

Check Your Car
Check Accidents

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Sunday, April 30, 1950

Price Ten Cents Per Copy

Volume 2—Number 44



Swift and Company will start work right away on feeding plants that will handle 500 head at Dawn, according to TEC manager Tom McFarland.

Bob Lewis says the Checkered Shirts and Swishing Skirts square dance club is having a big square dance for the public in Hotel Jim Hill Friday night, at 8 o'clock. Proceeds will go towards buying a record player and records for the kids, and possibly to fix up their clubhouse.

Police Chief F. S. Buckalew and Commissioner-elect Don Zimmerman attended a Traffic Safety meeting in Amarillo Friday evening.

Dr. Clyde Rush spoke to Rotarians Friday on "Cancer Prevention" in connection with Cancer Control month. J. C. McCracken also gave a report on the District Rotary Convention held in Amarillo recently.

We'll have a blank for anyone who didn't get to see the census taker to fill out in the Thursday Brand. Watch for it, clip it out, fill it in and mail it.

Fifteen or more Hereford Lions are either in Childress, on their way or are going tomorrow, for the District 271 convention. They also have Miss Barbara Burney, club sweetheart, there as their entry in the contest for queen. The group plans to ask for the convention here at Hereford next year.

Among those attending are Lyle Blanton, Wayne Edwards, Bill Davis, F. S. Buckalew, Guy Lawrence, Harry Caylor, John McLean, Pete Cowart, Paul Holland, Don Zimmerman, Ray Cowart, S. O. Wilson, Miss Burney and Mr. and Mrs. Jack Brown, Curtis Traveek and M. C. Adams.

United Council of Church Women will meet in regular meeting Friday, May 5 at 3 o'clock, in the Methodist Church for communion service.

(Continued on Page 4)

Harrison Highway Lacks Two Months

Harrison Highway, will be completed in July, according to Henry Stafford, caliche contractor, who said they expect to finish grading on the caliche Monday and start topping it 10 days later.

Contract on the 36,257 miles of road connecting Hereford with the farming areas of Bellview and Roy was let November 14 to J. R. Fanning and company of Lubbock for \$419,614.34. The contract included grading, structures, flexible base and a double asphalt surface.

The contract allowed for 300 days, however, the contractors are a couple of months ahead of that deadline schedule.

The bid averaged \$11,541.50 per mile for the 28 foot wide road which is built on a 120 foot right-of-way allowing for future development.

Hereford Chamber of Commerce anticipates the road be-

coming an alternate U. S. 66 route between Amarillo and Santa Rosa, N. M., according to secretary-manager Pete Cowart.

He said the distance between the two towns is about 15 miles shorter via Hereford than it is through Tucumcari. You also travel all but about eight miles of the route through Hereford on plains roads, he said.

Cowart said completion of the highway will amount to a dream come true in as much as E. W. Harrison obtained right-of-way for a road through to New Mexico between 30 and 40 years ago. And since that time considerable work has been put forth.

As an example Cowart said some member of the committee composed of J. W. Witherspoon, chairman; J. A. Pitman, Alton Fraser and J. H. Sears along with other local citizens managed to have a representative for the highway present at 16 consecutive meetings with the State Highway commission in Austin. The 16 meetings were spread over a period of 19 months.

Royce Powell Is County Spelling Contest Entry

Fourteen-year-old Royce Powell, son of Mr. and Mrs. Clyde Powell, will represent Deaf Smith County in the West Texas Spelling Bee at Amarillo High School Saturday, May 6.

He spelled down about 20 Junior High school spellers in a contest that found David Stanton and Anita Ponder staying up with him the longest. David was runner-up and Anita third.

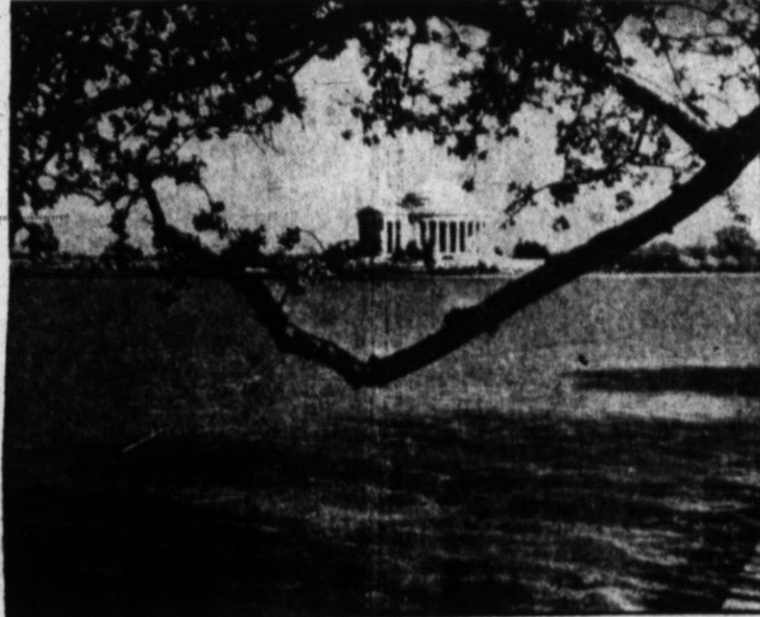
Then in the county finals Royce met fifth-grader Edwin Schroeter from Central school. Edwin went out on the word administration.

Eighth-grader Royce gets in about two hours practice a day with his coach, Mrs. J. W. Garner. He works evenings at the Drive-in Theatre.

The Powells moved here from Craig, Colorado last fall. Mr. Powell is an electrician with Eldridge and Snider. Royce has two young sisters of pre-school age, named Sharon Kay and Shirley Ann.

Royce will have a tough time beating the record Richard Tucker, Deaf Smith 1949 representative, set as runner-up in the bee. However, he has been a winner before, having won a bee in Colorado last year.

Between now and the finals Mrs. Garner says Royce will be carrying his normal full school load, working evenings, and trying to get in a couple of hours daily on such words as ledger-main, canonization, acquiesce and abhorrence.



BLOSSOM TIME—Warm weather was a bit late this year in Washington, delaying the appearance of the capital's famed cherry blossoms, but when they did make their debut, they lost none of the grace and beauty of former years. Above, the blossoms form a soft frame about the Jefferson Memorial.

\$249,382 In Taxes Collected In Deaf Smith Since October

Almost a quarter of a million dollars in taxes were collected as of April 1 in Deaf Smith County according to Deputy Tax Collector Worth Covington. This includes \$17,161.40 collected from the 1949 tax roll and \$79,220.60 collected for automobile tags.

Total amount collected is \$249,382.09 which includes all

taxes collected since October, 1949.

Covington said the county tax rate is 95 cents on every \$100 assessed. Of this amount collected, the jury fund gets three cents; 30 cents goes to the road and bridge fund; 36 cents goes into the general fund; one cent goes for general improvement; six cents goes for hospital up-keep; 15 cents goes into the hospital interest and sinking fund and four cents goes into the permanent improvement fund.

This is the third straight year Deaf Smith county has gone over \$50,000 on car tag money. When the tag tax collected runs over that figure, all over that amount is divided evenly with the state. This year Covington said, tag sales are over last year's sales about 400 and the figure will increase.

Tag sales up to April 1 amounted to \$79,220.60 for sales on 4,136 tags. Of this total, 2,557 passenger car tags were sold. Commercial tags totaled 363; farm trucks totaled 962; truck-trailers, 78; trailers, 120; house trailers, 17; motorcycles, 10; dealers tags totaled 29.

Biggest day for car tag sales, Covington said, was April 1 when \$31,684.09 cents worth of tags were bought.

Police Arrest Three From Amarillo Friday

City Police Friday arrested Wayne Odell Tuckness, Amarillo, at the intersection of Main and Highway 80 for driving while intoxicated.

Local police officers had been advised that Tuckness was running people off the road on the highway between Hereford and Amarillo, City Police officers said.

L. A. McBrayer made the arrest and Tuckness was fined \$50 and costs, totaling \$79.30 in county court Friday.

Arrested with Tuckness were two other Amarillo men, Robert Roy Honeycutt and Donald C. James. They were charged with drunkenness and fined \$16 each, in City Court.

James and Honeycutt were both in the City Jail late Saturday afternoon pending payment of the fines. Tuckness was at the same time in the County Jail pending payment of his fine.

Largest Crowd In History Attends REA Meeting

Between 800 and 1,000 Deaf Smith Electric Cooperative members Saturday afternoon turned out at Hereford High School for the Annual Co-Op meeting.

which featured a picnic at noon and a planned program in the High School Auditorium which lasted until almost 5 o'clock.

The Co-Op members elected their board of directors for the coming year. Only one new one, Tom Draper of Hereford, was added to the director group. All the rest were re-elected. T. E. Seliger of Hereford, H. H. Miller of Hereford, H. Osborn of Friona, G. T. Watkins of Farwell, Dewey L. Wright of Dimmitt and Joe Birkenfield of Nazareth were the re-elected members of the board.

Seliger, president of the board, presided over the meeting. Secretary Miller read the 1949 Annual Meeting minutes and the president gave his report.

Leo Forrest, project manager, gave the managers report before E. Roland, a line foreman, gave some technical information with illustrations.

Co-Op attorney James Witherspoon presided over the election of officers.

Bill Forbes and his Louisiana Mud Hens furnished the entertainment.

REA field representative W. M. Ricketts conducted a forum on rural telephones.

The Weather

Temperature readings for Thursday through Saturday taken at 4 o'clock each morning.

Thursday—High 87, low 39. Friday—High 69, low 40. Saturday—High 85, low 42. Total moisture for April—4.6. Total for 1950—51.

"A Gentleman Farmer" We have at least one man in our midst who admitted he was "a gentleman farmer" and does very "little" work. Livestock amounts to one pussy cat about to have kittens on his place.

And then Gene Stephens and Mrs. Giddens received a tame duck at one stop. They asked the livestock question and the woman said, "She had raised 53 ducks, sold 50, eaten 2 and didn't intend to pick and clean the third one, so if the enumerator wanted it he could have it." A couple of her youngsters and the census taker ran it down.

Everyone in the county is equipped with a Number 2 wash tub if they don't have a bath or shower. And one farmer reported they had five rooms and a path.

A Lot From Oklahoma Seems that a majority of the people working on farms in Deaf Smith County are formerly Oklahomans. Only a couple of cases were reported of persons answering yes to having three bee hives or more. And you would be surprised at the number of Master's and other college degrees farmers in the county have. The day is gone when a farmer just knows how to plow a straight line.

However, one prosperous wheat farmer said he had gone to school two days and that was when his sister was sick and he took her place.

The census takers finally quit asking "how much standing timber did you sell last year?" And the kind of people who really made a hit with the enumerator were those who said, "Is that all? How much do I owe you?"

City Damage Suits Now Total \$97,000

The City of Hereford is now being sued for almost \$100,000 in damages resulting from the installation of the sewer disposal plant east of the city limits, according to information from the county clerk's office this week.

Charles E. Crowell last week became the third person to file against the city. His damage suit is for \$19,500, \$11,000 of which represents property devaluation because of the sewage plant, ac-

ording to the petition filed in the County Clerk's office.

Don Webb, for \$40,000 and C. B. Thomas, for \$37,500, are the two others suing on similar grounds.

Crowell owns land immediately east and across the road from the plant. His land is north of the tract owned by Webb, in the southwest corner of section 42, block K-3. It is a two-and-a-half acre strip.

In his petition, Crowell charges the plant has given off unpleasant odors and fumes making it impossible for him and his family to eat their meals at home. It is also charged that it is impossible to sleep some nights.

The petition says Crowell's property was worth \$12,500 before the plant was installed and now worth \$1,500 after the installation.

Crowell is suing for \$11,000 property damage; \$3,000 physical damage; \$3,000 mental damage; \$2,500 exemplary damages.

The petition named Mayor W. E. Dameron and commissioners Lyle Blanton and J. C. McCracken as defendants.

Webb's case was filed February 23 and Thomas filed March 23.

James Witherspoon and John Aiken are representing the plaintiffs in all three cases. In the Crowell case Simpson, Clayton and Fullingum of Amarillo are also on the petition as attorneys.

Toastmasters Club Receives Number; Will Meet Tues.

Hereford Toastmaster president Robert Thompson was notified Wednesday that the Hereford organization has been officially recognized by Toastmasters International and will be known as Club 844 in the future.

The Hereford club has had two organized meetings so far, and is scheduled to meet Tuesday evening in Hotel Jim Hill for a dinner meeting. The Amarillo Toastmasters will be here to carry out a standard meeting for the benefit of the local club.

Ted Blanding, International Toastmaster executive secretary from Santa Ana, California, said the local organization will have a Charter Presentation Party when the permanent charter is actually granted.

Thompson said this organization will apply for the perman-

ent charter as soon as a constitution and by-laws have been adopted. Thompson said the constitution should be almost completed by Tuesday evening.

Thompson said interest in Toastmasters was keen at the outset of the present organization and is evidently still high outside the 30-member organization. He said it is possible to organize a second Toastmasters Club here if at least 20 interested men are available.

In the event a second club is organized, Hereford will become the first city in Texas to boast more than one Toastmaster Club.

Toastmaster work kits are now on the way to present Toastmasters members and, in all probability, will be available for the meeting Tuesday evening.

Kiwanis Elects Officers; Receive Charter In June

Bob Wear was elected president of Kiwanis Club of Hereford Thursday noon at the organizational meeting in Hotel Jim Hill.

District Lt. governor Bill Gilstrap installed him and other officers during the meeting.

John Pool is vice-president and Loyd Lovell secretary-treasurer. The board of directors consists of H. V. Stanton, O. L. Bybee, Worth Sharp, Bill Phillips, Lowell Covington, Gerald Wilson and

Jerry Stoltz.

Officers were elected after voting on five options to the standard by-laws. The club voted to operate under the name Kiwanis club of Hereford, and within a territorial limits of 10 miles. This does not exclude persons outside that area however. In the annual meeting for election of officers was set for the second regular meeting in October and membership fees are \$10, and annual dues \$15.

Kiwanis will meet every Thursday noon at Hotel Jim Hill.

Gilstrap spoke briefly to the group congratulating them on becoming a club and "for another first." He said there were 17 clubs in the Panhandle district and that they have tackled an ambitious program of expansion this year. They hope to organize clubs in Dalhart, Dumas, Levelland and several other towns in this area.

