in county court.

Monday morning Walter Donald Carter and William McKinley Block pled guilty to DWI charges and were each fined \$100 and costs. Charges were filed by Police Chief F. S. Buck-

Foster said they were each picked up Sunday; Block was stopped on Highway 60.

# ANNIVERSARY MESSAGE



#### New Performance Pacemaker

Greater value than ever! More practical farm features than you'll find in any tractor of comparable size.

That's the new 2-plow, 4-cylinder Oliver "66"-still the "biggest little tractor built." The "66's" 6-forward-speed transmission-along with the

Fuel Miser governor—gives you almost any ground travel and drawbar pull combination you need, at an operating economy that adds up to substantial savings in fuel. Check these additional "big tractor" features you get in the new "66": direct drive power take-off, Oil Miser transmission case, floating oil pump screen inlet, choice of inter-changeable cast iron or stamped steel wheels for Row Crop models, battery ignition and automatic spark advance, effi-cient power lift, basic interchangeability of our full line of

tractor-mounted tools with all other new Row Crop models.
Built in Row Crop, Standard, Row Crop with Adjustable
Front Axle or Single Front Wheel. Get all the facts on the advanced features Oliver offers in its new tractor fleet that marks the begin-ning of the second century of building fine

farm machinery. Come in to see us.

# TO OUR FRIENDS OF THE HEREFORD TERRITORY

the Loyalty, Friendship, and cooperation of the people of this territory who have made our anniversary date more than a mere mark of timewho have made our Third Anniversary in Hereford a culmination of three years of growth and service -and goodwill.

#### We Pledge · · ·

... to continue giving a complete and economical service to everyone who comes within our doors. We pledge fair dealings, and we will give as complete service as possible in a line of quality farm machinery and needs.

We will let you in on our theory of business right here; we believe the soundest business is that one built upon Volume of Good Material coupled with Small Profits. We practice just

### **ABOUT OUR SERVICES AND MERCHANDISE**

Here are a number of items that you can always find at our place: IRRIGATION SUPPLIES including aluminum tubes, 4 ft. and 5 ft. lengths in 1" to 2" sizes; also reducers from 2" to 1 1-2" and 1 1-2" to 1." Plenty CANVAS DAMS; also the new PLASTIC DAMS which are unconditionally guaranteed for one year in the field! MAYRATH LOADERS, the famous OLIVER "60 TRAC-TORS, 2-row LISTERS, PLANTERS, CULTIVATORS. The remarkable SCHAFER ONEWAY PLOWS—the lightest pulling oneway ever built. We have 6 ft., 9ft., and 12 ft. in stock — on rubber. Also the OLIVER TNT MOLDBOARD PLOWS — always in stock, the revolutionary moldboard you've heard of. In fact we have a

complete stock of OLIVER FARM EQUIPMENT, KIR-BY JOY-RIDE TRACTOR SEATS, AUTO AND PICK-UP TIRES, GASOLINE MOTORS (2 to 5 hp.), and a good stock of FRICTIONEEZE GUN GREASE—the grease that stays on. STOCK PARTS for all Oliver Equipment, P & C TOOL LINE with tools for every farm need; BRIGGS OIL FILTER; fair stock of CHIS-ELS and SWEEPS, FARM BATTERY CHARGERS, BELT CHANGE-OVER FOR YOUR COMBINES, HANDEE CONVERTER—it actually changes row crop tractor to wide front end in 15 minutes! Don't forget our complete stock of GULF oil Products!



#### A New Model of a Famous Tractor

Oliver begins its second century with the introduction of a new fleet of quality farm tractors—including the new 2.3 plow "77", a tractor with advanced farm features that make field work faster and more efficient than ever.

The smooth, brisk valve-in-head engine of the "77" is a six—and you have a choice of three types for the fuel you prefer: high compression for gasoline, "KD" for tractor fuels, and a diesel that will be available later.

The "77" will set a new performance mark in the operation of power take-off machines with its direct drive unit . . . a new economy record with its 6-forward-speed transmission in the Oil Miser case, Fuel Miser governor, and the basic inter-changeability of Oliver's full line of tractor-mounted tools with all other new Row Crop models. Wheels on Row Crop models are interchangeable, too-with a choice of cast iron or stamped steel.

One of the models in the new Oliver fleet is sure to fit your acreage and farming practices. Available in Row Crop, Standard, Row Crop with Adjustable Front Axle or Single Front Wheel. Drop in next time you're in town.

We urge you to bring your Combines and Tractors right on in to us now while we can get them back to you with a minimum delay --- It's Just Good Business!

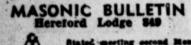
E. MILLER OLIVER CO.

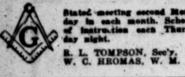
#### LEGAL NOTICE

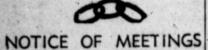
ORDINANCE NO. 339 (First published March 24, 1949) AN ORDINANCE ANNEXING HE HEREINAFTER DESCRIBED THE HEREINAFTER DESCRIBED ITERRITORY TO THE CITY OF HEREFORD, DE AF 8 MITH COUNTY, TEXAS, AND EXTENDING THE BOUNDRY LIMITS OF SAID CITY SO AS TO INCLUDE SAID HEREINAFTER DESCRIBED PROPERTY WITHIN SAID CITY LIMITS, AND GRANTING TO ALL THE INHABITANTS OF SAID TERRITORY ALL OF THE RIGHTS AND PRIVILEGES OF OTHER CITIZENS AND BINDING SAID INHABITANTS BY ALL OF THE ACTS, ORDINANCES, RESOLUTIONS AND REGULATIONS OF SAID CITY

WHEREAS, on this the 17th day March, 1949, there has been sub-City of Hereford, Texas, petitions of the inhabitants of the hereinafter described territory to be annexed and become a part of the City of Hereford, Deaf Smith County, Texas, said territory petitioned to be annexed and become a part of the City of Hereford, Deaf Smith County, Texas, said territory petitioned to be an-nexed is described as follows, to-wit:

BEGINNING at the intersection the West boundary line of Section No. 60, Block K-3, (the existing city







ODD FELLOWS Each Monday Night REBEKAHS Each Tuesday Night

limits line) and the North property line of First Street, (also known as

U. S. Highway No 60):

THENCE in a Northeasterly direction on the North right-of-way line of U. S. Highway No. 60, a distance of 1562.5 feet to the East property. ne of Whittier Street;

THENCE North on the East property line of Whittier Street a distance of 2551 feet to the North property line of Forest Street: THENCE West on the North pro-

perty line of Forest Street a distance of 1350 feet to the West boundry line of Section No. 59, Block K-3, (also known a sthe center-line of "K" Street):

