Vacation Supplement Today

Published Every Sunday

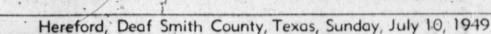
Our Slogan: "More People-More Farms"

Diesel Freight Piles Into Car

On Santa Fe Line Friday Nite



Volume 2-Number 2



Price 10c Per Copy

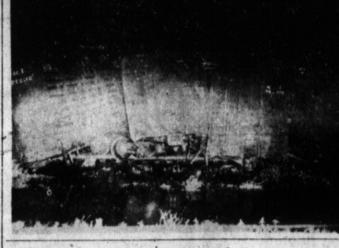


Even though Hereford has een wriggling under a drouth intil this week, the yearly moistre has already crept up periousclose to the yearly average. By the middle of the almost-midle month, Deaf Smith had received 18.18 inches of rainfall in town, and some areas of the county had been swamped with even more moisture. Average rainfall for this semi-arid country is 20 to 22 inches.

Faust Collier has notified the Brand that official government be established until after the Secretary sees the July crop reort issued by the Bureau of Agriculture Economics. This report is released about the 10th of the month, but this month since the 10th falls on Sunday. it may be the 11th or 12th before. the farmers are notified. If secretary Brannon says quotas should be enforced a referendum will be held on August 13, to give the growers a chance to speak their piece.

Hereford's Army Reserve unit Freceived official designation Saturday afternoon in orders from Fourth Army headquarters, stating the local unit is Headquarters and Headquarters company, 4234 Armored Ordnance With Hereford School District Maintenance Battalion. The orders were by Gen. Handy. The unit meets Monday night in the Chamber of Commerce offices at 8 o'clock. Reserve members and anyone interested in be-coming a member may attend.

Volunteer firgmen answered a day when the County School school tax collector. hurry-up call Thursday to dis- Board consolidated the Sims and cover it was only a grass fire. Messenger School districts with already being carefully tended the Hereford schools. up in the 600 block on Second Street. An alarmed observer turned in the alarm, and the



Post Office Officials Hope To Start New City Delivery System This Week Amarillo, was injured, and was treated at Deaf Smith County Postal authorities hope to in- livery man.

voke the new city delivery system this week establishing three two now organized.

This system will take care of the entire town section which is elements, or a door slot, would bordered by Highway 60. High- be acceptable. the one and two hundred blocks comb. on Fuller Street.

ed-E. W. Young, Baxter Lonrell will be the parcel post de- ately.

turning the locomotive and damaging 17 freight cars. The engineer, Fred Baird, of Amarillo, was injured, and was Hospital for shock, multiple All residences must be supplied

with a mail box and Postmaster release say the quotas will not delivery routes instead of the Jim Lipscomb said any kind of receptical on the porch that would protect the mail from the

> way 51, Park Avenue and Avenue Getting correct addresses is K. It will also take in one and still our big problem, but postal two hundred blocks north of regulations prohibit our deliver-Park Avenus, the one hundred ing the mail to any incorectly blocks west of Highway 51, and numbered address," said Lips-He advised people who would

Hereford Rural School district ter, Will Brown, George Graham, Hereford. If the people are not

State Purposes Ezra Norton, president called

the meeting to order and stated

Rural School District is now 1,150 "We must decide whether to garding petitioning out or

square miles, making it one of consolidate with Walcott or with (Continued on Page Three)

Sims and Messenger.

at West Park Cemetery.

Three carriers will be employsoon be on city delivery lists to notify their correspondents of don, and Billy Wells. Jack Cor- their correct address immedi-

Total area of the Hereford the purpose of the meeting.

bruises and lacerations of the right ear and fractured ribs, but was reported. to be recovering nicely Saturday morning. Two other crewmen were also taken to the hospital but released after examination. Santa Fe officials, who were

million dollars.

cause of the wreck could only be determined after a thorough investigation. The 129 car Diesel

locomotive, on its maiden run mainline when a seven car string out of Amarillo, rammed into a of refrigerator cars loaded with potato car that had been switch- potatoes were switched off the ed onto the mainline right in storage track right in front of front of the Hergford Depot them. about 9:05 Friday wening. over-Hog Cars Damaged

A Santa Fe four unit Diesel freight was going west on the

The Sunday Brand

Ten cars in the train, including four cars of hogs, were damag-

Ed. The fireman on the freight was reported as saying, "I looked up and the light was green; I turned around for a minute, looked again just as the light flashed red. It was just before we hit.' Santa Fe officials say the train was traveling at about 30 miles an hour, legal speed limit for trains to pass that Main Street crossing.

The crash overturned the locomotive engine. splintered several stock cars. and rammed others off their carriages. Pigs freed by the wreck ran squealing into the streets. Some of the animals were killed, and volunteer trucks

spent, several hours unloading the other animals and carting them to the stock yards. Potatoes littered the tracks and yards from the passenger

depot to beyond the Main Street along the tracks from one depot to the other. The water spout, situated be-

tween the tracks and used to fill of clearing tracks all night long steam locomotives. was broken even in the rain and feared the off at the stem, and water gushed out, flooding the south side of the tracks. That water tank, which holds approximately 10,-

000 gallons of water was report-ed to have only four feet of water The excitement brought out slid its boundaries back and superintendent of the Hereford satisfied with our decision, they crowds of sight-seeers took in 450 square miles Thurs- Rural Schools and Fred Baird, can talk to the county board, left in it. but we aren't making any pro-

HEREFORD 6, STRATFORD 3

thronged the highway. City police, the sheriff's department and **Called In Wreckers** Ed Dart, track supervisor who the State Highway Patrolmen was in Hereford at the time, ar- milled around the wreckage, rived at the scene of the wreck | keeping the crowd across the only about ten minutes after it highway while workmen were

clear the debris.

Workmen were at the

through Hareford, over the oth-

who

er tracks, they pointed ot

happened. Santa Fe officials | busy unloading hogs and clear- | ford yesterday were called from Amarillo. ing up the destruction. The firecrossing. The wreckage piled Wreckers from Clovis and from truck was called out in case fire Amarillo were sent out to help broke out.

ed to the lines this yeek to take Neal, conductor, B. F. Calling. care of heavy freight traffic. The fireman and E. L. Garrison. job might stretch into Monday. Train traffic could still go other one came through Here- brakeman. All live in Amarillo.

Cost of the locomotives run about \$265,000 or higher, and the four unit diesels are handled This diesel, which was on its by a three man crew. Besides the first run, is one of two just add- engineer, the crewman included E. J. Townley, brakeman, D. M.

Harvest rush always tends to

slow down building. However, the

dead lull is generally in January

and February when weather calls

odist Church with Rev. Don Da-

vidson officiating. Another ser-vice will be held this afternoon in

Big Spring. Burial will also be

Mr. Denton lived near Big

mile west of the cemetery. His

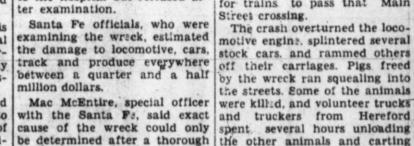
Two of Mr. Denton's six chil-

dren, Marle and Dorothy, live in Hereford, the others are Mrs

a halt to building.

REACH \$423,500 MAKK **Churches Swell Building Permit** Total For City Near 1947 Mark Building permits for the first, on building permits issued

six months of 1949 have already throughout the state, place reached the \$423,500 mark and Hereford far down on the list. On The Upswing include permits for the building Hereford is just now coming



firemen hurried to the rescue. only to find out they really weren't needed at all.

Just wondering around the Brand office if anyone from Hereford was in Aspen, Colo. to hear Dr. Albert Schweitzer, the compelling attraction at . the Goethe Bi-Centennial. there?

team were returning from Dalhart Friday night (via Amarillo where they watched the Gold Sox trample Abilene 9-4) at night they saw the mob of people collected at the railroad station. "Gosh." said the kids, "wonder what movie star is coming through town to attract such a crowd?'

Dry Spell Relieved As County Gets Bain

The rain was heartening to farmers, who haven't received meant .16 inch of moisture according to the Weather station at the City Hall.

However, farmers from other spots around the county report-ed more rainfall. Wayne Higgins The Walcott said one Dawn farmer had reported a two inch rain which ame in a heavy downpour Friday evening. Ezra Norton said several farmers in the eastern part of the county had received about a half inch.

Thursday afternoon and eve ning the northwest part of the county received good showers. Friona reported a half inch or niore and north of Friona reports said half to three quarters of an inch. Charles Ownes reported a good rain at his place

ported a good rain at his place northwest of town Friday. A combine operator working in that area reported 5 inches of rain Friday night. Farmers with grain sorghums in the ground welcomed the rain to revive the drouth ridden crops. Even Hereford's phenomi-nal 18 inches of rain hadn't been enough to carry the crops through the blistering 95° heat of the past two weeks.

in the state. An enumerated 2,065 scholastics reside within this area.

The decision to add Sims and Messenger to the Hereford district was made by the board after a two-hour debate, a discussion that had been preceded by Was four meetings of school patrons and school trustees of the Coun-

ty Board, and the common school Joe' Smith's Junior Baseball districts. The County Board was propelled into taking definite steps to consolidate Deaf Smith's dormant school districts by the new Gilmer-Alken law, and the and arriving in Hereford late decision was reached the day before the legal deadline. Representatives of Sims, Messenger and Walcott argued their proposals with the Board, Thursday. T. J. Poindexter and Wilson Wyly of Massenger presented a

petition signed by about 40 residents indicating their desire to combine Sims, Messenger and \$55 per capita. Walcott into one district. The total scholastics enum-

70 Miles To School

No official delegate from Sims was present although school patron Will Brown appeared to request a consolidation of Sims any rain since June 23, and only and Adrian, protesting that it any rain since such 23, and only and rainin, protesting that is .88 since the middle of June. Hereford's short showers Thurs-day night and Friday night meant 16 inch of moisture accounty to Hereford. Shortest auto route between these points is 70 miles one way, There are four scholastics who live in that

The Walcott district which is

not a dormant district, was not up for consideration in the consolidation unless a proposal for adding its two neighboring districts, on the north and on the south to it, were accepted. After due debate school of-

agreed that Hersford ficials would probably supply better educational facilities than Waicott could, and consolidating Sims and Messenger with the Rural School district would be more desirable than joining Walcott. No matter where the pupils go to school, Hereford must pro-vide their transportation.

Attending the meeting were Erra Norton, president of the county school board. J. C. Morri-son, Judge Leonard Foster, sup-erintendent of the county schools, M. W. Blankenship, Bernie Northcutt, Norman Miller, Wilson Wyly, Phillip Miller, George Messenger; T. J. Politides

Tax Rates Will Probably Go Up In Two Consolidated Districts

As Her:ford's Rural School the first month of the school As Herflord's Rural School of the approximately Sept. 15 to District was enlarged, so also, in all probability, is the tax rate for Oct. 15) will be used to determine the school's qualification for pro-Although it must be decided definitely within 30 days, it is fessional units.

mises yet, ' he said.

Norton pointed but that the

new Gilmer Aiken law does not

change the previous statutes re-

The Gilmer Aiken Bill proprobable that the tax rate for these two new areas will be vides \$180,000,000 to finance the raised to \$1.50, the same rate public school program over the entire state. Of this amount, \$45which patrons now living in the 000,000 must be supplied by lo-Hereford Rural School District are already paying, according to cal school units from their own Fred Baird, county tax collect- county school taxes. The remaining \$135,000,000 will be furnished by the state in their contri-Under the Gilmer-Alken pro-

visions, the par capita donations bution to the foundation prosubmitted by the state to local gram. Deaf Smith County, whose funds will be \$50 for each stueconomic index and wealth ratdent. down \$5 from last year's

ing is .00225 in the state, must supply this percentage of the Patterson drove in the run with bases. \$45,000,000 for the minimum a long fly to center field. erated in each district are used program. This amounts to \$101.to determine this amount of the 250 which Deaf Smith must supstate's part in the foundation ply for the four districts which program. If a student is transferred, his per capita apport-ionment is also transferred. make up the county-Vega Wildorado. Walcott and Here-Average daily attendance for of only the bare essentials of the

educational program. **Rogers Reburial** It.does not, as the state puts it,

supply enough funds to "enrich" This Afternoon the schooling program. The Hereford Rural School

Reburial services will be held district now incorporates 84.07 per cent of the taxable wealth of the county, according to the this afternoon at 3 o'clock for Staff Sergeant Leo C. Rogers who was killed in action on Septem-ber 9, 1943. The services will take county evaluation; or. \$85,760 of the County's \$101,250.

place in the First Christian In addition to the local school taxes and the per capita ap-portionment, the state will also Church, with Rev. Russell A. Wingert in charge. The Odd-fellows, of which Rogers was a member, and the Veterans of ing the necessary amount need-Foreign Wars will assist Rev. ed by the school to meet their Wingert, Burial will take place budget. ert. Burial will take place

If the students from Sims (54 scholastics listed) are transferr-

Sgt. Rogers went overseas as a bombardier in September of ed to Adrian and the students 1942 and was stationed in Eng- from Messenger (24 scholastic and and Africa. He participated fisted) transfer to Friona, Sims in the Tunisia, Sicily and Naples and Messenger will continue to nampaigns, and was reported missing in action on September 9, 1943 while flying his fiftieth mission. He was a member of the Odd-

He was a member of the Odd-fellows, the Woodmen of the World, and the First Presby-terian Church, of which he was a deacon. Survivors are his par-ents, Mr. and Mrs. A. R. Rogers, and his maternal grandmother.

Legion Juniors Win District Title **Defeat Stratford In Final Game**

Juniors turned the trick Friday Both runners scored on Stratford tion to the First Baptist Church. afternoon against Stratford the miscues.

hard way, winning the third The seventh sewed the ball game of a three game series 6-3 game up for Hereford, when after losing the opener, and winning the second to tie the series. Hannen, Hawks and Stanton Bill Engman scattered five scored. Stratford scored twice in the eighth, but Engman kept Stratford hits out over four

innings, while his teammates control of the game. Hereford played good baseball, leveled off with 7 bunched hits to count up 6 runs in 3 innings. individually and as a team. All Stratford took a one run lead three outfielders turned in good in the first inning and made it catches and Hennen, Hawks and two in the fourth. Hereford Tim Corbett teamed for the first double play of the year in the scored once in the fourth when Leonard Walterscheid opened the sixth. Walterscheid caught a nning with a single. Pat Corbett foul in a difficult situation and the Engman, Pat Corbett battery advanced him with another single. Tim Corbett flied out, hit kept the game and opposition under control at bat and on the

a pop fly to the pitcher and Bob

ford. This amount takes care One Person Killed, Five Injured In July As Deaf Smith Accident Rate Shoots Up Hereford's accident toll shot of the plow when Kerr's foot upwaord again this week when slipped.

train wrecks, car wrecks and farm accidents killed or injured six people, bringing the toll for the month to 15 and giving a

year old farmer, who died from injuries sustained when a trac-

But farm accidents continued near Friona suffered a broken arm Wednesday while cranking

Clifford Kerr, 19 year old son of Mr. and Mrs. Will S. Kerr,

of Mr. and Mrs. Will S. Kerr, broke his leg when he caught his foot in the wheel of a plow. Wednesday Accident This accident occurred about 8 p. m. Wednesday night on the H. H. Langford farm. Young Kerr, Peyton Ramey and Lang-ford were riding on the back vhen it was sideswiped ruck. His arm had to be a ated after it was bedly ma (Continued on Page Thr

or remodeling of 30 residences, out of one of the slump seasons. 13 businesshouses and three according to local contractors. churches.

Biggest items on the list were the \$100,000 chapel for the First. Méthodist Church and the \$90,-Hereford American Legion | ror and Jack Hennen walked. | 000 educational building addi-

Spring, when contractors and Two new homes in the Allison carpenters cane finish up the addition, for which permits of wor's which winter weather de-\$24,000 and \$27,000 were granted. layed, and autumn. when peoserved to jump the residental (Continued on Page Three) construction up almost a third

of its total. Remodeling and improving Denton Funeral business firms accounted for eight of the permits issued to eight of the permits issued to them. The Seventh Day Ad- Held Here And ventist Church, third church on In Big Spring the permit list, is remodeling the entrance way to their building. Even these figures do not rep-Funeral services for O. G. Denton, Deaf Smith, County resent the true picture for not farmer who died Thursday all home owners take out building permits for their planned morning about 1 o'clock, from chest injuries received Wednes-day, shortly afternoon when his tractor turned over—pinning him underneath, were held Saturday afternoon at 2:30 in the Methconstruction or remodeling.

Figures for the state of Texas.

Acreage Allotments Due In Two Weeks For Wheat Farmers Deaf Smith wheat farmers,

there. bowing to the decree of allotted wheat acreages once more, will Spring at Knott for 20 years receive the official notification prior to moving to this vie He lived here about four years of just how many acres they

will be allowed to seed. sometime The accident occurred in the field near his home about a half Quick action on the part of the tractor driver, a man named within the next two weeks. Faust Collier, ACA manager. announces that the local office daughter Dorothy, saw the over-will receive the all-county al-lotment Monday and the com- father pinned under the trac-Kerr received only a simple mittee plans to meet Tucsday to tor. She hailed a passing car fracture, just above the ankle. begin dividing up the overall for help and the Gilliand Fu-He was brought to town by total. to the hospital. He did not re-

Langford, treated at Deaf Smith County Hospital and is expect-ed to be sent home today. This year an approximate 475,600 acres were planted to wheat. The average for the past a combine while working in the fields at his farm by the Ford School House. Brought to town by his son, George, he was treat-ed for broken ribs and is still at Deaf Smith County Hospital. Car Wrecks Car wrecks, also, took the Car wrecks, also, took the Countywide allotment will be a lowered percentage of this total. There are approximately 12,000 wheat farms in the county, among which the total must be apportioned. Car wrecks, also, took the county and the lowered percentage of this total. There are approximately 12,000 wheat farms in the county, among which the total must be apportioned. Car wrecks, also, took the county and the county wheat farms in the county. Car wrecks also, took the county description of the first time for the first time

Also living in Texas; Clyde Den-ton of Big Spring and Mrs. R. W. Hill, also living in Texas; Clyde Den-ton of Big Spring and John Den-ton of Winters. ers now for the first time since 1942, when the government abandoned its crop-cramping to encourage all out production to provide sood to fill the demands mer had his left arm amputated Friday after he was involved in a car wreck just outside of town. Clemmer was driving a pick-up when it was sideswiped by a

When the acreage was set in 1941, it provided for 48 per cent of the total average planted in the years just prior to the war.

Sargent, is credited with preventing a much more serious head and shoulders lead over any injury. Because he stopped the other month in the year for ac- machine almost immediately. cidents and fatalities. The death of O. G. Denton, 54 He was brought to town by

tor overturned on him in a bar ditch on his farm west of Hereford, was the only fatality of the week

to mount. John Wheat, young Mississippi lad who is working on the John F. Thompson farm

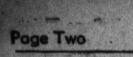
a tractor Car wrecks, also, took their share of victims. R. E. Clem-

on the Regional tournament and

Cauch Joe Smith said details

a long fly to center field. Hereford took the lead with a pair of runs in the fifth. Tommy future games will be released

Culpepper took first on an er- soon.



FRIO NEWS

Sunday School Classes Entertained With "Tacky" Party Saturday Night By MRS. OWEN ANDREW

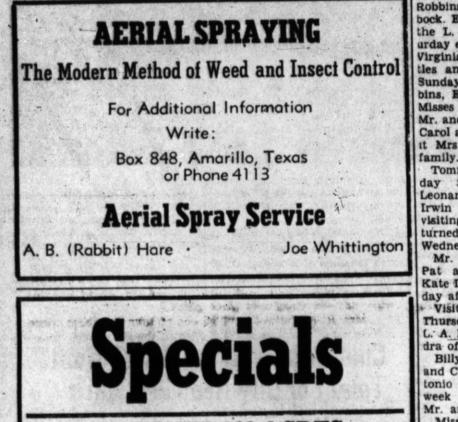
The Young People's and In-termediates classes were enter-tained with a "Tacky" party on



SEE PAGE 4



. ACCIDENT . HEALTH . HOSPITALIZATION



was able to be brought home on Saturday. Sunday William Dixon, son of the Bill Dixons of Hereford, was piloting a plane with his in-structor and landed south of the Warrick place. William has re-

cently returned from a job near Pampa with the highway departsaturday night at the school ment. He has been taking flying rouse. After several games and lessons from instructors at the much fun, those chosen as 'Clover" Airport for several 'tacklest" were Jerry King, who weeks and is described as a very apt pupil. He is the grandson is spending a portion of the

of the W. C. Lowerys. summer here with his grandpar-Mrs. Jack Johnson and Ron ents and other relatives, and nie left Saturday to visit her Miss Nettie Fae Yandell, who is parents and other relatives at visiting with her brother, David Stamford. They returned on Yandell. Refreshments of cook-Wednesday. ies and punch were served. Mrs. Leo Hall has her brother,

union.

David Yandell has his mother Charles Templeton from eastern from Lubbock visiting his home Oklahoma, visiting her. Miss Joy Fisher and Ed Deal,

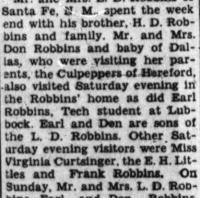
Yukon, Okla., and Lometa Odom Mr. and Mrs. F. J. Springer of of south of Dimmitt spent Sun-Kress visited Mr. Warrick at the day night in the Thompson hospital on Friday. Mr. Warrick nome.

Cocanougher, emerg.; Cameron Gault, emerg.; Robert Barklay, emerg.; Mrs. T. H. Myrick, Mr. and Mrs. W. H. Thompson and La Von spent Sunday in the home of Mrs. Thompson's brothemerg.; Mrs. Hubert Henderson, emerg.; Mrs. F .E. Walker, emerg. er, M. B. Odom, of south of Dim-F. E. Walker, emerg.; Mrs. Tony mitt, where a number of rela-Hoffman. surg.; Mrs. Pat Goet-tsch, surg.; Mrs. R. F. Paetzold, tives were gathered for a re-O. B.; Mrs. Hazel Polk, surg.;

med.

Those spending Sunday in the Mrs. Gilbert Hooper, med.; Mrs. E. Andrews home were Mr. and Mrs. T. L. Sparkman, Jr., Mrs. Elmer Jones, Clark and Glenn Andrews and Jerry King. They

were honoring Mr. Andrews' birthday, which was on Saturday. Mr. and Mrs. L. D. Robbins of



bins, Earl and Don Robbins, Misses Lyla and Betty Robbins, Mr. and Mrs. Frank Robbins and Carol all went to Canyon to visit Mrs. Rhea Robbins and her

Tommy Irwin returned Sunday from Cklahoma to the Leonard' Irwin home. The Raz Irwin family, who have been visiting the Leonard Irwins, returned to California, leaving on

Wednesday. Mr. and Mrs. H. D. Robbins. Pat and Glenda visited Mrs. Kate Dixon of Hereford on Sun-

day afternoon. Visiting the R. L. Shannons on Thursday afternoon were Mrs.

L. A. Leeth and daughter, Sandra of Dimmitt. Billy Warrick of Wellington and Clifton Warrick of San An-

tonio spent several days last week with their grandparents, Mr. and Mrs. J .E. Warrick. rock and John and Bruce Benson of Hereford visited their aunt. Mrs. J. E. Andrews and family on Tuesday afternoon. The Brotherhood, WMS, and GA organizations will meet next Wednesday, July 13. All who will, are urged to attend. Mr. and Mrs. H. E. Lindley attended church at Friona on Sunday and were dinner guests of their daughter, Mrs. Jack Shirley and family. They were ac-companied by Mrs. Lindley's mother, Mrs. Greeson. The Shirleys came home with the Lindleys to spend the night. Mrs. Jim Brooks and Mrs. D. O. Benson have their nephew Gene McClendon of Comanche, Okla. visiting them. Mr. and Mrs. Henry Andrews and Doris Jean took Mrs. An-

The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949 Nicolas Morena, mei.; Mrs. Lupe

Hospital Notes

George Madrigal, med.; Michael

McGee, med.; Jeff Roberson,

surg.; Richard Hughes, med.;

C. H. Wise; surg.; Mrs. R. M. Henry, surg.; Mrs. R. E. Con-ally, med.; Manuel Pacheco, Jr.,

Patients in hospital: Mrs. A. C.

Kinsey, med.; H. L. Watson, med;

Bobby Wayne Armstrong, med.;

George Millard, med.; Andrew

SEE PAGE 4

Maya, O. B.; Clifford Kerr, med; Aubrey Self, emerg.; Kent Williams, med.; Jo Francis Neal, Patients discharged from Hossurg.; R. E. Clemmer, emerg.; B. pital: W. M. Marnell, med.; Mrs. B. Epting, emerg.; Fred Baird, W. L. Davis, Jr., O. B.; Lovilla Finley, emerg.; Dr. Will F. Graham, surg.; Gary Sherrieb,

Amarillo, emerg.; Edward J. Sheffler, emerg.; Eric English, T&A; D. Fardo, med.; Mrs. Art _merg. Lewis, surg.; Lloyd Parson, med.; Mrs. Ereka Farrell, surg.; Mrs.

75th Birthday Party Maria Martinez, O. B.; Mrs. Marjorite Ferguson, emerg.; Zoe Balch, T&A; Mrs. F. M. Henry, Held For Mr. Turnbow med.; Manuelita Gonzales, med.;

Honoring P. A. Turnbow on his 75th birthday, his children held etta. a dinner at his home Tuesday. His daughter, Mrs. Roy Harlacher of Los Angeles, California,

who had not been in Hereford for twenty five years, arrived in time for the birthday celeoration. She is the former Miss Louise Turnbow.

Other members of the family ttending were Mr. and Mrs. D. Irene Sellers and children of San Antonio and Mrs. Turnbow.