He continued, "since Hereford was the first in the Panhandle to do so many things in this post-war period we thought it only fitting that you should be first again."

Jim Edmonson, Kiwanis International representative, helped with the organization. Members of the Amarillo Downtown Kiwanis Club present included immediate past president Ted Lokey, president Bob Selby and Maynard Drake, a director.

Flowergirls were: Evelyn Jean Benson, Sherry Ann Benson, June E. Benson, Frances Andrews, Verdel Andrews and Nellie Jo Simpson.

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

Golf Club Operates With Surplus For Eight Months

Hereford Golf Club has \$1,228 in the bank today according to the financial statement released Saturday by Treasurer Dub Hair.

During the past eight months, from August 1, 1949 to March 31, the club has had \$23,124 in disbursements with \$9,564 in improvements heading the list.

The Golf Association, which now has a membership drive underway, took in \$24,353 during that same period. Major receipts were from green fees amounting to \$4,067, \$12,800 of capital stock paid in and notes payable—

bank \$7,200.

Improvements on the course during this period have been extensive. They include new traps, setting out trees, sodding and seeding fairways and tee boxes and numerous other things.

The Club purchased \$2,762 worth of equipment and put out \$1,873 for labor. The \$2,600 for a lease on the land is the only other item over \$600 during this period, Hair said.

The present drive is aiming for 35 new members to attain the 100 member quota original plans member quota original plans called for in the club. Several memberships have been taken by residents of Friona and Dimmitt as well as from Hereford. More memberships, from the Dimmitt area in particular, are anticipated soon, according to Dr. John Channer, club president.

Dr. Channer also named the tournament committee, chairmanas Erb Jordan and assistant managers Phillips and Bill Davis, Jr. will compose the rest of it. He also said the committee will probably announce plans for the summer and fall in the next week or two.

LIFE DOESN'T GET DULL FOR THE CENSUS TAKER

At Least Not In Deaf Smith County

Just in case your census estimate is off by one person in the county, Jimmie sponsored through his Bill column here's the guy that threw you off. Or if Dawn comes up with one more nose more than they thought they had here's where they missed.

He was an itinerate scissors sharpener who happened to be working through Dawn when the census enumerator caught up with him. Lou Pyka, who enumerated that district of the county says the old fellow was 76-years-old and can't collect social security because he has his means of livelihood with him. He carries all of his worldly possessions in his wagon and by virtue of being enumerated in Dawn he thereby becomes a citizen of that community for the next ten years so far as the United States Census Bureau is concerned.

The old boy had been divorced for 19 years... that brings up the point that Mrs. Mary E. Caywood didn't find a single person in her district who had ever been divorced.

Couldn't Catch Him Sober Along somewhat similar lines, one enumerator had to make three trips to catch a man sober enough to answer questions. Mrs. Ruth Giddens, crew chief for Deaf Smith and Randall counties, says they had to try seven times to catch one Randall county resident sober.

But just because some people stay slightly inebriated doesn't mean some of the rest of the people aren't really working. As a matter of fact Gene Stephens, Mrs. F. L. Alexander and the rest of the crew said that the question, "how many hours did you work last week?" really caused some people to get an-

Answers varied from none to 112 hours and one fellow thought Pyka should just help him a week and find out for himself.

Few Refusals Believe it or not, about a dozen families flatly refused to be enumerated, according to Mrs. Giddens. She says there is a fine and penalty for this if the Bureau wanted to prosecute, but where the cases are few and far between it isn't worth the trouble.

She said if a group should live close together and refuse to answer there would probably be an investigation on just why so many residents of one small section should be anti-census.

Loud radios were roundly criticized by the portfolio carriers. It seems the usual run of housewife didn't want to miss a word of her soap opera and therefore leaves the radio going full blast so she can hear it in the furthest corner of the house.

Youngest on Record The 3-hour-old baby Mrs. Howard Gore counted as a nose in her district takes the prize of being the youngest person counted. That wasn't in the hospital, either.

And Mrs. Joe Smith found the house with the most people in it. Three families totaling 19 persons were living in seven rooms. Actually one had just moved in and one was getting ready to move out, but still they'll go into the records that way.

But that 19 people in seven rooms isn't close living. Mrs. Caywood found a family of a man, wife and eight children living in what had formerly been a chicken house. Incidentally all she could do was list the building as dilapidated.

One family question concerns the ages of married couples. It seems that most of the time the ages are either close, or the man is considerably older than the wife, or the wife is 2 to 5 years older than her husband. In cases of the latter, which were common, they say the women were generally slightly embarrassed because of the being older than their spouses.

One thing that really bothered the census takers was the question, "how many children do you have?"

And the kind of people who really made a hit with the enumerator were those who said, "Is that all? How much do I owe you?"

Bea Wain Dangerous

Three Hereford Men Enlist In U. S. Navy

Three Hereford men left the Amarillo Navy Recruiting Substation Thursday enroute to the U. S. Navy Recruiting Station, Albuquerque, N. M. where they will be sworn into the United States Navy.

They were William Newton

Mitchell, Robert Lemuel Pepper and Elmer Joe Wall. These men will be sent to the Naval Training Center in San Diego, California to undergo recruit training.

Enlistment quotas in the Panhandle area are unlimited and men are being enlisted immediately. The U. S. Navy is enlisting more men now than at any time since last July. Many more men

Whiteface Band Wins Honors In Interscholastic Competition

The Hereford High Senior Band Thursday brought home 11 medals from the stiffest band competition ever entered in the Interscholastic League Instrumental Music Competition Festival at West Texas State College. Seventeen bands were entered.

The Hereford band won third in concert, second in sight reading and second in marching. They nosed out Phillips in sight

reading. Littlefield and Brownfield swept the playing entries with firsts all around. They were "sweepstakes winners," according to Purris Williams, band director.

The clarinet quartet consisting of Doris Jean McGee, Kenneth Carroll, Neal Lomenick, and L. T. Hawks won first place along with the coronet trio. In the trio, Purris Williams, Jr., Wayne Lady and Keith Savage played and won first, also.

John Southall, Betty Henry and Bobbie Nell Pittman won firsts in twirling.

The saxophone quartet consisting of Carolyn Walker, Bill Rose, Randolph Thomas and Dabney Williams won a second place.

Dabney Williams won second place on sax solo competition.

Purris Williams, Jr., playing a coronet solo brought in a first place medal for Hereford competition.

Other placings were Jeanette Scott, second in twirling; Audrey Hood, third in student conducting; Purris Williams, Jr., third in student conducting.

Band director Purris Williams said the time has passed when a

band enters competition and just "plays for a medal." He said practice, effort and eagerness will win nowadays.

Wednesday afternoon, the Junior Band won second place under Phillips, topping Lubbock, Muleshoe and the other Panhandle entries.

The Junior Band entered only in playing concert.

Around Town
(Continued from Page 1)

This was originally scheduled as a noonday luncheon but has been changed. All ministers have been invited to participate and all women are urged to attend.

There will be a speaker and program. Mr. and Mrs. J. C. McCracken, Faust Collier, Earl Phillips and Ernest Wade attended the annual District Rotary meeting in Amarillo the first part of the week.

Three Hereford Masons Friday returned from El Paso where they took Scottish Rite degrees.

James W. Witherspoon, W. L. Davis, Jr. and Bruce Woodell took degrees. Visiting Hereford Masons were J. C. Reese, James E. Black, Bill Patton and J. M. Thompson.

Bill Hembree and Roy Oswald attended the Ford Community Pie Supper Friday evening.

Funeral Services Scheduled Today

Final rites this afternoon in the Friona Baptist Church will be held for Mrs. Della Laney, Friona, who died at 11:15 Friday morning in the Farmer County hospital at Friona. Rev. Tommy Allen will officiate.

Mrs. Laney was born June 30, 1890 in Mississippi. She came to Texas when she was 15 years old and married J. W. Laney November 7, 1920. They moved to Friona in 1929 from Wichita County.

Her husband died in November, 1949, and, at the time of her death, Mrs. Laney lived on a farm near Friona.

She was a member of the Friona Baptist Church and is survived by one daughter, Mrs. George Taylor of Pep, N. M.

Other living relatives are W. D. Dalton of Bovina, and R. T. Dalton of Wichita Falls. Both are brothers. A sister, Mrs. Nancy Trull of Brownsville, also survives.

Seven grandchildren also survive.

Gilliland Funeral Home of Hereford has charge of the body.

New Policeman Hired

Police Chief F. S. Buckalew Friday said a former bus driver has been hired to fill the vacancy on the Police Department left with the resignation of L. A. McBrayer.

Zellner, 26, is originally from Tuttle, Oklahoma. He was City Marshal at Spearman for two years and, for the last year and a half, has been working for the Panhandle Trailway Bus Company out of Amarillo. He is married and has two children.

He will go on the night patrol. Chief Buckalew said McBrayer's resignation is effective May 1. For a year and a half a Hereford cop, he will go to a similar position in Dimmitt.

Ramblers Drop Game To Umbarger 15-12

An unknown and under-dog Umbarger softball team battered the walls clear down Thursday and knocked off the softball mythical champions, St. Anthony's Ramblers, in an exciting scoring contest which saw 27 runs scored.

The final score, after the smoke cleared away, was 15-to-12, in favor of Umbarger.

St. Anthony's big gun, pitcher Ken Walterscheid, failed to stem the tide for the first time this season. He was manager and coach in the absence of regular coach, Father Nathaniel.

A St. Anthony's rally late in the game fell just three runs short of knotting the score. But St. Anthony's trailed badly throughout the game until the twilight moments.

St. Anthony's smothered Umbarger the last time they played, 15-4-5.

Price of Amarillo is next on the list for the Ramblers. In the Price game, St. Anthony's will be able to use two or three eighth-graders.

Mrs. Mathis Is Hostess At Sunshine Club Meeting

Mrs. D. F. Mathis was hostess for the Sunshine Club Monday afternoon with roll call featuring hints on cooking.

Members decided to have a picnic in Jaycee Park on May 12 and Mrs. Clint Lundry won the penny gift. Mrs. D. F. Mathis led the songs during the recreation period. Sewing provided diversion.

Those present were Mesdames: J. C. May, George Minor, Fred Higgins, Clara Mathis, C. E. Watta, Clint Lundry, Calvin Edwards, Oscar Vaughn, H. C. Jones and the hostess.

VOTE FOR RONALD DAVIS

The Men The Panhandle People Are Centering On... A Young Man Old In Experience In The Problems Of...

- Agriculture
- Labor
- Veterans
- Business
- Industry
- Education



He Is Not One Of The BIG FIVE!

1. Ronald Davis is NOT a Lawyer... Congress is full of them. He is ultra conservative, but has good business judgment.
2. Ronald Davis is NOT and WILL NOT be a trained rubber stamp for any group in or out of Congress, but he will be willing to co-operate in every way for the betterment of all the people.
3. Ronald Davis is NOT too old a man. He will not be incapacitated when he reaches Washington. He will be full of pep and active in all affairs pertaining to the welfare of the people.
4. Ronald Davis is NOT a Republican. He believes in the principles of the Democratic Party. He will co-operate in working for ALL the people ALL of the time.
5. Ronald Davis HAS NOT sold out to organized Labor. He will fight to the end to see that LABOR get its just rights of wealth and freedoms of this nation... no more.

YOU DO NOT WANT ONE OF THE BIG FIVE! A VOTE FOR RONALD DAVIS FOR CONGRESS IS A VOTE FOR THE PEOPLE

(Paid Political Adv.)

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ONE GALLON CHURN
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The KA-BAR KITCHEN
Kaddy with the LIFE TIME
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GROUP OF
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A Dozen Days Of Terrific Savings!

Wonderland Presents This New Unique Event ---
"Cheaper By The Dozen"

FREE!
To Each Child Under 12

--- who visits our store with a parent--- we will present a free ticket to the movie "Cheaper By the Dozen" which will be shown at The Star Theatre, May 14, 15, 16.

Because We Have Them By The Dozen --- Buy These And Other Items

Cheaper During These Dozen Days

- 1 doz. Vanta Bath Sets, \$1.00
- 1 doz. Vanta Towel Sets, \$1.00
- 3 doz. Plastic Pants, 3 for \$1.00
- 2 doz. Diaper Pants, \$1.00
- 4 doz. Handmade Pillow Slips, \$1.50 to \$2.50
- Dozens of Curly Diapers, doz. \$3.00
- 4 doz. Toddler Dresses, \$1.50, \$3.75
- 1 doz. Handmade Infant Dresses, \$1.99 and \$2.50
- 15 Doz. New T-Shirts, each \$1.00 to \$1.50
- 1 1/2 Doz. Cowboy Shirts, each \$1.50
- 2 Doz. Boys Suits, 1 to 12, \$3.95 to \$6.95
- 2 Doz. Girls Dresses, each \$2.95 to \$4.95
- 1 Doz. Girls Hats, each \$1.95
- 1 Doz. Boys Socksucker Pants, ea. \$2.99
- 1 Doz. Skirt and Blouse Sets, 8-14, \$5.95
- 1 1/2 Doz. Figue Coat-Bonnet Sets, \$3.95 to \$6.95

501 PARK AVE. **PHONE 1027**

Friona News

By MRS. E. R. DAY
Brand Correspondent
Vera Ann Jones, Junior girl from Friona High School won the Regional typing contest in Lubbock, Saturday 22. With Edmund Schlabs, also a Junior who won second in Slide Rule. They will go to Austin May 4 to the State Meet. Mr. Dilly Kelly, the principal, will accompany



NEW ADVERTISING DIRECTOR—Herbert Taylor, (above), Vice-President and General Manager of the San Angelo Standard-Times, has become National Advertising Director of the Texas Quality Newspaper Network. The organization is national advertising representative for newspapers at Abilene, Big Spring, Corpus Christi, Denson, Galveston, Marshall, Paris, San Angelo, and Tyler. Taylor had been with the Standard-Times—from carrier boy to Vice-President—more than 30 years. (AP Photo)

Vera Ann, while Mr. Cicle Robinson, the math teacher, will accompany Edmund. Mrs. Raymon Jones will also go.

The Friona Band Banquet and clinic was held Friday night. Mr. Maxwell and three of his students from Andrews, Texas was there for the clinic and attended the banquet which was at the American Legion Hall. The place cards were miniature records, red and white carnations and red candles served as center pieces.

Lavon Rogers, president, was toastmaster. Mr. Dalton Caffey, the school superintendent, gave the invocation. Ruby Mae Shaffer gave the welcome address and Joyce Ann Miller, drum major, gave the resume of the year. Mr. Maxwell gave a talk on education in music.