THENCE North on the West bound ry line of Section No. 59, Block K-3, which is also the center line of "K" Street) a distance of 680.65 feet to the South property line of Thirteenth THENCE West on the South pro-

perty line of Thirteenth Street a distance of 5307 feet to the centerline of 52 Mile Avenue (also known as Texas State Highway No. 51); THENCE South on the center-line of 25 Mile Avenue a distance of 680.65

feet to a point directly East of the South property line of Moreman THENCE West on the South property line of Moreman Avenue a distance of 1720 feet to a point;

THENCE South a distance of 2670 feet to the center-line of Harrison

THENCE East on the center-line of Harrison Avenue a distance of 370 feet to a point;

eet to a point; THENCE East a distance of 340

WHEREAS, said territory adjoins; the City Limits of the City of Hereford and is not more than one-half

mile in width; and, WHEREAS, attached to said petititions is the affidavit of Carlos Vaughn, G. B. Hagar, Paul S. Mathers, J. E. Turner, H. V. Williamson, Harry E. Cayler, O. B. Russell A. Peterson, Ralph Smith and Earl Waits, who represent under oath that they and each of them are inhabitants of the territory above des-

#### SONNY'S NEWS STAND

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Hereford, Texas

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INSURANCE NEWS AND VIEWS

INSURANCE

TIME

RIGHT NOW IS THE TIME TO PLAN YOUR HAIL

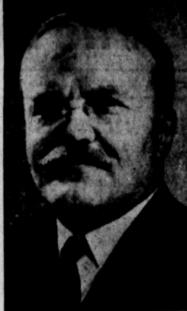
INSURANCE PROGRAM ON YOUR GROWING CROPS

With the prospects we have for wheat, it is well to think of Hail Insurance — and to think of ROSE & BARBER — the

firm with 30 years of insurance and adjusting experience. . .

Rose & Barber have connections with the pioneer insurance companies, and we are fully qualified to serve your in-

He's Out



Vyacheslav M. Molotov, above remains a mystery to the world The terse Russian announcement which declared that he was to be succeeded as foreign minister by Andrei Vishinsky made no men-tion of any post for which he may be slated.

fied to vote for members of th State Legislature; said affidavit of THENCE South a distance of 450 the above named parties further THENCE East a distance of 340 territory who is qualified to vote feet to a point on the center-line of for members of the State Legislature Texas Avenue (the existing city has had notice of and an opportunity to vote his or her choice in the matter of annexing said territory to the City of Hereford, Texas, and that a majority of those inhabitants so qualified to vote have voted in favor

of becoming a part of said city; and, WHEREAS, said petitions and affidavit have been filed before the Mayor of said City, who has certified the same to the City Commission of said City:

NOW, THEREFORE, be it ordained by the City Commission of the City of Hereford, Texas, that the hereinabove described property be and the same is hereby annexed to the City of Hereford, Deaf Smith County, Texas, and that the boundry limits of the City of Hereford be and the same are hereby extended to include the above described territory within the City limits of the City of kind would be asked." (Laugh-Hereford, and the said above described territory shall hereafter be included within the territorial limits of said City of Hereford, and the inhabitants thereof shall hereafter be entitled to all rights and privileges of other citizens of the City of Hereford, Texas, and they shall be bound by the acts, ordinances, resolutions and regulations of said City.

Be it further ordained that this ordinance shall be published two times in the Hereford Brand, a newspaper published in said County.

The above and foregoing ordinance was unanimously introduced, passed

#### **Senators Find** Food For Talk

WASHINGTON (A)- Food is an interesting subject to the U. S. Senate. A discussion of the Democrats' Jackson Day dinners and menus, became so longdrawn it delayed the Senate's

Senator Brewster (R-Maine) started it when he said:

"I felt that before any of us went to lunch it might regale us if we did have an opportunity to turn over on our tongues the delightful and apparently very delicious feast of Belshazzar with which some of our friends were regaled at the price, I am advised, of a hundred dollars a plate."

He asked that the menu of the Washington dinner, which President Truman attended, be printed in the Congressional Record. It included diamond back terrapin soup, filet mignon and champagne.

Senator Pepper (D-Fla) inter-

"Might not the menu referred to by the able Senator from Maine be evidence of the fact that, although when the Republicans were in power there was shows that each inhabitant of said hardly anyone eating well except the special interests crowd, yet when the Democrats have been in power 17 years even the Democrats are eating well" (Laughter).

Senator Baldwin (R-Conn.) : "I have arrived in time to hear my distinguished friend from Illinois (Senator Lucas, Democrat) raising certain questions about Maine lobsters and Maine potatoes. It might be a fair question as to whether or not the Maine potatoes are not preferred to the corn in all forms we get from Illinois." (Laughter).

Sonator Lucas: "In view of the fact that the senator (Baldwin) comes from the nutmeg state of Connecticut I can understand how a nutty question of that

#### PERSONALS

Among the Hereford people who attended the Wayne King concert in Amarillo Sunday evening were Mr. and Mrs. Faust Collier, Dr. and Mrs. Will Graham, Mr. and Mrs. Hilton Higgins, Mr. and Mrs. Walter ondon, Miss Mattie Mae Swisher, Mr. and Mrs. Raylan Evans. Mr. and Mrs. Dub Hair, Mr. and Mrs. David Rogers, Myron Morgan, Mrs. M. F. Morgan, Miss Frances Young, G. T. Higgins, Misses Virgie Lee Sparks and Nell Spradley, Dr. and Mrs. L. B. Barnett, Mrs. Elizabeth Womble, Miss Mildred Morehead, Mrs. Lake Dishman, Mrs. Hazel Sparks, W. A. Hacker, Mrs. Jim Witherspoon and Jerry, Misses Margaret Barrett and Phyllis Radovich.

Mr. and Mrs. Joe Kendall, Mr. and Mrs. Jeff Roberson, Mr. and Mrs. Sanford Smith, Mr. and Mrs. Andy Thomas, and Mr. and Mrs. Pete Smith returned recently from a vacation visit in Hot Springs, New Mexico.

and adopted by all members of the City Commission of the City of Hereford, Texas, on this the 17th

day of March. A. D. 1949.

W. E. Dameron.

Mayor, City of Hereford,

Texas. ATTEST

Mabel Barnhart, City Secretary, City of Hereford, 12-2c

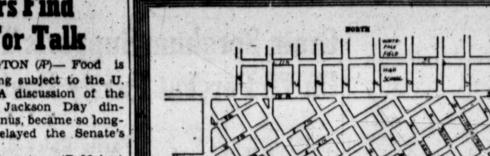


FRAME STRAIGHTENING

> WHEEL BALANCING

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KINSEY **Motor Company** 



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

#### Hereford Wrecking Co.

Highway 60 Complete Line of

USED PARTS

See us for Expert Repair Work of Ah Kinds!