Wash. The daughters are Mrs. Sammy Keele of Port Chicago, Calif., Mrs. Craig Vieira of Pitts-R. Grimes, their daughter, Mrs. burg, Calif., Miss Betty Bentley of Hereford, and Mrs. G. F Goolsby of California.

week's illness.



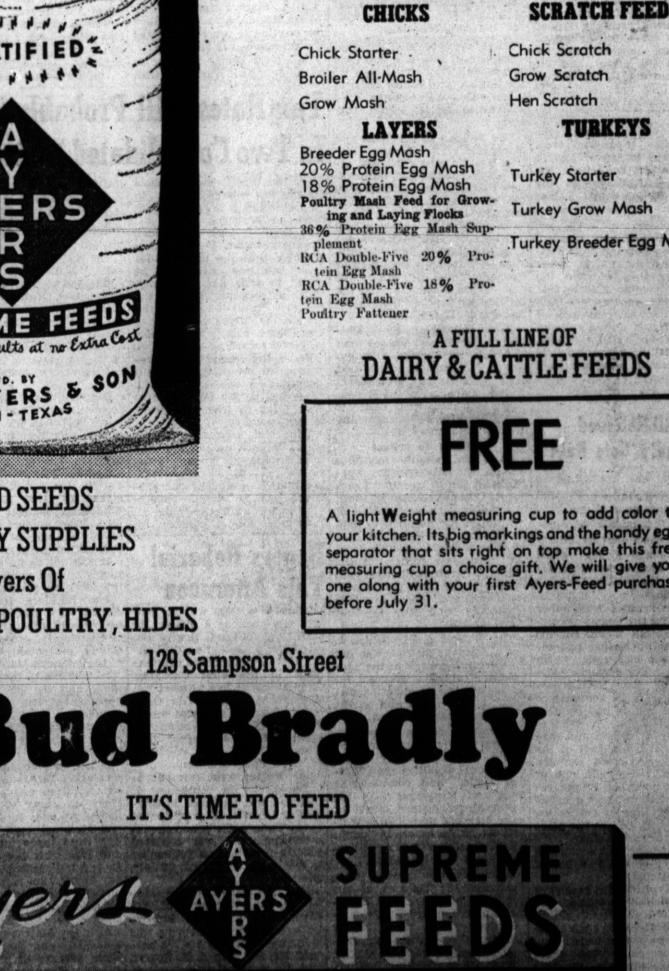


YOUR NEW AYERS DEALER TIERRA BLANCA FEED & SUPPLY

HEREFORD, TEXAS







IMPROVED 160 ACRES

All Good land. All in cultivation. Good 4 room house, out buildings. Located in North West part of Castro county A \$70.00 good buy. Per acre

IRRIGATED SECTION

500 acres in cultivation. 150 acres good grass and lake. Good 6 room house and out buildings. Good irrigation well, 450 acres can be irrigated. Good row crop now growing. Good terms \$75.00 Possession now. Per acre

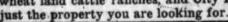
960 ACRES WHEAT LAND

All good level land. All in cultivation. Good terms, Possession now. Located North. West Deaf Smith County. Price per acre \$44.00 acre

500 ACRE FARM

300 acres fine level land. 180 acres fine grass that can be irri-gated. 100 acres now in feed. 200 acres in wheat stubble. Good irrigation well. Located in shallow water belt, in Castro County, South East of Hereford. A FINE FARM. Per acre \$100.00

MANY OTHER GOOD BUYS We have many good listings in irrigated farms, dry land farms wheat land cattle ranches, and City Property. We likely have just the property you are looking for.



FARM LOANS WE HAVE FINE FARM LOAN CONNECTIONS, AND ARE ABLE TO GIVE PROMPT SERVICE ON FARM LOANS THAT WILL MEET WITH YOUR REQUIREMENTS



Wesson Joe Cowan Glenn William Dimmitt Hereford REAL ESTATE Representative Representativ LOCATED AT CROSS ROADS Highway 60 and 51

drews brother, Robert Lee, to Lubbock Sunday where he will be employed. The Vacation Bible School

will close with a commencement exercise on Friday night. Those who are helping are Mrs. Henry Dobbs, Mrs. Henry Andrews, Beginners; Lavada Shannon, Primaries; Mrs. David Yandell and Lyla Robbins, Juniors; Mrs. Olin Parris and Mrs. Owen Andrews. Intermediates, Rev. Shannon is general superintendent. Evelyn Gene Benson is pianist and Betty Robbins, song leader. Mrs. Shannon assisted by various other women, is serving the refreshments daily. Gladys Thompson is general secretary. About 15 children, are enrolled. Friends of the family have received announcement of the

birth of a daughter on July 1st. to Mr. and Mrs. Geo. Cameron, who are living in Oregon. Mrs. Cameron is the former Miss Kitty Kloe Harlin, daughter of the J. B. Harlins of Hereford who was reared in this community. Mr. and Mrs. J. E. Warrick left Amarillo on Wednesday by plane for Dallas where Mr. Warrick will undergo medical examina-tion. The C. N. McClures and J. E. Warrick, Jr. took them to Amarillo.

Shop With the Want Ads KILL RED ANTS Rid your premises of Red Ant Beds with DURHAM'S ANT BALLS for less than Sc per den. Just dissolve balls in water, pour in beds. Goodbye Ants! Handy 35c and 60c jars at-your druggist or

The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949

ATER USERS ASSOCIATION

Is Irrigation Worthwhile?

Take out your watch. Look carefully at the al. How long is a Second?'

The time is amazingly short. Yet, in that ief second, 50 gallons of water flows from ch of hundreds of irrigation wells, bringing w life to parched crops. It likewise puts ney in the banks, creates business in the res; it builds houses and buys new automoles; it elothes children and pays school teach-

Land in the shallow water belt of the high ains has one exceptional advantage which nd in few other areas can offer. This outanding quality is the availability of surface rigation and, without irrigation, land in this mmunity, would be no more valuable than nd in hundreds of other communities over the

lealizing these things, farmers and land ownbecame duly alarmed when state and federauthorities joined in proposal to ration control surface irrigation by law. Meetings e held, committees were appointed and deations were sent to Austin. Vitally interestmen contributed of their time toward deting legislation which they considered unt and unwarranted. The fight was long. The thods required finesse and tact. Finally the plains area won a victory and on June 2 Beauford Jester singed House Bill No. The bill establishes the fact that water hts belong to the people, along with the th of the people to control use of irrigation ter at such time that control might become essarv.

This bill, in addition to being a victory in alf of ownership and justice, is an ecolomie tory for individual farmers and land owners operate irrigation wells or who own land ject to irrigation. Like most victories, how-, it was not achieved without cost in time, ort and money.

he men who gave freely of their time, abiliand experience are not asking for remunera-They are asking, however, that the moveat be continued in order that their efforts. not hav been in vain. They fear that future ion by opposing groups might nullify all has gone before; furthermore, they feel even stronger wedges may be entered in half of the people who inhabit the shallow wabelt. To earry on the crusade, the leaders



have asked that a donation of \$10 be made on each irrigation well in order that the work may be continued.

To us the request seems reasonable and logical except, perhaps, owners of land subject to rrigation, along with business men and indivifual citizens, might also pay their small share for the work which has been done in behalf of of the entire community.

Remember, without irrigation this area would not be one of the economic bright spots in the United States today.

PAVED STREETS MEAN **Progress and Development**

This week-end/saw removal of laststraces of the construction company which contracted surface work on Hereford streets.

The offices and supervisors department closed in much the same manner which they ar-Fived : without fanfare or ado. The event, however, deserves more than passing interest, because it marks completion of a step which will mean much in the future of Hereford.

First, of course, ranks the convenience and comforts afforded the residents and tax payers of the community, along with people who come here from surrounding areas to trade. The paving program is also important in drawing new citizens into the community; the new paved streets make a lasting impression upon all visitors. Important, too, is the fact that the development marks Hereford as "A progressive town' Despite our own opinions from time to time, Hereford is considered all over the Southwest as one of the most progressive towns in Texas. Bankers in Houston, manufacturers in Dallas, even car dealers in El Paso frequently converse regarding the subject.' All because the people spent a few dollars to modernize the streets.

Probability that money spent on streets was an investment rather than an expense is rapidly becoming a reality through the maintenance of property valuations in Hereford. While values are dropping some here, they are dropping much more rapidly in many other places.

So long as the people of this community look upon things in the light of progress and development, Hereford will continue to grow and flourish.

GUEST EDITORIAL How's Your Home Harmony?

Peace and harmony-like charity-begin at home. Family harmony is the foundation of world harmony and peace.

Mrs. Eloise Johnson, extension family life education specialist of Texas A, and M. College, says that living together is like singing together, and family members are like members of a choir. A good choir achieves harmony through continued cooperation and practice. Each member of the choir has his own part and each blends with the others to make real harmony. The family voices differ in pitch and volume, she points out. Each one must learn how to make the most pleasing tones possible and to sing with the rest of the family. "You can measure your own signs of happy home living," she says. "Take stock of your family and home harmony occasionally. You may be surprised at the results." Questions by which home harmony can be checked include: All family members have a share in making decisions and plans; all members of the family share in the work of the home; the family has a plan for spending that helps each member learn the wise use of money the family knows the importance of religion and attend Sunday School and church regularly; and the family is interested in community affairs and accepts responsibilities in the community .- Scurry County (Snyder) News

caught on fire.

Smith hospital.

ured when the car he was rid- lion dollar mark again. Also,

1947

Churches - - -

tims, survivors of two car wrecks,

Sunday, July 3, are also report-

ed to be resting well at Deaf

(Continued from Page One) ple can spend their harvest money are usually the accelerat-

Hereford's half year record, is

almost half of the \$1,095,900 that

represented the total amount of

and if the second six months of

the year match this record. Hereford may pass the one mil-

this half year record lacks only

669,738 of reaching the total number of permits issued in

Interesting sidelight on the building picture is the observa-tion of several Hereford lumber-

liding permits for last year,

ed construction months.



THE MUCH ballyhooed probe of the B-36 is now taking an unexpected and not too happy turnat least for the navy. The turn is so unhappy that naval reserve captain Congressman Jimmie Van Zandt, the Pennsylvania Republican who started all the B-36 furor, would just as soon forget about it. For Chairman Carl Vinson of the armed services committee is not merely probing the B-36. He is also investigating the source of the snicar stories against secretary of defense Johnson and secretary of air Symington. In other words, he s probing the delicate but highly important question of who wrote Congressman Van Zandt's vitriolic speeches.

In this connection it may be significant that the navy has suddenly transferred its press relations and propaganda expert, Rear Adm. Edward Ewen, to Guam. Admiral Ewen had served only one year of a threeyear tour of duty, but suddenly he was whisked off to a distant island, far from the strong arm of a congressional subpoena.

The Vinson committee also is expected to apply the microscope to the most powerful backstage lobbying organization ever to buttonhole congressmen for a government bureau-the Navy League. Frank Hecht, president of the Navy League, now has become so vituperative in comparing Secretary Johnson to European dictators, that good-natured Bob Fleming, president of Washington's Riggs National Bank, is all set to resign as treasurer of the Navy League. As treasurer of the G.O.P. congresing helped raise around a million dollars for Dewey, and has no love for the administration. But he hasn't been able to stomach the Navy League diatribes.

The Navy League has now taken over the admirals' crusade against the bill before congress tightening unification. What the admirals say privately, the Navy League now says for them publicly.

History Repeats

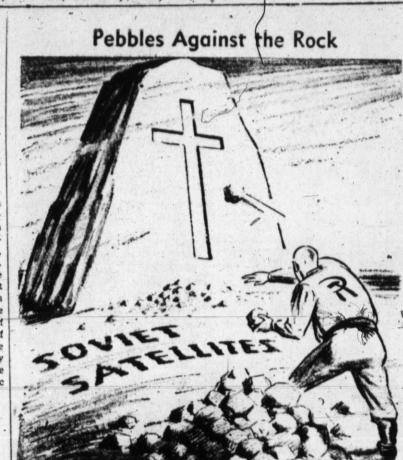
Harry Truman isn't the first President to have trouble with the Navy League. Herbert Hoover also had. his headaches. Just 17 years ago he got into such a mudslinging duel

with the Navy League that the latter ended up charging the Pres-ident of the United States with "abysmal ignorance."

Attempting to practice econ-omy, Hoover had ordered the admirals to cut their 1933 budget. Instead the admirals upped it by 40 million dollars and Hoover sent the budgetback with a demand that it be reduced 20 millions under 1932. Whereupon the Navy League,

mirals, hurled the "abysmal ignor-

ance" charge at Hoover just as the



BOOKS ON PARADE

"Cream Hill" Gets Originality Even Though It Is Hodge-Podge

By MARGARET BARRETT | pictures of scenic enchantment. Conversational books, written Then with the turning of a page, n the first person, are hitting Author Gannett is growing a the market in a steady, prolific victory garden on his apartstream. Their natures vary- ment roof in New York City. some interpretive, some des- It sounds like a hodge-podge criptive. But their purpose and of completely unrelated trivialitheir style are inately similar. A ties, and that is exactly what it man travels in Europe and writes is. Yet "Cream Hill" is an ut-his impressions of the people and terly charming book. The resional committee last year, Flem- the political situation upon his viewers say so and the readers return home. A woman gives up say so. It takes the course of a her job on a newspaper, buries conversation-evolving from one herself on a ranch in the wild. subject to another, dwelling on wild west and writes about her one topic, briefly dismissing anexperiences. Another woman de- other, as-a conservation will. It

cides to get away from it all, is the revelation of a quarter moves to a primitive village in century of thrilling, though sima tropical land and tells the ple, experiences of a man who world about the eccentricities of has protound respect and un-the natives she comes to know. tiring enthusiasm for down-toearth living. Though chiefly And still another man writes descriptive, "Cream Hill" also about his experiences as a week ender and summer resident of a contains instructive and continy village in the Connecticut templative passages. Obviously the author is a clear-thinking,

hills. intelligent person. "Cream Hill" by Lewis Gannett is a typical example of this al" books are usually written by type of book-only his has rejournalists-men and women

ceived even more favorable attention by the reviewers than the usual run. Maybe because he is a reviewer himself, and has been for the past twenty-odd years; maybe because his book is even more conversation'al than most.

They give those of us who are At any rate, Author Gannett geographically isolated from rambles through some two hunother regions an insight into dred pages of type to tell his their affairs, attitudes, ideas and readers about his country home personalities. and his week end life in the

to the wild flowers which grow

in profusion all about his rambl-

ing old farmhouse—and he care-fully explains his amateur at-

tempts at taming them for flow-

er beds. He devotes considerable

space and makes numerous ref-

erences to the fascinating busi-

ness of growing vegetables. He takes time out to explain to his

readers the history of the vil-

lage. Then for no reason at all

Published by the Viking Press in May, 1949, "Cream Hill" is

These so-called "conversation-

who should know human nature.

who should be familiar with the

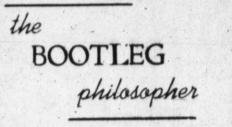
state of the political and socio-

logical world, and who should

know how to write. Usually their

books are well worth reading, as

this one by Lewis Gannett is.



(Editor's note: The Bootleg , anybody who wanted to work Philosopher seems to be about normal this week, the following letter reveals.) Dear editar:

I was out here the other day watchin things grow and listenin to the drone of tractors runnin on my neighbors' farms and wonderin if my cork was goin under from the pull of a fish big enough to be worth the effort of yankin up on the pole. ain't no use exertin yourself unnecessarily in this kind of weather, and I got to thinkin what my neighbor, the energetic one, had to say yesterday about farm | ence between that and goin up machinery

"What will they bring out may be producin more stuff than next?" he wanted to know, still the other, but both is equally admirin and covetin a set of tired when they climb off the seat at sun-down, and if the four-row tractor equipment he'd seen in town that mornin.

"First they had a walkin plow, and I can remember when they brought out the one-row ridin plow and I thought a man with one of them really had somethin," he went on.

know with four-row outfits has "Then when they brought out to work more land to justify the a two-row ridin cultivator, the added expense and wind up putfellow with the one-row outfit tin in the same hours as the looked up and said the other one-row farmer. fellow really had somethin.

"Then when they brought out tractors, with three-row equipment, the fellow with the tworow mule-drawn stuff was really envious.

"Now they got tractors with four-row equipment. What do you reckon they'll bring out next?" He walked off in a sort of a dream, like he thought manufacturers was devotin their lives to makin farmin a snap.

slide. Now understand I pride myself on bein progressive, ain't Yours faithfully. never yet stood in the way of J.

J. A.

SUNDAY'S CURRENT QUESTION:

Why do you think people to out of town to trade? What is the principle item they go out of town to purchase? Do women do more out of town shopping than the men?

Frances Young." I think people trade out of town because they get more variety-or at least they think they do, whether it's true or not. Probably the main out of town purchases are in the clothing line. It seems to me that women shop away from Hereford more than men do, and the principle items they buy are shoes and piece goods."

Mrs. R. A. Fullwood: "I go out of town for shoes, since I have such hard feet to fit, I read in the Brand that Hereford is going to have a shoe store, and I certainly am glad. My family never goes out of town to trade-they just don't believe it it, and I buy everything but shoes here, too."

Bill Warren: I think people go out of town to trade partly for curiosity-to see what other towns have to offer. And then it is true that the larger towns offer specials which smaller towns do not. However, Hereford has grown so much in recent years that the people in the smaller surrounding communities are noticing the big-town tendency here, an are doing their trading here whereas they formerly went to Amariilo or a town of comparable size near them. We have friends and relatives in Nazareth who formerly did a great deal of trading in Amarillo. Now they are coming to Hereford." Mrs. Sylvester Slagle: "I believe women go out of town to shop more than the men do. Why? Well the only reason I could give is that there is not a wide enough variety here in town to suit them. Of course I think clothing is the major item they buy out of town." Burl Elliston: "Both men and women go out of town to shop because they can find a better class of merchandise, a larger variety, and bigger and better stores in the larger towns. When they can't find what they want here, they go elsewhere to find it, and while shopping they go ahead and buy other things they want. We still have a need here for better lines of merchandise and more complete stocks, Hereford is a quality town and needs more quality stores. The reputation which Hereford produce has elsewhere induces people to buy Deaf Smith County products regardless of the price. They'll do the same with quality merchandise in the stores. The good lines of hardware and farm machinery can be bought here-clothing is one of the main items people go out of town to buy. I think. Hereford would profit by more quality stores."

Page Three

harder, ain't never envied my

neighbor's flashy car or 18

months time-payments, but my

suspicions is that most folks are

kiddin themselves about pro-

The way I look at it is, if

you're workin from sun-up to

sun-down with one-row equip-

ment or four-row equipment,

you're still workin from sun-up

to sun-down. There may be some

folks who can get some satis-

faction out of goin up four rows

and down another four, but to

me there ain't no basic differ-

one row and down another. One

bottom falls out of the price,

which ain't un-heard-of in

farmin, one ain't much ahead of

the other. Now if you used a

four-row tractor to get through

quicker and go fishing it might

be different, but everybody I

Most folks, includin those in

town, have lots of conveniences

and contraptions, but in the

final analysis the total amount

of work necessary to make a

livin and pay for the contrap-

tions ain't been reduced very

For a year in and year out

proposition, to get the maximum

out of every day. I like my sys-

tem better . . . just let things

much by gadgets.

gress.

Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher bacription Rate: Zone 1, \$4.00 per year: Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6/15 per year. Carrier delivery, 50c per month. Singles copies, iOc each.

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News Editor	Jerry Stoltz
Society Editor Mrs.	John McLean
Adv. Manager	.Bert Neelley

Sims and - - -

(Continued from Page One) changing schools. It only institutes a foundation program to help schools in need of help except dormant schools districts e explained.

We are not making this decision just for today, but for tomorrow, too." Norton reminded

the men. "It seems to me that Frions and Adrian back to those hools next year, if they will accept them. That will give us a year to study the problem and ake a decision that will be per-

nanent. Following an open discussion the problem the County chool Board retired to make ecision, calling in Graham a question was finally put to vote. It was agreed upon unmously by the members.

Effective yesterday, common thool district trustees in Sims d Messenger will no longer id office. The County School ard, however, continues to

way 60 west of town. According to the driver of the truck, he came upon the Missouri-licensed car parked on the Highway. In) With the combining of these districts with Hereford, Deaf Smith is now made up of four school districts, the largest being Hereford Rural School District, which - comprises 633 brakes and avoid a collision, his age this year, the response from trailer jackknifed on the highbrakes and avoid a collision, his ctions in Deaf Smith County way. A relief driver, sleeping in overall building picture.

same Navy League is now calling Secretary Johnson a dictator. Most folks have forgotten the origin of the Navy League-which shouldn't be forgotten. For its founders read like a meeting of

metallurgical magnates. They include: Charles M. Schwab, Bethlehem Steel Corporation; J. Pierpont Morgan, United States Steel Corporation and owner of a controlling interest in the Carnegie Steel Company; Col. R. M. Thompson, International Nickel Company; B. F. Tracy, attorney for the Carnegie Steel and Harvey Steel companies, and director of the Tennessee Coal and Iron Company; George Westinghouse, Westing-house Electric Company; Clement A. Griscom, director, Cramp Ship and Engine Company, the Electric Boat Company and the United and 67 sections from Castro and | the back of the truck was injured States Steel Corporation; S. S. Parmer County. Walcott is sec-ond largest with 300 square miles were not declared serious. Palmer, director, Lackawanna Steel Company; eighteen members of the Midvale Steel Company. Andrew Cocanougher is re-

covering at Deaf Smith County **Steel Wants Big Navy** hospital, and attendants say he There is a good reason why these gentlemen and their successors should be the most powerful, un-scrupulous, and consistently irreis improving nicely. Cocanougher was burned July 1, when the pick-up in which he was driving pressible propagandizers for a big Hereford's other accident vic-

navy.

It pays. The bigger the navy. the more steel plates, the more generators, the more copper and nickel these gentlemen sell te Uncle Sam.

Members of the Navy League have been active and brazenly admitted their activity in sabotaging American diplomats at international conferences.

It was Charley Schwab of Bethle hem steel and associates who paid \$25,000 to "Big Bass Drum" Shearer to frustrate the Geneva naval con-ference. The steel and shipbuilding companies just didn't want naval limitation to succeed. Dividends, for them, came ahead of their coun

try's efforts for peace. At Geneva, Shearer would have got nowhere if he had not had the all-too-eager cooperation of several U. S. naval officers sent to Geneva to work for naval limitation, In-

stead, they did the opposite and plumped for naval expansion. men that despite an all out pro-gram to encourage the farmer to add to his on-the-farm stor-

Headline: "Psychiatrists Split Over Methods of Treatment." No personalities involved, mind you.

Now, there's a car on the mar-

sparsely populated village of Cream Hill in the rocky region available to readers at the Counof Connecticut. What does he ty Library. talk about? Why just anything. He devotes a couple of chapters



Temperature readings Thursday through Saturday, readings taken at 8 o'clock each morning. Thursday-High, 95; low, 69. Friday-High, 95; low, 67; moisture. .05.

Saturday-High, 91: low, 64 moisture, .11. Total June moisture-4.24. Total 1949 moisture-18.18.

he devotes a chapter to "the chins of the nation" an essay on If dresser drawers stick, dip a cotton cloth in warm, melted the history of beards and mustaches in this country, with no conceivable connection to the parafin and run it along the drawer slides and runners. Then preceding or succeeding chapthe drawers will pull smoothly. ters. There is one long chapter Put the small hem at the botdevoted to the seasons of the tom of the bed at least half of year at Cream Hill-vividly des- the time and wear on sheets criptive passages which paint will be evenly distributed.

HOMER FOX SAYS

DID YOU KNOW.

Not long ago I was visiting with my good friend, Press Dyer, from down Castro County way, and course it wasn't long until we were talking baseball. Press said: "Pete Carmichael was the best kid baseball player that I ever saw. He could go wide out and a long ways and catch a ball from any angle, and he could step up to the plate and knock the cover off of a ball." Pete took up pitching though, and was about as good as there was in the Panhandle, but he went the way of most pitchers in country ball, he ruined his arm and couldn't throw any more. Maybe he can't pitch any more and maybe he can't throw 'em from outfield or whip 'em over from short or third, but by cracky, Pete Carmichael can still walk up to the plate and knock the cover off of that ball.

Elmer (Shorty) Mathles, manager of the Deaf Smith County Hospital, has played a lot of baseball. Shorty played a' lot of ball before he came to Hereford. He played with a pretty fast outfit after coming to Hereford known as the "Bulcks." Shorty was their regular catcher, and their star pitcher was Pearl Singletary. Pearl had an assortment of curves and a sizzling fast ball, and was plenty hard to catch. Shorty was pretty much on the light weight size, but he was a fighter and made up the difference in spriit.

An old outfit that won a lot of ball games in the old City Leagu: was the Firemen. Dick Roundtree, catcher; Earl Brock, 1st base; Farl Phillips, 2nd; Buddy Witherspoon, 3rd; Onias Carroll, ss; Glenn Witherspoon, cf; Willard Wither-spoon, 1f; Roger Corbett, 1f; W. C. Pitman, manager—can't remember who the pitcher was when Onias didn't pitch— but with Corbett leading the league with a batting average of .667, they didn't need too much pitching.



"Go easy on those ice out merning for th-. . . You'll need a

Wreck - - -(Continued from Page One) in the accident, which occurred

Wildorado school district.

in that area, 76 in the Vega

school district and 39 in the

on Highway 51. Although other passengers in the wisest thing to do would be the pick-up included his broth-to transfer those students who er and friends of his who were have been attending school at also up here to make the harvest, Clemmer was the only one injured, hospital officials re-

> Eric English, of San Angelo was also injured in a car wreck about 3 p. m. Saturday morning. The accident occurred on Harrison Highway. English's com-panions, driving him to town in

a truck got stuck in the mud

and had to call the Gilliland

Funeral Home to send out an am-

English was the only one in-

ing in was wrecked. He also is

Truck Car Collision

Thursday night a refrigerator truck and car collided on High-

mpting to throw on his

with a harvest crew here.