The Faculty members of the Friona School will give a three act comedy entitled, "Meet My Wife" written by Jay Tobias, Monday evening, May 1. The proceeds will go for buying new stage equipment for the new auditorium which is to be built this summer.

Members of the cast are as follows: Billy Zayder, Ben Hills; Hank Evens, Mr. Raymon Cook; Tessie Heimbedger, Mrs. Cicle Robinson; Loretta Ware, Miss Erstine Hooker; Alez Ware, Mr. Dilly Kelly; Cuddles La Rose, Mrs. Bill Buchanan; Miss Prudence Whitney, Mrs. Dalton Caffey; Ann Whitney, Mrs. Dilly Kelly; Olaf Samson, Mr. Glenn Cunningham; Mrs. Thruston Twacker, Miss Virginia Norman; Uncle Zebedial Zanders, Mr. Cicle Robinson.

Wyche HD Club Meets In C. R. Dameron Home
Wyche Home Demonstration Club met with Mrs. C. R. Dameron Thursday afternoon April 20, with the president, Mrs. Raymond Paetzold, presiding. During the business meeting members voted to contribute to the cancer drive.

Mr. and Mrs. Hal Blymiller and Family Sunday returned from a vacation in New Mexico where they did some fishing.

steps, 2- combine steps whenever you can, 3- rearrange to improve order of work, 4- simplify all necessary steps, 5- Use new methods. She introduced several members who told of following old and new methods in simplifying their work. Mrs. Kelly stressed that the purpose of the program was to make members more conscious of their own problems. Those present were Mesdames: John Marsh, Ira Scott, Ramey Elliston, G. W. Newsom, Geo. L. Olson, H. H. Caraway, Raymond Paetzold, J. V. Pickins, A. E. Jury, John Grimes, V. P. Walker, W. R.

Scarth, Marion Fite, T. W. Carmichael, W. T. Kelly and the hostess. Francis Hardwick, Star Theatre manager, says it is even hard to give something away nowadays. One of the ten tickets he gave away with the contest on the Nevada went begging and, since only nine people turned in answers. We tried to tell him the questions were too hard so you'll notice they are easier this time.

W. R. METCALF

Farms
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437 MAIN HEREFORD
Listings Given my Personal and immediate Attention
Phone 854 or 902-W



FOR SALE!
New & Re-Conditioned
ENGINES
* Waukeshaw
* Buda
30 to 165 hp
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Write or phone for
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**BREAKFAST
LUNCH
DINNER**
7 am. 'til 9 pm.

ANY HOUR
We specialize
in Steaks & Chops
VISIT
HARRY'S CAFE
EAST ON HIWAY 60

WE HAVE
Sunbeam
Rain King
The BEST SPRINKLERS MADE

AUTOMATIC MODEL K
Set to sprinkle any size circle from 5 to 50 feet with turn of dial

Preferred by home owners everywhere. A turn of the dial sets the correct spray and watering range for the desired area automatically. The Rain King Automatic provides a natural rain-like shower. \$7.50

MODEL H
Perfect for any lawn. Ideal for newly seeded areas. 300 gallons per hr. on 20 lbs. pressure when set for fine spray. \$6.50

MODEL D
Each coiled a sprinkler in itself, adjustable for any kind of spray. Ideal for revolving or stationary sprinkling. \$5.25

Sunbeam HEDGE TRIMMER

HOSE NOZZLE
Chrome-plated, un-tarnishable. Machined from solid brass. Adjustable for bullet-like stream or fine, misty spray, or complete shut-off. Price \$1.35

Built and powered to do a tiring job in a jiffy. A precision instrument in every detail from the high-grade, cutlery-steel blade to the 110 V. AC-DC motor inside the handle. Price \$37.75

CORD REINFORCED RUBBER GARDEN HOSE
25 Foot **1.98**

Popular Cape Cod Fence
Protects Flowers, Shrubs
3 foot Sections **29c**

LAWN TRELLIS
6 Foot High
1.32 Value **98c**

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We're Cutting Prices For DOLLAR DAY

SPECIAL PURCHASE
Denim Work Clothes
2.00
each
new arrivals!

SKIRTS
SLACKS
SHORTS

BRA TO MATCH **\$1.00**

Ladies and Childrens Polo Shirts
Fine Quality Each **\$1.00**

ALL SALES CASH.
ALL SALES FINAL.

CLEARANCE
Formals
14.95 to 39.95 Values **\$10**

Pantie or Regular Style Girdles..\$2
Small - Medium AND LARGE

NYLON SATIN
Slips And Gowns
\$5

- Lace Trim and Tailored Styles
- Famous Brands
- Reg. 7.95 to 12.95

BUY NOW FOR MOTHERS DAY AND GRADUATION

LARGE GROUP
Dresses **\$3**
Prints and Solids
Values 8.95 to 29.95
Sizes 9 to 15, 10 to 20, 16 1/2 to 22 1/2

TODDLER DRESSES
BETTER QUALITY Sizes 9 mo. to 4 years. **1/2 PRICE**

DOVE DOWN ENGLISH RIB ANKLETS
4 PAIR \$1.00

ALL LADIES' NEW
Straw Hats 1/2 off
NOW PRICED

THE Vogue
"For The Lady of Fashion"

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Theatre Tickets

to see

Prince Of Fofxes

STAR THEATRE

WEDNESDAY - THURSDAY MAY 3 - 4

Be Sure and Ask for Your Free Tickets!

With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

1. FOR SALE Miscellaneous

We have it! **RED MOLASSES** Any Quantity **FRASER MILLING CO.** B-1-30-tfc

FOR SALE: Delicious home made sweet rolls, pies and cakes. Place your order at the Green Hedge. B-1-17-3-tfc

Wash and block hats for \$1.00. Acme Cleaners-Phone 111 B-1-11-tfc

For Sale: Steel stock tanks. Steel for granaries, gas line pipe. Casin all sizes. Messers place east on Highway 60. Hereford, Texas. B-1-13-tfc

CONCRETE

Ready Mixed

Prompt Delivery

Sand

Gravel

Cement

Prices are Right

FRASER OIL CO.

Phone 484

B1-3-35-tfc

STARTED CHICKS and **BABy CHICKS** on **WEDNESDAY & SATURDAY** **MYERS HATCHERY** 1610 West Seventh, Canyon B-1-40-tfc

STURDY, all metal waste baskets; choice of colors in gray, mahogany, green. Each \$1.60. Also heavy duty square models, \$3.40. The Brand or call 30. B-1-23-39-6c

FOR SALE: 10,000 pounds African millet seed, cleaned and sacked. 9 miles south on 51 and 6 miles east. C. E. Leasure. B-1-21-43-2p

FOR SALE: Used bathtub and kitchen sink. Phone 230-M or see John D. Philipp. S-1-14-44-1c

STUDEBAKER MOTORS for Irrigation **FRANK CRAIG** Studebaker-Massey Harris (Formerly John Wood, etc.) B-1-15-tfc

DEKALB HYBRID SEED CORN Any Number in Stock. (Guarantee Hall, Cut worms or any other insect. Rabbits or birds, beating rain.

GRANT HANNA, Dealer Rt. 4, Hereford, Texas, Located 3 North, 1 Mile west of Hereford. B-1-40-6p

FOR SALE: Registered Duroc gilts, 7 months old. Harold

1. FOR SALE Miscellaneous

25,000 Feet **16 Inch Heavy Gas Line Irrigation Casing** Also **16 Inch Casing Manufactured in our Shop.** In 20 ft. lengths with one weld. Immediate Delivery **JOE SIEGEL** Amarillo Junk Westex Pipe Company Amarillo, Texas Phone 3-4201 B-1-13-9c

WE HIT the jackpot again! This time with a midget Corona Zephyr used portable typewriter, price \$30. at The Brand. B-1-20-15-tfc

FOR SALE 3 new U. S. 40 H. P. Electric Irrigation Motors **E. C. REINAUER** B-1-43-3c

FOR SALE: Jersey milk cow, 10 inch tilting Arbor saw with 2 horse motor, 6-inch joiner with 3-4 motor. Ben Janacek, 216 Catalpa. B-1-23-43-2p

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

Outstanding Bargains in **USED REFRIGERATORS!** Every refrigerator in this list has been reconditioned, checked thoroughly—and is **GUARANTEED** for 90 DAYS! 10% Down—12 Months to Pay 8 ft. **HOME FREEZER.** Used, but is like new. Bought in 1949. A real bargain at \$210. Leonard Refrigerator, 7 foot box. A-1 Condition. Goes at \$89.50. 7 ft. Leonard, recondition and nice appearance. Carries our 90 day guarantee, but costs only \$69.50. 6 ft. Servel, conditioned for Butane. First class shape. \$89.50. DeLux, 47 model, 7-foot, Montgomery-Ward box. You'll say this one is a real value at \$145. 7 ft. Servel, butane. Has been stored 4 years. Reconditioned like new. A really nice box for \$99.50. 48 Servel, 7 ft. Another late model buy at money saving price of \$135. 8 ft. Servel on Kerosene. A nice box with lots of storage space and plenty of cube capacity. It's yours for only \$140. Reconditioned 6 ft. Montgomery Ward refrigerator. Low cost, but lots of service remains. Our 90-day guarantee, of course—\$69.50. Be sure and check our used Refrigerators, Washing Machines and stoves. We have many more real values. In addition, our service department affords Greater Protection than ever on our 90-Day Guarantee on all used boxes!

GOOD HOUSEKEEPING SHOP 144 N. Main Phone 1109 B-1-44-1c

FOR SALE: Milk cow, 500 lbs. Schulte. Three miles east, 3/4 mile south of Hereford.

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LET US TELL you about the new combine 7078 Milo Seed. Fraser Milling Co. B-1-14-16-tfc

FOR SALE: 32 Volt Wincharger; 2 irons; mix master; air conditioner; sweeper. T. B. Cox, Route 4, Hereford. B-1-18-17-3p

THE BRAND has plastic phone cord covers in stock again. B-1-10-16-3x

TAILOR MADE SEAT COVERS Made the way you want them made. Tailored to fit your car Extra Beauty Extra Beauty **DURABLE—CLEAN—ECONOMICAL** Wide Selection of Patterns to Choose From **PLASTIC—FIBER COMPLETE TRIM** Body and Paint Shop **IRELAND MOTOR CO.** Phone 180 218 W. Third B-1-17-2c

PLANTS FOR SALE: Have an assortment of tomatoes, dahlias, glads, cannas, and flowering plants and shrubs. Mrs. J. F. Ward, North Main. S-1-22-42-tfc

FOR SALE New **HOUSES TO BE MOVED** 2 and 3 Bedroom Interior ready to be finished in your own color scheme. Priced from \$2150 up for 2 Bedroom \$3550 up for 3 Bedroom See these on 1200 East First, Texico High. way **CLOVIS, NEW MEXICO** Builders Supply & Manufacturing Company S-1-26-tfc

FOR SALE: Choice lots close in. Paved. Phone 80-W. S-4-9-43-2p

QUICK SERVICE **REAL ESTATE LOANS—AUTO LOANS** YOU DON'T HAVE TO WAIT **JOHN McLEAN** Phone 273 S-4-2-tfc

WANTED: Listings on farms with or without irrigation. Have buyers for one fourth, one half and section good farm land. K. L. Pond Real Estate, Phone 722, Box 553, Canyon. B-4-30-44-4k

FOR QUICK SALE: 100 x 140 feet on highway 60. Splendid location. Price and terms confidential. E. B. Posey, Realtor. Hereford, Texas. B-4-20-43-2k

SEE US before buying your milo seed. Fraser Milling Co. B-4-10-16-tfc

GLENN WEIR REALTOR Houses, Lots, Farms. 10 and 20 acre tracts. Listings appreciated. 104 MAIN STREET Phone 200 Res. Phone 452-W T-4-45-tfc

CHOICE Irrigated and Unirrigated Farm Land. City Property. P. O. Box 508 — 338 Main **E. B. POSEY, REALTOR** Hereford, Texas B-4-15-tfc

ONE DUPLEX with three rooms each side, two four room dwellings, one four room dwelling and small apartment. All strictly modern. Income \$250 month plus four room living quarters for owner. Close in, 150 ft. highway frontage. \$22,000 or will trade for farm or ranch property. Chancellor-Taylor Agency, Truth or Consequences. (Formerly Hot Springs) New Mexico. B-4-56-15-6c

LIST YOUR PROPERTY WITH US FOR QUICK SALE OFTEN WE ARE PREPARED TO BUY OUTRIGHT **L. BASKIN, INVESTMENTS JIM HILL HOTEL** B-4-38-tfc

FOR SALE: 1,040 acre well improved ranch with lease land, 400 acres adjacent thereto, 6 miles west on State Highway 45. Has artesian well, electric lights, telephone, good roads, not far from school house, taxes low, early possession if necessary, 8 to 10,000 dollars cash will handle, priced right, pure-bred cattle may be desirable be bought. Inquire A. B. Cahalan, Miller, South Dakota. B-4-63-43-7c

We have farms and ranches any size for sale. Have a wonderful season and prospects are good. The price on this land is unreasonably low compared with land there and can be bought on attractive terms. Would be glad to furnish information. **JOE FOINDEKTER** Ft. Pierre, S. D. B-4-40-4c

FOR RENT: Bedroom for men. 509 Ross phone 847-7

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25% **BEAR SYSTEM** Front Wheel Aligning **KINSEY MOTOR CO.** Phone 740 B-3-14-tfc

4. REAL ESTATE For Sale or Trade **FOR SALE** Irrigated 160 acres, lays good. Price \$125 acre. Irrigated 160 acres, improved, on paving near Hereford. Price \$175 acre. 1/2 down payment, balance good terms. Irrigated 160 acres, improved, 4 1/2 miles from Hereford, will trade for house in Hereford on sale. Price \$165 acre. Loan \$11,800. Improved 80 acres near Hereford. Lays good for irrigation. Price \$10,000. Irrigated 20 acres, 5 room house, just outside city limits. Price \$12,500. Down payment \$8,000, balance 9 years to pay. Irrigated 320 acres, improved, \$100 acre. 29% down. Also other good buys in acreages, houses and lots. **J. M. HAMBY** 1/2 South, 4 1/2 East, Hereford B-4-43-tfc