> FIREPROOF The FLOOR & WALL Candy Kitchen

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310 MAIN STREET

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Complete service on all Butane & Propane systems. Appliances of all kinds Ensign Carburetors

BLANTON BUTANE

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SAFES

HOUSE MOVING

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We buy and sell houses

to be moved.

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LOCATED

First House East of Gin

on Highway 60 Rt. 1, Hereford

The Hereford Brand

#### Service Station and Garage THIS SPACE

1 miles west on highway 60 No job too big or too small. All work guaranteed

Gulf

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#### TRIPLE E CAFE

Short Orders

Steaks a Specialty

A Nicer Place for the Whole Family to Eat 24-Hour Service

ROY and ADA

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Your Favorite NEWSPAPERS and MAGAZINES

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For REAL SERVICE and

Quality Merchandise

## This Space For

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

JIM BOOKOUT'S Standard Service

"We Build Anything"

Station and

Hiway Cafe Highway 60

-Open 7 days a week

Close at 9:00 P. M.

-Open at 6:30 A. M. and

-Headquarters for good

Meats, Fresh Vegetables

and a complete Grocery

MOORE'S are

#### PARKER BROTHERS PLANING MILL AND CONTRACTORS

Sale

We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.

### McRight & Smith Garage

AUTOMOTIVE and TRACTOR Supply and Service WELDERS

211 East 3rd

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# Gibson Plumbing & Heating

Plumbing — Heating Work and Supplies
Repair Work a Specialty

FREE ESTIMATES

Prompt and Courteous Service Phone 884, If No Answer, Call 207-M

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Fick-Up and **Delivery Service** PHONE 160

It's like new - when we're thru . . . C & R Cleaners

#### stock. -Headquarters for Gas

MOORE'S GROCERIES

and Oil Needs.

GAS AND OIL

Intersection Hiways 51 and 60 Phone 156

THIS SPACE FOR SALE

#### WILKINS SHEET METAL AND ROOFING.

All Kinds of Tin Work
Air Conditioning and Heating
Combine Repair

FREE ESTIMATES - WE GO ANYWHERE

Hereford and Tulia Located on East Hiway 60 in Hereford Phone 94

PICK-UP AND DELIVERY SERVICE

PHONE 111 **ACME CLEANERS** 

All Garments Insured

308 N. Main MADE-TO-MEASURE CLOTHES Hereford THIS SPACE FOR SALE

24-Hour Service WESTERN BOILER & WELDING WORKS

Portable Equipment

W. L. LUGINBYHL 1-2 block off Highway 60 On Lawton Ave.

## ROSE & BARBER

DELAY MAY BE COSTLY ...

INSURE NOW!

surance needs.

107 EAST THIRD HEREFORD

PHONE 45

Bodies Of Accident

Victims In Hereford

mained in E. B. Black Funeral Home in Hereford prior to bur-

ial at Bovina Monday after-

noon, March 28, at 3 o'clock from

Both women died as result of

a traffic collision near Canyon

the Bovina Baptist Church.

dent occured.

Macon, Bovina.

LEGAL NOTICE

(First published March 24, 1949)

and after its publication.

ATTEST:

Mabel Barnhart.

#### Forty-Two Party is Held Saturday At The Bippus Community House

SAFEWAY

CABS

**NEW CARS ONLY!** 

SAFEWAY CABCOMPANY

L. H. McMURRAY GENE BROWNLOW

A Change is in Order...

nents of cocoa, coffee, punch Dee, Herbert Hoover and chil-

served to Messrs and Mesdames The Community held a forty Claud Bogle, Woodrow Perrin two party at the Community and Tommy, Julian Perrin and House Saturday night. Refresh- children, Dee Banks and Barbara

children, Misses Anna Kate, Chloe Dell, and Christine Fortenberry, Hugh Richard, Roy Fortenberry and Jimmie Bradley. Mrs. Ann Jones Fortenberry

visited in the home of J. G. Fortenberry-Saturday.

Mrs. Clinton Homfield visited in the E. K. Pinnell home Sun-

Mr. and Mrs Loyd Hare visited in the Jack Fortemerry home

Mrs. Clinton Homfield, Mr. and Mrs. Dee Banks, Mr. and Mrs. E. K. Pinnell, Mrs. Hugh Fortenberry, Jake Fortenberry, Misses Anna Kate and Christine Fortenberry attended the Senior play in Adrian Wednesday.

Mrs. E. K. Pinnell visited in the D. C. Banks home Sunday. Those attending club in the home of Mrs. Clinton Homfield Wednesday were Mesdames Howard Dunn, Roy Sifford, Harry Harris, Julian Perrin, Dee Banks, C. V. Rickels, Jake Fortenberry. Misses Anna Kate and Christine Fortenberry, and the hostess.

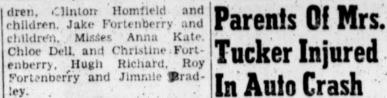
Misses Anna Kate and Christine Fortenberry visited in the C. F. Rickels home Tuesday. Mr. and Mrs. Claud Bogle vis-

ited in the Charlie Burk home Mrs. Irene Ballard and Jim Perrin went to Hastell to visit with their mother who is seri-

ously ill, Tuesday. Cora Lee and Mac Fortenberry visited in the home of J. G. Fortenberry Saturday.

D. C. Banks and Barbara Dee visited in the home of Johnnie

Louis Tuesday. Jack Fortenberry and Zerrell



were seriously injured in the automobile crash occuring last night about nine o'clock on the Canyon-Amarillo . Highway are the parents of Mr. F. A. Tucker of Hereford. The Morrises have been visiting here with the Tucker's since last Tuesday, and were returning to Amarillo with Carolyn Kelly, editor, of the P. Norton, Ray Stewart. Zed another daughter, Mrs. W. L. Hunter and husband when the

wreck occurred. Mr. and Mrs. Tucker were call ed to Amarillo last night, and spent all day Saturday with their parents. Mrs. Morris, who is under treatment at Northwest Texas Hosiptal, suffered a broken leg and severe shock, and Mr. Morris was undergoing treatment in St. Anthony's Hospital for a brain concussion. His condition was described as crit-

The car carriyng Mr. and Mrs. Hunter and 18-month old son, Roy Lee and Mr. and Mrs. Morris Lee was turning into the drive way of the Hunter's home on Canyon road when a car containing Jack Rogers, reporter for The Amarillo Times, and Ed Brown, newscaster for Radio Station KFDA, collided with them. The newsmen were hurrying to the scene of an earlier smash-up in which six people

were killed. Mr. and Mrs. Morris, both 66 years old, live in Gainesville.