SEVEN WD-9 INTERNATIONAL DIESELS, IN OPERATION ON THE J. E. HILL FARM 19 MILES NORTH ON HIGHWAY 15

EVERYONE IS FAMILIAR WITH THE W9 WHEATLAND TRACTOR '... LET'S GET ACOUAINTED WITH SOME MORE MEMBERS OF THE INTERNATIONAL WHEATLAND FAMILY:

____W-9 GASOLINE WHEATLAND TRACTOR

1.95

2.89

1.95

This popular tractor now can be delivered on short notice. A four-plow tractor with five forward speeds, the W-9 gives a maximum of horsepower per gallon of fuel consumed. Needs no introduction in this area.

30 hp

40-50 Gauge Tread

Tracks to Specifications

SHOTTON STR. DRIVENS

Tratell All All Disher Har

Wino Mark

the stat vinnulationed nov

No and the State State

W-9 BUTANE WHEATLAND TRACTOR

Popular reception of this economically operated unit has exceeded our most optimistic expectations. If you like diesel power, we would appreciate your thorough investigation of this unit. As a companion tractor to the W-9, the WD-9 has the same transmission, ease of handling, riding cofort, etc.,

WD-9 DIESEL

Page Flv

Arriving Soon— A shipment of these tractors equipped with 8000 ft. altitude pistons, foctory installed. Recent changeovers in our own shop have demonstrated the unusual power and economy of butane operation.

When You See D In An International Tractor Name, It Means DIESEL

INTERNATIONAL DIESELS are easy to operate. They start instantly on gasoline and after a momentary warm-up they go to work on full diesel at the flick of a lever. This simple, effective starting system is exclusive with International Diesels. It gets your International Diesel on the job with no waste of time and effort. Talk to any our International Diesel CRAWLER Owners and learn how enthusiastic they all are about these sure-footed

We would like to have the opportunity to show you that it is Wise to specify INTERNATIONAL DIESEL POWER wherever you have a power requirement that demands unusual fuel economy, high operating efficiency, and low maintenance costs. power plants.

We insist that you compare the savings on parts and service on our INTERNATIONAL CRAWLERS and DIESEL POWER-ED WHEEL TRACTORS with those comparable units purchased outside of Hereford and of necessity serviced outside of Hereford. WE HAVE OUR OWN DIESEL TEST BENCH, TOOL EQUIPMENT, AND SKILLED MECHANICS TO SERVICE YOUR UNITS RIGHT HERE AT HOME.

40 hp 44-60 Gauge Tread Tracks to Specifications

TD-

60 hp 56-74 Gauge Tread 2-Speed Reverse Tracks to Specifications

TD-14

Hour Meters for Accurate working time

Removable Cylinder Sleeves in all above Tractors

HEREFORD IMPLEMENT CO

Across the Street West of the Courthouse in Hereford





4.98

6.75

4.75

1.98

Marriage Of Miss Lou Morton And Henry Ford In Clovis Is Announced

Mrs. Fred Reece of Canyon spent the holiday week end in has announced the marriage of New Mexico.

her daughter, Lou Morton, to The bride is a graduate of Henry Ford, son of Mrs. Myrtle West Texas High School, Can-Ford of Hereford. The wedding yon and since her graduation the chapel of the First Baptist ed in Hereford.

neck and roll collar of the same from the Army he attended material. The plain skirt fea? WTSC, Canyon.

white carnations.

took place Saturday, July 2, in at midterm she has been employ-Church of Clovis with Dr. B. P. Mr. Ford is a graduate of Maddox, reading the service. Hereford High School and spent The bride was attired in a 2½ years in overseas duty in the navy sheer made with round Army. After being discharged

tured a peplum which fell in He has been employed with pleats in the back. Her accessor- the Ullmann Grain Company at ies were in black and white and Black but will be employed by "she wore a shoulder corsage of the same company in Amarillo in the future. At present they After the wedding the couple are residing in Hereford.

Fifteenth Wedding Anniversary Is Observed At Thursday Gift Party

versary date for Mr. and Mrs. she escorted them to the bed-Acting as hostesses for the party by Mrs. J. H. Hinds. were Mesdames Hendrick, Lawrence McGee. Chester Wiggains, Marvin Knox presided at the re-Gardner Hendrick and Marvin freshment table where yellow Knox.

the guests and Mrs. Wiggains as- in a centerplece flanked by white



man-red shade of her cotton broad and Stanford Knox."

The fifteenth wedding anni- sisted guests at the register she PETTICOAT FASHION -- Oh, miss, the vacancy. your petticoat is showing! But it's Bob Wear provided an incentive room where a complete service of quite the fashion this summer, says for a lovely gift party given to crystal was displayed. Entertainpretty Janet Leigh MGM star. She honor Mrs. Wear at the home of ment features were musical selikes cotton petticoats in all colors like best in the study of ceramic Mrs. A. V. Hendrick Thursday lections with special dedicatory and all syles, and she likes them art and a round-table discussion afternoon from 4 to 6 o'clock. numbers for the honoree, given showing! The frilly petticoat is topped by a sheer organdie frock that

Mrs. Lawrence McGee and Mrs.

Dutch iris, pink daisies and fev-Mrs. H. H. Caraway welcomed erfew set the colors for the party in a centerplece flanked by white Installs Leaders ribbon. Bordering the centerpiece, streamers of the ribbon repeated the colors and ended in newly elected officers were in-

old-fashioned nosegays which stalled. was held by the Re- the next meeting. One, an exadorned the table at the sides bekah Lodge at the IOOF Hall ample of their best work, and and front. Those registering at the an- 35 members witnessed the inniversary event were Mesdames stallation rites and the retiring

Truett Johnson, J. B. France, O. noble grand, Mrs. Louise Spring-B. Southern, J. M. Carathers, A. er, acted as official hostess for C. Hershey, Dale Kelly, H. V. the social hour which followed. Stanton, F. M. Campbell, Jed Installing officers were Mrs. Miller, Ernest Kerr, L. R. Blevins, Orpha Nickerson, deputy presi-Elmer Patterson, Hubert White, dent; and Mrs. Verna Sowell, de- ing which is scheduled for Sat-Denzil Pulliam, C. E. Sheppard. puty marshall. They were assist- urday, August 2. Billy Wells, W. P. Axe, E. Ramey, ed by Mesdames Edna Bowe. A. W. Hembree, Bill Knox, N. D. Julia Sowell, Mildred Renfro, that plans for the August meet-Bartlett, Jr., J. H. Hinds, J. C. Hazel Sparks, Ethel Fridley, Ger- ing call for each member to bring Reece, H. H. Caraway, the hon- trude Balley, Ursalee Jacobsen her own equipment for the lesoree and the hostesses. and Lydia Hopson.

Those sending gifts were Mes- Those assuming duties were Before adjournment Mrs. dames Tom Draper, Don Martin. Mrs. Katheryn Russell, n o b l e Fluitt appointed a rules and Elvin Wilson, Ettie Mathis, Elmer grand; Mrs. Allie Fulwood. vice- regulations committee naming Gollehon, J. C. Mays, Clint Lun- grand; and Mrs. Ruby Smith, dry. Bonnie Brumley, Will Last- treasurer. Appointive officers; er, Ernest McGee, Gordon With- Mrs. Velma Kendall, R S N G; erspoon, Bill Simpson, Orvell Mrs. Leona Sowell, L S N G; Mrs. ser, Ida Hartman, Raymond Lydia Hopson, warden; Mrs. dames J. W. Thomas. George Childers, Curtis Barclay, W. P. Pauline Lady. conductor; Mrs. Caraway, L. L. Wiggins, Floyd Ola Hacker, chaplain; Mrs. Ella McGee, Hilrey Aven, D. C. All- Cockrell, inside guardian; Mrs. mon, 'Floyd West, Pat Livesay, Alyne Lomenic's, outside guard-Raymond Palmer, W. H. Blevins, ian; Mrs. Edna Draper, color Horace Hershey, G. W. Wilson, bearer; Mrs. Ola Womble,

FIREMAN RED-Despite the fire. Audine Turner, Harold Wester R S V G; and Mrs. Lucille Olson. LSVG.

Fourth of July Holiday Marked By"

Picnics, Celebrations And Reunions

is crisp and cool.

Rebekah Lodge

An installation meeting when



CIFTY

Mrs. Fluitt Heads Creamic Art Club Mrs. Dodson Is Named Art Director

Mrs. W. S. Fluitt was chosen Lloyd Neill, R. C. Childers, T. F. president of the Hereford Cera- Bohannan, Floyd West, D. C. meeting of the club held Sat- son, and Ed Cox. urday afternoon at the City Hall. Mrs. Dodson as president of the club, resigned to become art director and Mrs. Fluitt was elected by vote of the club to fill

Roll call was answered by

members telling of ideas they

of ideas was held. Mrs. Fluitt

chairman of the mold commit-

tee, reported that it was the

decision of the committee that

further study of the use of molds

is necessary before making

In outlining the work ahead.

Mrs. Dodson requested members

to bring two pieces of work to

asked each to be prepared to

describe in detail the prepara-

tion of the best example, and

promised assistance from mem-

bers in working out the problem

piece. Finished small turtles will

be exhibited at the next meet-

The art director announced

orders.

Tuesday night. Approximately another, a problem piece. She

mic Art Club and Mrs. V. E. Dod- Allmon, C. A. Vaughn, L. C. son was named art director at a breath, Vivian Major, V. E. Dod-



nounced.

NTERESTING HOBBY-Mrs. Charles Newell and dairty figurines made of scap-depicting the Nativity scene.

Develops Dainty Hobby at Home

Mrs. Jeff Gilbreath, chairman, with Mrs. Urlin Streu and Mrs. Vivian Major working with her. Members attending were Mes-Benson, J. T. Richardson, Urlin the aid of instruction. Streu. Forrest Minton. Jim Black,

says she came by naturally since those best," she said.

voted to her talent plus a good of all the different types of of the person for whom it was deal of know-how, which she drawings I have made I like intended.

her mother, Mrs. W. H. Rayzor, During the past four years, book made for her daughter, formerly of Hereford, is an art- with more spare time, she has Jacqueline's senior year in high ist, for Mrs. Newell to perfect branched out in many directions school. It is done in the colors

By MRS. JOHN McLEAN dren's faces and unusual poses es were exact replicas of the Cultivation of a creative urge of children and teen-agers. Then bride and her attendants, showbegun in the third grade at she would draw the things the ing in each tiny detail how the dolls for classmates, has proved play, roses blooming at her door dresses were made, how their to Mrs. Charles Newell that tal- and wild flowers the children bouquets were arranged, etc. Her ent can be developed without would discover at play. "I had so shower books for a bride are much fun doing those things equally as artistic, each carry-It too's hours of spare time de- with my children, that even now, ing out the particular coloring

Modern Baby Care Course

Camp Fire Groups will study munity and world.

Pride of her heart is the scrap

Shishtinta and Chu-De-Naang herself play in the family, com- on actual baby care during th course, compared and discussed.

baby care this summer, leaders The information is presented Both courses will be conducted of the two groups have an- to the Camp Fire Girls through by trained nurses. Mrs. Earl the use of effective teaching Springer is in charge of the The course "Baby Care in Our and learning methods and in- Chu-de-naang course which has Time" has been outlined by not- cludes eight lessons which deal been in progress two weeks. They ed doctors and educators in with 1-Baby's family member- began classes on June 20, and will connection with the National ship, 2-Dressing the baby, 3- have two more lessons before Camp Fire Organization staff, Baby's physical measurement disbanding for the summer. That and is keyed to the interest and and development. 4-Baby's toys group will resume the coure inability of Camp Fire Girls-be- and equipment. 5-Baby's social September. Their work so far, tween the ages of 11 and 15. It development. 6-Baby's diet and has dealt primarily with know-Thomas, W. S. Fluitt, Jeff Gil- is designed to give a broad per- eating habits. 7-Baby's routines ledge needed for baby-sitting. spective of the role which the and schedules; and 8-A general Mrs. George Heard and Mrs. infant, the child and the girl summary with note books kept Marshall Formby are co-leaders of the group.

Mrs. Bob Wilson, guardian .of the Shistinta group, has announced the beginning of classes on Tuesday morning, July 12, at 9:30, at the Camp Fire Hut. Mrs. Tom Carroll will conduct the course and, since twenty girls can be included, there is room for five or six more. Any girl between the given ages, whether she is a member of a amp Fire group or not, may take the course by being present at that first meeting.

The Shishtinta group will use a life-size doll in the classes, which will be held twice each week, and each will "adopt" a real live baby, with the approval of the mother. for care and observance in between the lessons. The girls will apply the instructions given in the lessons in the care of the baby, noting its changes, sleeping and eating habits and checking these with emotional disturbances. They will serve as baby sitters during the lesson period. thus giving the mothers who cooperate in the course a lucky break.

suffer from the beat. The designer took a cue from the cradle crowd's shions and styled this diaper-suit that is perfect for days when the mercury shoots skyward. The cool playsuit is cut in one piece.

Have Daughter

Mr. and Mrs. Bob West of Denver. Colorado, have announced the birth of a daughter who arrived on July 4th. She has been Colorado. named Cynthia Ann. Mrs. West is the former Miss Ann Steele, daughter of Mr. and Mrs. Sam Steele of Fort Sumner, New Mexico. Mr. West is a student at the University of Denver.

Members of the American Le-

gion Auxiliary met in a called

meeting Thursday afternoon at

the club house in Veteran's Me-

morial Park for the purpose of

electing new officers who will

take over their new duties after being installed in September.

The new officers nclude: Mrs.

Wilbur Bell, president; Mrs. Onita Rudd, 1st. vice-president;

Mrs. Troyce Hanna, 2nd. vice-

president; Mrs. Mabel Vaughn, secretary-treasurer; Mrs. Neva Parker, historian; Mrs. Virginia

Wheeler, chaplain and Mrs. Alice

ggert, sergeant at arms.

Delegates to the 29th annual

7 in Fort Worth, were also.

They are Mrs. Wilbur rst; and Mrs. C. D. Kel-

ond. Alternates chosen

convention slated for August 5-

were Mrs. Ralph Smith and Mrs. Cecil Parker. Members voted to

provide an evening of entertain-ment at the Veterans Hospital

in Amarillo on Sunday, July 17.

Games and fireworks display provided entertainment for the fourth of July get-to-gether. Mr. Reeves is the retiring president

recently in Colorado Springs, and the hosts,

of the local Jaycee group. Attending were Mr. and Mrs.

American Legion Auxiliary Leaders

Chosen At Called Meeting Thursday

Sip N' Sup Party Paul Coneway, he is the new Mr. and Mrs. W. J. Reeves were president, Mr. and Mrs. G. C. hosts Monday night at a 'sip N' Hartman, Mr. and Mrs. Sam sup" party for members of the Nunnally, Mr. and Mrs. S. A. Jaycze group attending the an- Duckworth, Mr. and Mrs. John nual National Convention held Kelly, Mr. and Mrs. T. J. Clay Howards Hold Family Reunion

Mr. and Mrs. Tom Howard were hosts at a family reunion and get-to-gether to celebrate the Fourth of July event. The affair was held at the Jaycee Park where a picnic feast was enjoyed.

In the group were Mrs. Gregg Howard of Clovis, N. M., who is Mr. Howard's mother, Mr. and Mrs. Paul Daffern, also of Clovis. Mr. and Mrs. Raymond Howard and children. Henry and Phillip of Borger, Mrs. Robert Forbes and children, Rhonda Ruth and Rita Lou of Denver, Colo., Mr. and Mrs. W. J. Howard,

Mrs. J. W. McIver and son Johnny of Hereford, Merrel Martin, Gainesville, Mrs. J. T. McIver and Miss Evelyn Tomkies of Dallas, and the hosts.

Nortons Celebrate in Amarillo Mr. and Mrs. Ezra Norton joined members of their family for a celebration in Amarillo Monday. After attending the Rodeo the day was climaxed with a picnic in an Amarillo

park. Una Hutcheons and Miss Alma Norton, sisters of Mr. Norton, all former Hereford residents,

Formbys Celebrate belated Fourth of July celebration came in the form of a picnic at Palo Duro Canyon sday for the Marshall Formbys when they entertained In Amarilio on Sunday, July I. Mrs. Frances Parker of Hereford will present a musical program and members are requested to contact Mrs. Ralph Smith, chair-man, about providing cakes which will be used in serving re-freshments. The conclusion of the session it the girls' first choice for summertime the girls' firs

many of the original things she enjoying to the fullest her abili- of the daughter's br ative art.

pencil sketches of classmates that become treasure pieces. and copies of nearly everything she saw filling her spare time. her wedding books and scrap She recalls the time a man of- books. One wedding book covsketch of his daughter on her scraps of the cloth of the bride's school for a couple of weeks, she

finally completed the picture and eagerly presented it to the man who said he liked the picture of the horse but that the girl didn't look like his daughter. He liked the whole picture well enough to want to keep it but she didn't get the dollar.

After her marriage she found little time to pursue her art which now become an interesting hobby. She couldn't forget it entirely, though, and since she had two children of her own, she confined her art to drawing chil-

FETCHING-Cool and collected. this fetching miss invites the sun to

come on out, for she is dressed to greet simmering summer weather n an off-the-shoulder blouse. The foam white cotton blouse has a tiny ginham plaid trim that echos the plaid of her skirt.

Beta Eta Chapter Is **Inactive For Summer**

Beta Eta Chapter, Epsilom Sigma Alpha, held its final ses-sion before the summer vacation recently in Jaycee Park. After a picnic supper the group played golf. No more meetings will be held during July and August and activities of the club will be resumed early in Septem-

Those attending the closing and members are requested to contact Mrs. Ralph Smith, chair-han, about providing cakes the sich first choice for summertime the sisters. In conclusion of the session it same stripped canves summer the sisters. In conclusion of the session it same stripped canves summer the sisters. Also in the group besides the same stripped on the sum and first the jambore was the Abernathy Square Dance all In special work.

has done along the line of cre- ty to create beautiful things. A blue eyes and contains 15 full piece of paper, a bit of satin, a page water colors of typical teen-The paper doll period of grade few water colors or just odds and agers. depicting highlights of school days marged into high ends of things are all she needs the year as the youngsters lived school with sketches of teachers, to fashion lovely works of art them. She has made numerous sets of birth announcements and Exquisite in every detail are birthday books and still favors pictures of flowers, probably using the rose more frequently for fered her a dollar to draw a ered with satin, was made of her original sketches. She has done some pastel and ink sketchhorse. Using her lunch hour at dress and the water color sketch- es and sometimes makes the entire appointments, decora-

tions and favors for banquets or small parties.

The collection of figures shown Jeff Gilbreath in the picture include 12 figurines depicting the Nativity scene. Is Honored At She and her son, Pat, started the collection a couple of years ago collection a couple of years ago for a center piece for the Christ- Birthday Fete mas table. All are made of Ivory soap and more figurines are added each year at the beginning of the yule season. each a model in perfection and design. The boy has made two of the figures.

a picnic supper-party at the home of Mr. and Mrs. J. E. Kirby

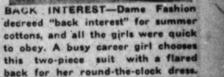
cluded: Mr. and Mrs. L. H. Rhodes and children, Brownie Lou, Robert and Jeff of Tucumcarl. N. M., Mr. and Mrs. Lisle Woodford and sons. Tommy and Bill, Mr. and Mrs. J. M. Posey, Mr. and Mrs. J. T. Gilbreath, Jr. and Royce Ann Gililland, Mr. and Mrs. J. C. Gilbreath and sons John and Kay of Dimmitt, Mr. and Mrs. J. E. Kirby and daughters, Sue, Carolyn and Ann, Mr. and Mrs. Richard Petersen and

son Gary of Lubbock. Besides the honoree and Mrs. Gilbreath, one guest was also present, He was Richard Langley of Tucumcari, New Mexico.

ped here Wednesday for a short stay in the home of Mr. and Mrs.

VISIT HERE Dr. and Mrs. L. R. Lind stop

held Saturday evening July 2, to mark his 70th birthday. After the picnic feast conversation topics centered around family interests. In attendance were his children and their families who in-



One of the annual affairs given

during the Fourth of July Week

is the birthday fete, usually in

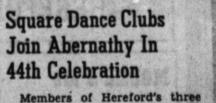
the form of a backyard picnic, honoring Jeff Gilbreath. This

year the party took the form of



In the group were Walter Members of Hereford's three Palmer, who is Mrs. Norton's Square Dance Clubs had a part brother, and Mrs. Palmer. Mrs. in the Square Dance Jamboree

Representing the clubs which include the Sal and Joe, The Texas Star and Ye Old Fashioned Dance Club, were Mr. and Mrs. Lyle Blanton, Mr. and Mrs. Homer Brumley, Mr. and Mrs. C. R. McGee, Dr. R. R. Wills, Dr. and Mrs. M. C. Adams, Mr. and Mrs. Bud Bradly, Mrs. Essie



which climaxed Abernathy's day-long 44th Birthday celebra-tion heid Saturday, July 2. Bud and Miss Helen Hutcheons of Bradly served as one of the Amarillo, and the Ezra Nortons. guest callers.

SLUMBER COMFORT-The heat doesn't bother this winsom lass at slumbertime. She dons a brief Tommiscoat to catch her winks in cool

comfort.



Page Three

The Sunday Brand Hereford Texts Sunday July 10 1949

SIN

The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949



Lewis M. Blackwell To North Hereford HD Honor Founder Mrs. Paul Hoff was hostess for BLACKWELL STABLES AND TRAINING FARM the North Hereford Home Dem-Hereford Assembly of the AMARILLO, TEXAS Order of Rainbow for Girls held onstration Club meeting held in a business session at the Masonic her home Thursday afternoon. Hall Monday night when reports Mrs. Fred Saltzman, president, from the Grand Assembly meet conducted the business meeting. held recently in Houston were After reading the club collect. given. Mrs. Horace Hershey. reports were heard with Mrs. R. THE BLACKWELL HORSES HAVE BEEN SMASHING RECORDS Mother Advisor, gave reports and A. Fullwood giving the market SINCE 1943 - ALL HIS HORSES REGISTERED IN AMERICAN girls attending the meeting disreport and Mrs. Paul Hoff giv-QUARTER HORSE AND NATIONAL QUARTER HORSE cussed different phases of the ing the council activities retrip. ASSOCIATIONS port. Plans were made at the meet-The next meeting will be an ing to honor the founder of all-day affair on July 21, in the Rainbow Girls, -Rev. Mark Sexome of Mrs. Fred Saltzman. ton of McAllister, Çkla. on his Attending were Mesdames Oscar Vaughn, Fred Barrett, W. H.

HORSEMAN of the PLAINS

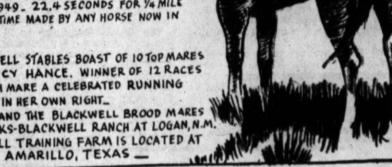
Purchased by Lewis one Sunday morning and that afternoon won the World's Stallion Championship stucson, Arizona, in February 1947- The following week won World's Championship Quarter Horse race at Tueson 1/4 mile in 22.7 Seconds_ Hardtwist, run 1/4 mile in 22.6 Seconds setting a Stallions World Record for Quarter Mile at Del Rio, Texas- Later, tied the 330 yard Stallion record at 17.4 Seconds at Tucson Following this race Hardtwist Retired with Honors_

Miss Panama

PURCHASED IN 1947, SHE SET A WORLD'S RECORD OF 330 YARDS IN 17.1 SECONDS AT TUCSON, OUT-NING ONE OF THE FASTEST FIELDS OF QUARTERHORSES EVER ASSEMBLED IN ONE RACE - LOWERING HER OWN WORLD'S RECORD SHE RUN 330 YARDS IN 16.9 AT DELRIO IN 1948_ AFTER SEVERAL MORE RECORDS HER NEXT MAJOR EVENT SHE WON WORLD'S CHAMPIONSHIP QUARTER HORSE RACE AT TUCSON 1949 . 22.4 SECONDS FOR 1/4 MILE EQUAL TO FASTEST TIME MADE BY ANY HORSE NOW IN TRAINING_

THE BLACKWELL STABLES BOAST OF 10 TOP MARES INCLUDING, NANCY HANCE. WINNER OF 12 RACES OUT OF 13_ EACH MARE A CELEBRATED RUNNING QUARTER HORSE IN HER OWN RIGHT_

HARDTWIST, AND THE BLACKWELL BROOD MARES ARE AT THE HICKS-BLACKWELL RANCH AT LOGAN, N.M. THE BLACKWELL TRAINING FARM IS LOCATED AT 4201 BOWIE, AMARILLO, TEXAS _



Born in Clatendon,

Texas, June 6, 1906 Owned his first Hofse at 5 years of age_ Moved to Amarillo in 1923_ Joined The Will

In conversation with Mr. Delbert Dalby at the Range Riders club. Mr. Dalby informed Lewis as to the qualities of a quarter Horse. Stating they

to the Qualifies of a Quarter Horse. Stating they were ideal for cow horses and ¼ mile racing. Lewis expressed his desire to own a quarter horse, and bought his first quarter horse in 1943. Being the only man to win 2 World's Champion Quarter Horse races with 2 different horses Influenced Lewis in the business of

His hobby of Quarter Horses turned into a

" If a horse has speed and Stamina, and the right

blood lines, with few exceptions he will possess the

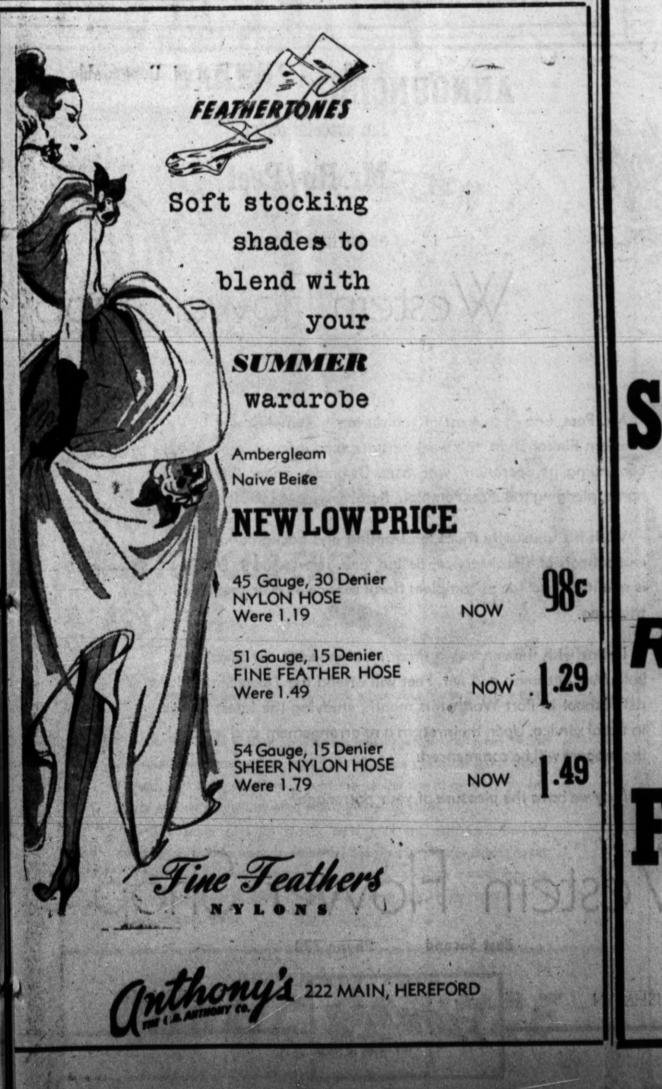
right accepted conformations ideal in the

business and changed his Philosophy" A mans opinion for his horse, is one mans opinion, until he has proven his horse on the field of competition"

Rogers Range Riders in 1942_

Horses and cattle exclusively.