FOR SALE: Choice lots close in. Paved. Phone 80-W. S-4-9-43-2p

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SEE US before buying your milo seed. Fraser Milling Co. B-4-10-16-tfc

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FOR RENT: Bedroom for men. 509 Ross phone 847-7

FOR RENT: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC. B-5-14-2-tfc

FOR RENT: Two bedroom furnished house. Phone 141. B-5-8-16-tfc

FOR RENT: Two room house. Call 1247. T-5-9-16-1k

FOR RENT: Nice bedroom, also two room garage apartment. Close in. Call 692 or come to 219 Lee Ave. B-5-19-16-2k

BEDROOM with private entrance for rent. 113 Fuller. Phone 904-W. B-5-10-16-2k

BEDROOM for lady. Close in. Reasonable. 406 Roosevelt. Phone 385-J. S-5-10-44-1p

FOR RENT: Bedrooms for men. 109 Avenue A. B-5-9-44-2k

FOR RENT: Desirable furnished apartment for couple. Adults only. Bills paid. 514 Union. B-5-13-44-2k

6.—WANTED **WANTED TO BUY:** Canned or frozen Hereford vegetables and fruits. Write Mrs. Owen Finlan, 1307 West El Paso St., Fort Worth, Texas. B-6-22-42-4p

7. Dressmaking-Ironing **COVERED** buttons, belts, and buckles. Dressmaking and alterations. Mrs. Mathis, 224 Avenue C, Phone 1040. B-7-23-27-tfc

CUSTOM made buttons, belts, buckles and button-holes. Mrs. Hazel Sparks, 340 Schley, phone 158. B-7-20-39-tfc

WANTED: Plain sewing. 407 Ross, rear apartment. B-7-9-43-3k

8. HELP WANTED **WANTED** Carpenter Work also Cement work by contract or otherwise **CHARLES CORDER** Phone 1244 B-9-16-9c

11. BUSINESS SERVICES **GIVE YOUR** furniture a new look. Hundreds of fine new spring fabrics to choose from. Upholster and furniture repair **J. H. Hinds, 310 McKinley, Phone 1092. B-11-26-39-tfc**

IF YOU WANT to continue drinking, that's your business; if you want to stop drinking, that's our business. Open meeting each Friday night at 8:00 in the county court room at the courthouse. Hereford Alcoholics Anonymous Club. Box 984. B-10-37-43-2tc

Complete EARTH MOVING Service Land Leveling Grading—Scraping and Bulldozer Work Deep Flowing—Subsoiling **WALLACE & BYRD** Phones 831-W 9015-F-3 B-11-15-tfc

SPRING GARDEN TIME! Garden Seeds Flower Seeds Plants for Transplanting We have everything needed to carry out those gardening plans. **Hereford Floral Shop** Phone 773 B-10-11-tfc

CUSTOM HAY baling, mowing and raking, good equipment, automatic wire tying baler. E. Hutcheson and Son, 501 Ave. H, Hereford. B-11-20-41-8p

WE HAVE certified and common milo seed of most any variety. Fraser Milling Co. B-11-14-16-tfc

PRINTING to please you. Francis Printing, 706 Grand. B-11-9-17-4p

CUSTOM BALING Mowing-raking-baling-hauling Wire or Twine **J. T. MATTHEWS** 207 Catalpa St. Phone 183-J B-11-16-tfc

The Bagworms have started. Now is the TIME TO SPRAY your trees. Call **FOREST MINTON** Phone 365 B-11-44-2c

LOST: Ladies gold Hamilton wrist watch. Call Ervin Robinson, Phone 739-W.

POLITICAL ANNOUNCEMENTS

FOR County and District Clerk **ROBERT L. THOMPSON** **FOR** County Treasurer **MRS. VELMA HODGES**

FOR County Sheriff, Tax Assessor and Collector **J. C. REESE**

FOR Commissioner Precinct 1 **SYLVESTER SLAGLE** **M. T. (MARION) RUTER**

FOR Commissioner Precinct 2 **G. T. HIGGINS** **J. C. (Clarence) MORRISON**

FOR Commissioner Precinct 3 **J. T. GUINN**

FOR Commissioner Precinct 4 **CARL FERRIN** **C. G. RICHARDSON**

FOR County Judge and Ex-Officio School Superintendent **EZRA NOBSON** **LEONARD FOSTER**

FOR United States Congressman from the Panhandle District **BLAKE TIMMONS** **E. T. BURK** **LEROY "PETE" LAMASTER** **ALTAVENE CLARK**

FOR State Representative **MORRIS G. COBB**

FOR District Attorney 69th Judicial District **F. H. RICHARDS**

FOR Justice of the Peace, Deaf Smith County **A. L. THOMAS**

HOSPITALIZATION INSURANCE First Day Coverage With Self Service Claim Drafts **Commercial Travelers Casualty Company** For Info—Write Box 673 LeRoy Riegel—Hereford



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All New 1950 **FRIGIDAIRE** Home Appliances

Come In! See them!

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Good Housekeeping Shop 144 N. MAIN PHONE 1109

SUMMER AHEAD Ready Your Hair with a new Permanent \$6.50 up



Just enough fluff for your shorter coiffure—helps lend body to your hair for its swimming, tennis, windblown convertible life—makes it easier to manage

Essential Hair Shaping \$1.00

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Regular 95c Per Single Roll. **42c**

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ALL PAPERS REDUCED 1/2 PRICE OTHER PAPERS 70c - 75c 80c 85c 90c

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MAY 5 - 1950

Continuous From 10 A.M.

EARL SPRINGER FARM—1 MILE SOUTH ON HWY. 51

- Heavy Duty Tillage Tools
- Bulane And Diesel Tractors wheel and crawler type
- Hydraulic Levelers

Hereford Implement Co.

Hereford, Texas

DOLLAR DAY Savings

AS NEW
AS TOMORROW
Key Whitney
Sanforized Sparkling FRESH
* Gingham
Chambrays
* Butcher Linen
Embossed Cotton

Original FULL RACK \$5
Sizes 14 1/2 to 24 1/2
12 to 20

NEW SHIPMENT MEN'S
COWBOY HATS
LIGHT - BELLY OR DARK GREEN **3.98**

New Shipment — New Styles
HANDMADE
COWBOY BOOTS
Boy's **6.95** Mens **18.95**

FAMOUS
LEE RIDERS
AUTHENTIC COWBOY PANTS
11 oz. DENIM
Boys **1.98** Mens **3.25**

NEW SHIPMENT LITTLE BOYS
LEE STRIPPED
OVERALLS
COVERALLS **1.89**
Size 0 to 9

BIG YANK SANFORIZED
KHAKI WORK SHIRTS
A DOLLAR DAY FEATURE **2.69**

DE LUXE — BIG YANK
GREY or BLUE
CHAMBRAY WORK SHIRTS **1.49**

Such Fashion Excitement in
COTTONS

Fine Quality Check & Plaid Cloth of Gold Sanforized PRINTS 3 yds. **\$1**

Fine Quality Check & plaid GINGHAM 2 yards **\$1**

Permanent Finish ORGANDY yd. **69c**
Colors, Blue Pink, White, orchid & Yellow Also fine Quality Batiste And Dotted Sunn

COTTON WEEK SALE OF
HAPPY HOME HOUSE DRESSES

Unbeatable Values at This Low Price
Coat Dresses, Wrap Arouds, Pinafore styles that are easy to Wash & Iron. Guaranteed not to Shrink or fade. Misses and Women's Sizes.

2 for **5**

FOR THE ENTIRE FAMILY
New Smart shoe styles for every one! Dress Shoes, casual shoes, designed for comfort, built for wear... priced with your budget in mind.
Misses & Womens **\$2.98**

SMART NEW SHOES

Kiddies SANDALS 1.98 & 2.98
Large Selection of Styles! Men's Dress or Casual OXFORDS **4.98**

CALLOWAY RUG SPECIAL! All Colors
Size 24 x 36 Non Skid Back **\$1.89**
Size 30 x 54 Non Skid Back **4.89**

Towels
Jumbo Size 1.00 Val
Calloway All White Towel **77c**
All White Wash Cloths 25c
CANNON 2 for TOWELS \$1

Wash Cloths 12 for **\$1**

Compare The Style, Fabric and Price
Topper Values THAT TOP THEM ALL

White and All The Spring Shades
ONLY 6 TO GO **\$4** | ONLY 8 TO GO **\$10.**

REAL-DOLLAR-DAY-VALUES CHECK EVERY ITEM

Entire Stock Misses & Women's **HANDBAGS** your choice **\$2**

Men's Fine Quality White **HANDKERCHIEFS** 12 FOR **\$1**

A Super Value — Nurses **WHITE UNIFORMS** 2 for **\$5**

Puritan Crochet **COTTON THREAD** all colors 5 balls **\$1**

Extra Heavy Lily White **FLOUR SQUARES** 5 for **\$1**

Lee Heavy **CANVAS GLOVES** 5 pair - **\$1**

Taylor Made 72 x 90 **COTTON BATTS** 2 lbs. **\$1**

Men's Nylon **BEAR BRAND HOSE** 2 pr. **\$1**

Men's or Boy's Mexican Palm **STRAW HATS** **\$1**

Large Selection Men's **FANCY T-SHIRTS** **\$1**

All White Nylon **SLIPS** - - Lace Trimmed **\$4**

Large Assortment **COSTUME JEWELRY** **\$1**

Misses & Womens **LEE JEANS** with zipper **\$2.98**

TREMENDOUS
By **HIGGINS**
Beautiful Patterns Pleats Or PLAIN
Hundreds To Choose From

SLACK SCOOP!
Lar Group **\$5**
One Group **\$6**

ALTERATIONS FREE

GOODYEAR HUSKY ATHLETIC **TENNIS SHOES**

BOYS **1.98** MEN'S **2.98**

Comfortable Heavy Duty
WORK SHOE
ALL SIZES

4.89

NYLON HOSIERY
Perfect Quality Full Fashioned
New Shades **\$1 Pr.**

YOU PROFIT MORE AT THE

HEREFORD H Store Co. D
S. L. HARMAN & SON PHONE 382

WE GIVE "D.N." GREEN STAMPS

RESISTOL HATS - H. D. LEE WORK CLOTHES - - CLOCKWISE DRESSES

I AM THE DOLLAR Rest MONDAY DOLLAR DAY HEREFORD WITH MORE CENTS

PENNEY'S SUMMER DRESS CARNIVAL!

is in full swing...ready for you with a **WIDE CHOICE** of summer's **BEST FABRICS...NEWEST STYLES...at DOWN-TO-EARTH PRICES!**



Look what you get for only **5.90**

Just a pair of perfect examples of what we mean by Carnivals! Your crisp-finish rayon lavished with sugar-white embroidery... your gingham with the new look of shaded-tone colors. Misses', half sizes.

LOOK WHAT YOU GET for

Yes... look at just a few of hundreds of reasons why we say "Be Smart... Buy Two!" Washable blended acetate rayon and nylon crepes... embossed cottons... cottons and rayons in casual or dress-up versions. Now's the time to pick a well-rounded summer wardrobe... at low Carnival prices! Misses', junior, half sizes.

8.90

Rayon Bemberg Sheers

ARE AMAZING FINDS AT PENNEY'S SPECIAL LOW

4.00

BE SMART... BUY TWO!

DOLLAR DAY SPECIALS!



RAYON KNIT GOWNS

\$1.00

Pastel colors! New styling! Sizes 34-40! Big savings!

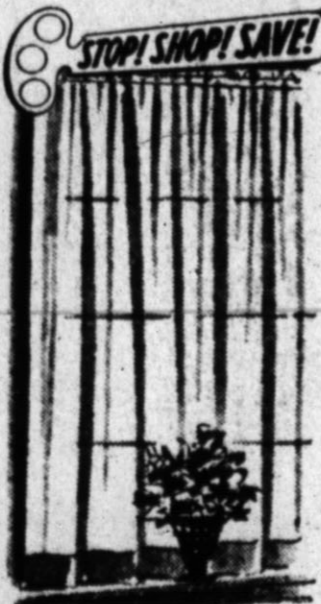
81 x 99 **Nation Wide Sheets** Type 132 -- \$1.79

Plastic Drapes Printed \$1.49 Sizes 54 x 90 1-set

CHAIR SETS Plastic Ass't. Colors \$1.00 1-set

PLASTIC WINDOW or Shower Curtain \$1.98 ea.

75 PAIR LADIES HOSE 51 Gauge 8-1-2 to 10 **50c**



WASHABLE TAILORED PANELS

\$1.00

41" wide

Imagine! Just for sheer washable rayon marquisette! Arrow-straight hem! Thrifty buy! Fits standard window. Pairs, 82" wide.

Ladies Rayon **KNIT SLIPS** Special \$1.00

CHENILLE OR CREPE -- **HOUSE COATS** each 2.88

150 LADIES HOUSE And Sun **DRESSES** 80 sq. print \$2.00

Extra Special Ladies Rayon **PANTS** -pink, white, blue 4 pr. \$1.00



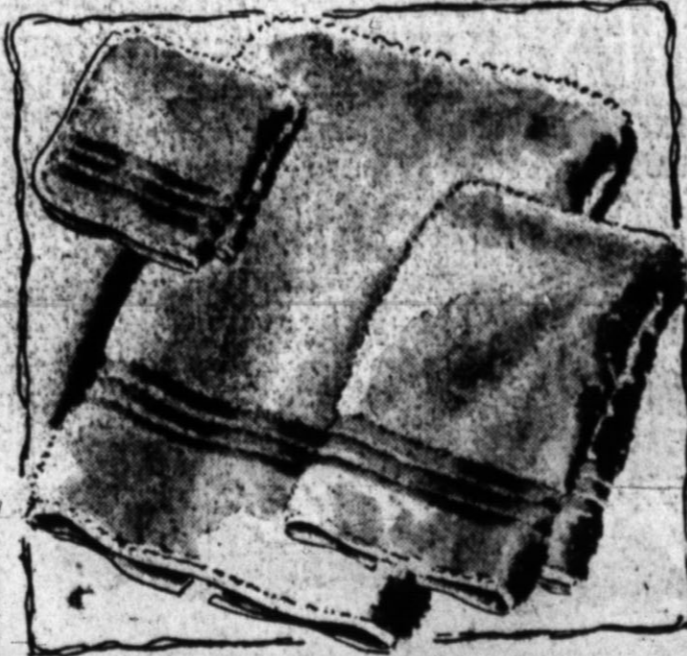
ORGANDY PRISCILLAS

\$2.98

Glamour ruffles 8" deep, feathery-fine plicated hem, pastel tints... that's what your money buys during Penney's Anniversary! Permanent finish. 80" to the pair.