Thomas were Lockney shoppers Thursday, and they visited with John and J. C. Fortenberry while

Mrs. Richard Evans visited in the Jack Fortenberry home Fri-Richard, Roy, Donald, Jake,

and Hugh Fortenberry and Clinton Homfield attended the Clovis sale Wednesday. Roy Fortenberry and E. K. Pinnell are hauling cattle for

Mrs. Dee Banks, Barbara Dee, and Mrs. Johnnie Tours visited in the J. G. Fortenberry home. Mrs. C. F. Rickels visited in

Clinton Homfield to Fort Worth

the Roy Pruitt home Monday. Rev. James McFatridge will conduct services at the Bippus Church Sunday, April 3. Misses Anna Kate and Christine Fortenberry attended the

senior play, "The Campbells Are Coming" in Hereford Friday. Mr. and Mrs. Thomas Faulk-

ner were called to Gainesville this week at the death of his

THE WELL KNOWN HILLBILLY **JAMBOREE** 

Barn Dance Gang FROM

Nashville, Tenn. WILL BE AT HEREFORD THURSDAY, APRIL 7 NEW FORD BUILDING Auspices Hereford Junior Chamber of Commerce

Featuring
POPULAR STARS OF
NATIONAL RADIO NETWORKS



INCLUDING: MARY LOU & SCOTTY BANJO PLAYERS OF THE BLUE RIDGE

ERRY & PEGGY - The Caro lina Sunshine Girls TEX SPANGLER - Wizard of Steel Guitar

ELMER SNEEZEWEED World's Funniest Comedian GENE McDONALD—Noted Fiddler

AND JOHNNY JOHNSON And His ALL STRING ORCHESTRA DOORS OPEN - 8:00 P. M.

SHOW STARTS - 8:30 P. M MAIN STREET & HIGHWAY 60 Adults . Children . . .

#### Dawn HD Club **Holds Meeting** Bodies of Dorinda Bond, 43, and her mother Mrs. Icy Victorious Bond 66, accident victims, re-

Dawn Home Demonstration Club met in the home of Mrs. J. M. Carathers March 18. Members worked on their gloves during the afternoon. It was announced that the next meeting will be in the home of Mrs. Orval Galley April 1.

Those attending the meeting Friday night at around 7 o'clock. They had been to Canyon with were Mesdames O. B. Southern. Bob Lacy, former editor, and w. W. Willcox, Orval Galley, C Amarillo High school paper. Stewart, A. C. Hershey, and vis-both of whom were also killed. Itors Floyd Walton, T. B. New-The paper is printed in Canyon, man, R. C. Childers, J. D. Finley and the group had been there and Miss Wilma June Willcox

FRESH SEA FOOD **Every Day** 

> **BILL SMITH** FRUITS -- VEGETABLES

Second & Sampson

Hereford



Compare cars...compare costs...convince yourself

is the most Beautiful BUY of all



for all-round quality ... for all-round value

#### The most Beautiful BUY for Styling

Overnight, men and women everywhere have singled out the new Chevrolet as the most beautiful buy of all. You'll find it's the most beautiful buy for styling, of course . . . for it

alone offers the ultra-luxurious lines, colors, fittings and fabrics of Body by Fisher at lowest cost. And you'll also find that it's the

most beautiful buy of all from every point of view and on every point of value . . . because it alone offers all these advantages of higher-priced cars at the lowest prices and at such locost of operation and upkeep!

The most Beautiful BUY for Comfort. You'll have the highest degree of comfort in Chevrolet's Super-Size Interior with extra-wide "Five-Foot Seats," extra-generous head, leg and elbowroom and the advanced heating\* and ventilating system of a car that

The most Beautiful BUY for Driving and Riding Ease-with new Center-Point Design. This remarkable 4-way ineering advance-including Center-Point Steering, Center-Point Seating. Lower Center of Gravity without loss of road clearance and Center-Point Rear Suspension—gives driving and riding results found elsewhere only in costlier cars.

and Thrift. Here's the only low-priced car with a Valve-in-Head engine-the type now being adopted by higher-priced cars—and Chevrolet's world's champion engine holds all records for miles served and owners satisfied.

The most Beautiful BUY for All-

The most Beautiful BUY for Thrills

Round Safety. You'll enjoy maximum safety with: (1) New Certi-Safe Hydraulic Brakes; (2) Extra-Strong Fisher Unisteel Body-Construction (8) New Panoramic Visibility; (4) Safety Plate Glass in wineshield and all windows; and (5) the super-safe Unitized Knee-Action Ride. \*Heater and defroster units optional at

NEW "DUBL-LIFE" RIVETLESS BRAKE LININGS-LAST UP TO TWICE AS LONG!

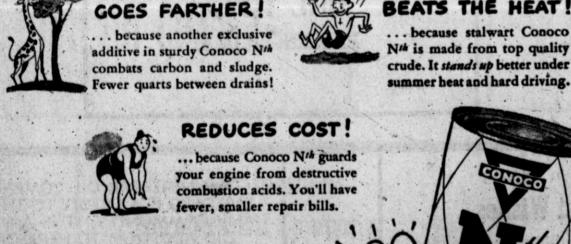
es by a special "Permaprocess thoroughly lested and proved by m bring you this important brak

First for Quality CHEVROLET at Lowest Cost

AMERICA'S CHOICE FOR 18 YEARS

KINSEY MOTOR COMPANY

224 E. THIRD



the working parts.

Oil-Plate today at your Conoco Mileage Merchants!

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Change to OIL-PLATING!

QUIET! ... Your car will keep its smoothness and power when you OIL-PLATE the engine

with Conoco Nth Motor Oil. That's because there's an added ingredient in Conoco Nth that

fastens a protective shield of lubricant right to

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BEATS THE HEAT!

WE FIX FLATS"

(Tax Included) ONE TICKET GOOD FOR SHOW AND DANCE

# Hereford Oil C

Wholesale And Retail Cosden Petro
ANNOUNCES
FORMAL OPENING FRIDAY,

# Wholesale And Retail

GAS

OIL

TUBES

BATTERIES

**TIRES** 

**ACCESSORIES** 



# BREE.

FREE EXPERT LUBRICATION SERVICE WITHE

# Free Awards at 6 p. m. Friday

ONE TIRE
PASSENGER CAR
AND
ONE OIL CHANGE

2nd ONE TIRE PASSENGER CAR



# Sincere Congratulations TO Hereford Oil Company

Your new building is an outstanding addition to the progress of Hereford.

Please Accept

our Heartiest Greetings

MILLER AUTO SUPPLY

Phone 72

#### Compliments

to

Hereford Oil Company
J. R. Fowlkes and R. N. Larmer

Hereford Lumber Company

WE APPRECIATE
the privilege of supplying so
many of the materials in this
modern addition to the businesses of Hereford.
GOOD LUCK!