Quarter-Horse breed."



The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949

Rainbow Girls

birthday, Friday July 8. The girls and their dates, accompanied by their sponsors, staged a skating party at Dimmitt. Pians were also made for a Bodkin and the hostess. Mrs. Bill

rummage sale which will be Helton was a guest. scheduled in the near future. Mrs. Hershey presented the Baptist W. M. S. Plan

newly elected grand officer. Bobbie Jane Sisk, who was appointed grand religion at the Houston meet. and Mrs. W. C. Hromas, deputy grand matron, District 2-section 3, was recognized.

In conclusion the worthy advisor's girl of faith, Bobbie Jane Sisk, presented Patsy Wiltshire begin at 1:15. 1 / and Gayle Roberson with gifts for having shown faith in their companions.

stings.

A mosquito doesn't bite, it China. Mrs. Jimmie Allred will



\$1,000 damage: How much of Church on Wednesday, July 13, beginning at 11 o'clock with an this loss is covered by in, executive business session. surance? Luncheon will be served at 12 In any insurance problem conand the program, is scheduled to

sult. . . Mrs. Carroll Whiteside will di-

ect the program which will be John McLean Agency a film "Thy Will Be Done" por-Phone 181 or 273 traying the life and work of a young medical missionary in Hereford, Texas



Page Three

FEDERALLY LICENSED & BONDED WAREHOUSF AVAILABLE FOR YOUR WHEAT Store Now for Government Loan **IN FRIONA - NEAR HOME! NOLONG HAULS NECESSARY REGULAR STORAGE RATES** ona Wheat Growers Inc. Phone 2061 - Friona Arthur M. Drake, Mgr.

SPACE.

The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949

SUMMERFIELD NEWS

Page Four

Intermediate G. A.s Meet Tuesday With Miss Rosene Lance As Hostess By BOBBIE WALSER

Curry home.

Euler home.

ly and children.

Intermediate G. As met Tuesday in the home of Mrs. Earl Lance, Mrs. A. A. Simons, their Grounds of Oklahoma City were new leader, read the devotional. week end visitors in the Roy Refresments were served to Dorthy and Charlene Lee, Peggy and grandmother and Mr. and sdale, Marco Summer, Bobble Mrs. Cox are spending a few Walser, Mrs. Simons and the days with Mr. and Mrs. B. E. hostess, Rosene Lance. Visitors Roberson. were Mrs. Earl Lance, Jerry and

Mr. and Mrs. Luther Foust

and Walter of Plainview were MASONIC BULLETIN

Stated meeting second Monday in each month. School of instruction each Thursday night. R. L. TOMPSON, Sec'y W. C. HROMAS, W. M. Hereford Lodge 849 000 NOTICE OF MEETINGS

> ODD FELLOWS Each Monday Night REBEKAHS Each Tuesday Night

> > **A Complete Stock**

of

GENERATORS

and

STARTERS

FOR CARS AND TRUCKS

IT'S HEREFORD WRECKING

We have two Heavy Duty

Winch Trucks on duty at all

Visit Our

Complete Service Department

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WRECKER SERVICE

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24 HOUR

times.

O. H. Culpepper



tended Sunday evening services. GROUND STORAGE FOR WHEAT-Victor Mocek of Seymour, Tex., unloads wheat onto the ground of the Members of the Summerfield Solon Clements farm just north of Floydada, Tex., June 21 after all storage facilities were filled. The grain is being piled on the ground behind a bin already filled. A record crop is in prospect in this area. Community are grieved at the death of Wendal Roberson, who

was killed in an automobile ac ter, Gayle, all of whom live in cident last Sunday morning. He had lived all his life in this comthis community; Mrs. B. C. Roberson, paternal grandmother; munity and was liked by every-Mr. and Mrs. W. C. Neil, maone he came in contact with. He is survived by his parents, Mr. ternal grandparents, several aunts and uncles, and many and Mrs. B. E. Roberson, his sisfriends

periences. Most of the New-Mexico-Colorado anglers are not used



By JIMMIE GILLENTINE

With harvest drawing to close, opinion seems fairly well hours. divided on the question of yields for this area. Estimates seem to range from four and one-half

million to six million bushels. Most people will stop debating the subject, however, to admit that it' is hot. A rew will even talk about vacations or about fishing.

Kent Snare of Hereford Implement Company can, incidentally, carry on about the best trout fishing conversation in town. He came to this country from Idaho, where he is considered a very good fisherman.

and sat down. This situation perhaps holds a lesson for a lot of us. At least it affords room for Kent talks in terms of seven to speculation in these days of spefifteen pound trout and can re-

jokes:

other officials by presenting to such big fish, but all breeds of the two Hereford products in the present day anglers agree on the Senate and Congress restaurants. one point: "To catch fish, you Little cards announcing the nave to pack in." Every year the products will be placed beside supply of fish seems to diminish the plates. whereas the number of fishermen increase. Kent figures a The vacation supplement tofishing_trip from Hereford to

his old haunts would require day comes to you with compliat least 30 days to co the job ments of the advertisers and two members of the Brand staff. Vernon Roland and Bill Allen.

This was the first time the Sun-Scene in a Hereford barbershop. Last Wednesday morning day Brand has tried any twoa fellow was getting a shine and color work-and it was quite a letting the rest of the world roll drain on the entire force. These by when a barber came over, two boys went without-any sleep branished a parts ticket, pointed Wednesday night, worked all out the total, "\$5.75," and told day Thursday, and finally got about putting a valve in his the blue portion printed. They automobile by working after did a nice job and in the way of "It would have been \$35.75 at

postscripts we might add that they didn't have any trouble the garage," he concluded. falling asleep Thursday night. "Well, you saved something al-Read the other day about an right," said the observer, "but

not near the same percentage I old boy who got mad at his banksaved." The barber wanted to er. The fellow had struggled for know how, and the man replied: years and finally paid off the "I shaved myself this morning loan on his home, where upon with a blade which cost about he again mortgaged the home and bought a new car. He had

two cents; add maybe another cent for lather-and I saved 47 no garage, however, and went cents on a job for which you to the bank to mortgage the car to get money to build the garage. usually get paid 50 cents."

The barber went off in a huff cialization.

Here are three pretty good

Patient: "Doctor, I don't smoke, drink, or chase around

call some mighty interesting ex- gressman Eugene Worley and Judge Marvin Jones will host

ne will be at the stockyards during aylight hours during that time to show the cattle

The banker examined the de-tails and asked, "If you do this

Guests in the home of Mr. and Mrs. F. A. Tucker this week are

> All of these cattle are Registered, and registration papers will be furnished to the buyer. All are tested, and shown free of T. B. and Brucel-lislos, or Bangs Disease and can go into any

> These cattle have been carefully selected from some of the finest Brown Swiss herds in the country, to get animals from families carrying good blood lines and also for good individual

In crossing with other dairy breeds, Brown Swiss retain all their milking characteristics plus maintaining the large size.

They come from such farms as Savage-Mary-dale Farm, from which we get four fine heifers. This farm is the home of a cow that is well on her way to break the World's record for butter-fat producton, for Brown Swiss, as she has pro-duced more than 843 lbs. of butterfat in the eight months she has been on test, and is still producing at the rate of more than 100 lbs. of fat per month. This great cow is named "Clene's fat per month. This great cow is named "Clepe's

From Beu-Dell Farm we get three splendid bulls. Beu-Dell owns "Bruno's Swiss Girl of Meadow Green" who was Grand Champion at National Brown Swiss Show at Waterloo last fall. In adition to being Grand Champion, she was 'Best Uddered Cow' in 1948, as she had been in 1947 also. From Alfalfa Knoll come two fine young bulls,

O. C. ROSE 704 Virginia St., Amarillo one of them has never been beaten in the show ring. Both are closely related to "Clepe's Best" who is making the great record this year.

ELECTRICAL CONTRACTING

FREE ESTIMATES

LIGHTING FIXTURES_APPLIANCES

NIPPER

ELECTRIC

307 MAIN

2 CARLOADS

PURE BRED BROWN SWISS DAIRY CATTLE

On Display And For Sale

Stockyards in Hereford, July 16th to 18th

SATURDAY - SUNDAY - MONDAY

(2:30 P. M. Saturday until Monday, Noon

EVERY ANIMAL INSURED

PHONE 154

HEREFORD

We are also getting bulls from such great breeding farms as Eaglemere, Canterfield and Hobbs Farm.

From Allynhurst come two splendid heifers, two from Frizdale and two from Rock Springs, and one each from Lily Swiss, and Just-A-Mere Farm

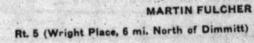
That is calling the roll of a lot of the top Brown Swiss breeders of the country. But when we add the name of Mr. Porter Fox, of Foxwood Farm, who helped assemble this shipment, it is indeed an impressive list.

Mr. Fox has bred some of the outstanding Brown Swiss of the country including such cows as "Foxwood's Nell", with 883 lbs. of fat, and such great bulls as "Foxwood's Dusty", "Fox-wood's Glory" and "Foxwood's General". He also owned "Golden Beauty" who started a test at 21 years of age and finished when she

was 22 years and in that year had producer 501 lbs. of fat.

The Brown Swiss are noted for their long life, their rugged constitution, big bodies, strong legs, their docile dispositions, ability to withstand adverse conditions, and willingness to rustle for their feed, and their bodies carry a layer of flesh over their frames so that they fleshen up quickly after a heavy milking period. Come and see these fine cattle, and we are sure you will like them. We will be glad to see

you.



ANNOUNCING the association of

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U. V. Pierce



Why wait when you can buy the 'Jeep' at a new low price and get plenty of power for all kinds of farm work? You get pulling power for tractor work and off-the-road towing and hauling . . . tractive power for crossing roadless open country, for climbing steep grades and grubbing through mud and sand . . . plus portable power* for operating many types of belt and shaft-driven farm equipment.

Come in and see the 'Jeep' today. Check what you pay against what you get out of this two-fisted, tightfisted vehicle and you are sure to want one now.

UNIVERSAL JEED

ROBERSON MOTOR COMPANY

HEREFORD

1 2 ----

*From power take-off, optional at extra cost.

1st and MILES

4-Wheel-Drive



FOR OFF-THE-ROAD JOBS

FOR PORTABLE POWER

PHONE 440

with women. Will I live a hundred years?" Doctor: "No, but it will seem ike it."

One wife: "How did you get money out of your husband?" Another wife. "Oh, I say I'm oing back to mother and he mmediately hands me the fare."

Boss: "Why are you going to quit. Bill? Are your wages too low?"

Bill: "The wages are OK but I'm keeping a horse out of a job.

There seems to be a slight bow in the vertical steel foundation post on the southwest corner of the new hotel. Pat Wederbrook was one of the first persons to point it out, and since then quite a few people have been sighting at the post. It could be an optical illusion, but it sure looks like Pat might have started something.

Went down the other day and looked over the park which the Jaycees are improving just west of the Main Street bridge. The boys are building concrete tables and grills. They still have quite a way to go, but they are doing an excellent, job.

Hereford potatoes and onion will be served soon to the nation's lawmakers. Senators Tom Connally, Lyndon Johnson, Con-



Scientific posture seating engineered for long years of steady Cramer gives you foam rubber cushions natic adjustments, floating, self-aligning back rest AND the Inverted Bearing-ingenious design that virtually eliminates seat wabble . . . sheds abrasive grime. HEREFORD

BRAND



Mr. Roy Peet

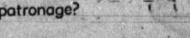
as partner in your Western Flower Shop

Mr. Peet, known to most of you during his employment in the Western Flower Shop, this week has assumed interest in the shop, continuing its operation, with Mrs. Dishman, under the same name, pledging the same complete floral service in Hereford.

With his unusually thorough training and background in various schools of floral service, design, and arrangement, Mr. Peet is quality to provide as complete floral service as ever provided in this area.

In line with the expansion program planned in our floral shop, both Mrs. Dishman and Mr. Peet will attend the Texas State Florists School in Fort Worth this month, studying the latest trends in floral service. Upon their return a re-arrangement and remodeling progam will be commenced.

May we have the pleasure of your patronage?



MR. ROY PEET



Phone 778 **East Second**

Mrs. P. L. DISHMAN

The Sunday Brand, Hereford, Texas, Sunday, July 10, 1949

Last Garden Club Session Of Season Spent In Discussion Of Future Plans

The Hereford Garden Club held its last business session of the season last week with Mrs. J. P. Slaton. Mrs. O. G. Hill, president, presided. Officers' reports for the year were heard and in giving a summary of the year's.

ception of the annual pilgrim- 7-2 thus evening matters with age. Because of bad weather the Amarillo nine that won an the slated pilgrimage was called off and the tour of gardens will

In a discussion of plans for the future, Mrs. Will S. Kerr, chairman of the flower show committee, announneed that a joint flower show is being planned with the Bud To Blossom Club and The Garden Beautiful Club. Plans now are for the show to be held when the iris are in bloom. The Hereford Garden Club will have a small placement show

early in the fall at chrysanthemum time. Mrs. Leroy Aven outlined briefly the year book plans and requested members to turn in telephone numbers and correct mailing addresses. Plans for a social meeting of the club sometime in August were announced.

dames Jim Higgins, a new mem-Ramey, Leroy Aven, Jim Black, C. Ferguson, Will S. Kerr, Jeff Gilbreath and the hostess.

ence for cotton house dresses

returning to Hereford. The Tucker family is attending a family reunion in Gainesville this week In an unbiased government survey among consumers, women expressed a 29 to 1 preferif it's DEPENDABILITY you want

Page Five

it's a new ROPER you want 0 0 ROPER "America's Finest Gas Range" for homes beyond City Cas Lines

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

Regardless of weather . . . during wintry blizzards or summe 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.



s the Answer National III National III National III National IIII National IIII National IIII National IIIII National IIII National IIIII National IIII National III National IIII National IIIII National IIII National III National IIII Nationala III National III National III National III National III Natio

37 Mental state

40 Some are -

48 Folding bed

49 Abstract being

driven

41 Proceed

44 Myself

45 Father

51 Exist

52 Perform

42 Hoarder

38 Jump

Here's the Answer

Stan Barrett let Plains Chev

carly season game here 6-5.

Amarillo got two runs in the

second and Hereford tied it up

with a run in the second and

third. Hereford then took a lead

in the fourth with two more

George and Harold Loerwald

and Onias Carroll got a single

and a double apiece. The other

five VFW hits were spread among

five players. VFW is playing in

Miss Ruth Tucker and Richard

Tucker, son and daughter of Mr.

and Mrs. F. A. Tucker, have re-

turned from Nevada where they

have spent the past two weeks

vacationing on a ranch there

Their hostess was Mrs. Martin

Lensh who was a pen pal of Miss

Tucker's since their high school

days. This summer was the first

time the two girls had actually

met. Miss Tucker, who is em-

ployed in Public Relations work with the Southern Baptist Con-

vention, in Dallas, met her young

brother in Amarillo and the two

also visited in Salt Lake before

011 210 11x-7

020 000 000-2

Umbarger today.

PLAINS CHEV

HEREFORD

runs and were never headed.

VFW Lashes Back At Amarillo Nine work, the president stated that rolet from Amarillo down with all requirements for a standard 'six hits and two runs Wednesclub have been met with the ex- day night as Hereford VFW won

be held at a later date.

Members attending were Mes-

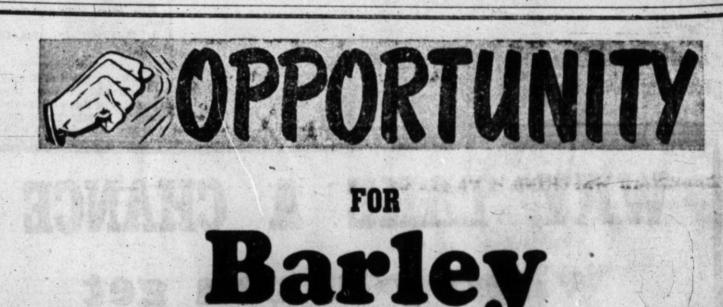
oer, O. G. Hill, John Jacobsen, Jr., C. D. Kelton, M. T. Rutter, A. O. Thompson, W. S. Fluitt, E. E. Fridley, E. W. Harrison, E.

Mr. and Mrs. Mearl Wayne Lawrence and two children of Stillwater, Okla., were in Hereford Saturday and Sunday to visit his father, Bolen Lawrence. Mearl Wayne is a former Hereford resident, having lived here

So...

1 BLOCK EAST OF COURTHOUSE

over dresses made of other fabbefore he joined the Marines. rics





air conditioning and firecrack-er days comes the time for tall, cool drinks and freezing compartments are kept busy keeping up with the supply of ice cubes needed. If nourishment for the children is your particular interest, fresh fruits may be combined with milk and cracked ice in an electric blender or in an old fashioned shaker, if fruits are sleved before mixing.

MRS. O. G. HILL

Here are two drink recipes for parties or for families and ice cream or sherbert may be incorporated in either beverage. Mrs. O. G. Hill has used this fruit punch recipe for years and It has been served at many Hereford parties. Fruit Punch

1/2 gallon orange juice

quart lemon juice

pints pineapple juice (other juices may be used, such as

rhubarb)

4 packages jello using double children can be nourishing and





amount of water to each

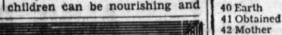
package used (The flavor used is optional according to the color desired). 2 or 3 cups of sugar to suit

the taste. Mix all together, put in plenty and let stand before of ice serving. If desired, the punch may be chilled in the ice box, adding the ice when ready to

serve. Lime sherbert may be added instead of the ice when ready to serve. Will serve 100 in punch cups.

Liquid refreshment for the

deer 35 Any 36 Unit 37 Males 38 Concealed 39 It draws a train of



satisfying. Here is another of that only twelve years ago the

Mrs. Hill's recipes recommended first garden club was organized and that now there are three for long summer afternoons. active organizations in Hereford.

WEEKLY CROSSWORD PUZZLE

19 Behold

20 Biblical

22 Fruit

28 Grain

29 Ground

32 Hesitate

33 Literary

collection

pronoun

25 That one

24 Pea covering

30 One who uses 47 Put

Children love it between meals. Grape Ice 1 cup sugar 1 cup water 2 cups grape juice 2 oranges (juiced)

1 lemon (juiced) Boil sugar and water until is syrupy and allow to cool. Add the fruit juices which have been previously mixed together, and freeze in blocks in ice-cube tray

S. A. Duckworth, program chairman for the month, introduced the speaker. Newly-installed Boss Lion Lyle Blanton presided at the meeting.

a garden club branch of the

Summerfield Study Club, and a

garden club at Vega organized

chrough the local clubs. She em-

phasized that the purpose of

the clubs, together with the gar-

den Club Council, which inte-

grates the activities of all the

organizations, is civic improve-

ment and beautification.

Buys Half Interest Mrs. Homer Brumley was guest In Floral Business

speaker at the regular luncheon meeting of the Hereford Western Flower Shop this week Lions Club Wednesday, using as announced that Roy Peet has ner theme the garden club movepurchased half interest in the business. Pete joined the force of Tracing the history of the the shop ten months ago, workgarden club movement in this ing with Mrs. P. L. Dishman, city, Mrs. Brumley pointed out owner.

> Before coming to Hereford, Peet was in the floral business in Amarillo for several years working with Pierce Street flowers. He was also manager of the Boxwell Flower and Gift Shop in Spearman. Peet's training in the art of floral design has come from practical experience accented by schooling at two summer sessions of the floral design school in Denver and a school of floral design in Hawall which he attended while he was in the army stationed in the Pacific.

36 Wood sorrel above 32 Mass 33 Donkey 34 Species of

TRAIN ENGINE

HORIZONTAL 55 Some are run

1 Pictured train

engine

13 Short sleep

14 Male sheep

16 House pet

20 12 months

26 101 (Roman)

29 Parcel of land

9 Dined

15 Inspect

18 Remove

21 Particle

23 Negative

24 Dessert

27 Reduces

30 Ukulele

31 Trust

(abbr.)

(abbr.)

12 Either

1 They draw

2 Speaker

5 Unfastens

3 Upon

4 Insane

6 Anger

7 Virginia

(abbr.)

9 Gorilla

10 It runs on

11 Predatory

17 Stretched

bird's nest

8 Type measure

- and ex-

press trains

YOUR FREEZER

ECEMBER menus are June-fresh when your home boasts a deep

Enjoy those garden-tasty fruits and vegetables all year 'round ... and at summer prices, too! Just prepare them for your home freezer, and there they are ... as fresh as the day they were picked, ready and waiting to be used when you want them,

The same goes for meats, rolls, pies and pastries... in fact, most anything you want to preserve. See your appliance dealer today ... let him show you what a real pleasure a home freezer can be. And it's economical, too . . . low-cost, dependable electric service makes it that way!



A gardner in baseball is outfielder.



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Hereford, Texas

Growers Make 10c Per Bushel

by storing your barley in your own granary **GOVERNMENT LOAN ON BARLEY IS 1.03 bu.** They Deduct 10c bu. if store in warehouses

PAY FOR YOUR STORAGE FOR YEARS TO COME

Build Your Own Granary

Pay Only 15% Down, 5 Years To Pay

with the materials in stock at

Carl McCaslin Lumber Company

An Appeal **TO ALL IRRIGATION FARMERS** In The Hereford Area

Working with the Texas Water Conservation Association, your local Water Users Association has been able to ward off legislation which would be detrimental to this area, and to the entire Irrigation Belt.

Trips to Austin and to points over the entire Panhandle have been expensive, and funds of the organization have been exhausted. We ask you, therefore in the interest of your own family and continued operation of your irrigation wells to help out with a \$10 donation per well or more, so that this work may be carried on.

To guit now means to lose what has already been done. House Bill No. 162, passed and signed June 2 by Gov. Jester establishes the fact that water rights belong to the people and (2) that if, and when, control of irrigation becomes necessary, it will be handled by the people rather than by state or national regulations.

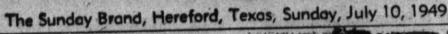
DO YOUR PART ... MAIL YOUR CHECK TODAY: TO Howard Gault Ed Adams Or Lyle Blanton

Signed:

lage Six

Deaf Smith County Water Users Ass'n.

HOWARD GAULT, Pres.; Ed Adams, Secy.



RECORDS Deeds of Trust P. F. Williams and Gladys O. Williams to Paul Matteson: S1/2

COURTHOUSE

of E% of Lot No. 2, Block No. Womble Addition to town of Hereford

Warranty Deeds John G. Harvey and Tina J. Harvey to W. A. Campbell: A part of Lot No. 6, Block No. 7. Womble Addition to Town of Hereford.

Glen Campbell and Alice Campbell to Florence Hill: A part of E1/2 of Block No. 77, Town of Hereford and Additions. W. A. Campbell and Tommie H. Campbell to Florence Hill: A part of Lot No. 6, Block No. 7, Womble Addition to Town of Hereford. Paul Matteson to P. F. Wil-

liams: S½ of E½ of Lot No. 2, Block No. 2, Womble Addition to Town of Hereford. Release Mayton Chisholm to W. P. Newman: Section 74, Block K-7

and an of SE% of Section 87, Blk. K-7. Marriage License Ollie Cwen and Francis Bandy, July 2. Automobile Registrations Dr. R. R. Wills, 1949 Chrysler edan. Mrs. O. E. Easley, 1949 Oldsnobile sedan. Charles Ray, 1949 Chevrolet sedan. Delbert Bainum, 1949 Plymouth sedan. Mary Koelzer, 1949 Chevrolet sedan. Ky Higgins, 1949 Studebaker sedan. Clint Wright, 1949 Dodge sedan. W. M. Stewart, 1949 Dodge club Ireland Motor Co., 1949 Dodge sedan. Ralph G. Smith, 1949 Studebaker sedan. Marian Plummer, 1949 Chevrolet coupe. Bob Wear, 1949 Chevrolet selan. L. C. Hicks, Jr., 1949 Dodge edan

Mrs. Ruby Wood of Slaton was n Hereford Tuesday through Thursday of this week to visit her two sisters, Mrs. Elmer Gollehon and Mrs. Ettie Mathis.