ONE LARGE TABLE **REMNANTS** Large Savings

PRINTED OR PLAIN Rayon Or Cotton 4 yds. \$1.00



MATCHED TOWEL SETS

New Decorator Colors Get Yours Now They'll Go Fast! Sizes 20 x 40 **FOR 1.00** 16 x 26 Face Towel 3 for \$1.00 12x12 Wash Cloths Two for 25c

Thick, thirsty loops... close, even underweave... wide tape selvages! See the colors... clear, bright, full of life. Here's everything you want in a towel, and Penney's prices are really rock-bottom! Stock up today... and save.

LADIES RAYON KNIT **HALF SLIPS**

Lace Trim **98c**

NOVELTY WEAVERD **CHEN SPREADS**

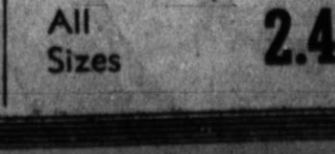
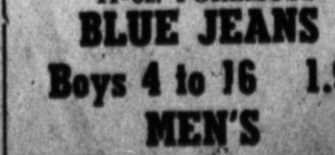
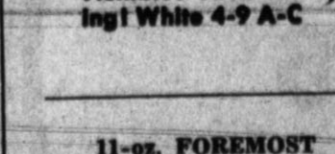
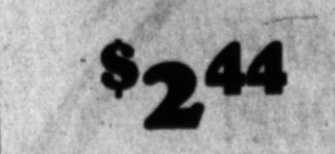
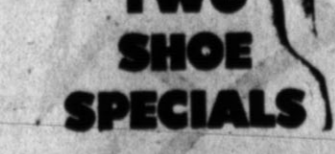
Fringe Edge **3.77**

PRINTED COTTON **Sheere Batiste** 3 yards \$1.00

80 SQUARE FAST COLOR **RONDO PRINTS** 39c yd.

WHAT A BUY FOR THIRTY LADIES 10 ONLY—FULL LENGTH **SPRING COATS** **\$15**

MENS KHAKI TWILL **KHAKI SUITS** Shirts . . . 2.00 Pants . . . 2.00



TWO SHOE SPECIALS

\$2.44

Smart strapped flats! Wedge heeled sandals! Comfortable! Flexible! Good looking! White 4-9 A-C

11-oz. FOREMOST **BLUE JEANS** Boys 4 to 16 1.98 MEN'S All Sizes **2.49**

Men's White **T-SHIRTS** Sizes 34, 36,

50c



PINCH FRONT STYLE COOL SOLAR STRAW

FINE WOVEN IMPORTED... **\$1.98** TAN HOPOKA STRAW

MEN'S SHIRTS BROKEN SIZES SPORT & DRESS STYLES Values to \$1.50 2.50

WORK SOCKS MEN'S LONG STYLES WHITE AND GREY Broken Sizes **15c**

MEN'S SUMMER **DRESS SLAX** 40% WOOL-60% RAYON **\$5.00**

BOY'S JACKETS BLANKET LINING 16 Only \$1.00 Blue Ducking 1.00

BOYS BOXER KNIT BRIEFS SIZES 8 TO 18 3 for \$1.00

25 MEN'S & BOY'S **SWEATERS** REDUCED TO 1.00 and 2.00



PLAN FLOWER SHOW—Committee members make plans for the Annual Spring Flower Show to be sponsored by the Deaf Smith County Council of Garden Clubs on May 11 in the Hotel Jim Hill. Clubs making up the council include the Hereford Garden Club, Garden Beautiful Club, Bud-To-Blossom Club and the garden department of the Summerfield Study Club. Reading left to right they are: Mesdames Lyle Blanton, W. H. Patton, R. A. Daniel, Jr., Colby Conkright, Tom Carter, Carr oll Whiteside, M. T. Rutter, Forrest Minton, L. H. Lookingbill. Seated: Mesdames O. M. Dickey, Jim Black and John Kelly.

'The Iris Rainbow' Is Theme For Garden Clubs Flower Show

"The Iris Rainbow" has been chosen as the theme for the spring flower show of the Deaf Smith County Council of Garden Clubs to be held May 11 from 2:30 to 9 p. m. in Hotel Jim Hill. Entries will be open to the public but members of the four garden clubs in the council are required to make entries in each division. Mrs. O. G. Hill, president of the council, said Saturday. Mrs. Jim Black is show chairman.

Specimens have been distributed to members in colorful souvenir booklets. Horticulture section entries will be arranged according to color and will include Dutch Iris, Specimen stalk, Bearded Iris—medium to tall, Specimen stalk, and named. Classes will include Bronze Reds, Orchid Pinks, Copper Pink Blends, Tangerine Bearded Pinks, Russet Blends, Tans and Yellow Blends, Lemon Yellow, Light to Medium Yellow, Orange and any good unnamed

specimen. In the Horticulture Division the specimen must have been grown by the exhibitor. The arrangements section will have nine classes, each designated as a part of "The Rainbow." Classification headings include: "The Misty Morn" an arrangement in which water forms a part of the composition, featuring pastel colors; "Dark Storm Clouds" (before the rainbow appears); "The Pot of Gold" (at the foot of the rainbow); arrangement by Blue Ribbon Winners; "Over The Rainbow"; Arrangement for

Church Sanctuary; Arrangement for Bride's Table; and Golden Wedding Anniversary Table. In the artistic division exhibitors may use flowers grown by some one else, but not commercial flowers. All entries must have a score card attached. The schedule booklet contains complete rules and information as to judging and other making entries, besides members, should contact Mrs. Jim Black or Mrs. Lyle Blanton for instructions.

Medicine On The March Is Pioneer Study Club Topic

"Medicine On The March" was the theme of study for the Pioneer Club program when a meeting of the club was held in the home of Mrs. Noah Ewton. Mrs. B. E. Roberson was assistant hostess.

Plans were made for the final luncheon program which will be held in the home of the president, Mrs. Mary Seliger, on May 9 at 1 o'clock.

Mrs. Al Werner gave the first portion of the program dealing with "Psychiatry." She used Carl and Wm. Menninger's book as background for her discussion and quoted them "Treat the mind as well as you treat the body." She told something of methods now used in the treatment and cure of mental diseases and said that America now has only one registered psychiatrist to every 300 persons. She quoted authorities who advise periodic medical examination for everybody, and the cultivation of sound habits, proper eating hab-

its and a regular program of exercise. Mrs. H. A. Close's subject was "Health in Old Age." She described the worst of all diseases in old people as neglect. Statistics have proved that many old age diseases are due to neglect when younger and that in that instance nothing can be done about it, she said. She told of the average life span of both men and women describing the body changes from growth through maturity and decline. In conclusion she quoted doctor's warnings against obesity and gave their recommendations concerning diet.

MRS. HOMER BRUMLEY

Prime Rib Roast, Fresh Garden Greens On Sunday

Beef is the meat for spring, or for summer or for fall. It's seasonable the year round but it harmonizes well with new potatoes and fresh garden greens, so plentiful at this time.

For satisfactory value, a prime rib roast is a favorite all over the country. Mrs. Homer Brumley has been able to develop a culinary masterpiece with prime rib roast using a "slow and easy" process. It's the long slow cooking that does it, she says. She likes to put a 4 or 5 pound roast in the oven when she leaves for Sunday School on Sunday morning and when she gets home from church, it's ready to serve. (A smaller roast dries out in cooking). Here is the way she prepares the roast:

Prime Rib Roast
Select a well marbled roast and melt off some of the fat. Rub the roast with flour and brown in melted fat in a cast aluminum roaster. Place in pre-heated oven at 275° F and allow to bake 3 1/2 or 4 hours. A roast supplies its own moisture for the tenderizing process so no moisture is added but the tight-fitting lid which is kept on all during the cooking process causes enough steam for added moisture.

Just before putting in the oven, place a peeled, whole onion on top of the roast, and when

the roast is done add salt and pepper to taste. (Salt added before the roast is cooked toughens the meat).

A favorite meal of the Brumley's is savory prime rib roast with a "bouquet" of new potato balls (or mashed potato balls), string beans and cubed carrots, and a congealed salad. When she is at home, she places the vegetables on the roast the last hour of cooking and serves the whole thing on one platter.

Last, but not least, comes ice cream and fudge cake.



SUNNY—Wearing a sunny smile, this beautiful blonde enjoys sunny weather in her new knee-length shorts and a gay cotton T-shirt.

Young Mothers Elect Officers

New leaders were elected at the meeting of the Young Mothers Club held in the home of Mrs. Norman Gray Monday night.

Mrs. Paul Harvey was chosen president and those elected to serve with her were Mrs. Charles Hill, vice - president; Mrs. John Schneider, recording secretary; Mrs. Joe Reinauer, corresponding secretary; Mrs. Earl Stagner, treasurer; Mrs. Don Martin, historian; Mrs. Norman Gray, historian and Mrs. Delbert Bainum, reporter.

Officers will be installed at the luncheon meeting held in Hotel Jim Hill on May 8, and the last program of the year will be in the form of a Mother's Day Tea on May 14.

The program for the Tuesday meeting was in the hands of Carl Johnson, head of public school music in the Hereford schools, who gave hints for the child's practice periods and entertained with three piano selections.

Members attending were Mesdames Delbert Bainum, Chas. Hill, Lee Kent, Cecil Malone, Don Martin, Joe Reinauer, Earl Stagner, John Winkler, John Schneider, Chas. Dye and the hostess.

SPRING FLAID—Bright new fashions are blossoming with the arrival of spring. Here's an outstanding harlequin plaid dress in green and lilac gingham.

The Sunday Brand SOCIETY

Sunday April 30, 1950

SECTION TWO

Esther Johnson Concert Music Study Clubs Plan

Mrs. Mary Carter was leader of the lesson for the Music Study Club program held Monday afternoon in Ward Hall of the Methodist Church. Subject discussed was "Technique and Sight Reading."

A musical program was presented including: "Villa" (Lehar) sang by Mrs. H. K. Fox, accompanied by Mrs. C. H. Dyer; "March of the Toys" (Herbert) piano, by Mrs. A. J. Schroeter; "Luxembourg Gardens" (Manning) a vocal duet, Mrs. J. D. Neill and Mrs. H. A. Close with piano accompaniment by Mrs. Bill Stanford; "Memories" from The Merry Widow Waltz presented by a chorus made up of Miss Frances Dameron and Mesdames B. F. Cain, J. E. Beyer, J. B. Jones, T. W. Roberson, W. E. Dameron, A. C. Thompson, and A. O. Thompson with Mrs. C. H. Dyer accompanying at the piano.

Other selections presented were "The World is Waiting For the Sunrise," violin, played by Mrs. A. C. Thompson with Mrs. Bill Stanford, accompanist; "June Is In My Heart" (Vaughn) sung by Mrs. B. F. Cain with Mrs. C. H. Dyer accompanying; "Autumn Mood," a piano solo, played by Mrs. H. A. Close; a vocal trio; "In Heavenly Love Abiding" (Pike) sung by Mesdames B. F.

Cain, Earl Phillips and W. E. Dameron with Mrs. Ellis Coombes as accompanist. "There is My Home" (Hahn) sung by Mrs. H. K. Fox with Mrs. C. H. Dyer at the piano.

A short business session was held with Mrs. W. T. Carmichael presiding. Plans were discussed for sponsoring Esther Johnson, Amarillo pianist, in a concert which will be given in the high school auditorium on Monday, May 8.

Miss Johnson will be guest of honor at the club's closing luncheon which will be held in the home of Mrs. J. R. Allison at 1 o'clock on May 8 and will present her concert at 3 in the afternoon when the public is invited.

Members of the club present were Mesdames C. C. Acker, J. E. Beyer, B. F. Cain, W. T. Carmichael, H. A. Close, Ellis Coombes, W. E. Dameron, C. H. Dyer, Cliff Estes, C. C. Ferguson, H. K. Fox, J. B. Jones, Bob Lawrence, J. D. Neill, Earl Phillips, T. W. Roberson, A. J. Schroeter, Glenn Snyder, W. J. Stanford, A. C. Thompson, A. O. Thompson, Bill Brady, Bill Stanford, Mary Carter, H. L. Broadwell and Misses Mattie Mae Swisher and Frances Dameron.

Conclude Year's Program At Lone Star Study Club

The concluding program in the course of study "Occupation Housewife" pursued by the Lone Star Study Club during 1949-50 club season, was held in the home of Mrs. Jack Grady Tuesday afternoon. Mrs. G. W. Newsom was assistant hostess.

Roll call featured the question "Would I Again Choose—Occupation Housewife?" and Mrs. V. E. Dodson opened the program with a discussion of "The Housewife as a Philanthropist."—The housewife is one of the greatest

philanthropists. She loves mankind and has a real desire and readiness to do good to all men. She literally gives herself to her family and her community," she said.

Mrs. Berry Jacobsen spoke on "The Plus Element of Occupation Housewife." She said in part: "In homemaking there is a degree of independence and freedom from supervision found in relatively few vocations. The homemaker is her own boss, does her own planning and budgets her time largely as she sees fit. There is opportunity for social contacts as well as moments for quiet reflection and introspection and the housewife has opportunity for long-time satisfaction in doing well the things she undertakes. Her work is at once, both constructive and creative."

During the business session plans were made for the annual closing luncheon which will be held with Mrs. Lawrence Womble on May 9.

Members attending the meeting were Mesdames: R. G. Blue, V. E. Dodson, W. S. Flutt, Jack Grady, H. E. Hensie, E. W. Hobson, Berry Jacobsen, John Jacobsen, Jr., C. D. Kelson, Joe Kendall, Robert Lingenfelter, Vivian Major, Lawrence Womble, Guy Newsom, Coy Phillips, Earl Phillips, Robert Thompson, Ed Warren, C. O. Wilkins, and Jim Higgins.

Dawn Musettes Elect Officers

New officers were elected when a meeting of the Dawn Musettes was held Monday afternoon at the Dawn School.

Pat Walton was chosen president. Assisting her will be Dona Airhart, vice-president; Wanda Sue Wimberley, secretary and reporter; Eddie Reinauer, yearbook chairman; and James Airhart, parliamentarian.