We Join in Sending

#### Our Best Wishes

Your investment in this medern building represents your interest and faith in a growing community.

#### Congratulations

from

Hereford Parts & Supply Co.

Dale Tinnin, Mgr.
232 Main
Phone 56

THE HEREFORD OIL COMPANY BUILDING IS A CREDIT TO THIS ANY COMMUNITY; IT IS A SPLE DID ADDITION TO HEREFORD

for the construction of this modern building.

E. G. HUSTON
Building Contractor

# MDany

um Products

PRIL 1st.

LOCATED
AT THE Y, PARK AVE. & HIGHWAY 60

OWNED AND OPERATED BY
J. R. FOWLKES AND R. N, LARMER

Y5GALLONS OR MORE OF GASOLINE

# Get Details Now! REGISTER!

3rd

ONE OIL CHÂNGE

4th

ONE OIL CHANGE

# Congratulations Hereford Oil Company

We're glad we were chosen to wire your new modern building — it is a distinct addition to Hereford—a move toward a better town.

Witherspoon Electric Company

#### We Congratulate You

J. R. Fowlkes and R. N. Larmer

and wish you every success

Your

Hereford Brand Sunday Brand



#### **READY TO SERVE YOU WITH**

COSDEN HIGHER OCTANE GASOLINE
COSDEN ETHYL (Premium) GASOLINE
COSDEN PARA-FINE MOTOR OILS
VEEDOL 100% Pennsylvania MOTOR OILS



#### PERSONALS

Mr. and Mrs. H. L. Allmon and son Keith of Brownfield spent Tuesday and Wednesday with his parents, Mr. and Mrs. D. W.

Mrs. T. J. Carter and daughter on Monday.

Among those who attended the opera, "The Barber of Seville" in Amarillo Frdiay night were Mrs. Phillip Barkeley and Marilyn, Mrs. Hall Beavers, Miss Mattie Mae Swisher, Mr. and Mrs. Faust Collier, Miss Fran- vision. ces Young and Carl Johnson. ... H. B. Stanfield and Lillian V

#### COURTHOUSE RECORDS

Deeds of Trust

on to Charles Ray: W. 40 acres of Friona were Hereford visitors No. 81. Block K-3, Deaf Smith ounty, except tract out; of Northeast corner thereof.

> M. A. Powers to Homer Hill: N% of SE% of Section No. 5. All of Sections No. 6, 7, and 8 in Township 5 North of Range 2 East, Capitol Syndicate Subdi-



#### Rain or Shine you can count on 1. P. (LIQUEFIED PETROLEUM) GAS

Regardless of weather . . . during wintry blizzards or summer cloudbursts . . . Liquefied Petroleum gas is on the job. Throughout the years, it has proven beyond question of doubt that it is the ideal fuel for rural or suburban homes.

Automatically supplied to you, it assures a clean, fast, convenient, low cost cooking service. Used with a modern ROPER gas range, it places at your fingertips the finest of cooking features. We invite you to stop in and get all the facts.

BLANTON BUTANE GAS CO.

CAR SMOKE
TOO MICH

#### Stanfield to Mrs. Irene Gilliland: S 65 ft. of N' 190 ft. of Block No. 9. Evants Addition, Town of Hereford. D. Y. Edwards and Edna Ed-

Trustee, Federal Land Bank of W. A. Helton and Ora Lee Hel-Houston: W 192.6 acres of Su of Section No. 48, Block K-3. of W 83 acres of SE14 of Section Cert. No. 338, S. K. and K. Survey William F. Smith and Cecil O. Wilkins to Ella Burdine: All of fots 7 and 8 of John W. DeAt-



Tornado Destruction

Twisted and scattered lumber, clothing and furniture are all that is left of four homes flattened by ornado which struck Desdemona, Texas, March 25. Part of the Joe Merrill shows in the background.

Warranty Deeds No. 3. Burk's Subdivision of Blk.

William J. Williams to Travis M. Dameron: 120 acres out of Section 33, being S1/2 of NE1/4 of Hereford. SE14 of Section No. 33, Township 5 north, Range 3 East, Capitol Syndicate Subdivision, Deaf mith County:

wards to Sterling C. Evans.

ley's Subdivision of S14 of Lot

Nos. 2 and 3 of Block 9. Womble

Releases

Walter H. Hitz to R. P. Cone-

way and or Frieda H. Coneway:

Block 78, Blk. 83, Blk. 79, Blk. 82. Whitehead Addition, Town of

Hereford, and Block 24 Ricketts

Minnie Medlin to Charles Ray romissory tote Southwestern Life Insurance

Co. to Nellie R. Klutts et vir. G.

H. M. Meyers to Mary Golding

and George A. Hunt: promissory note on Blk. No., 32, Whitehead

M. Klutts: promissory note.

Addition.

Addition, Town of Hereford.

Frances B. Maxfield to T. J Clay: W 70 ft. of E 140 ft. of Lots No. 5 and 6 in Block No. 14. Whitehead Add: Town of Here-

H. V. Williamson and Connie Williamson to C. C. Bowman: Part of Block No. 32, Evants Addition. Town of Hereford.

Grace Easley and O. E. Easley and Eloyse Pitman Taylor and Don Taylor to S. S. Williams: N of Lot No. 1 of Block No. 1! Fvants Addition, Town of Hereford.

Homer Hill and Ozema Hill and L. W. Farris and Augusta M. Farris to M. A. Powers: N. and SEla of Section 5. all of Sections No. 6, 7 and 8 all in Township 5 North of Range 2 East of Capitol Syndicate Subept 10 acres off North side of Section 5 and 6.

Ella Burdine to William F Smith and Cecil O. Wilkins: All of Lot Nos. 7 and 8 of John W. 18216 acres of land. Second tract, of Lots No. 2 and 3 of Block No. 9. Womble Addition. Town of 6938, being all of said Preemp-

to W. A. Helton and Ora Lee Hel- Block K-14. ton: W 40 acres of W 80 acres of SE'4 of Section No. 81. Block Wagner to Fred B. Welch and

HERE'S WHAT WE DO:

3. Clean carbon from pistons, cylinder heads

5. Install new gaskets where necessary

1. Replace all piston rings

2. Replace connecting rad bearings

4. Clean oil pump and screens

6. Five quarts of oil ...

Inex Welch: E1/2 of Lot No. 3 and | E. Ramey, 1949 Chevrolet 4all of Lot Nos. 4 and 5 in Block door sedan.

T. A. Wilson and Minnie Marforie Wilson to C. V. Burges: Porion of Biock No. 14 of Evants

Add. to Town of Hereford. J. E. Manz to Sarah Elizabeth Eaten and Joseph E. Manz. Jr.: All of Section No. 11 in Block No. 3, located by virtue of Cert. No. 1116 issued to Adams, Beaty

and Moulton.