Looking like the cover of The Billboard, Spring invaded 49th St. and Eighth Ave. this month. Outside Madison Square Garden it is the same old street with derelicts sagging in the doorways and the all-persuasive smell of bus exhaust ... But inside there are sawdust and spangles, pretty girls, pink tights and clowns dressed "formal" in their zinc-oxide makeup . . There's no red and white wagon in-

side the Garden, no "midway" and no "backyard." "Clown Alley" is a big boller-room in the cellar, next to the driveway . . . There's no "cocoon" or "big mouth"; all the canvas is neatly wrapped aboard a circus train painted Ringling red, waiting for the

swimming pool near Costa Mesa, Calif. It is so scarce that only next pole-and-stake town . . . But don't let the neon lights four pounds of it were mined last year. Collins says he now has bout \$5000 worth of the metal. He has also found gold fool you. When the announcer walks into and uranium in the excavation. the center ring and says, "Chil-dren of all ages," he means you

. . Don't let the cynics kid you-**Gleaners Class Studies** it's always a better show than last year's. Don't be a "gillie." (Circus Faith Thursday Evening Gleaners Class. of the. First

metal

PLUMBING PROSPECTOR-

Plumbing Contractor Wesley R.

Collins displays a small quan-, tity of gallium, a mercury-like

which he found while digging a

worth \$3000 an ounce,

LAMM JEWELRY

The Little Store Around The

Corner On West Third

GUARANTEED

3-Day Watch Repair Service All Watches Checked on

THE SCREEN HAS

with EDDIE ALBERT

THURSDAY

WEDNESDAY

Watchmaster

people call greenhorns "gillies.") How-not-to-be-a-gillie: Call the man selling balloons "the bag guy" Baptist Church met with Mrs. M A. Bettis Thursday evening with. ... Never call the sideshow lec-Mrs. Bill Rice as cohostess. turer a "barker" - call him a "spieler" Never call the side-show by that name-it's the "kid A devotional program on 'Faith" was presented after the show" or the "grind show" . . business session, by Mrs. Tom Anybody can call a pass a pass; Howard. Mrs. Bettis read a paper circus people call it a "ganesfake," "snow," "ducat" or "Annie Oakon "The Faithful Nation" dealley" . . . In the circus there are ing with the United States. only three towns-"Today's Town," After the program refresh-"Yesterday's Town," "Tomorrow's ments were served to Mesdames Town" . . . Only "gillies" say, "He was born in Oshkosh." Circus folk Tom Howard, Willard Witherare "out" of the town they come spoon, W. A. Medlin, Fritz Christfrom; i.e., John Ringling North is man, Charles Dones, Carroll "out" of Baraboo, Wis. . . . A per-former is a "kinker" or "spangles." Whiteside, Malcolm Cassels, J R. Allison and the hostesses.

The men on the flying trapeze are either "fliers" or catchand when a "flier" straightens out and files right, he is "coming out of his kip" . . The nervous man with the eigar, always prowling the lobby, is the circus "fixer" or "squarer" - he handles com-"squarer" · · · Lemonade 'is plaints 'juice"; a lemonade stand is a "juice joint" ... A frankfurt-er stand is a "grease joint."

De you forget to pick up your thange? You're a "walkaway" . . A circus trunk is a "keyster" or a "turkey" Musicians are "wind-jammers" Circus labors are "roustabouts" or "razor-. Never say, "Are you backs' with it?" It's phony. Circus people are never with the show; they're on it . . . A clown act is always a "crazy act."

Fight boy scouts of Troop One spent the Fourth of July holiday camping out at Gallinas Canyon in the Santa Fe National Forest above Las Vegas, N. M. this week. Accompanied by their scoutmaster, William R. Phillips and Oliver Streu, the boys went up early Sunday morning and returned Monday night. Included in the group were James Nun-

senior camp.

Dr. Bill Marshall and Sam Allen, of Wayland College flew to Hereford "/ednesday to pick up Miss Mary Estell LeGrand who accompanied them to Amarillo where the three attended the Youth Revival meetings there.

Among Herefordites vacationing in Ruidosa last week end were Mr. and Mrs. Tom Carroll. nally. Tom Culpepper, V i r g i l Mr. and Mrs. Ed Skypala, Tom Cocanougher, Kenneth Brock. Lanny and Jim Wilkins, Melvin Saunders, Mr. and Mrs. Gilbert Hooper, Frank Barrett, Mr. and Lomenick, and Tommy Wood-ford. The boys also looked over Mrs. Woodrow Gilbreath of Dimmitt, Cecil Guseman and Cecilia the camping site of their August Guseman.

It was as if the YELLOW SKY had sought them out ... where fate had forgotten them and life had left them behind! **GREGORY PECK** ANNE BAXTER -**RICHARD WIDMARK Robert Arthur** John Russell Henry Morgan James Barton **Charles Kemper**

Directed by WILLIAM A. WELLMAN . Predent of LAMAR TROTTI

BULLETS

DeCARLO

DURYEA

when you can get **U. S. LICENSED** WHEAT STORAGE SUBJECT TO GOVERNMENT LOAN ALSO BARLEY STORAGE AT FRASER MILLING Company

TAKE A CHANCE

No, nothing sounds like a circus band, even though Merle Evans, Ringling bandmaster for decades. never uses special arrangements, onducts from standard band parts. The size of the circus arena in the Garden and under canvas gives the music that special flavor, sharp-ening the brass and deepening the ening the brass and deepening the drums . . . The band is the clock of the circus world. Every act has its own music, and every perform-er can tell exactly what time it is and how long is left before his act just by listening . . . The band generally follows the performer, not wire wars. Any difference in not vice versa. Any difference in rhythm between the act and the music would mean disaster . . . Riding acts always perform to quadrilles; trapeze acts to waltzes . Two-thirds of the band's repertoire is classical music . . . "Auld Lang Syne" is played only once in New York, as the closing number of the last performance at the Gar-den . . "Home Sweet Home" is played only once during the season -at the end of the final show, when it replaces the usual "Star-Spangled Banner." It's bad luck to play it any other time.

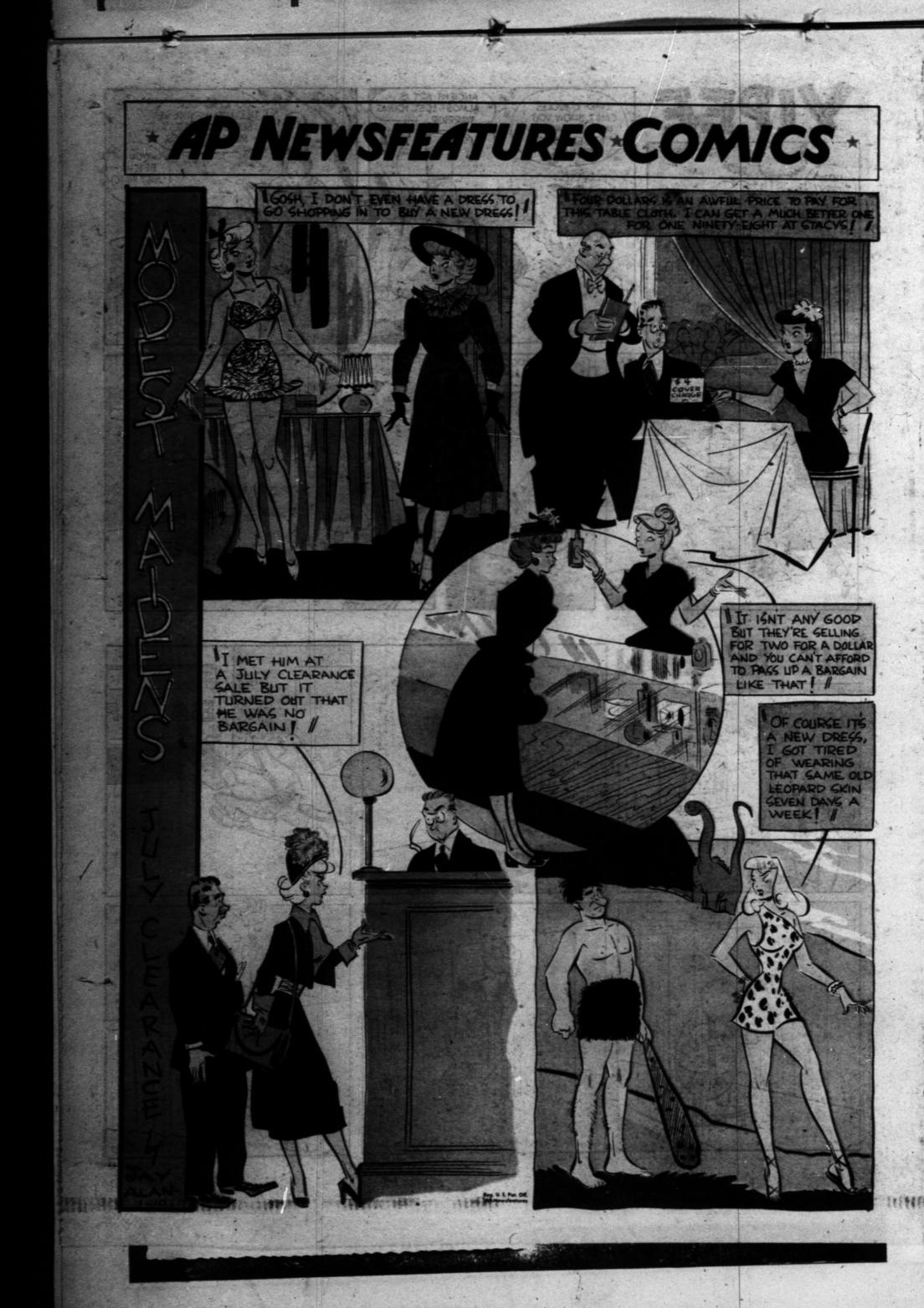
Circus folk are superstitious. They believe implicitly in the law of "threes." One accident must be followed by two more shun the number 13 . . . Cir-cus trunks must be in the same position every day. A trunk out of place is a sure sign of bad luck to come.

The Ringling band plays every kind of music at least once, but it will never play Suppe's "Light Cavalry March." It means sudden death . . . Years ago, when Merle Evans first took over his job, he Evans first took over his job, he played the number in Oklahoma, and a train wreck with 16 fstalities followed. Later when he tried to outwit the jinx by playing the tune again a "blow-down" (hurricane) killed 38 circus folk. The third time a cornet-player dropped dead im-mediately following the perform-ance. (Evans is a cornetist.)

To be successful U. S. airlines, need to get down to earth, says an airline head. And bring their passengers with them!

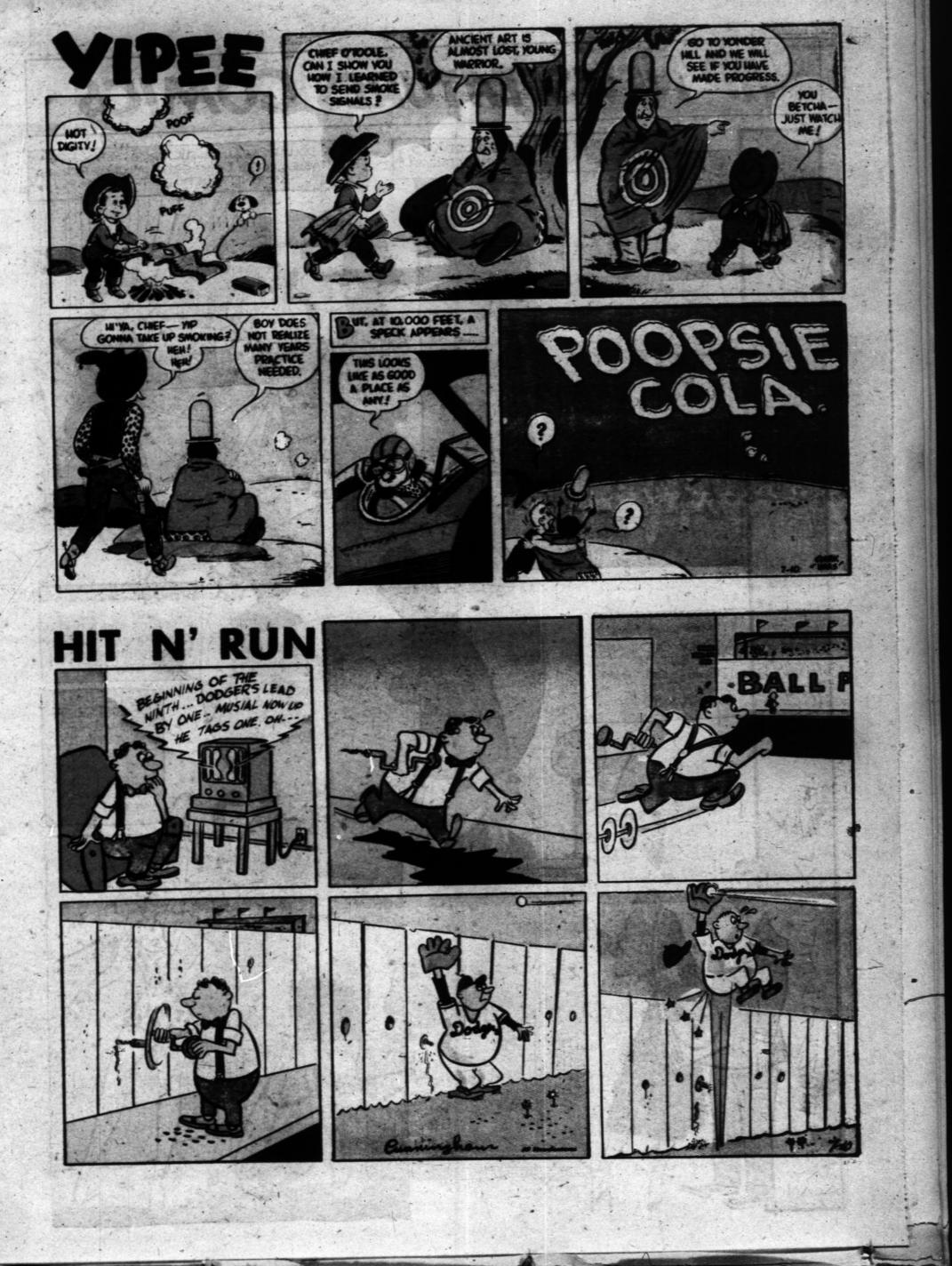


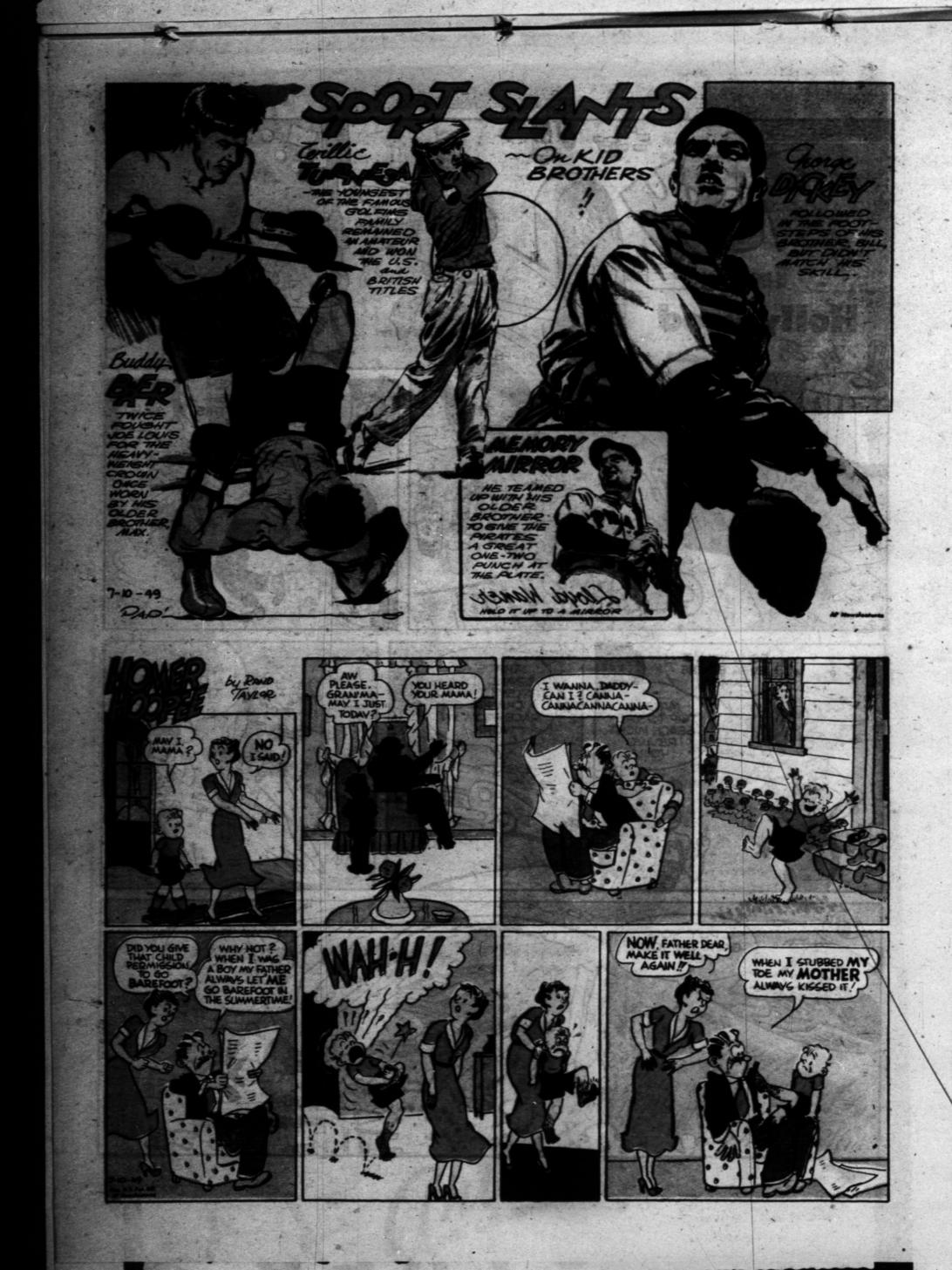




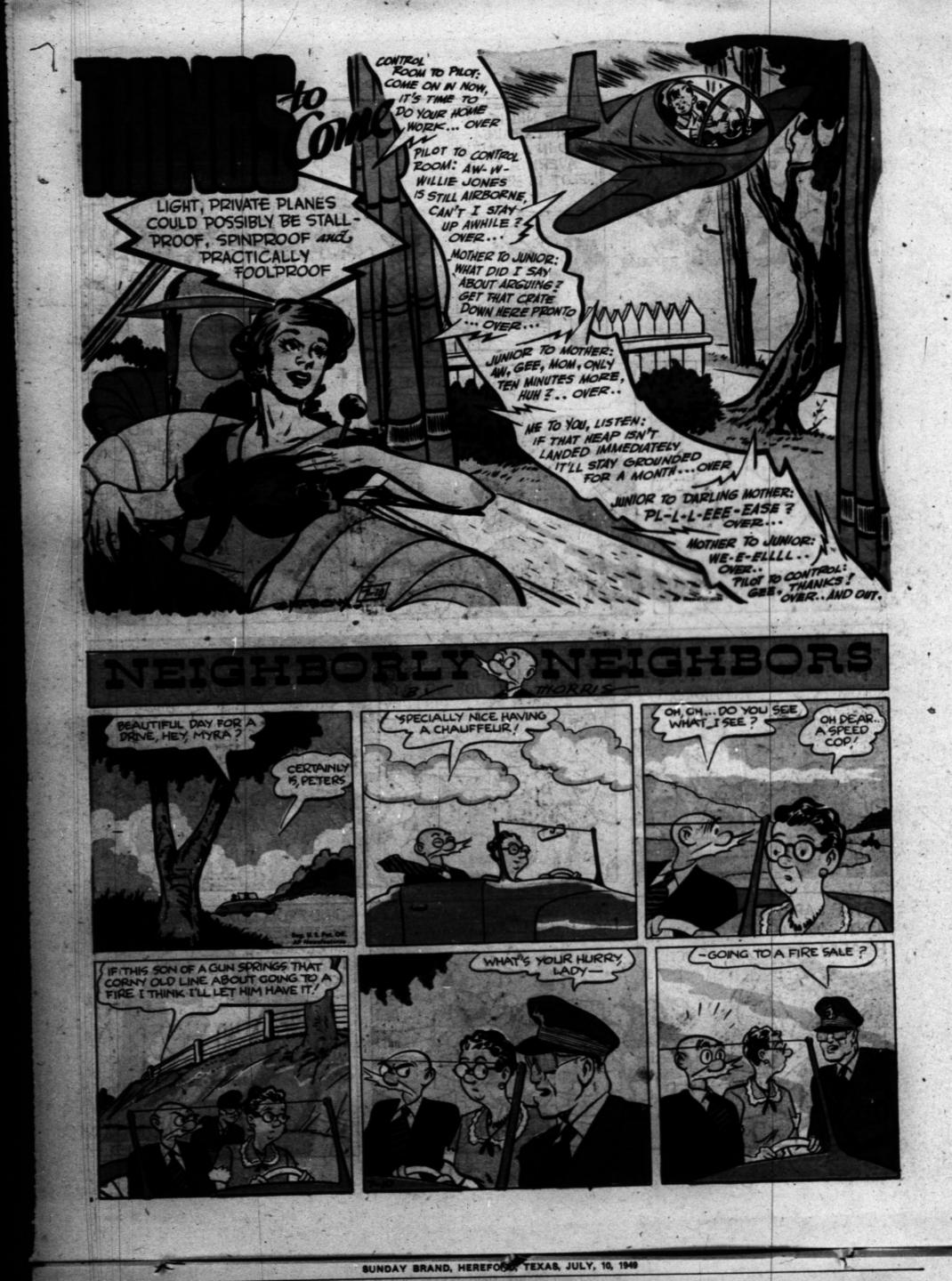
















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Snapshots Of Vacation Add to Fun



SHOOT . . . from many angles. **By IRVING DESFOR**

JUST picture a vacation that will last indefinitely! It'll be a snap if you take a camera along and use it intelli-gently. Scenes, people and vaca-tion activities become perma-nent records that outlive short memories. memories.

nent records that outlive short memories. Camera equipment, of course, depends on where, and how, you're going and for how long. An auto trip, for instance, would allow you to take almost all your gadgets, tripod, flash- and even developing outfit. But trav-el by air and you must minimize to the bare essentials. In any event a small compact camera with a neck strap is convenient. It's best to figure out your needs and bring film with you. Make it all of one type in black and white, to simplify your expo-sure problems. Add color film for sunny scenics that black and white can't capture. By all means find room for a K2 filter, lens hood, lens tissue and a light meter in your gadget bag.

Contents Copyright 1949 By The Associated Press

vour vhi h

DAVID A. STEIN, Editor . E. H. GUNDER, Art Director

CAREFREE is the word that sets the theme for "Your Vacation." Make yours a leisurely holiday. Relax and get lots of sun and loads of fun. We hope you'll find a helpful hint or two in these pages.

RECREATION has become so important to mom, dad and the kids, that 35 cities now have annual shows devoted to travel and vacation. Chicago and New York have the biggest ones. The Windy City and Detroit put on two shows a year. The carnivals for tourists range from coast to coast and from Bangor, Maine to St. Peters-burg Fla burg, Fla.

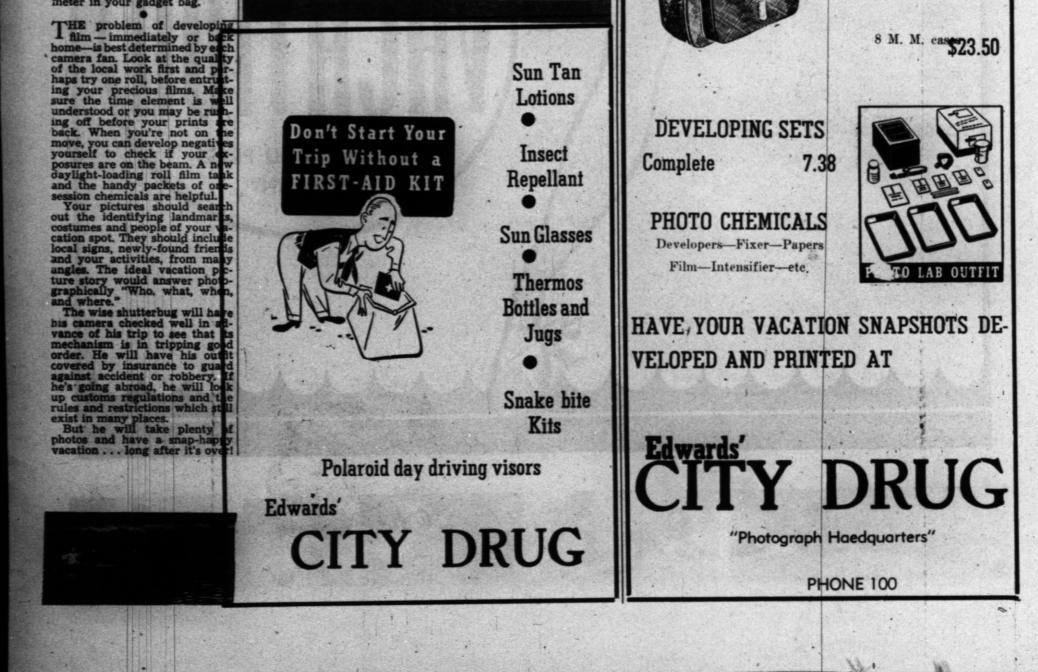
FRANCE is frank about its preference for American tour-ists. The French welcome the Yanks because they stay longer and spend more. Last year, the average tourist in France spent only \$62, while the average American helped the Marshall Plan succeed by parting with \$214. By 1952 Paris expects to welcome 3,000,000 tourists, with one out of 10 coming from America. Of an esti-mated \$450,000,000 in revenue, Americans are expected to spend \$120,000,000, or more than a quarter of the total tourist income.