The program included a piano duet, "Ten Little Indians" played by Janet and Janice Kerschen; "The Grasshopper" and "Lullaby" played by Linda Carothers; "Rustle of Spring" played by Pat Walton, and group singing led by Dona Airhart.

Members present were: Gail Miller, Janet and Janice Kerschen, Linda Carothers, Lucy Beth Miller, Peggy Lou Avender, Walteen Beavers, Phyllis Ann Wimberley, James Airhart, Wanda Sue Wimberley, Dona Airhart, Pat Walton, Johnny Carothers, Mesdames E. C. Reinauer, Ray Kerschen, Johnnie Carothers and Carl Wimberley.

Beta Eta Discuss

Decorating Own Home

Beta Eta Chapter, Epsilon Sigma Alpha met in the club rooms Monday night with Guletta Gunstenson as hostess. Marie Denton served as cohostess.

The topic for discussion was "Being Your Own Home Decorator" with all members taking part in the program, led by Marie Denton.

During the business meeting, the president, Frances Young, appointed a nominating committee consisting of Mettie Lee Roots, chairman, Pauline Howard, Wanda Ward, Betty K. Owen, Ellen Carter and Frances Young.

It was announced that Betty K. Owen will represent the local chapter at the state convention to be held in San Antonio on May 5, 6 and 7. She is the retiring state treasurer.

Those present were: Ellen Carter, Frances Young, Adeline Koelzer, Virginia Cutsinger, Mettie Lee Roots and Ruth Pickens.

It was announced that Betty K. Owen will represent the local chapter at the state convention to be held in San Antonio on May 5, 6 and 7. She is the retiring state treasurer.

Those present were: Ellen Carter, Frances Young, Adeline Koelzer, Virginia Cutsinger, Mettie Lee Roots and Ruth Pickens.

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Calliopian Club Has Meeting In Carl Perrin Home

Calliopian Club members journeyed to the country home of Mrs. Carl Perrin for the regular meeting Thursday evening. During the business meeting a resolution was adopted and will be sent to Congress, on the Hoover Commission. Announcement of Music Week entertainments was made and Mrs. Clyde Cave read an article on cancer control.

Mrs. Pete Cowart was in charge of the program and chose "The Life of John R. McIntosh" as her subject. Mrs. Cowart met the writer on the Pat Barnes Radio Program recently in New York City and became interested in his career which was begun after he was seventy years old. She described the 88-year-old writer as hale and hearty and discussed his book of prose and poems published in 1945. Mr. McIntosh sent her the book and had her favorite verse, "Peace be Still," set to music. Mrs. B. F. Cain sang the song accompanied by Mrs. C. H. Dyer.

Guests of the club were Mesdames J. V. Perrin, and Mrs. C. H. Dyer. Mrs. Cain, a member of the club, has been absent on leave the past year.

Members attending the meeting were Mesdames J. T. Carroll, Clyde Cave, Pete Cowart, Alton Fraser, J. T. Gilbreath, Jr., J. E. Kirby, D. C. McWhorter, Misses Genevieve Eberle, Neil Spradley and the hostess.

Mrs. Jim Bookout Is New President

Mrs. Jim Bookout will head the El Nino Study Club for the 1950-51 club season. Officers were elected at the meeting held in the home of Mrs. Elizabeth Bonnesio Monday night.

Other officers include: Mrs. Bruce Woodell, vice - president; Mrs. Sam Nelson, recording secretary; Mrs. Ivan Block, corresponding secretary; Mrs. Bill Blood, treasurer; Mrs. W. J. Reeves, parliamentarian and Mrs. Darrell Blanton, reporter.

During the business session plans were discussed concerning the formal installation rites which will be conducted at a joint banquet meeting with the Child Study Club at Hotel Jim Hill on May 15.

Roll call was answered by answering the question: "Has Your Child a Garden of His Own?" Mrs. Ben Childers gave the program for the evening on the subject, "Junior Gardening," stressing the point that every child needs a spot all his own where he can work and cultivate flowers. She also suggested that a Junior Garden Club could be organized in Hereford as an educational and recreational project for children.

Members attending the meeting were Mesdames Ivan Block, Jim Bookout, Ben Childers, T. J. Clay, Paul Conaway, John Jacobson, Jr., John Kelly, Sam Nunnally, Worth Ware and the hostess.

LaPlata Club Music Festival To Be In 5 Homes 1 Church

2-24—LAPLATA CLUB — Pt 2 — The LaPlata Club will have its Music Festival in observance of National Music Week in five homes Tuesday evening, May 2, beginning at 8 o'clock.

Following the plan inaugurated last year, the entertainers will perform, simultaneously and members of the club will arrange conveyance for guests from each home and to the Methodist Church where the traveling program will be concluded.

Invitations will be extended by members of the club and hostesses to attend programs in the homes but the program in the church will be open to everyone and music lovers are urged to attend. There will be no admission charges and no offerings will be taken.

Members and their guests will be entertained at the Henry Benson home with Mrs. Walk Boston as hostess for the club, the Bob Lewis home with Mrs. S. S. Dodson as club hostess, at the home

of Mr. and Mrs. W. J. Stanford where Mrs. Palmer Norton will be club hostess, at the home of Mr. and Mrs. J. R. Allison with Mrs. Willis Edelman serving as club hostess and at the home of Mrs. Emil Dettman where she will be hostess for the club, then at the Methodist Church where Mrs. Harry Cayley and Mrs. W. J. Wilson will serve as hostesses.

Mrs. J. C. McCrae will begin a piano prelude at 7:45 at the church while guests are assembling and will also play during the slight intermission between programs, providing a continuous program there.

Among those who will appear on the programs are: Mrs. Pete Cowart, readings; Terry McRight, music on the steel guitar; J. Roy Crutchfield, accordion; Adeline Koelzer, vocal and the Hereford High School Trio, consisting of Audrey Hood, Alma Faye Knox and Colline Brown. Humorous readings will be given by Emmarie Turner.

Albracht-Hill Wedding In Striking Church Rites

Miss Rosella Albracht, daughter of Mr. and Mrs. John Albracht of this city, became the bride of Lt. Harry Hill recently in St. Peter's Catholic Church in Brookline, New Mexico. Rev. Father Ambrose officiated at the ceremony.

Johnny Albracht, brother of the bride, and Thomas Albracht, her nephew.

Mrs. John Albracht, mother of the bride, wore a two-piece black dress with black accessories and a corsage of salmon-colored gladioli.

Easter lilies, white stock and snap dragons were combined with fern for the altar decorations and organ music provided background for the ceremony.

The bride's attendants were her sisters, Bernadette Albracht and Mrs. James McGuire of Roswell. Miss Albracht wore yellow organdy over taffeta made with round neckline and cap sleeves. The full skirt was attached to a scalloped basque and she wore a half-hat of yellow organdy and white plique mitts. Her flowers were orchid tulips tied with yellow satin ribbon.

Mrs. McGuire's dress was of orchid organdy over taffeta made identical to the bride-maid's. Her flowers were yellow tulips tied with orchid satin ribbon.

The bride who was escorted to the altar by her father, wore an ivory satin wedding gown fashioned with fitted bodice, sweetheart neckline and long full sleeves tapering to petal points at the hands. The waist was buttoned down the back with tiny self covered buttons and the long full skirt fell into a chapel train in the back. Her finger-tip double nylon veil was attached to a bonnet-trim of satin and she carried an arm bouquet of bride's roses tied with white satin ribbon. Her only ornament was seven-strand pearl necklace, the gift of the bridegroom.

James A. McGuire was best man and Capt. Kenneth Cannon was groomsmen. Ushers were

College. She was employed here graduate of Amarillo Junior as a nurse in Deaf Smith County Hospital for a short time and has been employed as office nurse for a Roswell, N. M. physician for the past year. She will continue her work there.

Lieut. Hill is a graduate of Tyler High School and has been in the U. S. Army ten years, having served in the European theater of war. He is now stationed in Roswell.

Those from Hereford attending the wedding were: Mr. and Mrs. John Albracht and son Johnny, Mr. and Mrs. C. J. Albracht, Thomas and Juanita, Mr. and Mrs. W. J. Albracht and Gail, Mr. and Mrs. E. A. Albracht and family, Henry Hoffman, Mr. and Mrs. Harold Kriegshauser and family, Mr. and Mrs. Jerry Albracht and Mr. and Mrs. Gerald Banner and sons.

Camp Fire Council Has Banquet Monday

The annual Camp Fire Council Banquet will be held at Hotel Jim Hill Monday evening, May 1 at 8 o'clock.

Dr. A. J. Hill, president emeritus of West Texas State College, and noted lecturer and columnist on the Amarillo Times, will deliver the principle address. Dr. Hill will speak on "The United Nations."

Mayor W. E. Dameron will be master of ceremonies and the guest speaker will be introduced by Mrs. Elmer Patterson. Earl Phillips, president of the council, will introduce special guests.

MRS. HARRY HILL



**LAST WEEK'S
ACTIVITIES**

Eleven Wetomachick Camp Fire Girls met Monday in the Camp Fire Hut and made plans for a Hobby Party. Work on trays and lunch cloths took up most of the meeting. Preliminaries were completed.

Gayle Potter and Eddie LaNell Marson were designated to organize refreshments for the next meeting. Norma Jean McMilland and Marlene Leg brought drinks and donuts for the Monday meet.

The Ta-Wan-Ka Camp Fire Girls held their regular meeting Thursday at the Hut. Practice was held for the Play, "Ladies Must Talk." Girls having parts in the play are Gracey Bell Brunson as Betty, Patsy Jackson as Miss Deedee Dorothy Hunt as Miss Marie, Barbara Sue Rodgers as Gerlie, Virginia Brock as Ruth, and Helen Wester as Annie.

Fourty Camp Fire Girls and Blue Bird Girls enjoyed the picture, "Yours is the Land" shown at the Camp Fire Hut Friday night by Mr. J. C. McCracken. This picture was filmed by Encyclopedia Britannica and shows the land as forming in the Ice Age down to modern time. The Land as our Heritage and how we should conserve its wealth was the main theme of the picture. This picture was sponsored by the Local Camp Fire Council in connection with The National Camp Fire project, "Discovery Unlimited."

The Ta-Wan-Ka Camp Fire Girls held a sleep out at the Earl Plank home east of town Friday night. They roasted marshmallows over a camp fire and enjoyed a mid-night snack. Those attending were Sue Barnard, Marcella Beazer, Virginia Brock, Martha Jean Brown, Faye Ann Kershen, Bonnie Lewis, Sylvia McCracken, Georgia Lewis, Earleen Plank, Rita Vinton, Evelyn Wilf, Gwendolyn Jesko, Dorothy Hunt, Patsy Jackson, Barbara Sue Rodgers, Cieta Betzen, Kay Ruth Barnard, Helen Wester and Kay Jowell.

Work was completed this week on the cabinets in the kitchen at the Camp Fire Hut. Part of the building received a coat of white dash. The building committee is hoping to get the balance of the outside done in the near future.

Frio HD Club Meet In Henry Andrews Home

"Fitting patterns to the individual form" was the subject for demonstration and discussion at the meeting of the Frio Home Demonstration Club at the home of Mrs. Henry Andrews Wednesday.

Mrs. Owen Andrews, clothing demonstrator, illustrated various methods of altering patterns for enlarging or narrowing them at the certain points. Actual measurements should always be compared with body measurements shown on the pattern chart, it was emphasized.

Mrs. Henry Andrews won the "penny gift." The council report was given by the delegate, Mrs. W. A. Springer, and the fashion show for club women on May 6 at the Hereford High School was discussed.

Those present included Mesdames W. A. Springer, E. H. Little, Frank Robbins, T. L. Sparkman, H. F. Benson, Owen Andrews, Miss Alma Andrews and the hostess.

Next meeting will be May 11 at will feature a demonstration on the home of Mrs. E. N. Little and the making of corsets.

WCS Has Joint Meeting Starts New Study Book

The Woman's Society of Christian Service of the Methodist Church met Wednesday afternoon at the church with both circles in a joint meeting. Mrs. A. B. Christian, general president, presided when members decided to extend an invitation to the Dimmitt WCS to attend the next Fellowship Luncheon which will be held May 3.

The first lesson on the new study book, "Christian Missions" was conducted by Mrs. Homer Brumley.

18-FAIRVIEW-INS Fairview Club Meets At Community House

The members of Fairview Home Demonstration Club held an all day meeting Tuesday, April 25, 1950 at Daniel Community House. Both the morning and afternoon demonstrations were concerned with Work Simplification. At the morning meeting, each member presented a job she had simplified by showing the old and new methods. The afternoon demonstration was ironing a shirt. Besides the program given by the Work Simplification demonstrator, Mrs. Mack Higgins showed how to iron a shirt on an automatic ironer.

During the business session, members approved the club budget and heard the council report. They also discussed the Dress Revue to be held in May and the club guest day. For recreation the group sang "Song of Peace."

Those present were Mesdames Joe Gill, Byron Campbell, La Noy Tooley, Jack Higgins, E. W. Womble, Sr., E. W. Womble, Jr.

Mrs. Diller And Dziuk Are Guild Hostesses

St. Anthony's Guild met in the School basement Tuesday morning.

Mrs. C. M. Diller and Mrs. Edd Dziuk were hostesses.

Mrs. V. O. Hennen presided over the meeting and Mrs. Edd Loerwald gave a report of the DCCW meeting held in White Deer.

A report from the Knights of Columbus breakfast was given by Mrs. Joe Peters.

Refreshments were served Mesdames John Henderson, Marvin Diller, Arnold Huseman, Jenn Loerwald, Mike Koelzer, Edd Loerwald, Agnes Cardinal, Ben Janacek, Andy Kershen, Frank Brinkman, Louie Huckert, Joe Huckert, A. Dunt, A. A. Brinkman, Conrad Urbanczyk, Joe Peters, V. O. Hennen, Louie Dupnik, George Hund and the hostess.

Second Birthday Party

Joellen Hamilton was complimented on her second birthday recently when her mother Mrs. Joe Hamilton, entertained in her honor with a play-party given at their home. Picture books were given as favors and indoor games.

Birthday refreshments were served to Charlotte Hamilton, entertained at the S-n and D. R. Q. Tommy Kay and Mike Robinson, Curtis and Craig Crowell, Geraldine Walker, Stanley Solomon,

Margaret, Cecelia and James Burris and the honoree. Mothers present were Mesdames; Liburn Hamilton, Tom Robinson, Chas. Crowell, Garland Solomon, Herschel Burris and Joellen's grandmother, Mrs. Phillip Miller.