Doyle Hinrichsen, nee Womble and L. E. Hinrichsen to Alice C. Thompson: First tract, All of W1/2 of Section No. 5. Block K-14. except W 137 2 acres thereof, Cert. No. 988. T. and N. O. R. R. Do., Criginal Grantee containing 1821/2 acres of land. Second tract: S 130 acres of H. B. Shaw Preemption Survey, School file No. 6938, being all of said Preemption Survey of a projected line between Sections No. 5 and 6 in Block K-14.

Jessie C. Halsey, nee Womble and D. C. Halsey to Alice C. division, 2400 acres of land ex- Thompson: First tract, all of W1/2 of Section No. 5. Block K-14, exepting W 1371/2 acres thereof. Cert. No. 988, T. and N. O. R. R. Co., Original Grantee containing CaAtley's Subdivision of the S1/2 | S 130 acres of H. B. Shaw Preemption Survey, School File No. tion Survey of a projected line Charles Ray and Edna L. Ray between Sections No. 5 and 6 in

C. Baker Womble. Ethel F Womble, and Zde E. Williams, Deaf Smith Co., except nee Womble and husband, J. C. tract of land thereof heretofore Williams to Alice C. Thompson: conveyed to Norman P. Harris. First t.act. all of W1/2 of Sec-Chris Wegner and Martha Lion No. 5, Block K-14, excepting 83. T. and N. C. R. R. Co., Orignal Grantee containing 1821/2 acres of land. Second tract. S 130 acres of H. B. Shaw Preemption Survey, School File No. 5938, being all of said Preemption Survey of a projected line between Sections No. 5 and 6 in Block K-14.

Mary Golding to C. M. Hicks and Ray Wagner: All of Block No. 32 of Whitehead Add., Town of Hereford.

Auto Registrations Fred Collett, 1049 Ford tudor

Tandy Legg, 1949 Chevrolet 2-

James E. Black, 1949 Oldsmobile sedan.

R. J. Richardson, 1949 Buick 4-door sedan. Green and Scott, 1949 Mercury

coupe, 1949 Ford tudor, and 1949 Mercury special sedan. Inez Hill, 1949 Oldsmobile 4-

loor sedan. R. M. Mason and Jesse Mason,

1949 Chevrolet 2-door. J. W. Robinson, 1949 Chevroet 2-door.



#### We Welcome You CHURCH OF CHRIST

Radio KPAN .... 9:15 A.M. Bible Study ..... 10:00 A.M Worship ...... 11:00 A.M.

Evening: Young People ..... 7:15 Worship ...... 8:00

Daily Radio Program 4:45 P. M. KPAN-860 on Your Dial We invite you to all services of the church.

The Bible is right and it does make a difference what we BELIEVE and PRACTICE.

Church of Christ

J. M. White, 1949 Oldsmobile No. 17, Mabry Addition, Town of 4-door sedan.

#### Grain · · ·

(Continued from Page 1) storage and to market them at a later date," said Collier.

Commenting on the program in the past, Collier pointed out that approximately 27,000,000 bushels of 1948 crop grain sorthrough Jan. 31, 1948. No pur- developmental stage. chase agreements were completed in 1947, but as of Jan. 31, 1948. such agreements had been made on 2,000,000 bushels of 1948 grain sorghums.

The Department is now working on conditions under which producers may make voluntary loan and purchase agreementbeginning April 1, 1948. The tilizer.

CCC will accept such deliveries to help meet export programs and clear storage facilities in early season preparation for the new crop. Farmers interested in making such deliveries should get in touch with their county agricultural conservation com-

#### Hints On ···

(Continued from Page 1) recommend any particular types. ghums were placed under loan as many of them are still in a

He also spoke about the possibilities of creating a seed producing area around Deaf Smith County. At present spud growers must buy their seed from points scattered all over the Middle West.

The specialists advocated more research work on potato growdeliveries of 1948-crop No. 2 yel- ing in this area, particularly relow Milo grain sorghums to CCC garding the application of fer-

# LOOK

### POLIO AND SPECIAL DISEASE POLICY

Covering Polio, Spinal Meningitis, Diphtheria, Scarlet Fever, Smallpox, Leukemia, Encephalitis and Tetanus.

#### PAYS UP TO \$5000.00

#### Treatment of Each Person

HOSPITAL SERVICES—Room, Board, Attendants, Apparetus,

MEDICAL SERVICES-M. D. or Osteopoth.

NURSING SERVICE—Registered Graduate Nurses, 3 a day @ \$10.00 per day each.

AMBULANCE SERVICE-\$25.00 each Hospital Confineme IRON LUNG -- Or similar mechanical apparatus,

BLOOD TRANSFUSIONS-Includes expenses incurred for

DRUGS AND MEDICINES—Used in treatment of such sickness TRANSPORTATION—Reilroad or Aircraft, to Hospital, petient and 1 attendant. Special plane when necessary. BRACES AND CRUTCHES-As mooded.

Alliance Life Insurance Company Assets Over \$26,000,000.00

Premium, 1 person—Only \$5.00 e year. Premium, Whole Family-Only \$10.00 e Year. More Protection at a Reasonable Price

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.

TRUCKS

**HOUSEHOLD ITEMS & MISCELLANEOUS** 

1 1940 3-4 ton Chevrolet Pickup

1 1937 1-2 ton Chevrolet Pickup

Radios, 32 volt table models

Washing Machine, Maytag

Refrigerator, Servel 8 ft., good

# FARM SALE Friday, April 8th

SALE STARTS AT 11 A. M. SHARP

Located 21 miles west of Hereford on Harrison Highway, South Side of Road LUNCH WILL BE SERVED BY THE CULTURAL HOME DEMONSTRATION CLUB.

#### FARM PLOWS AND TOOLS

2 Two row Godevils, steel

4 row Planter, sod planter

Manure Spreader, good shape IHC Broadcast Binders, 10 ft., 1 extra good

Wagons

Rod Weeder

Hoeme Plow, 14 ft.

Lots of Sweeps and Chisels

Unitiller

Van Brunt Wheat Drill, 16-10

Dempster Drill

Disk Harrows, John Deere, 21 ft.