CAVU flying conditions are the kind you like on vacation trips. Airport weathermen use the expression to indi-cate "ceiling and visibility unlimited." Watch out for "bird-walking weather." Th~'s when the air is "soupy," full of fog, wind and rain. We hope you won't be "socked in," which means you'll be grounded because the weather is "ropey," whipping the wind sock at the air field spasmodically.

RECORD highway vacation travel this year is forecast by the AAA National Touring Board. The auto clubs, with a national membership of more than 2,500,000, predict that the average vacation family will spend its travel funds more cautiously than in past years.

TREASURE-HUNTING is a new hobby for tourists. If you want to look for platinum or gold in the Canadian bush, you can arrange to fly from Winnipeg to Flin Flon, 500 miles northwest, and then go another 150 miles to a base camp in the wilds of the unexplored north. Groups of five will be led by experienced prospectors.

NEW LINERS are being rushed into service this summer to meet heavy tourist demands, American Express reports. The French Line's Ile de France has been newly rebuilt for Atlantic crossings. The Atlantic and the Italia (formery the Matsonia and Kungsholm) will cross between New York, Genoa and the French Riviera. New'ships include the SS La Guardia of the American Export Lines, traveling to Mediterranean ports; a former navy ship to sail between New York and Israel, for the America-Israel Line; and seven Maritime Commission vessels requested by the United States and Bernstein lines for low cost student trips.







Coleman Camp Stoves Coleman Gasoline Lanterns

Get ALL Your Camping Needs

Before You Go

Tarpaulins sizes frm 5 x 7 to 14 x 36 Sleeping Bags Air Mattresses Ground Cloths Cots Blanket Pins

A FEW SUGGESTIONS

Perrine Automatic Fly Reels Martin Automatic Fly Reels Ocean City Casting Reels Kalamazoo Casting Reels Pflueger Casting Reels Shakespeare Wonderod Fly Rod Montague Split Bamboo Fly Rod True Temper Casting Rod Phantom Glass Casting Rod Fishing Boots Airz-Em Boot Hanger Fishing Creels Minnow Buckets Minnow Nets Landing Nets

' Its Streu's For Quality Tackle

STREU

The Old Reliable.



All Famous LINES Of Sporting Goods



FINE Equipment



5

CAMPER'S NEEDS

Camp Stoves and Stands Lanterns - Oil, Gasoline, Electric Skillets - Coffee Pots Pans - Cook Forks - Spoons

You're Sure to Need_

Rope Flashlight Batteries Coleman Mantles Camp Axe Mosquito Dope Can Opener Scouring Pads Sheath Knives

Aluminum Campset - Service For 4 Car Refrigerator - Water Bags Thermos - 1 and 2 Gallon Portable Radios and Batteries

For Bigger Fish --and More Fun Get It At

SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949

SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949

America's Wonderland Welcomes You

Tour east-tour west. Tour to the places your heart loves best. Here are just a few of the nation's popular tourist attractions

EVERY section of the United E States offers inviting recrea-tional prospects to summer va-cationers. A coast to coast sur-vey indicates that accommoda-tions will be plentiful in most regions, and prices will be somewhat lower than in recent

Here, briefly listed, are a few vacation attractions in eastern and central states.

NEW ENGLAND

Ocean, mountains, lakes and placid countryside are within a day's trip from any point in this compact vacation area. Maine has more summer camps than any area of comparable size in the country Fighting salmon and trout abound in her lakes and rivers Humorist Bill Nye quipped

lakes and rivers Humorist Bill Nye 'quipped last century: "New Hampshire's biggest crop is—tourists." Moun-taineers have been tackling the White Mountain peaks for gen-erations. New Hampshire also has more than 600 lakes. Vermont combines recreation, history and industry. Vermont-ers have sugaring-off parties in mid-summer. They shave ice to make snow and cool off the hot maple syrup. With the traditional doughnuts and sour pickles it makes a novel feast.

MASSACHUSETTS' varied landscape includes fine

beaches along her north and south shores and the Berkshire Hills in her west. Pilgrim Plymouth's historical society has revived the life of the founding fathers in historic Harlow house. Bos-ton is like an illustrated lecture on American history, with her narrow streets crowded with pre-Revolutionary meeting houses and buildings.

pre-Revolutionary meeting houses and buildings. Rhode Island's famed sum-mer society capital, Newport, also may have a link with ancient culture. Archeologists have been trying to determine whether Norsemen built the Old Stone tower ages ago. Connecticut has both moun-tains and seashore within 50 miles of each other. Of each square mile, 35 acres have been set aside for parks and recrea-tion.

MIDDLE ATLANTIC STATES

MIDDLE ATLANTIC STATES New York has a widely di-versified terrain. In the Adi-rondack mountains there is a state park of more than 5.000.-000 acres—larger than Yellow-stone, Yosemite. Glacier and Grand Canyon national parks combined. The state has 76 other parks. among them the reservation at scenic Niagara Falls and 18 parks on Long Is-land including Jones Beach. New York City is, of course, one of the nation's greatest tourist attractions. Many travelers visit Phila-delphia's shrines on their trips east. Throughout Pennsylvania, beautiful scenic vistas stretch for miles. The state is famed to miles. The state is famed in the northern Hills. So far as



Miles. Northern Indiana has hun-dreds of small lakes. Wyandotte Cave—second largest in the country—draws many visitors. Recreational and vacation fa-cilities are provided in 21 state parks, including the famous Dunes State Park.

Dunes State Park. THE Lincoln country (central Illinois) has shrines ranging from New Salem, the restored log cabin where Abraham Lin-coln spent a half dozen years as a young man, to his home and tomb in Springfield. The Chicago Railroad Fair, visited by more than 2,500,000 last year, will blow a welcoming whistle for tourists again. Wisconsin's 7,500 lakes and 300 miles of trout streams are accessible to tourists over a network of 85,000 miles of high-ways and 7,000 miles of high-ways and 7,000 miles of rail-roads, together with expanding airport facilities. The state's re-sorts are among the country's most popular. In Michigan the tourist trade ranks second only to automo-biles as a source of wealth. Hundreds of communities are planning all sorts of festivals, homecomings, pow-wows, fairs and other special events, rang-ing from the tulip festival in Holland to an onion festival in Au Gres. Michigan's permanent

Fishing in 10,000 lakes, swim-Fishing in 10,000 lakes, swim-ming, north woods scenery, climate and relief from hay fever are lures in Minnesota. Tourists this season will note observance of Minnesota's Ter-ritorial Centennial. The legis-lature has appropriated \$150,000 for promotion of the year-long commemoration.

commemoration. In Iowa, the state fair is the culmination of many county and regional fairs. This annual exposition brings the finest hogs and cattle from the midwest to Des Moines for showing. Popular resort spots center around the lakes region in northern Iowa. These include Lakes Okoboji, Spirit Lake, Clear Lake and Storm Lake.

MORE than a million tourists visited the Black Hills in South Dakota last year. More than a half million visited Mt. Rushmore with its carved heads of Washington, Lincoln, Jefferson and Theodore Roosevelt. The national shrine will be lighted this summer. Dedication of Theodore Roosevelt National Memorial Park in the North Dakota Badlands is expected to draw more travite to the state draw more tourists to the state than last year.

The farm home of Jesse James, near Excelsior Springs, and the boyhood home of Mark Twain, at Hannibal, have be-come tourist meccas in Missouri. Indian mounds and earthworks, together with historic and pre-historic sites. draw many visi-

Internationally famous Boys

PICTURE FRAMING . . . The Washington Monument is one of any historic shrines at the nation's capital.

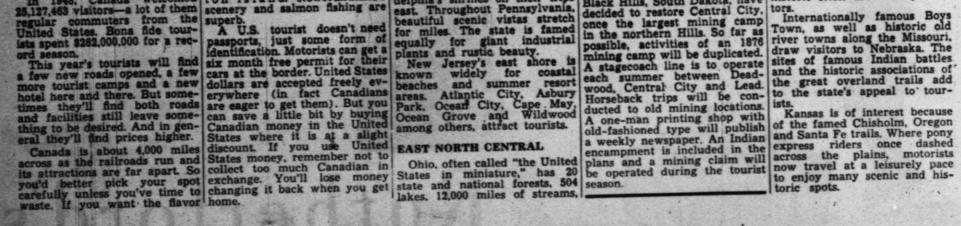
All Outdoors Offered **To Canadian Visitors**

LODGES in Jasper National Park combine comfort with superb scenic views for which Canada is so famous.

By ROBERT BUNNELLE CANADA is offering summer wisitors all outdoors—three and a half million square miles of it—to play in this year. Canadians emphasize that if you want to get away from it all and rough it. Canada's your ountry. It's bigger than the blat data there are in New York tate. From a standing start in ny Canadian city you can lose rourself in the wilderness in rom ten minutes to two hours In 1948. Canada welcomet

United States, with fewer peo-ple than there are in New York state. From a standing start in any Canadian city you can lose yourself in the wilderness in from ten minutes to two hours time. In 1948, Canada welcomed 25,127,463 visitors—a lot of them regular commuters from the United States. Bona fide tour-







Heed These Summer Car Care Tips

IS YOUR car ship-shape for your vacation trip?

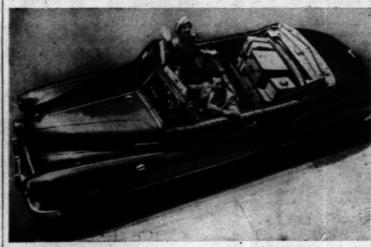
It can be, if you follow these tips from American Automobile Association experts.

Association experts. A good starting point for your car check-up is the cooling sys-tem. Make sure anti-freeze so-lutions have been removed com-pletely from the radiator A thorough reverse flush will rid it of rust and dirt. Check your thermostat and replace worn radiator hose. And take a look at the fan belt, too. Replace it if it shows signs of wear. Before extensive summer driv-

Before extensive summer driving, have your water pump in-spected. Your motor should purr along at normal temperatures between 160 and 180 degrees. If the engine runs too cool it is in-efficient. Disconnect the heater and defroster, too.

You can put new pep into your car's performance by giving the ignition system a thorough the ignition system a thorough once-over. Inspection should in-clude spark plugs, wiring, dis-tributor, condenser, coil, genera-tor and voltage regulator, the battery and the starting motor. Spark plugs should be tested every 1,500 to 2,000 miles, AAA experts advise. Have your bat-tery inspected every two weaks

experts advise. Have your bat-tery inspected every two weeks if possible – zever less than monthly. The experts say you should not use patented or com-pound fluids in your battery, and should not use a wire brush in cleaning the terminals. Guard against too much lubrication of the generator. Two or three drops in the bearings every thousand miles are enough. Keep a number of new fuses and light bulbs in your car at all times. Before starting your trip, clean lights and reflectors, test electrical cable connections, check focusing of your lights.



HAPPY MOTORING . . . Put your car in perfect shape for sum mer driving before you start your vacation travels.

and fuel pump develops enough pressure. Test compression of the cylinders. You'll need a valve reconditioning job if there is more than a 10 pound varia-tion between cylinders.

A LTHOUGH your carburetor is comparatively fool-proof and requires a minimum of care an experienced mechanic should check it regularly. The average engine "breathes" in about 10,-000 gallons of air for each gal-lons of gas consumed. That's why it pays to take the air filter apart and clean it thoroughly with gasoline or kesosene. If you are driving through dusty sections, your air filter will need frequent attention during sum-mer months mer months.

Loose connections or leaks in test electrical cable connections, check focusing of your lights, and replace burned-out fuses. A motor tune-up will put your car in top condition. Have the charging rate of your generator properly adjusted, make sure fuel line connections are tight. Loose connections or leaks in the exhaust system may cause unpleasant fumes. Worse yet, by carbon monoxide poisoning. Repair leaks immediately. Changing to summer oil is

than recommended.

If oil on the dip-stick is dirty, change the oil filter element. The crankcase ventilation sys-tem is often neglected and be-comes choked. Make sure both inlet and outlet points are open and clean This will prevent for

ON A vacation trip, check your oil every time you refill with gasoline. It pays to patronize stations or garages which use the elaborate detailed charts that show the exact type of oil or grease for each part. Automatic transmissions especially may be damaged by use of the wrong lubricants Insist on quality products and correct grades.

"oil eater," you have a problem that requires expert attention immediately.

CLEAN

Clothes

Make

Your

VACATION

Before

and

After

You'll

Be Pleased

at

CORBETT

CLEANING

Company

If your car is a pre-war model If your car is a pre-war model be sure you check your steering mechanism. Too much play ir the wheel and a tendency to "wander" or pull off to one side can take the pleasure out of your trip by adding tension and fatigue. Careful inspection will tell whether the mechanism needs tightening, lubrication, and replacement of worn parts.

CHECK wheel alignment, too, C with special attention to proper "toe-in."

An out-of-balance wheel, espe-cially at higher speeds, makes for rough riding and tire wear.

How long has it been since you rotated tires? The tire on the right rear gets hardest usage —switching all tires, including the spare, will get maximum life for all of them. Check tire pressure every morning before start-ing on your day's jaunt. Testing pressure after a long, fast run is worse than useless. It is a mistake to let air out of a hot tire, because it will be underinflated by a wide margin as soon as it cools off.

Flat tires are the leading cause of mechanical trouble. Last year 9,000,000 flats were chalked up. As soon as a tire shows an abnormal drop in pres-dropping pressure, you can pre-vent the flat before it happens. One last word of advice con-cerns cleanliness Take a few minutes off to remove old stickers on front and rear wind-shields. Replace bad glass and rid your car of ugly dents and blemishes. A good wax or polish job will preserve the finish and will make you proud to pull in



Check on Our "AAA" VACATION & TRAVEL BENEFITS Protects you with:

Wash-Grease AND COMPLETELY SERVICE **YOUR CAR**

for a carefree

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DISABILITY BENEFITS HOSPITALIZATION AMBULANCE SERVICE OPERATING ROOM AND AN-ASTHESTIC TOW SERVICE INTO TOWN

Also Provides AUTOMATIC BONDING SER-VICE ANYWHERE!

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SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949

Going Places

Last-Minute News on the **Right Clothes to Pack for** That Two-Weeks-With-Pay



SHIPSHAPE ... Seersucker separates are musts for the style-wise vacationer.



IN THE BAG ... The outside flap covers a passport pocket. New in bamboo calf.



TRIPLE THREAT . . . Patio, cocktail or dinner dress in iridescent chambrayan indispensable part of the vacation wardrobe, for wear under sun or moon.

By DOROTHY ROE Associated Press Fashion Editor

NOTHING is more fun than shopping for a vacation wardrobe—unless it's choosing a trousseau. The girl with a transporta-tion ticket in her handbag and two weeks with pay ahead of her can rival the "ten best-dressed" on a modest budget if she plans well. Mer first need will be an all-occasion summer suit, for trav-

occasion summer suit, for trav-eling and later for going back to the job. She may choose one of the new dark iridescent cot-tons, plaid or plain; she may vote for a pure silk shantung in a heavenly color; or she may settle for one of the trimly tai-lored suits.

Next she'll want a play outfit-strapless sun dress and bo-lero or one of the four-way costumes consisting of shorts, costumes consisting of shorts, bra, blouse and wraparound skirt. A new water-repellant denim is good for this, and comes in light-hearted new colors, as well as the standard faded blue. Her bathing suit may be a nylon lastex maillot, which dries like a flash and is good for serious swimming, or it may be a two-piece dressmaker type, decorative on the beach but less practical for swimming. A party dress is a must for a

A party dress is a must for a good-time vacation. And in this bracket our vacation - bound girl may find a double-duty out-fit. The new strapless dresses in fine cottons may be worn on the street with their matching jackets, double for fun in the

jackets, double for fun in the sun or dancing in the dark. And of course our style+wise vacationer will pack nylon lingerie in her traveling bag, because it not only is pretty, thrifty and well-styled, but be-cause it's the answer to a trav-eler's dream—she can wash it out at night, have it dry and fresh in the morning and it goes back to its original pleats or frills without the touch of or frills without the touch of an iron.



IN THE SWIM . . . Waterrepellant velvet swim suit, shirred and elasticized.



NAUTICAL NOTE . . : Silk square in seagoing pattern of tie silk, for gaiety.









GOOD TRAVELERS . . . Boon to the traveling gal is the new nylon lingerie, which can be washed overnight, needs no ironing. Pictured, gown and matching robe.



SUITED FOR TRIPPERS The washable cotton suit, right for traveling or shopping. DREAM DANCING . . . There should be romance in every vacation, and this charmer in shirred nylon tulle should provide it. Being nylon, it's packable, too.



SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949



COMFORT and color are themes for men's summer fashions this year.

Health experts advise loose-fitting, porous clothes for hot-spell days. And fabric makers have come through with light-weight fabrics that accentuate the trend toward comfort.

Lighter colors are in store for summer, with a wide choice of shades, patterns and materials. Styles are jaunty and casual, as befits the man of leisure.

Your selection of apparel will depend, of course, on where you go and what you plan to do.

go and what you plan to do. Styles shown here suggest the wide variety that's available. Whether you prefer a conserva-tive cut and color or want to add flash to your costume, you'll find a full range of smart style ideas at your haberdasher's.

1



LKA DOTS . . . Bow tie TWEED . . . Conservative BOXER TRUNKS . . . Short- SLIPOVER . . . Gabardine matches colorful shirt. jacket in box plaid fabric. Sleeve shirt to match. front with knitted back. POLKA DOTS .



3 Rutherford's Main at Third Street **X-RAY SHOE FITTING**

SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949



F YOU really want to know what's what when it comes to outor cookery you're going to have to consult the men. They've ten all the books on the subject. Maybe men take to outdoor ery because there's so much success involved. Food always as better in the open—at the seashore, in the woods, or around recue in the backyard. All the men have to do is to take the

er you catch it yourself, or buy it at the market,

is a natural for outdoor ing-worthwhile alternating the usual hamburgers and does. Outdoor fish cooker al hamburgers and itdoor fish cookery possibilities — you small whole fish a fire; you can season fish with mustard relish, then bacon and grill fection. You can ish kabobs using fresh vegetables. Here are specific m in b to perfect kab

SPECIAL ROASTED FISH

cleaned and dressed six pound fish on a large of aluminum foil (freez-



ish with olive or oil and season with ayenne pepper, bay ced or grated onion. a lio f ace in bed of hot coals

RBECUED SMALL FISH

nall fish such as butteriny small fish such as butter-, croaker, sea bass, porgies, trout, may be used. Clean i dress fish and place on the becue grill. Fish may be apped in bacon and fastened h a small skewer or merely soned with garlic salt and per. Cook for 10 to 15 min-over glowing coals.

FISH KABOBS

tewers for kabobs can be d in most stores that sell oor supplies, or you can a your own with firm ight green sticks.⁴ Place



ing for several hours before cooking. To cook hold sticks or lay skewers on racks over low flame or hot coals, turning fre-quently until slightly browned.

BARBECUED FILLET ROLLS

BARBECUED FILLET ROLLS Spread fish fillets—haddock, cod, flounder or ocean perch (rosefish)—with a mixture of prepared mustard and pickle relish Lap ends of fillet over the middle, and wrap in a strip of bacon. Secure with tooth-picks. Place "blanketed" fillets in a hinged double wire rack— use the kind of rack frankfurt-ers and chops are often cooked in. Barbecue fillets quickly over hot glowing coals, turning of-ten. As soon as the bacon's cooked, the fillets are done. Serve in hot buttered toasted rolls along, with a big green salad.



Want more? Well, here's what en have written:

More Fun With Good Equipment



Extra Heavy



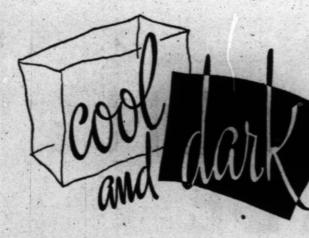
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MINNOW BUCKE?

ar. 98c

59c





New Summer Blacks HINT OF EARLY FALL

Such a variety of Cool Charmers... mid-season black sheers for now and early fall... and...

a choice selection of Taffeta Hats, Lace trim

TH

"For the Lady of Fashion"

SUNDAY BRAND HEREFORD, TEXAS, JULY, 10, 1949

World Extends Welcome **To Millions of Tourists**



SMILES FOR THE CAMERA? . . . Of course, with smooth sailing overseas ahead for this lucky couple.

By ROWLAND EVANS, Jr.

STICK a pin almost anywhere

STICK a pin almost anywhere On a map of the world. Unless you've hit an Iron Cur-tain country, you can, if you wish, spend your vacation there. More places are open to pleas-ure travelers this year than at any time since pre-war days. And more Americans will go abroad than at any time in his-tory. The State Department is-sued a record-breaking 250,000 passports in 1948. This year's ap-plications indicate a new record. Iron Curtain countries do not automatically restrict all would-be tourists. Sta-lin's men, how-ever, do not give out many visas. Ti to mould like to have you visit Yugoslavia. But U. S. authori-ties discourse.

U. S. authorities discourage tourists, be-cause there isn't enough protection for them when they arrive. Visitors to Germany Aust

Visitors to rmany, Austria and Japan ist get visas from the Army. ropean countries, with the ception of Spain, Portugal, land, and the Iron Curtain mains, do not demand visas. urists going elsewhere in the rld may get visas from for-n. embassies, legations and mulates in this country.

F YOUR choice of a vacation paradise is in North America, ou'll find a wide variety of ummer resorts, sports centers, cenic attractions, and special wents designed to appeal to ev-ry taste and every budget. Cruise ships, de luxe trains, su-cerhighways, streamlined buses, and swift airliners will provide special accommodations this ever for tours of every descrip-ton.

epartment of Interior that 80 per cent of all e 48,000,

of industrial

Most travelers to national parks go by car, with 23,932,060 motorists clocked between Oc-tober 1, 1947, and September 30, 1948. Visitors who arrived by train, bus, plane and boat (30,-000 sailed to Glacier and Grand Teton) brought the total to al-000 sailed to Glacier and Grand Teton) brought the total to al-most 30 million. August was the most popular month, with 5,-875,169 visitors, and July was almost as good. More than 3,-500,000 visited the parks in June, and the September figures exceeded 3,000,000.



THE tourist industry has been rated as third largest in the United States. On interstate recreational travel alone, Ameri-cans spend between 11 and 12 billion dollars.

If you're one of the 60,000,000 who will vacation by car. this year, you may expect better

accommodaons than ever. State travel and vacation and vacation bureaus have increased their budgets for de-veloping attrac-tions for motor-ists. Some will sponsor "court e s y c a m -p a i g n s" to please tourists. Every state has sought new magnets to draw tourist trade.

With a record 33,000,000 cars on the road now, the American Automobile Association esti-mates that 20,000,000 automo-biles will carry vacation stickers on their windshields. The auto clubs say the average tourist will watch his pennies more closely this year than at any time since the war.

And so, at home and abroad, this will be a banner year for vacationers. Everywhere you go, you'll be welcomed with open arms.

Romantic Reasons

• Former American servicemen would return to Britain in large numbers if they had enough money, says J. T. Turbayne, manager of the New York office of the British Travel Associa-"Many want to work their







Vacation Time is Fun Time - Pleasure Time - only when your automobile is one in which you can place your confidence for a trouble-free trip. Every mountain pass, every hairpin curve poses a challenge to you car - calling for pulling power, braking safety, instant acceleration. That is why a guaranteed new car or a reconditioned used car from Sharp and Edwards is a good investment for you. Every precaution is taken to pass on to you only a car you will be proud of, ne we can recommend.

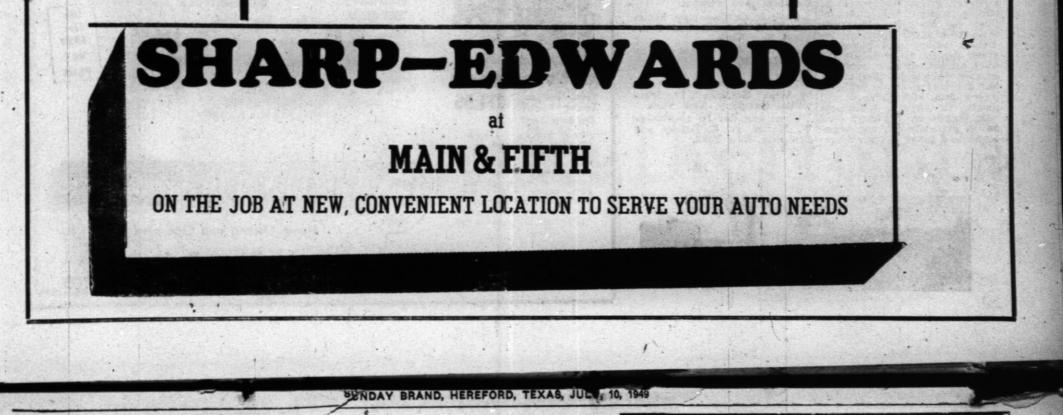
> We CAN and WILL Deliver on Short Notice ANY MAKE OR MODEL NEW CAR

Every New Car Or Truck Purchased From Sharp-Edwards is Guaranteed

WE SELL ALL NEW CARS (Except Ford, Chevrolet, Plymouth)

AT LIST OR BELOW

LOANS AND FINANCING



SUNDAY BRAND, HEREFORD, TEXAS, JULY, 10, 1949



Adventuresome folks will like this formula

GET A GOOD SUPPLY OF MAPS



OBSERVE SPEED REGULATIONS



GET AUTHENTIC SOUVENIRS

A BOUT the handiest gader in con-micer ober of inverted for the traveler is the credit card put out of is the conter, and hend is the is the for the main convert is to mark how is the the main convert is to mark the the main convert is to for the for the for the for the convert is to for for the for

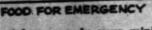


H's a Land Way

to Travel

But It's Fun

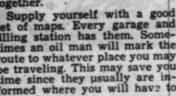
D you ever have your wife neet you with the car at ock on the Friday night you starting your vacation and draw straws to decide direction to take? ractical, you say?