Mrs. Kenneth Rudd Is Hostess To HD Club

Mrs. Kenneth Rudd was hostess for the Westway Home Demonstration Club Wednesday afternoon. Roll call was answered

with "What I Do to Save Steps." Mrs. Clarence Saulcy gave a talk on Who, Why, Where and How to simplify house work. The next meeting will be held Tuesday at the school house when members will re-decorate the cafeteria.

Members present were Mesdames; Elmer Combs, B. B. Norcutt, R. L. Wilson, Bess Werner, Carl Schroder, Joe Wagner, Harold Russ, Paul Rudd, G. C. Merritt, Clarence Saulcy, Mayo Phipps, George Turrentine, Leo Ohlig and the hostess.

BACK BURK FOR CONGRESS

half price sale!



TUSSY CREAM DEODORANT

big \$1 jar 50¢

Save on this de-lightful-to-use deodorant! It banishes perspiration odor, checks perspiration moisture, gives longer lasting protection. Fragrant Tussy Deodorant is gentle to skin and clothing. Stays creamy smooth till the last bit is gone!

HAILE DRUG HEREFORD



Earl Prather

Salesman, Chevrolet-Oldsmobile

Earl Invites You To Let Him

Talk With You About A Good Deal

KINSEY MOTOR CO.

Phone 740

Res. Phone. 973-W



Buford Crosthwait

Salesman, Chevrolet-Oldsmobile

Buford Invites You To Let Him

Talk With You About A Good Deal

KINSEY MOTOR CO.

Phone 740

Res. Phone 973-W

**POPULAR STORE
Tomorrow, DOLLAR DAY IS THE
LAST DAY of our 29th ANNIVERSARY
SALE! Smashing Savings on Final Day!**

DRESSES

Greatly Reduced For This Final Day

Reg.	New
39.75	25.00
29.95	19.00
19.95	12.00
14.75	9.00
10.75	7.00
8.98	5.00

CHILDREN'S NEW SPRING DRESSES

Sheers, Cotton, Organdis

Reg.	New
7.95	5.00
5.98	3.75
4.98	2.99
3.98	2.50
2.98	1.99
1.98	1.00

10 LADIES Bathing Suits

Sizes 32-38 All Nationally Advertised Reg. 17.95 Value

Dollar Day ONLY \$8

One Large Group RAYON PANTIES

For This Event Only Sizes 4, 5, 6, 7, 8. Values to 1.49 **59¢**

Many More Values Throuth The Store

HEREFORD RIDERS RODEO MAY 6-7-8.

7 LADIES 100% WOOL SUITS

Dollar Day Only \$20 Values to 60.00

OUR COMPLETE STOCK OF LADIES Lingerie

20 Percent Off

Kayser Pandora Sans Souci Artemis Blue Swan Girdles Bras Panties Gowns Nylons, Crepe Jerseys

LADIES' NYLON HOSIERY

Artcraft 1st Quality 51 Gauge 15 Denier Regularly \$1.59

FINAL DAY OF SALE OUR ENTIRE STOCK MENS

SUITS AND SLACKS 20% REDUCED ALL %

100 in Prizes

NO PURCHASE NECESSARY JUST REGISTER AT OUR STORE. MUST BE 16 OR OLDER TO QUALIFY

DRAWING TO BE HELD 2:00 P. M. MONDAY

MEN'S WHITE **Kerchiefs 12 FOR 1**

MEN'S DRESS **SHIRTS 1 79** Stripes Solids & WHITES Values to 4.98

BOYS BLUE **JEANS 1 59** Gene Autry & DICKIE 1.98 Values

Boy's Western **SHIRTS 1 79** Poplins Gabardines Tu-Tones & Solids Sizes 2 to 12

Children's **Sandles 1** Sizes 12 1/2 to 2 Red, Green, Tan



FREE during Spring Showing!

KITCHEN SCOOP

of bright "Ice-Blue" plastic

Come to our Frigidaire Spring Showing and get one of these handy kitchen scoops. But hurry!—while our supply of these beautiful, useful articles lasts!

Good Housekeeping Shop

144 N. MAIN

PHONE 1109

The Value Event of the Month! Savings in Every Department for the Whole Family!

DOLLAR DAY



Be in
Hereford
MONDAY
for these
DOLLAR DAY
Values

NOW AT **C.R. ANTHONY STORE**

CANNON
TOWELS \$ **1**
Slightly irregulars of 79c and 98c Cannon towels. Size 20 x 40, large assortment of bright colors. Special at
2 FOR

RAYON KNIT
PETTICOATS \$ **1**
Flounce bottom styles with delicate lace trim. Sizes medium, large and extra large. Choice of white or pink, Dollar Day
2 FOR

LARGE GROUP COTTON
Piece Goods \$ **1**
One large group summer cottons in seersucker, sheers, prints, chambrays, dots, solids and stripes. Sew and Save! Dollar Day
2 YDS...

RAYON CREPE
Ladies Slips \$ **1**
Yes! Ladies Rayon Crepe Slips! Ideal for summer when you need so many for hot weather wear. Sizes 32 to 44, White and Tealrose
ONLY....

EXTRA SPECIAL — LADIES
Rayon Panties \$ **1**
Pink and White colors only in medium and large sizes. This is a very special group of quality panties for Dollar Day only
6 PAIR....

Wash Cloths \$ **1**
Medium weight wash cloths in nice sizes. All first quality, this is the best buy of the year. Shop and Save at Anthony's Dollar Day
14 FOR

SIZE 45 X 81
Lace Panels \$ **1**
Just the right size at the right time for spring housecleaning! These come in cream color only, shop early Dollar Day
ONLY....



DRESSES

The biggest Value in Many a Day! Early spring styles in crepes, gabardines, failles and others. Some long sleeve styles! Rayon butcher weaves, printed crepes too! Don't be late, come early to Anthony's Dollar Day!



OUT THEY GO!

Sizes 9 to 50 **\$4** Sizes 9 to 50

RAYON JERSEY BLOUSES
Green, brown, blue, grey and yellow colors. Sizes S-M-L. **98c**

BED SPREADS
Double bed size in solid colors only. Fringed edge styles. **\$2.99**

COTTON SHAG RUGS
Non-skid safety back in bright, solid colors only. Hurry! **79c**

LADIES CASUAL SANDALS
This is a lot of sandal for so little money! Choose from Whites, wheat, Red and Green colors. Your size. **\$2.98**

STYLE SPUN NYLON HOSE
All new spring and summer colors. First quality in sizes 8 1/2 to 11. **98c**

PRINT HOUSE DRESSES
Just received a new shipment of new styles and patterns. Sizes 12 to 48, 14 1/2 to 24 1/2. **\$2.79**

BATH MATS
Deep tone color rug with matching commode seat cover. Special for Dollar Day. **\$1.00**

80 SQUARE PRINTS
Light color backgrounds with floral and plaid designs. Sew and Save! **\$1.00**
3 YARDS

Attend Hereford Riders Rodeo, -- May 5th - 6th - 7th

Women's Frontier Jeans \$ **2.49**
Made of good weight denim with western style pockets. Pearl snap buttons.

Ladies Western Slack Suits \$ **12.75**
Some with attractive horse head designs on pockets of shirts. Suit includes shirt and slacks. All Sizes.
2 Pc. Suit

Boy's Buckhide Jeans \$ **1.79**
8-ounce dark blue, white-back coarse yarn denim. Zipper fly front. Sizes 6 to 16.

Hasley Fur Felt Hats \$ **10.00**
Beaver blend pure fur felt in new belly shade western style. Oil and sweat proof. Solid inner band and perfolin lining.

Men's Western Shirts \$ **6.90**
By Miller! Seersucker, and chambray cord. Many colors to choose from in sizes 14 to 17.

Men's Buckhide Jeans \$ **2.79**
Good, heavy 11-oz. denim. Tight leg styles, perfect fitting. Sizes 28 to 46.

Men's Blue Denim Shirts \$ **2.69**
Durable blue denim with attractive snap pearl buttons on cuffs and pockets. Sizes 14 to 17.

Men's Denim Shirts \$ **3.98**
Grey and green western styles. Snap cuff, front and pockets. Sizes 14 to 17. Real Value!

Men's Genuine Levis \$ **3.45**
The regular Levi Strauss pants. Enough said. Sizes 28 to 46. Special Dollar Day

MEN'S LONG SLEEVE Sport Shirts \$ **5**
Solid color gaberdine in sizes S-M-L. Factory close out of regular 3.98 and 4.98 Sport Shirts! Large assortment colors.
2 FOR

MISSES & CHILDREN'S ANKLETS \$ **1**
Large assortment. Sizes 5 to 10 1/2. Hurry!
6 PAIR

MEN'S COTTON Work Socks \$ **1**
Grey or white, short or long. Sizes 10 to 12. Irregulars.
6 PAIR

BOY'S SHORT SLEEVE Polo Shirts \$ **1**
Striped styles in sizes 4 to 12. Save Dollar Day.
2 FOR

MEN'S WHITE TEE-SHIRTS \$ **1**
Slight irregulars of regular 79c and 98c t-shirts.
2 FOR

LARGE ASSORTMENT Sport Shirts \$ **3**
Here is an assortment of a close out men's knit sport shirts, reg. 1.98 and 2.49; and men's long sleeve sports shirts. Ideal for work or casual wear. S-M-L.
2 FOR..

MEN'S WHITE COTTON Handkerchiefs \$ **1**
Nice, large size white handkerchiefs. You'll want several dollars worth of these at this special Dollar Day Price.
14 FOR..

MEN'S Dress Socks \$ **1**
Rayon and cotton dress socks. Short styles. Close out of 49c and irregulars of 55c and 75c values. While they last
4 PAIR..

BOY'S SHORT SLEEVE Sport Shirts \$ **1**
Solids and print. A special Purchase for Dollar Day. Blues, tans, greens and whites. Sizes 6 to 16. Hurry for best selections.
ONLY....



It's a safe bet that proper care have kept the car well a lot longer. Getting the habit of letting us check your gas, oil, battery and tires gives longer life to cars.

Jiggs Service Sta.
TEXACO Gas - Oil
 3rd & Sampson Ph. 875



'Rambler' Features Safety, Beauty

The new Nash Rambler custom convertible offers full-size five-passenger accommodations. Exterior appearance is highlighted with sweeping front-to-rear fender lines.

The Rambler revives the name of one of America's first mass produced cars first built in 1902 at Nash Motors' Kenosha, Wisconsin plant. It claims new standards of safety. The car offers the protection of two heavy steel rails overhead at the top of side windows. These safety rails also form a strong structural bridge-beam for extra rigidity of the Airflyte body.

Priced below the lowest of today's five-passenger convertibles, it includes at no extra cost about \$300 worth of custom appointments including: electrically operated top, Weather Eye conditioned air heater, radio, one piece windshield, direction signals, clock, rubber foam cushions and many others.

Lillian Bonesio Escapes Injury In Blowout Wreck

Lillian Bonesio, formerly a Hereford Brand employee in the

ed with minor injuries last week when the car in which she was riding crashed following a blow-out. She was on the way to her home near Hartford, Connecticut from Florida.

With her in the car were her mother and father. Their car was completely wrecked and a trailer which they were pulling turned over and was damaged.

Miss Bonesio left Hereford several weeks ago to join her parents in Florida and return home in Connecticut with them. They were about 400 miles from home when the accident occurred.

No major injuries to the three parties involved was reported. Miss Bonesio and her mother continued to their home on the train and her father remained at the scene of the accident.

separately, awarding a first place to each town.

The medals were awarded during the Spanish Fiesta at Texas Tech.

Nellie Jean Brown is an honor student here and plans to continue her study of Spanish next year. Other students from here who received honorable mention by Dr. Harper were: Annie Mae Caster, Dona Althart, James Nunnally, Keith Savage, Jackie Allman, Sharon Moore, Katharine Snare, Catherine Drerup, Marian Jo Wilson, Retha Jo Godfrey, John Boyce, Elmer Jack Mitchell and Tim Corbett.

Hospital Notes

Patients discharged from hospital: Mrs. Dora L. Smith, surg.; James Gentry, T&A; Mrs. Louis Brown, med.; James Dziuk, med.; Arthur E. Oakley, surg.; Mrs. H. H. Caraway, surg.; J. W. Webb, emerg.; Mrs. J. W. Webb, emerg.; Alfred Blevins, surg.; Roy Blevins, surg.

Patients in hospital: Paul Kern, surg.; Mrs. Katie B. Conner, surg.; Mrs. J. E. Rahm, surg.; J. W. Brady, med.; Mrs. George E. Fredrick, surg.; Mrs. Mary Funk, surg.; Mrs. Norma Hendon, OB.; Linda Stephan, surg.; Mrs. Charlie Noland, med.; Mrs. L. R. NeSmith, OB.; Mrs. Lucille Barnhart, surg.; Mrs. Rex Lee, OB.; Mrs. Patsy Thompson, OB.; Mrs. Oscar Pope, med.; Mrs. L. M. Lawrence, med.; Mrs. Ann Bell, med.; Mrs. Florence Teague, surg.; Mary Virginia Luck, Mrs. J. L. Height, med.

Born To: Mr. and Mrs. L. R. NeSmith, a girl, Patricia Ann; Mr. and Mrs. Rex Lee, a boy, Terry Ren; Dr. and Mrs. Eugene Hendon, a boy, Steven Eugene; Mrs. Patsy Messer Thompson, a girl, Agatha Ann.

During March, the Liquor Control Board captured three stills in Harrison County; two in Nacogoches county; one still each in Red River, Morris, Bowie and San Jacinto counties.



Your INSURANCE insures their future

The future of your children is important. It is so intertwined with your own that the two cannot be separated; consequently, the insurance which you carry to protect your future earning power, your present and future property holdings, is important both to you and to your family. Your insurance insures their future—and your own.