Oneway plows, 1 new/10 ft. Case, 2 Moline

Grain Loaders

KT M&M Tractor

M International Farmall with 4-row attach-

2 Cows and calves

#### MISCELLANEOUS FARM EQUIPMENT

Lots of Tools

Seed Cleaner

Posthole Digger

Hoof Trimmer

Case Tractor, Model L

#### LIVESTOCK

17 Mixed Yearlings

Blacksmith Outfit

2 Saddles

Hog Feeders, several troughs

Large Buffet

Breakfast Suite

4 Butane Heaters

**Butane Cook Stove** 

Dining room Suite

Bedsteads, mattress and springs

Dresser

2 Chairs

Desk 1 Settee

Many Cooking Utensils

Lawn Mower

Walking Plow

3 Butane Bottles 1 Cream Separator

Several Barrels

Oil Heater

1 Coal Range

OTHER ITEMS TOO NUMEROUS TO MENTION G. W. Brumley

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### IMMEDIATE SERVICE-BUDGET TERMS Wo Ford dealers know Fords best! **Dudley Green** Hereford, Texas

#### ollege Photo Expert Heard At Camera Club

Tracing the history of photoe lens about 400 B. C. Roger haley, photography expert om WTSC, spoke to members nd guests of the Camera Club hursday at their regular meetg in the Beta Eta Room.

He appeared as the second uest speaker in a series planed by the club.

Whaley outlined the develpment of the lens, pointing out he four different types of lens nd their particular advantage camera fans.

#### Elementary Lens

The most elementary kind is alled a simple moniscus type, ne kind found on the most incpensive cameras and also the rst type lens developed in hisory. It is essentially a prism to efract the light, but is the basic

#### Blue Cross

Dues are due April 1st

Last date for payment is April 10th

PAY V. O. HENNEN

principal upon which all lens designs are built.

The next developed was called, a doublet lens. This type turns up on the better type box cameras, its advantages being that it focuses the light at one point instead of several points. As far as the camera fan is concerned raphy since the inception of this gives him a sharper image n his prints.

> Third type, a rapid rectalinear lens developed about 1700 included the advantages of the other two, plus a second doublet iens. In this type they put one lens in front of the light aperture or shutter of the camera and one in back. These two lens work to counteract curvature lines which more simple lens types often form.

For example, with a simple doublet lens, a photograph with a telephone pole in the foreground would give the pole a slight curvature line. A second doublet lens cancels this effect.

The fourth and most effective lens is an astigmatic lens, which combines the advantages of the other three, plus an added combination of two different kinds of glass. On a print it gives better detail, sharper contrasts and enables one to enlarge prints more effectively. It reproduces the truest picture of the object and is the kind of lens used on all better cameras, news shots, portraits, etc.

This type was developed originally about 1881 in Jena, Germany, and has been in a per-

fecting process since then. Whaley also outlined the history of photographic emulsion, relating that the first photoa century ago. Contemporaries,

### graphs were actually made about **ELECTRICAL CONTRACTING**

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HEREFORD

#### Three Generations Of Ranchers



Little Joe Prince Maddox, 8, of Colorado City, listens intently to Texas Ranger Eddie Oliver as Oliver talks to the boy's grandfather J. P. Maddox (above, left) and the boy's father, Jim Maddox, operator of a sheep and cattle ranch at Colorado City. The picture was made during the 72nd annual Texas and Southwestern Cattle Raisers Association in Houston, Texas, March 22. (AP Wirephoto).

bot in England were the first New 45 RPM men to make successful photographs.

#### Photo Chemistry

After an intermission in the program, Whaley discussed the chemistry of photography, the involved processes in the chem- ware of the new 45 rpm records images on the lens.

Attending the meeting were tion. Mr. and Mrs. Bill Wolfe, Mrs. Carl Perrin, Julian Perrin, O. B production makes obsolete the Russell. H. M. Benson. Law- standard 78 rpm players now in rence Krebs, Wyndell Cox, Bob existence, although records for Simpson, George LeGrand, Ken- the former type will continue to neth Coker, Henry Stahl, Dr. be made so long as a demand for W. F. Graham, M. L. Simpson, Jap Dickerson, Elmer Patterson, which will fit conventiently on Bill Patton, Ben Conklin and any type or make record player, Curtis Traweek.

Tapeworms-there are several thousand kinds-infest almost all of the backboned animals of All records are uniform in size, all kinds.

# Records Are Now

On The Market

Urlin Streu announces this istry of development, intensifi- and record players, just recently cation and the formation of perfected by RCA Victor Division aften ten years of experimenta-

> This new system of sound rethem continues. An adapter, is already on the market at a

Only seven inches in diameter. the new records are made of a plastic unbreakable material. and the longest selections play

up to 5.3 minutes. One selection per record is the standing rule, and only one side of the record is used for recording Up to ten records can be placed at once on the players, resulting in a playing time of more than fifty minutes without a change Changes are completed in 1 1-3

With a wide circle cut out in the center, together with the smallness of size, the records are simple to handle with one hand. ithout touching the playing more than 150 singles can be stored in one foot of bookshelf space or records can be kept in desk drawers or between bookends without worry of being broken. Each record has a 'shoulder" or region of padding fround the center which protects playing surfaces from touching each other, either while on the hanger or while stored.

Each record category has a special color. Red Seal classics are red, popular numbers are clack, country and western records are green, children's records are vellow, blues and rhythm numbers are cerise, international records are sky blue, and popular classics are midnight blue.

Recorded entirely in the "quality zone," it is claimed that the new records are the first to be distortion-free over the entire playing surface. The new typesystem is available in various forms-adapter, record players. radio-phonograph consoles. table models: or in models with both the 45 rpm or 78 rpm mech-

In the early days of the telephone, the instruments were week receipt at Streu Hard- often leased in pairs, permitting wo stations to talk to each othr but to no one else.

> The Port of New York has a total shoreline of 771 miles in New York and New Jersey, with 2,000 piers. wharves and quays.



When you come here for any of the services we render. you get prompt action.

You'll like the friendly, efficient service of this home town group.

So whatever your financial program or need come in and talk it over with your friends at the Hereford State Bank.

Remember our . . . .

SAVINGS DEPARTMENT SAFETY DEPOSIT BOXES



### PRIZES for all the family! brought to you by the makers of All-Aluminum Milk Bottle Caps

• All-aluminum milk bottle caps are sparkling, new protective hoods already in use by

hundreds of dairies across the land. You'll like these sanitary caps especially because they are so easy to remove and to replace. You don't need any special openers to remove them, but you don't remove them

like old-fashioned paper hoods or plug caps

To help teach more people how to remove these new aluminum bottle caps the easy way, we've put the simple instructions into a limerick and are offering 300 worthwhile merchandise prizes for the best last lines.

#### Write the Last Line for this Limerick!

Aluminum caps come off so ner Just turn and lift—a simple feat Don't pry it or peel it Snap back to re-seal it

For the best last lines added to this jingle, the prizes listed at the right will be awarded every 30 days.