CARRY CREDIT CARDS entials to supply your mini-im needs when you don't int to riffle through a moun-n of paraphernalia. You always will be glad if u bring along a fair sized car-o of food that will keen. Supply yourself with a good set of maps. Every garage and filling station has them. Some-times an oil man will mark the could be will keen.

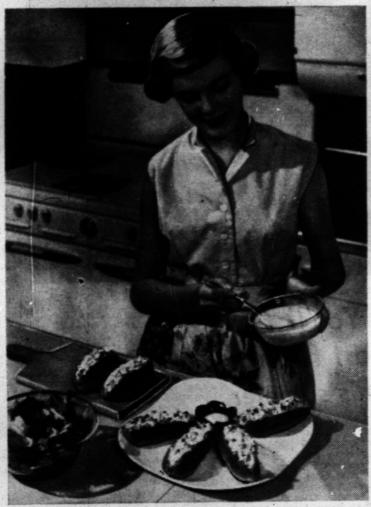
CHARGE IT!





ENDAY BRAND, HEREFORD, TEXAS, JULY 10, 1949

Keep Summer Menus Simple To Give Family Real Treat



CREAMY ... Salmon salad rolls offer you a chance to refresh your family with a new kind of sandwich.



SUMMER SALAD . . . It's wholesome and delicious, with a new and flavorful special cottage cheese dressing.



By CECILY BROWNSTONE Associated Press Food Editor

IF YOU and your family are at the beach, or in the country, one shortcut to summer cookery is to serve lunch outdoors often. On the porch or the patio, in the garden or the yard, under a tree—you'll find it's relaxing for you, the children will love it, and you won't have to bother with setting the table or lunchean service.

ean service. Keep menus simple. Sandwiches are always easy and delicious, too, if you get out of the groove when it comes to their making. They don't always have to be two pieces of bread --put the filling in rolls, as shown in the accompanying photograph, and everyone will enjoy them. Here's the recipe for the creamy salmon rolls pictured.

SALMON SALAD ROLLS

Ingredients: One 7¾-ounce can salmon (flaked), ¼ cup creamed cottage cheese, ¾ cup finely diced celery, ½ cup finely diced green pepper, 1 tablespoon minced or finely grated onion, 1 teaspoon lemon juice, ¼ teaspoon salt, dash of freshly ground pepper, 3 to 4 tablespoons horseradish salad dressing, 4 finger rølls, parsley or watercress.

Method: Mix salmon, cottage cheese, celery, green pepper, onion, and lemon juice together. Season with salt and pepper. Add horseradish salad dressing, tossing together lightly until well mixed. Chill. Cut rolls lengthwise about two-thirds of the way down the center. Stuff with chilled salad mixture. Garnish with parsley or watercress. Makes 4 servings.

Another easy summer luncheon is a tureen of soup, from which everyone can ladle their own, and an inviting salad. The salad can be one of economical vegetables in season. arranged attractively. Use cooked vegetables for the salad frequently; you can prepare them in the early morning, when it's cool, chill them in the refrigerator and arrange them a few minutes before luncheon. The delicious looking salad plate pictured here has a special dressing to accompany it that doesn't take long to make.

MACEDOINE SALAD

Ingredients: 1 cup cooked corn kernels, 1 cup cooked peas, 1 cup cooked carrots (cut in julienne pieces), 1 cup diced green snap beans, 14 cup French drossing (about), salad greens, cucumber slices (if desired), ripe olives (if desired). Cottage Cheese Salad Drossing.

Method: Marinate each vegetable separately in just enough French dressing to coat vege table. Arrange attractively in symmetrical design on bed of greens in salad bowl. If desired garnish with cucumber slices and ripe olives. Serve with Cottage Cheese Salad Dressing. Makes 8 servings.

CHEESE SALAD DRESSING



... ONLY SERVEL STAYS SILENT, LASTS LONGER

Everywhere, people are saying, "It's the Gas Refrigerator for us!" And no wonder. Servel alone guarantees ten yours of silent, worry-free performance.

For only Servel has no moving parts in its freezing system. No machinery to wear, no motor to make a sound. A tiny gas flame does all the work. So it stays silent, lasts longer.

Come in today and see the beautiful new models. They've the modern conveniences you've wanted. This time-choose the refrigerator you know will continue to satisfy.



COOL DRINKS . . . With cookies, they always fill the bill for dessert. Try ginger ale and vanilla ice cream.

Ingredients: ½ cup sweetened condensed milk, ½ cup creamed cottage cheese. 6 tablespoons cider vinegar, ½ teaspoon salt. ¾ teaspoon dry mustard, ½ teaspoon paprika.

Method: Mix the condensed milk and cottage cheese together well. Add the vinegar, salt, mustard, and paprika. Beat with a rotary egg beater until mixture is well blended and thick. If thicker consistency is desired chill before serving. Makes 1½ cups.



GET THIS EOOK...FREE—Mary Margaret McBride, America's favorite radio reporter, tells what she found out about the big difference in refrigerators. Stop in for your copy of "Inside Story." It's free! Don't delay.

Commercial

Oil

Company Hugh Bookout

VACATION Varieties

By DAVID A. STEIN

"HAVING a wonderful time" -you can spell it in an infinite variety of ways.

in bed, or in a swimming pool by a pretty waitress who floats out to your table. You can go hiking at dawn or sailing in the moonlight. You can camp in the nearest state park, or take a de-luxe \$4,780 safari from the Con-go to the Cape.

If you want to see Europe, you can board a luxury airliner to whisk you across the Atlantic in a matter of hours, or you can take a leisurely trip in a floating palace. You'll find European countries especially eager to welcome you.

You can board an ocean liner to almost any place in the world, if you're lucky enough to get reservations. You'll find trans-portation facilities in Europe are back to pre-war normal, with motor coach side trips offered in many countries. Overseas attractions range all

many countries. Overseas attractions range all the way from annual religious pilgrimages to bull fights. In France you may attend all man-ner of festivals, folk pageants, sports events, and even a Breton bagpipe contest. Holland offers

Where to go and what to do? You'll find lion miles rolled up on the high-ways each year are clocked by vacationing motorists. This year. a thousand answers to your quest for new and unusual ways to have fun this summer You can have breakfast served a thousand answers to your quest for new

many attractions, but perhaps the most unusual will be an in-ternational context of violin constructors.

CAMERA enthusiasts may, if they can afford it, indulge their hobby in Africa on safaris led by experienced and reliable hunters. They may also "shoot" big game in the Canadian big game Rockies.

Rockies. Visitors to major cities in the United States can take rubber-neck tours in the usual fashion, on sightseeing buses. But some cities offer sightseeing by plane. Others will provide combination bus-boat trips to points of in-terest

may visit caves, caverns and cliffs. You can bathe in steam-heated pools, bromo-iodine spas, and, any number of mineral springs.

If you're looking for celebri-ties, you'll be attracted to such places as the Saratoga races and the spectator sports arenas of Hollywood. You may attend outdoor concerts, summer play-houses, outdoor movies, and dog races. If you haven't had enough skiing during the winter months, head for South American countries where the seasons are re-

YOU'LL find tours listed for as little as \$20 or as much as you want to spend. Hotel accommo-dations may range from \$3 to \$100 per day in the same city. There are all kinds of side trips, including an air voyage to Mex-ico for only \$59 above the cost of your transcontinental trip. The United States, by the way, is the most air-minded vacation-land in the world No place in the U.S. Canada, or Mexico is more than 15 hours air-time from any other place in Ameri-ca. Major airlines can swish you from coast to coast—one-stop or non-stop. Feeder lines criss-cross the nation for shorter flights. Charter cruises and low-rate ex-cursions have grown steadily in nonularity. cursions have grown steadily in

cursions have grown steadily in popularity. If you're exercise minded, you can join an outing club for bi-cycle tours of historic shrines. Or you can go to Bermuda on a "working ship," sharing duties with an amateur crew aboard a 70 foot yacht. Comparatively new are the windjammer cruises, offering simple, restful travel with plenty of sunshine, fresh air and good food. Schooners sail out to sea, or around Chesa-peake Bay or Long Island Sound, tieing up at a cove or inlet each night.

There are all kinds of work

Many states are making spe-cial efforts to get their citizens to be nice to tourists. Oregon runs tourist host schools. Ari-zona has organized groups of Cavaliers, who take time off on Sunday to show visitors around.

F you're going by train, you'll find railroaders beaming when they tell you about their im-proved facilities for tourists. West of Chicago you may ride new glass-roofed cars, created especially to give you an un-impeded view of majestic scen-ery. New streamliners feature de luxe coaches, with electro-pneumatic doors, recreation cars, deep-cushioned reclining seats, air-conditioning, music, extra-large washrooms, spacious din-ing cars, and attractive hostesses. A good share of the 395 bil-

HUNDREDS of "packaged" motor coaches. Built for comfort. speed and economy, the luxury buses are air-conditioned, have individual reading lights and comfortable seats, broad glare-proof windows, snack bars, and two-way radio-phone service. You can travel by bus anywhere in North America.

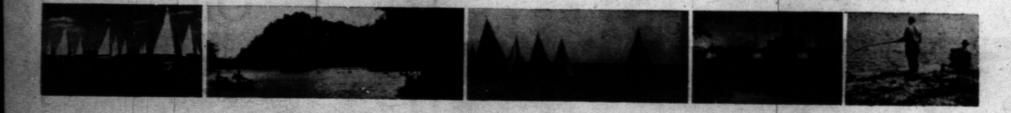


FLY AND RIDE . . . The Flying L, Texas dude ranch, combines two adventuresome sports.

camps and study tours. You may learn how to weave a sarape in Mexico, study geology, join an art class on Cape Cod, or indulge your desire for treasure hunting. You can take your choice of seashore resorts or sunny deserts, national parks or formal gardens. mps and study tours. You may



SURF AND SPRAY . . . Cut a pretty figure in a bathing suit while cavorting at the seaside.



American Tourists Abroad Aid Recovery Banner Year for Travel Expected to Bring \$1,500,000,000 to Europe

A MERICAN vacationers will be welcomed royally in Eu-rope this year. The European Recovery Pro-gram (ERP) wants tourist dol-lars as a tonic to ailing econo-mies. The traveler's dollar is the most directly beneficial kind. It does not have to be earned with exports the home folks wince to send abroad. It comes over on its own, and is earned with local food, lodging, talent, beauty and history. history

And it is by no means chicken feed. A good tourist year would bring one and one-half billion

bring one and one-half billion dollars to Europe—over a third of what ERP cost in its first year. Tourists may now bring home \$400 worth of purchases instead of the old \$100 limit. Official European tourist offices in the United States help trav-elers plan their itineraries and provide prospective travelers with data on special events, weather, sightseeing tours and hotel prices. Most countries have cut red tape to a minimum. Here are highlights of the summer season in Europe, as re-ported by Associated Press for-eign correspondents:

eign correspondents:

BRITAIN

A British Travel Association survey indicates 130,000 Ameri-cans will visit Britain. That's 30 per cent more than in 1948, the Olympic year. They will spend \$65,000,000, including fares on British-owned and operated transport, the association esti-mates

mates. More ships and planes and a longer tourist season are largely responsible for the expected in-crease. Planes now make it pos-sible, by reducing travel time, for an American to spend a longer holiday in Britain. Last year the average American stayed 18 days in Britain, com-pared to an average five in pre-

war years. The total of \$65,000,000 ex-pected to be left in Britain this pected to be left in Britain this year compares with \$50,000,000 in 1948 and \$37,000,000 in 1947. The tourist business now consti-tutes the United Kingdom's largest source of dollar revenue. It has been estimated the aver-age American traveler to Europe spends \$725, excluding transport charges.

FRANCE

France expects more than two million visitors during the sum-mer vacation period. The na-





tional tourist bureau believes about 175,000 Americans will come by boat and plane. Chief attractions are Paris, the Normandy beaches, and the Riviera. Of the 150,000 Ameri-can tourists who visited France last year, tourist bureau officials say, about 30,000 came from the occupied zone of Germany.

ITALY

ECA is spending eight billion lire (13.9 million dollars) to build new hotels and repair old ones in Italy. This is part of the \$40,000,000 program to continue until 1952. Intrenched, Italian bureaucracy has been asked to end red tape that interferes with and often annoys travelers. For example, ECA has urged elimi-nation of the multiple formali-ties a tourist must go through to carry off even small purchases.

SWITZERLAND

SWITZERLAND Switzerland is offering good food, some of Europe's most breath-taking scenery and an "untouched by war" atmosphere to tourists and hoping they come in large numbers. Blessed with a sound economy and a sound currency, Switzerland is perhaps the one place in Europe where a tourist can see what "those good old days" really were like—at a slight increase in prices. The food and service in Swiss hotels is definitely pre-war. Al-most any domestic or imported food delicacy is available. There should be no difficulty about ho-tel rooms in resorts since Swiss hotel capacity hasn't been ap-proached for years.

HOLLAND

Chief attractions of Holland's vacation season are floral, artis-tic, and sports events. A mag-nificent exhibition of European sculpture in a unique flower set-ting has been arranged from July to September in the famous onsbeek park near Arnhem. Most European tours include

Belgium's holiday season pro-vides such special events as horse races, international cycle and motorcycles races, a film festival, a music week in Brus-sels, and all kinds of folklore displays. The country has no post-war restrictions.

post-war restrictions. An almost continuous sand beach more than 50 miles long, golf courses, and plenty of fish-ing, hunting and hiking facili-ties are among tourist attrac-tions. Brussels, the Ardennes, Bruges and Antwerp are favor-ites with travelers. Many will visit Bastogne, scene. of the Battle of the Bulge.

GERMANY

Western Germany is back in the tourist business this year, for the first time since the war. The Germans hope that \$15,-000,000 will be spent by the 300,000 tourists they are trying to attract to their once famed resorts resorts.

Throughout Germany's scenic

areas—the Bavarian Alps, the Black Forest, and the Rhine river valley—hotels are being freed from Allied control or refugee inhabitation to house visitors.

visitors. Many medieval buildings have been reduced to rubble by Allied bombs. The ruins themselves are a sight to be seen by trav-elers from lands untouched by war. Most of the major holiday resorts are still intact. Such fa-mous Alpine spots as Garmisch-Partenkirchen, site of the 1936 winter Olympics, and Berchtes-gaden, Hitler's favorite play-ground, have been doing a flour-ishing trade with American sol-diers. diers

DENMARK

DENMARE Denmark is prepared to ac-commodate a record 250,000 tourists. The scenery is of rare beauty. Small brooks slowly wind their way towards the sea, through meadows, moors and green beech woods. Hotel prices are low. In prov-incial towns you can have a fine room with bath for \$2 a day. Food is cheap—and plentiful. Only butter is rationed, and be-ing a tourist your ration will be three times higher than what the Danes get. Wherever you want to go in this country—by air, by boat, or by train—it will never cost you more than \$20.

IRELAND

IRELAND The Emerald Isle is popular with American gourmets, who say the food is the best in Eu-rope. Supplies are plentiful and luxuriously served. Improved sea and air transportation is ex-pected to increase the tourist trade this year. Vacatiofers may cover Ireland from one end to the other at a cost under \$300, inclusive of transportation. meals, lodging and recreation. Dublin plans many colorful and cultural events this summer to entertain visitors.

NORWAY AND SWEDEN

NORWAY AND SWEDEN Last year 380,000 people came to "The Land of the Midnight Sun." The Norwegian summer begins in May and ends in Sep-tember. It is mild and pleasant, allowing sea bathing in all parts of the country. If you want to see the mid-night sun, you may have diffi-culties this year. Transportation in the high North of the land is not yet up to pre-war standard. Dut if you bring your car, or rent one in Norway you may be able to drive up above the Polar Circle. Circle.

and Sweden are impressive. The mountains offer fine opportunity for hiking and fishing, and if you like ice on a hot summer day, there are glaciers you can visit. The famous fiords of Norway

Latin Hospitality

• Latin American countries, ex-pecting a record number of vis-itors, plan to receive tourists graciously. Schools for hotel operators and tourist guides have been opened, especially in Lima, Perb-Both Lima and Buenos Aires will have new airports in operation.

operation. Many good neighbor coun-trie. have eliminated the visa requirement. Mexico, Guatemala,



SWISS SCENE . . . Mountains, flowers and streams are typical.



WINDMILLS . . . As much a part of the Dutch scene as tulips.



trips to Holland, Hotels and pen-sions can take some 70,000 visi-tors in spite of the fact that accommodation was severely depleted by war. Luxury hotels charge around \$8 per day in-cluding meals. Bed and conti-nental breakfast in simpler ho-tals ware from \$1 to \$3 a day s to Hol and. Hotel

BIG BEN . . . Famous landmark

PARIS and the Eiffel Tower are BIG BEN . . . Famous landmark tels vary from \$1 to \$3 a day. PARIS and the Eiffel Tower are familiar to all London visitors. Food in Holland is excellent and synomous to American tourists.

El Salvador, Costa Rica, Panama, Cuba, the Dominican Republic, Haiti, Venezuela, Uruguay, Col-ombia, Ecuador and Panama have instituted "tourist card"

systems. Most tourists won't take their cars. They'll come chiefly by boat or plane.

COLISEUM . . Backdrop for countless tourist snapshots.



Suggestions for a Safe and Sane Vacation





AVOID PANIC. Struggling in ROCKING a boat is dangerous. SUNBATHE gradually to avoid NEVER SWIM immediately after SHAFER method of artificial water saps strength quickly. Enter and leave carefully. burns, Gain protective tan. eating. Wait at least an hour. respiration may save a life.

SWIMMING is one of the na-on's favorite pastimes, since most everyone can participate. ut only seven per cent of the 0,000,000 who flock to beaches ad pools can swim well. For uch of the 7,000 persons who re drowned each year, there re an estimated 50 near-rownings. Insure your safety the water by following these lies:

L Learn to swim under the rection of a qualified instruc-

wim at designated bath-laces supervised by life

3. Know the condition of the vimming place. Examine the stom by slowly and carefully alking into the water.

4. If you are a non-swimmer, ick to shallow water. If you're novice, stay where you may uickly and easily reach safety. ven skilled swimmers should ot swim alone in an unsuper-ised area.

5. Get out of the water the ninute you begin to feel chilled r tired.

6. Best hours for swimming e generally the last two hours the morning and afternoon, athing at mid-day under the ot rays of the sun may cause endaches and severe sunburn.

7. Never swim immediately tter a meal. Wait one to one-nd-a-half hours after eating.

Enter cold water gradu-to avoid sudden shock, lk to mid-thigh depth, and h a little water on the face, ns, back of the neck and st. Move out to waist-depth i repeat before getting wet

Don't try to show off skills do not possess. Even good mmers have difficulty judg-endurance. Never attempt g-distance swimming off-re unless accompanied by a

ACATION is more than play time. It's play safe time. bathing, turn, go with it, and take a diagonal course to the surface.

ARTIFICIAL RESPIRATION may save a life. Start IMMEDI-ATELY if the victim is not breathing. The Red Cross rec-ommends the Shafer prone pressure method, because it is simple and effective.

1. Place the victim face down, one arm extended overhead and the other bent at the elbow. Face should be turned outward and should rest on the hand or forearm so that nose and mouth are free for breathing.

2. Kneeling, straddle the vic-tim's thighs. Place palms of the hand on the back with fingers resting on the ribs so that the little finger is just touching the lowest rib. Tips of the fingers should be just out of sight as you look down on the hands.

3. Holding your arms straight, swing forward slowly, bringing to bear on the victim. Swing forward to the point where your shoulder is over the heel of your hand. Then immediately swing backward, remove pres-sure and rest. Repeat at a rate

Beauty-

of 12 to 15 rhythmic compres-

4. Have someone loosen tight clothing, keep victim warm, and do not permit him to get up un-til a physician has examined

him

BEACH SAFETY involves thinking of the other fellow.

1. Be sure to clean up cans, bottles and other picnic debris before leaving your picnic area.

2. Play tag or ball on the beach only in an area where persons who are sunbathing will not be disturbed.

3. Don't dunk the non-swim-mer who may not be able to hold his breath. Many persons cannot stand the strain of sud-den immersion.

SUNBURN can be prevented by using good judgment. 1. Sunbathe gradually. Start with a few minutes of exposure the first day, gradually increas-ing the time until you have ac-quired a protective tan. Take protective covering along be-fore going out for a long day at the beach. 2 Olive oil calamine lotion.

Training Table Lends Glamor

blisters develop, place dressing salt water solution. Frequent of sterile petrolatum gauze on the burned area. small amounts of water are bet-ter than occasional large drinks.

SUNSTROKE and heat exhaustion are serious and pre-ventable.

FIRST symptoms are head-ache, dizziness and nausea. A victim of heat exhaustion is victim of heat exhaustion is pale, perspiration is present and pulse is weak. To give first aid, keep the victim lying down and quiet. Give table salt in sev-eral one-fourth to one-half tea-spoon doses in water. Then give a stimulant such as coffee, tea

or ammonia. or ammonia. In sunstroke the face is flushed, the skin is hot and dry, the pulse is rapid and full and the temperature is often ex-tremely high. The victim of sunstroke may become uncon-scious. To give care, remove the victim to a cool place, placing him on his back with the head slightly raised. Cool the head and body with ice bags and wet cloths. Do not give stimulants. Obtain medical aid immediate-ly.

In hot weather, especially if you are exercising, drink plenty of water and take extra salt either in tablet form or in a

sait water solution. Frequent small amounts of water are bet-ter than occasional large drinks. Wear light, loose clothing. Eat light, easily digestible foods in moderate amount. Avoid or cut down on alcoholic and iced drinks.

POISON IVY and poison oak are identified by their broad leaves arranged in groups of three. They grow as climbing plants on trees and poles, as crawling vines and as low-growing shrubs. They are found chiefly in uncultivated spots. Poison sumac is a shrub or small tree which may grow as high as 20 feet. It is distin-guished from the nonpoisonous variety by its loose, drooping

variety by its loose, drooping clusters of white berries.

clusters of white berries. If you come in contact with these or other poisonous vege-tation, wash the affected skin thoroughly with soap and wa-ter, repeating several times. Then wash with rubbing alco-hol. If a rash appears, calamine lotion will give some relief from itching and pain. Clothes which have been in contact with the plants should be dry-cleaned to remove the poisonous film. to remove the poisonous film.

SPRAINS in hiking can be avoided by dressing sensibly. Avoid sneakers, moccasins and loose-fitting sandals. In case of a sprain, elevate the part affect-ed and apply cold packs or hold under cold water immediately. After about an hour, apply warm packs. Do not walk on a severely sprained ankle until it has been examined by a doctor. Avoid strain by using leg and thigh muscle instead of back muscles when lifting. Don't at-tempt to lift or carry too heavy loads. A strain will result in pain or stiffness. Rest the in-jured muscles, apply heat, and rub gently toward the heart to help stimulate circulation. SPRAINS in hiking can be

WOUNDS, including cuts and scratches, require care to pre-vent infection and loss of blood. If bleeding is not severe, apply a sterile dressing and consult a doctor immediately. A clean, freshly-ironed cloth may serve



	Shorter than usual. It will grow	Restored and a second	nave your own soap and towers.	Alconing - Hourea cross may serve
10 When in difficulty, avoid	in quite a bit before that vaca-	PRETTY COLORS are first choice	Bring all the makeup you'll	as a dressing. Don't neglect even a minor scratch or cut.
nonic Struggling in the water	tion. Weekly manicures and	PRETER COLORS DIE MAI CHOICE	need, such as darker-than-usual	even a minor scratch or cut.
same your strongth and increases	pedicures should be included in	in sun glasses.	powder, foundation cream for	Most cases of serious bleeding
			that unexpected dance (but not	can be controlled by direct
simmer and way stan into water	All Market and a second s	take loose fitting cotton	needed during the day), cleans-	pressure on the wound with a
ginner and you step mito water	mante haters you depart	dresses, suits, sandals.	ing tissues cold cream, witch	thick laver of cloth. Use a tour-
over your nead, anow yoursel	WO weeks before you depart	Your bathing suit should be a	hazel and curlers or pins for	niquet only if bleeding of the
to sink to the bottom; then push	A on your lovely sojourn, start	Tour batting suit should be a	your hair	arm or leg ernnot be stopped
with your reet, moving diagon-	daily facials and a once-a-week	modest analy. No matter now	You'll have to plan to enter-	readily by other means Use a
ally to the surface and toward	mask; pluck your eyebrows; eat	stucz you become on the swank	tain wourself on vedation unless	readily by other means. Use a
shillow water. Repeat this un-	more cooked and raw vegetables	little French numbers shown at	tain yourself on vacation unless	soft flat material, wrap around
til you reach safety.	and fruits.	the corner shop, remember that	you meet people, and you can t	and place a short stick in the
currents, swim with the	styled and set: get your clothes			
nearest shore. Swim with the	ready. You will want to be cool,	trick	will aid you in making friends.	or 15 minutes.

Take These Home Safety Precautions Before You Leave

By DAVID G. BAREUTHER

PEACE of mind is the key to PLACE of mind is the key to a real vacation. And one way to make sure that you have it along with you is to close up your house properly and securely so you won't come home to trouble.

In the security so you won't come home to trouble.
 Protect your house against fire, burglary and damage from water and vermin while you are away. If you plan to be gone for a month or more, you will want to take more precautions than for a two-weeks trip. A frange with a neighbor to keep an eye on your home and remove all circulars that may be left on the doorstep. A house that advertises your absence invites intruders, whether professional burglar: or inquisitive. House a closed-up appearance. Make certain that deliveries, such as milk and newspapers, are stopped to avoid door.



All windows and doors should be locked securely. Don't over-look basement windows. Never leave a key in the usual hiding places.

F YOUR house' is to remain I closed for any length of time, it is prudent to open the main electric power switch at the meter and close the main gas valve.

Cutting the main electric power supply, however, turns off an electric refrigerator, and





for a short summer absence this is not necessary. Engineers for the National Board of Fire Underwriters advise against turning off refrigerators that are more than a few years old, because the power load required to start them up again can cause undue heating. The gas supply for a gas re-frigerator, or pilot light on a

The gas supply for a gas re-frigerator, or pilot light on a gas stove should be turned off if there is any danger of a pressure slump extinguishing the flame. Such a danger is more unlikely in summer than

HAPPY

in winter, when more gas Os being used. Highly important, however, is the removal of all yases, milk bottles and glasses from win-dow sills, or other places where they may act as magnifiers of the sun's rays and start fires. Also all oily rags and rubbish should be destroyed to prevent spontaneous combustion.

Matches should be placed in metal boxes out of reach of



Carefree Vacation

'Let us Give Your Car a... **MOTOR TUNE · UP** A THOROUGH CHECK · UP **BALANCE** and ALIGN WHEELS With Modern Bear Equipment

> In addition to being expensive, nothing will ruin a trip so completely as car trouble. A thorough check-up will cost

little, and offers much in added safety - along with guaranteed pleasure and more fun with carefree motoring.

Kinsey Motor Company Chevrolet Oldsmobile

THE SUNDAY BRAND, HEREFORD, TEXAS, JULY 10, 1949

Scenic Grandeur for All to Enjoy

B have been set to lilting music. Poets have described the majes-ty of her mountains and the sparkle of her streams in lyrics that sing. Artists have used their brightest colors to capture sun-

brightest colors to capture suff sets and seascapes. Little wonder, then, that mil-lions forget their work-a-day cares by journeying across state lines to witness for themselves the nation's wonders. Here are mentioned but a few sights worth seens worth seeng.

SOUTH ATLANTIC STATES

The coastal states from Dela-ware to Florida offer thousands of attractions for tourists. The nation's capital annually draws a stream of visitors. Almost everyone adds a trip to Virginia, to see Mount Vernon, Monti-cello, the restoration of Wil-liamsburg, the Skyline Drive, Shenandoah National Park in the Blue Ridge Mountains, or the beaches along the Atlantic. Delaware is famous for fishing, with 50 fresh water lakes, the The coastal states from Dela-

BEAUTIES of the United States Every state offers an abundance of natural wonders and pleasant recreational facilities. Every road leads you to fun

> Atlantic, the Delaware river the southern tip of the Blue and Bay and connecting streams for anglers.

Maryland's Chesapeake Bay is the so-called "biggest fishing hole" in the world. Mountains note in the world. Mountain rise to 3,340 feet in the western part of the state. Here are sev-eral state parks and a large de-velopment at Deep Creek Lake, which is 64 miles around. Off Ocean City is one of the nation's feeter gravity field of the nation's

Ridge chain, reaching into Northeast Georgia. Sea coast re-

Northeast Georgia Sea Coast re-sorts are well developed. Mountainous West Virginia's Monongahela National Forest and 19 state parks and forests provide all types of vacation fa-cilities. Tourist camps and ho-tels are state inspected. White Sulphur Springs has been world famous as a spa for many years.

BOTH North and South Caro-lina offer excellent recrea-tional facilities. Half of the Great Smoky Mountains National Park lies in North Carolina, and 300 miles of beaches attract swimmers. Tours from Asheville, famed resort city, cover beau-tiful scenic regions. South Caro-

Florida is making a bid for summer tourist business, with reduced rates, fishing tourna-ments, splendid beach facilities, and side trips to Havana and Nassau as maior lures. Nassau as major lures.

EAST SOUTH CENTRAL

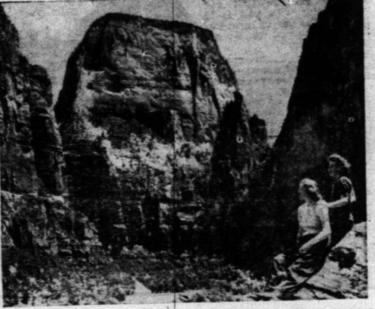
Kentucky offers the tourist Bluegrass thoroughbred horse farms, mountains and plenty of lakes and rivers. Around Lex-ington the nation's largest collection of breeding farms pro-vide free visits to such famous lection of breeding farms pro-vide free visits to such famous race horses as Whirlaway, War Admiral and Bull Lea. Kentucky has 22 state parks. Probably the most widely known one is "My Old Kentucky Home" where Stephen Foster wrote the song that all the nation knows. The old house is a state shrine, as that all the nation knows. The old house is a state shrine, as is the Lincoln Cabin, a replica of old Fort Harrod, first white settlement in Kentucky, and Jef-ferson Davis state park which marks the birth place of the President of the Confederacy. Mammoth Cave, a national park, also draws thousands of visitors.

park, also draws thousands of visitors. Mississippi, Tennessee and Alabama share in the rising popularity of the TVA recrea-tion area. The system of dams in the Tennessee Valley has cre-ated the "Great Lakes of the South." Public parks and for-ests, boating and fishing, good highways, picnic areas, camping sites and trailer camps have made the TVA recreation-land a favorite tourist region.

WEST SOUTH CENTRAL

Arkansas is rich in mountains and scenic beauties. One of the beauty spots of the state is Sil-ver Falls, in the Ozarks. Many tourists visit Hot Springs Na-tional Park, in the Ouachita Mountains Mountains.

Mountains. Louisiana's chief attraction is New Orleans, whose French quarter has an tique shops, courtyard restaurants, famous French eateries and Bourbon Street night clubs. Tourists throng the old French market place and take excursion boats down the Mississippi by day or night. Automobile tours of Lou-isiana and neighboring Missis-sippi are popular.



In Zion National Park. Beautiful GREAT WHITE THRONE . . scenery lures travelers to western states.

Colorful Mexico Lures Tourists with Sunshine

FLOWER GIRLS . . . They paddle from one decorated boat to another in Mexico's famed floating gardens.

M SXICO is dusting off her nd painting her hotels for a say tourist year. She hopes that well over the verage quarter million U. S. purists will bring their \$60,-00,000 or \$75,000,000 here in 14 land of daily sunshine. Last ar 253,942 tourists came from a United States and about 1000 from other lands. When the peso was devalued t. Jub from painting the sun still shines every day, even during the late sum-mer and fall, or rainy season, when it usually pours for a half hour between 4 o'clock and dark. Tourists seldom get wet and they benefit by the laying of dust and the gorgeous green of the country decorated with magnificent flowers. DABICIENTS

ed bay, or get away from tele-phones on the long chain of nar-row, sandy islands that stretch from Galveston to Brownsville.

THE list of Rocky Mountain vacation attractions is as long as a grizzly bear's reach—and don't get within reach of one. There will be anything and everything from legitimate opera to horse opera. Special events will season such tourist staples

Hell's canyon of the Snake River. Among western histor-ical attractions is Salt Lake City's Temple Square, including the Mormon Temple and Taber-nache nacle

the Mormon Temple and Taber-nacle. A treasure trove of scenic wonders plus a full program of western entertainment awaits vacationists in Arizona. The bulk of tourist travel is in the high plateau country in the northern part of the state in summer, Arizona's sunny desert has a number of ranches and resorts which remain open in summer and many of the larger motor courts boast their own swimming pools. Arizona boasts such sights as the Grand Can-yon, Petrified Forest, Canyon de Chelly, picturesque Oak Creek Waanyon, Meteor Crater, Lake Mead, or a score of other nat-ural wonders. Indian dances, Spanish fiestas, Indian dances, Spanish fiestas

foaming surf of the Gulf of rodeos and dude ranches are Mexico, seek out a quiet, seclud-ed bay, or get away from tele-phones on the long chain of nar-cent of the Sunshine State embraces national forests. Carlsbad Caverns. Indian pueblos and reservations are among countless points of scenic and historic interest

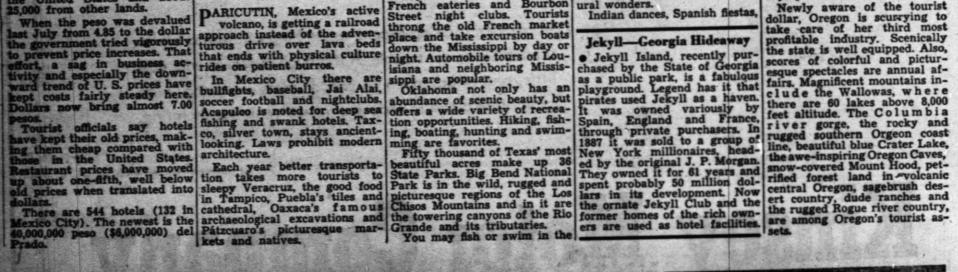
Nevada's mountains, which have produced more than a bil-lion dollars of mineral wealth, draw many tourists. Legalized gambling flourishes in Reno and Les Veges Hoover (formerly Las Vegas. Hoover (formarly Boulder) Dam has a fascination for visitors.

Las Vegas. Hoover (formerly Boulder) Dam has a fascination for visitors. Boulder) Dam has a fascination for visitors. PACIFIC STATES At the head of California's list of vacation lures is Mother Na-ture's lavish contribution of wild-flowers. Summer months bring also outdoor concerts by the world's leading artists in Holly-wood Bowl; regattas and Fiesta of Lights, a colorful yacht pag-eant at Newport-Balboa; Se-mana Nautica and Old Spanish Days Fiesta at Santa Barbara; mile-high yachting at Lake Ar-rowhad; grunion surf fishing adds color with Bryce Canyon. I daho vies for tourist fancy with Hell's canyon of the Snake River. Among western histormana Nautica and Old Spanish Days Fiesta at Santa Barbara; mile-high yachting at Lake Ar-rowhead; grunion surf fishing and all sorts of aquatic sport at be a ches. Centennial celebra-tions should attract many tour-ists to Northern California this summer. Committees in San Francisco, San Jose, Monterey, and Columbia State Park are planning big affairs to commem-orate the activities of the pio-neers during the roaring forties. Washington has widely known

Washington has widely known scenic attractions — mountains, salt water, fresh water lakes and streams, forests and des-erts. Many travelers to Seattle figure that inasmuch as they're so close to Canada they might just as well keep right on going. There'll be a streamlined night ship to quaint Victoria and a couple of day boats in operation to British Columbia. Many spe-cial tours are being arranged by sightseeing companies in-cluding a two-day tour of the Olympic Peninsula. Newly aware of the tourist Washington has widely known

Newly aware of the tourist dollar, Oregon is scurrying to take care of her third most profitable industry. Scenically the state is well equipped. Also, scores of colorful and pictur-esque spectacles are annual af-fairs. Magnificent mountains in-

12







IV

ONLY

A WEEK

1

Every Girl Can Try This Plan To Land a Man

By VIVIAN BROWN

S^O you want to land a guy on your vacation. What to do about it? Simple. just go where they go.

Now when you get there, what're you going to do? Get all dressed up like a princess and sit on the porch or in the swing or hammock and wait for a young gallant to fall faint at the sight of you? That way you'll just wait and wait and wait.

No, my girl. If you plan to net a boy you'll have to par-ticipate—even in a small way —in such sports as tennis, golf, riding, hiking, swimming or fishing. You should understand the difference between a home run and a touchdown.

Just be sure of one thing-don't excel in any of these things. Somehow you can re-



MAN-FISHING? ... Here's bait.

main more feminine in his mind with just a smattering of sports knowledge. He'll like you to be a little bit helpless in your ef-forts to keep up with his he-

a little bit helpiess in your el-forts to keep up with his he-man prowess. You can get lots of help in your campaign to become sports minded. Tennis instruction is given at local "Y's" and health gyms; golf lessons often can be taken at sporting goods shops, riding can be practiced at the local riding academy, swimming instruction is given at school pools. Fishing is a cinch and now you even get an assist at casting with new "spinster" reels which eliminate backlash. Perhaps you are more inter-ested in the theatre, music, books, or fine painting. To find a boy who can share these interests with you, per-haps it will be best to spend your vacation in a town where there is summer stock or, a music festival. All you have to do is be

music festival.

All you have to do is be an interesting conversationalist and listener and you can get along with anybody. Here's how to brief yourself for that big vacation. vacation Read a current best seller.

1. Read the sports pages for weeks before you leave two 3. Learn how to play a simple



By E. H. GUNDER

VACATION has been defined V as "a time of recreation or rest from regular duties." Most people accept this literally, lock up their tools of trade and for-get them for at least two weeks.

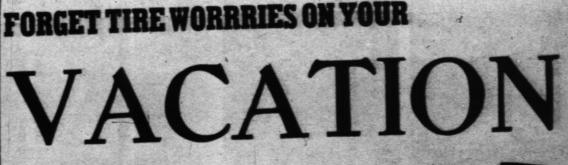
But the artist seems to be an exception. His idea of a "glorious vacation" is to take his sketch box and easel where he can paint as he pleases.

Today a mate ur artists are emerging in surprising num-bers. Art classes are overflow-ing and neighborhood painting groups (with or ,without in-struction) are filled with eager hands of all ages and types. Lat-ent talents are being uncovered among many who earn livings in a material world. Doctors, lawyers, mechanics, housewives are discovering the pleasure and spiritual lift (psy-chiatrists may call it escape)

pleasure and spiritual lift (psy-chiatrists may call it escape) that comes from expressing themselves in some form of art. Nearly everyone, it seems, has the desire to create. Paint is a satisfying outlet for this urge.

PERHAPS all winter you've PERHAPS all winter you've painted apples and oranges or struggled with a likeness of Uncle George, and had trouble with a reflection of light on his glasses. But with summer will come the urge to get out into the country and try to capture the smell of green things after a warm rain. Your vacation luggage will include paint box and canvas panels. Every back road will be a temptation, for it may lead to purple hills behind a weather-beaten house and barn. barn.

barn. The beginner can get started at low cost. Your local paint or art dealer can supply you with an inexpensive box of colors. Brushes are most important and it will be money well spent to buy the best. Keep them clean with soap and water. There are a number of good books pub-lished to teach you the funda-mentals.



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4. Learn as much as you can about some one sport, a little about some others. 5. Gather together casual

clothes for your sports engage-ments; frilly ones for the eve-

ning. 6. Do not take new equip-ment. Let your fishing rod, tennis racket or golf clubs look old and mellow.

7. Brush up on world events. 8. Try to plan your holiday when there is a full moon.

mentals. Don't be ashamed of your ef-forts; frame them and hang them on the wall. It's a great day when someone saysa"I know that spot. Spent a week fishing up there last summer." A final word of warning—once you've done a painting or two, never again will you visit an art exhibit and stand far back with squinted eyes in the ac-cepted manner. You'll have your nose two inches from the can-vas to learn how the artist achieved a certain effect. In spite of all your efforts you may never become another grandma never become another grandma Moses, nor as famous an ama-teur as Winston Churchill, but you'll find purple and blue in those distant hills you never saw before.

Campfire Caution Will Save Forests Man and Match 10 e Dangero Than Lightning By JOE CUNN GHAN

d for

with the same abandom how in a fireproof vault, suit has been 17,807 fires by careless smokers in al forests alone, and sev-illion acres of seared land on't be good for anything

of dogs or cost of to it us build campfires, tot dogs or cools flapjacks, ten go away, leaving the res burning. There go r million acres of timber atershed.

Fires not only destroy irreplace-able timber, but destroy humus in the soll and wildlife. Erosion follows. Fire-scarred land won't hold rain-water, so floods in-evitably follow. The cost in ruined timber, wasted land, flood damage, loss of game and grazing lands runs into hun-dreds of millions of dollars an-nually. All of us pay this price in one way or another. .

HERE'S what you can do to and preserve them for the fu-ture. These are the recommen-dations of fire experts of the National Board of Fire Under-

3. Build camp fires only where you are permitted to do so. Scrape away leaves and grass in a six foot eircle, and build the fire on bare earth. Remem-ber, you can cook better with a small fire than with a big one.

watershed. wery fire has a serious effect n the life of the nation. 1. Use extreme care with Pour water on it, being sure to

6. If your cottage has a kero-sene stove, clean the burners before lighting for the first time. Keep the wicks trimmed. Don't refill the fuel tank while the stove is hot. Keep main supply outdoors.

7. Carry some kind of fire fighting equipment in your car, such as a shovel and an ax. Use the shovel for burying your campfire.



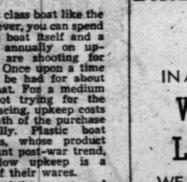
Let

Class boats account for a lot of these. These are small, rela-tively inexpensive graft all built to identical or nearly identical specification accord-ing to class, and designed to demonstrate the skill, rather than the bank accounts of their owners.

owners.

WTTH a fast class boat like the Star, however, you can spend \$2,500 on the boat itself and a like amount annually on up-keep if you are shooting for blue ribbons. Once upon a time a Star could be had for about a tenth of that. For a medium sized boat not trying for the big time in racing, upkeep costs perhaps a tenth of the purchase price annually. Plastic boat manufacturers, whose product is an important post-war trend, claim that low upkeep is a chief merit of their wares. The sound of the scraper and

chief merit of their wares. The sound of the scraper and calking hammer has been heard and the odor of paint smelled all spring in the boat-yards on either coast and on inland streams and lakes. (En-thusiasts in Florida. Southern California and some parts of the Gulf coast keep the seas right through the winter months). Now comes the pay-off time of lazy days afloat, cool nights at anchor, and fast reaches towards the committee boat and the regatta day finish guns.





WIND and tide permitting or Sunday sailors will go down to the sea this summer in ships, counting as ships everything with an overall length of eight feet and more." "The United States is the greatest recreational maritime nation in history," notes the National Association of Engine

recreational main history," note Association of 1 at Manufacturers e figures to prove it. presentative of this

atimate of ten and y

estimate of ten million ur boatmen and yachts-predicated on a figure of ililion pleasure craft. re are 440,000 such boats than 16 feet and regis-by the Coast Guard, he ned, and probably as more on waters where Guard registration is not ed. Then there are 3,540 ented yachts of 16 tons and more, and millions of feliows.

fellows. I a million people are ex-d to buy outboard motors year, to add to the half in that got 'em last year 626,000 in 1947. And those rs retail for an average of

the season's first big boat w, at New York, about 150,-people jam packed Grand tral Palace to windowshop ports of boats and gadgets. t crowd fell short of the rd year of 1947, but was



1947. Prices, of course, never have gotten back to the pre-war level and the trend consequent-ly is toward smaller boats. The old-time super-luxury boat is scarce as hen's teeth. The man who used to demand a 40-foot cruiser is likely now to be satis-fied with a 30-footer, and the devotee of a Star boat will set-the in a pinch for a Snipe. But there's no falling off in en-thusiasm. Of course you don't neces-sarily have to own a boat to enjoy boating in your vacation. boat, a motorboat, or a sea go-ing yacht. It's usually easier on your purse, and it helps keep a lot of folks in business. IF YOU want to race, it's easi-er by joining a yacht club. Membership no longer means you need to make like a mil-lionaire. Plenty of yacht club can hardly find enough days in the week to stage all the races its members demand.

half again as large as in pre-war years. Production of boats generally caught up with the pent-up wartime demand by 1947. Prices, of course, never have gotten back to the pre-war gotten back to the pre-war

MILBURN Service Your Car Before You Leave

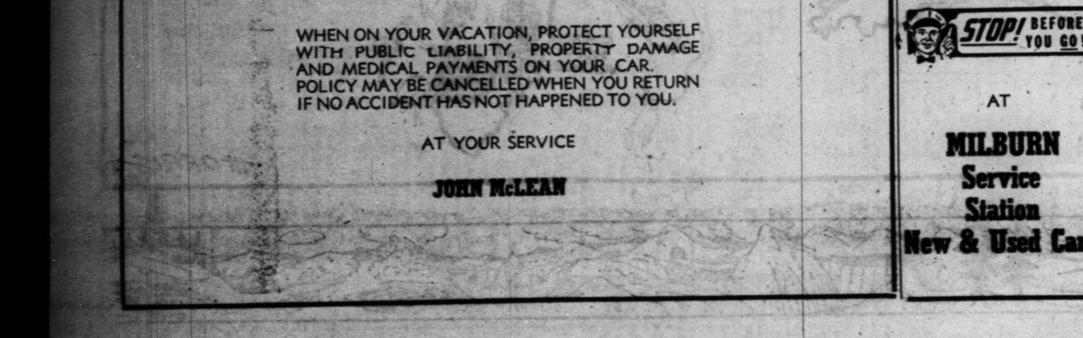
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How to Enjoy a Worry-free Vacation

a tumble-down shack with a fugitive from a greasy-spoon hash house for a chef. Worry about whether your old car will stand up under the trip you're planning for it. Worry about whether you've got any decent clothes to wear. Worry about whether you'll meet any interesting people, and whether you'll impress them favorably interesting people, and whether you'll impress them favorably if you do meet them. Worry about all the aches and pains you're going to have if you spend your vacation at a spot with heavy athletics from dawn to dusk.

to dusk. Worry about everything, now. Do what you can to prevent any of your fears from being real-ized. Then relax. If you're the worrying type, that's the only known way to assure yourself of a vacation as completely carefree as you pos-sibly can make it.

SOME people have the happy a vacation without any advance planning. They don't know where their next meal is coming

where their next meal is coming from, or where they are going to spend their two weeks. But off they go, tree as the wind. Many others, however, begin biting their nails as the big day draws near. This advice is for the worriers: First of all, of course, you've got to make up your mind as to when and where you're going. Travel agents say you'd be sur-prised at the number of persons who don't decide these simple who don't decide these simple matters until the eleventh hour, and then wonder why accom-modations at the resort they fi-nally honor are not available. modations at the resort they fi-nally honor are not available. If you have any choice as to when you'll take your va-cation, you may want to con-sider such things as price (most the off-season) and crowds (you'll have a more leisurely trip if you arrange to travel during the middle of the week rather than on week-ends). who knows the facts. What are the rates? Are there hidden "ex-tras" in the prices? Will you have to pay extra for tennis, swimming or golf? You'll want to know, too, the class of clien-the off-season) and crowds resorts lower their rates during the off-season) and crowds the middle of the week rather than on week-ends). who knows the facts. What are the rates? Are there hidden "ex-tras" in the prices? Will you have to pay extra for tennis, swimming or golf? You'll want to know, too, the class of clien-tele the resort caters to. Many a young couple, choosing to selves at 'resorts patronized rather than on week-ends). who knows to pay extra for tennis, swimming or golf? You'll want to know, too, the class of clien-tele the resort caters to. Many a young couple, choosing to selves at 'resorts patronized mainly by elderly ladies who

IF YOU are the worrying type and really want to enjoy yourselt on your vacation, start worry hard. Worry about whether you can allow to take a vacation. Worry about whether that resort you've been considering will turn out to be a tumble-down shack with a fugitive from a greasy-spoon



SPLASHING CARES AWAY . . . Sun and sea prove to be a happy choice for the young crowd.

perfect teeing conditions. That's an extreme example, but that type of planning pays off.

YOU should do plenty of ad-Y vance worrying over where you're going. If you don't know about a resort from personal experience, consult someone who knows the facts. What are

One golfing enthusiast had tough luck on the weather for two vacations. The next year he forecaster and was told when the chances would be good for

You should be sure, early in the game, of the kind of cloth-ing you're going to wear. "I've been in this business more than 20 years," reported one operator of an extremely informal resort of an extremely informal resort where slacks and dungarees are

where slacks and dungarees are standard dining room attire, "and I try to tell our patrons they can wear any old thing here. But in those whole 20 years not one week has gone by without at least one guest trooping in in a Park Avenue dining dress." He added with a shudder:

It's easy to avoid embarras-sing moments of that type sim-ply by consulting your hotel's representative or travel agent in advance. If there are still some doubts in your mind, write the resort. It will be glad to answer all your questions all your questions.

TO make your vacation care-free, settle your transportation problems early. If you're going by train or plane or bus, make reservations in plenty of time. If you plan to drive, decide in advance on the route you'll take. If it's a long distance, you might ask the auto club or one of the man services sponsored 'O make your vacation careadvance on the route you'll take. If it's a long distance, you might ask the auto club or one of the map services sponsored by the gasoline companies to list the best roads for you. Once you've got the when

If you're planning a trip over-seas, it will pay you to book passage early-both going and coming. You should allow at least a month for your passport, and you will have to tell the State Department where you want to go and why.

Of course, you should also look into the regulations gov-erning tourists for the countries you plan to visit. Some coun-tries don't require visas and will accept a valid passport.

MONEY should be the least of MONEY should be the least of your vacation worries. Au-thorities insist that if you want to enjoy yourself ideally. you should go to a resort you can comfortably afford. Investigate first the amount of tips you will be expected to pay, possible ad-ditional costs and also make a generous allowance for inci-dentals.

"One of the biggest vacation kill-joys is worry about costs," one veteran resort operator comments. "The way to over-come this is to decide first how much you want to spend and make sure the vacation spot of your choice comes well within your budget. Don't try to cut expenses too fine; you'll fret over every dollar if you do."

Regardless of where you're going, you may find traveler's checks or letters of credit handy things to have. If your destina tion is overseas, you should check with your bank on the various currency regulations in effect abroad.

"If people who fail to enjoy a vacation analyze why," says one of the country's major travel agents, "they probably will find that they have failed to promote on it."

can go wrong. And after you've planned your vacation from every angle, you'll find you can relax with confidence. "It's a wonderful feeling."



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