HERE'S HOW YOU ENTER:

1. Send to us, on a plain piece of paper, the above jingle with your own best last line added.

2. Print your name and address, and the name and address of your dairy, on the same side of the paper as the jingle.

2. EACH ENTRY MUST BE ACCOMPANIED BY 5 ALL-ALUMINUM MILK BOTTLE CAPS. They must be all-aluminum—not paper-lined aluminum or paper-lined steel caps—but reasonably exact facsimiles will do. 4. Mail to ALL-ALUMINUM CAP CONTEST, Box 5147, Brightwood Station,

5. You may submit as many entries as you wish, in each award period, as long as each is accompanied by 5 all-aluminum milk bottle caps or reasonable facsimiles.



# 100

#### Prizes Every 30 Days

First oward period -- March 1 thru March 30 Second period-March 31 thru April 29 Third period - April 30 thru May 29

1st -2nd -3rd **Hotpoint Automatic Dishwasher** 

4th -5th -6th **Hotpoint Washing Machine** 

7th -8th -9th 20-Inch Power Lawn Mower

10th to 15th Hotpoint Garbage Disposall

bie Boy's or Girl's Bicycl rham 5-piece Bridge Se

E Portable Food Mixe (table and chairs)

GE Automatic Toaste 70th to 85th Delta Powerlite

sorb to 70th

Send Entries to ...

ALL-ALUMINUM CAP CONTEST, Box 5147

" 'SEE WHAT YOU BUY . BUY IT IN GLASS"

# Hereford Creamery Company

Cream O'Plains Milk & Butter



# "Pickup? Watch it on the green light!"

TRAT'S WHAT DWNERS SAY ARMEN THAT ROAD-PROVEN MERCURY ENGINE! What gives this low-to-the-road, new 1949 MERCURY such a jump on the others? Look under the hood! That exclusive new MERCURY power plant is terrific! Owners say it's not only the liveliest, the smoothest-but the thriftiest engine they've ever driven! And u is!



Make your next car the proven 1949



MEREURY

I got the flashing pickup—and every-thing else you expect of a 1949 car! For this long, low, road-hugging Mercury's been road-proven by thou; sands of owners for millions of miles!

rou can be sure your 1949 Mercury's

You can depend on its powerful, thrifty, new 8-cylinder, V-type engine! Its new front coil springing! New, casier steering! New "super-safety" brakes! New, broader, softer seating! New increased all-round visibility!

See it-and you'll say: "It's Mercury for me!"

SEE YOUR NEXT CAR AT 2

# Hereford Motor Company

**Dudley Green** 

Hereford, Texas

**Archie Scott** 

# RCA VICTOR

**ANNOUNCES** 

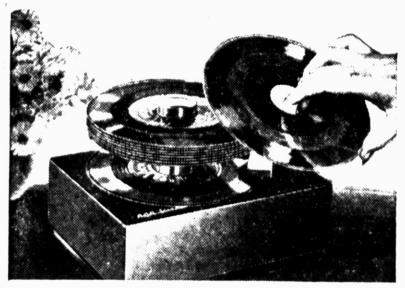
# A Completely New System Of Recorded Music



The new RCA Victor records fit into a standard

NOW ... the best costs less! New nonbreakable vinyl plastic records for less than conventional shellac recordings!

For the first time—a record and automatic player designed especially for each other



Enjoy the new RCA Victor system through your own RCA Victor 9JY radio or phonograph. This inexpensive automatic player can be quickly and easily connected to your present radio or phonograph regardless of make. AC operation,

#### ALSO OTHER TABLE MODELS AND CONSOLES

- A new kind of record—first to World's fastest record changer of playing surface.
- can play as long as ordinary tem ever. 12-inch.



The new RCA Victor system in a complete phonograph. Less than 8 inches high . . . complete with selfcontained speaker. You'll hardly believe so small a set could have such volume, could play such wonderful music, could cost so little. AC operation.

RCA Victor 9EY3

- be distortion-free over 100% —plays up to 10 records automatically.
- 7-inch non-breakable record Surest, easiest operating sys-
  - Records and albums fit into an ordinary bookshelf.

#### The modern, inexpensive way to enjoy recorded music

The new RCA Victor system of recorded music offers more advantages, more enjoyment than any other type of record or recordplaying equipment ever designed for the home.

The non-breakable vinyl plastic records, the smaller size of record and equipment mean real savings. You can play exactly the music you want when you want it.

READ EVERY QUESTION AND ANSWER BELOW FOR AN AMAZING REVALATION OF NEW THRILLS IN STORE FOR YOU IN THIS NEW SYS TEM OF RECORDED MUSIC MADE AVAILABLE BY R. C. A. VICTOR.

#### What Is The New RCA Victor Record Playing System?

bookshelf...150 to a foot!

It is a Record and Record Playing Equipment, developed and designed for use with each other, to bring you the Most Perfect Reproduction ever devised for Home Listening.

#### Why Was A New System Necessary?

With the advent of the automatic changer mechanical difficulties were encountered because of lack of standardization of records. RCA developed its new system with the following objectives: 1. To develop a trouble free automatic mechanism for changing records. 2. To design the best record ever built, one with the following features: a Distortion-free reproduction; b. Minimum surface noise; c. Maximum quality and tone; d. smallest practical size.

#### Why A 7-Inch Record?

The 7-inch record has many advantages:

easy handling, small, efficient, attractive, no storage problems, sturdier product with less wear same amount of music as recorded on a 10 or 12 in, record, the entire recorded surface limited to the quality zone.

#### What Is The Quality Zone?

It is that portion of the record in which no distortion occurs. The new RCA Victor record combines size and speed and groove size to produce a distortion free reproduction over 100% of the playing surface.

#### Is This A Long-Play Record?

No, the new record has a playing time of up to five minutes, twenty seconds.

#### Is The Changer Trouble-Free?

It is so compactly designed that servicing has been brought to a minimum— it has 75% fewer parts than the conventional

#### Can I Use This System With My Present Radio?

Yes, you may purchase an attachment which will play through your present radio or phonograph, regardless of make.

### Is The Player Completely Automatic?

#### What Type Of Needle Is Used With This New Player?

There is no needle! This system uses an improved "silent sapphire" permanent point pickup.

#### How Much Cheaper Are The Records?

Up to 33% in albums, and 24% in single records, depending upon the type of entertainment you want.

#### Will The Fine Grooves Present a Problem?

No. The records are so designed, with a center shoulder providing air space between each record, that the playing surfaces do not touch while the records are on the changer or in storage. Further, the large center hole and the size of the record itself permits easy and careful handling of

#### What Do You Mean By A Color Code?

Each musical category will be recorded on a different color record! This permits you to segregate your record library into classifications by means of color identification.

#### How Heavy Are The Albums?

For example, a four-record set weighs a mere  $6\frac{1}{2}$  ounces as compared with the old album weighing 41/2 pounds! Every record, in an album, or individually, is enclosed in a protective transparent cellophane sleeve.

See It - Hear It Play It Yourself