OUR ADVICE COSTS YOU NOTHING
JOHN McLEAN Agency

TALMA L. SMITH

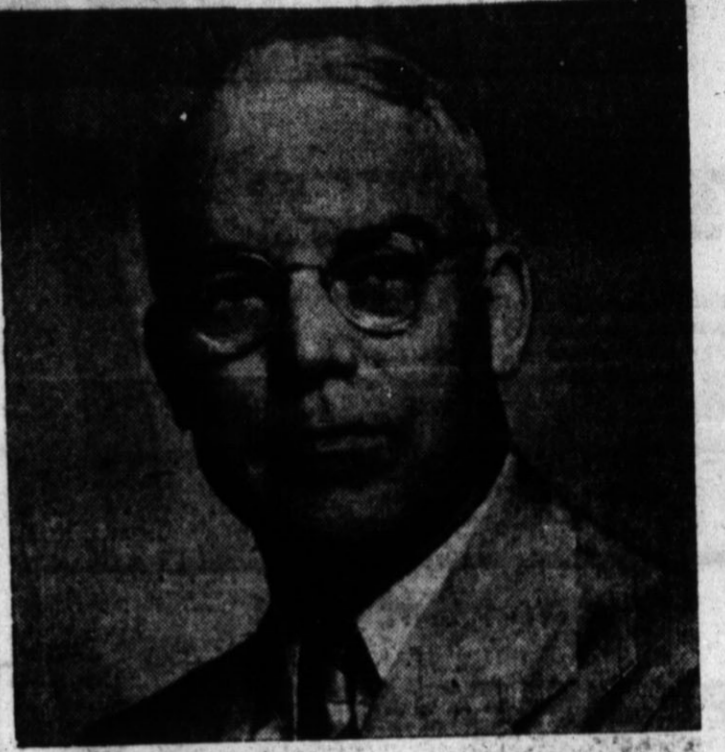
OF CLARENDON, TEXAS

A Native son, familiar with every problem of the Panhandle of Texas! Best qualified by Training to represent...

18th. District in the U.S. Congress

PLATFORM

- If Elected He will Work For:
1. Elimination of deficit financing in government operation.
 2. Curtailment of the Government Debt.
 3. Private enterprise, which creates work and capital as opposed to government in business, with doles, grants and heavier taxes.
 4. A sound agriculture program, which is necessary not only for the farmer, but basic to our whole economy.
 5. Our American system of government. The preservation of its ideals and aims as opposed to any other "Ism." The TREND toward Socialism must be arrested.



Cast Your Vote --- Make Sure

Mr. Smith Goes To Washington

SPECIAL ELECTION
 MAY 6, 1950
 AND DEMOCRATIC PRIMARY
 JULY 22, 1950

EDUCATION AND EXPERIENCE OF TALMA L. SMITH

Born (in log cabin) near Stephenville, Texas. Moved with parents to Greer County, Oklahoma (then Texas) as child, where mother died when he was eight. Moved with father (A. J. Smith) a pioneer school-teacher and farmer, to farm and ranch in Motley County, Texas. Attended country schools. Graduated (valedictorian) from Clarendon High School. Graduated from Clarendon (old) College. To secure further education passed civil service examination and appointed to Department of Commerce and Labor, retaining his legal and voting residence at Clarendon, Texas.

Married Annie Ree Martin, daughter of N. N. Martin, of Clarendon, Texas. Brother of Dr. C. Q. Smith, President of Oklahoma City University and farmer in Deaf Smith Co.

Attended George Washington University six evenings each week while working six days per week, from which he received A. B. and LL.B. degrees. Passed D. C. Bar examinations and later admitted to practice before Supreme Court of the United States. Served as Special Assistant to the Attorney General of the United States, and as expert special agent compiling financial data on operation of Cities and States, with duties in states from Maine to Texas.

Served as seaman in First World War. Upon discharge became secretary to Congressman Marvin Jones where he served for approximately five years. Then reported hearings of the U. S. Senate Appropriations Committee. Beginning with Chairmanship of Congressman Jones in 1930, he reported all Hearings of House Committee on Agriculture for nine years in period when the overall farm legislation was being developed and enacted. Also assisted in reported Hearings of Committee on Interstate and Foreign Commerce; on legislation affecting oil, gas, railroad, holding companies, securities exchange, health and other measures.

In 1939 was appointed one of six Official Reporters to Committees charged with reporting Hearings of all Committees of the House of Representatives. Most of time is taken up with reporting Hearings of the Committee on Appropriations, which through its subcommittees, reviews in detail the President's Budget estimates for all departments and agencies of Government: Armed Services, Commerce, State, Justice, Labor, Post Office and Interior Departments, as well as Independent Offices and Commissions. Before these subcommittees appear the Cabinet members, under-secretaries, heads of divisions, budget officials, joint-chiefs of staff, with their assist-

ants to explain and justify requests for the funds contained in the Budget. Every activity is surveyed and a detailed analysis and study of each request for funds is made each year, both as to personnel and money required to carry out the policy and the law.

During the past 20 years, and more particularly the last 11 years in the Appropriations Committee, (whose hearings are confidential, covering such matters as atomic energy development, Intelligence Service of Army Services, activities of the FBI) he has acquired a working knowledge of every phase of the Federal Government's activity, and an acquaintance with the members of Congress conducting these studies, as well as those in the legislative Committees.

He has seen the cost of government increase to staggering proportions and the Federal debt climb to the sum of 263 billion dollars, or approximately \$1,750 for every man, woman and child in the United States. He is concerned as everyone must be with the impact of that debt on the opportunity for yours and his children, and their children's children to enjoy, as we have enjoyed, the privileges of a free-enterprise system.

He has watched with alarm the trend toward deficit financing, and toward the ever increasing demand for centralized government, with more direction, dictation and intimidation from government, with doles, grants, and heavier taxes, inevitable under a system where the citizen is made to exist for the government.

This trend must be reversed. It cannot be done easily. Educated, experienced and skilled men project the programs, many vital and necessary, on which Federal funds are expended. The reversal can result only from long, tedious hard work on the part of people sufficiently equipped by experience and training to pick out and help eliminate the nonessential expenditure, aided by every individual interested in passing down to posterity the blessings we have enjoyed under our own free enterprise system. That experience and training, in all humbleness, he says he has acquired during 25 years' work with the U. S. Congress.

The work of a Representative in the U. S. Congress is perhaps the most complicated found anywhere. It requires a wide survey and knowledge of Federal laws, regulations, policies and procedures, not only to properly serve an interested constituency and participate in House and Committee Hearings, but to understand and vote intelligently, on behalf of those who place him in that responsibility, legislation affecting the welfare of our country.

He is an active member of his church, and for over 25 years has been teaching a Bible class. Has been Church Treasurer, and for 30 years a member of the Board of Stewards.

(Paid For By Smith For Congress Club—C. Q. Smith, Chairman)

OUTSTANDING SHOE VALUES For Dollar Day

MEN'S CLASTON SPORT SHOES \$5
 Values To 9.95 DOLLAR DAY

LADIES CANVAS SUMMER SANDALS \$2.98
 Red - Green - White and Multi-Colors

CHILDRENS SUMMER WHITE SANDALS
 Sizes 5 to 8 **1.98** Sizes 8 1/2 to 2 **2.49**

Velvet Step Spring and Summer

BABY DOLL SUEDE CASUALS \$5.88
 Green, Grey, Rust 7.95 Value, Dollar Day
 Red, Black, Green Vals. to \$3.98 **2.00**
Ballerinas

Hereford Shoe Store
 X-RAY FITTING Phone 955
 323 Main

DANIEL NEWS

Farmers Plow Up Wheat, Irrigate, Build Fences

By MRS. W. R. MOORE
Brand Correspondent
Farmers in this community are busy irrigating, plowing up the wheat and terracing fields.

There were 117 attending Sunday School and church at Palo Duro Sunday morning.
Rev. M. O. Evans from Skellytown and the pastor, Rev. Lee

White, have just closed a 2-week revival meeting at the Palo Duro Church with a great success.
Mesdames H. L. Chilton, F. E. Finney and Alvin Chilton from Amarillo were callers in the W. R. Moore home Sunday.
Mesdames W. R. Moore and J. T. McClain, Alice and Katherine McClain made a business trip to Amarillo Monday.
David and Dickie Axe were on the sick-list last week.



LUBBOCK—Mary Ann Kelley, Colorado City student at Texas Technological college, perches on the corral fence while her classmates prepare for the first annual Tech Intercollegiate rodeo. The all-college rodeo will be held at Lubbock in Jones Stadium on May 4, 5 and 6.

R. E. Gill, Canyon, visited in the home of his son, Joe Gill, Tuesday.

Rev. and Mrs. Lee White and Rev. M. O. Evans were dinner guests in the J. T. McClain home Wednesday.

Gordon Whitaker, who has been staying in the W. R. Moore home the past three weeks, has returned to his home in Plainview.

Mrs. A. D. Moore from Kress visited in the home of her daughter, Mrs. L. W. Tooley, Thursday. She also attended church at Palo Duro.

Miss Wilma Moore was one of the seniors who made the trip to Craterville, Oklahoma.

Mr. and Mrs. Boyd Scually visited in the home of Mrs. Claspie Meentire Saturday.

R. C. Higley, Clovis, was in this

community Tuesday transacting business deals.

Mr. and Mrs. Charlie Cogdell, Hereford, visited in the home of Boyd Scually Friday.

Musical Book Review - Proceeds Will Help

Funds derived from Mrs. Dolly Lynch's musical review of "Tales of the South Pacific" written by James A. Michener, who before making \$65,000 from the play "South Pacific" that was taken from the book, will be used in beautifying "Jaycee Park". Mrs. John Kelly, Jaycee-ette president said Friday.

The review which includes music from the most fabulous hit in show-business history will be given at Hotel Jim Hill Wednesday night, May 10.

Although the musical play, "South Pacific," starring Mary Martin and Ezio Pinza was taken from the book, it does not contain all of the collection of yarns about some people involved in the Pacific war. It was chiefly taken from three tales in the book," Mrs. Kelly said.

"Michener wrote the book while in the Navy. It was an extraordinarily good seller in its first year and then of course since receiving an enormous amount of publicity from the show, it has done even better," she added.

Today is The Day

Plan future security for both yourself and your family through a Planned Program of Life Insurance.

INSURE your future with **Southland Life**

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION

J. W. ROBINSON, JR.
211 Park Avenue
Phone: 269

SAVE at Rutherford and Company

Dollar Day

EXTRA SPECIAL FOR MEN!

Buy A CURLEE Suit at the Regular Price. Receive Absolutely Free... the Extra Pair of Pants! Good Dollar Day Only 0 0

Genuine Bannerwrap

MENS RAYON SOCKS

5 PAIR \$1.00

59c Value — Small - Med. - Large

MEN'S WHITE T-SHIRTS

3 for \$1.00

One Lot Broken Sizes — Vals. to 3.95

MEN'S DRESS SHIRT

Special \$1.00

Close Out Prices Plus 20% Fed. Tax

KING'S MEN TOILETRIES

\$1.50 \$5.00 Gold Bot. \$3.00

also — Men's Forest Green - Herringbone Twill suits \$1.00 Men's Coveralls \$3.79



Ladies Spring COATS and SUITS

49.95 Value	NOW \$29.95
39.95 Value	NOW \$22.50
9.95 Value	NOW \$16.95
29.95 Value	NOW \$16.95

One Group Ladies Dress Shoes

Blacks and Browns by Rhythm Step & Shelby
Broken Sizes AAA-AA
B Widths. Vals. 9.95 to 12.95

\$3

One Group Ladies Dresses

A Special Group of dresses, all regular values to 9.95. Special Monday

\$5.99

SPECIAL FOR DOLLAR ALL PIECE GOODS . . . 20% Off

LOOK AT THIS SPECIAL TRAINING PANTS

Sizes 2-4 and 6
29c Values
Limit 6 Pair Per Person Please!

14c pair

Sizes 36 x 50 inches —
BABY BLANKETS 1.49

Chochet and Mending COTTON

BALL 3c

Chenille BATH MATS

Regular \$1.00

50c

SAVE!
SAVE!

PAINT Sale

SAVE!
SAVE!

ONE GALLON DOES THE AVERAGE ROOM

Kemtone

Regular 3.49
Various Colors

\$2.00 gallon



HURRY IN MONDAY

A QUALITY PAINT FOR ALL NEEDS

Plicoate

Reg. \$6.95

Various Colors

\$4.50 gallon

ONE GROUP PITTSBURG PAINTS

Some Enamels
Semi-Gloss
Flat - Gloss

1/4 off

SMALL GROUP ALLIED PAINTS

Flatwall Finish
Floorkote
Others

1/4 off

Linoleum and Congowall Remnants

LINOLEUM

REGULAR 2.25
PER SQUARE YD.
6 FOOT WIDTHS
VARIOUS LENGTHS

1/2 PRICE

CONGOWALL

REGULAR 60c
RUNNING FOOT
54 INCH WIDTHS
VARIOUS LENGTHS

CARL McCASLIN LUMBER CO.

One Block East of Courthouse in Hereford
PHONE THE LUMBER NUMBER SEVEN

Rutherford & Co.

303 N. MAIN

PHONE 439

Scouting Around

Troops 51 and 52 cooked at their meetings last week. The explorer scouts from both troops 50 and 51 cooked with aluminum foil Friday night a week ago.

They also organized an Explorer crew with Tommy Woodford as crew chief, Duwayne Wallace, assistant crew chief, Dalvin Williams, scribe and Melvin Lomenick, quartermaster. Johnny McIver and Robert Hicks were also present. They plan to meet about once a month. Eight Post 50 explorer scouts left for the Explorer bivouac at Silverton Friday afternoon. They will be back this evening. Plans are tentative for an explorers wilderness camp sometime in May for the post.

All scouts and troop committeemen in particular, are urged to be present Wednesday night for the third meeting in the Scout leaders training course. Meeting time is 7:45 sharp.

Fees were collected on 96 liquor permits in March and 2,342 beer licenses.



TWINCREDIBLE!—Mama Guernsey cow, "Brownie," stares in what appears to be sheer astonishment at her newly-born twin calves, "Con" and "Trary." The double surprise was just as unexpected to farm owner William Kielman, of Melville, N. Y.

Rainbow—

(Continued from Page 1)
Hans, E. W. Hobson, C. C. Ferguson, H. H. Caraway and Phil Barkley. Finance — Mesdames D. C. McWhorter, Frances Houston and Homer Brunley. Photo — Mesdames Colby Conkwright, Dennis Barnard and J. M. Wood. Educational — Mesdames O. G. Hill and E. O. Jordan. Junior Classes — Mesdames George Graham, Ed Skypala and Dennis Barnard. Officers of the Day — Mesdames M. T. Rutter, Dayton Chisholm and John Alkin. Guest Book — Mesdames Jim Higgins, Lee Renfro and Jack Roberson.

OES Study Club Meets In Waser Home—Monday
O. E. S. study club met in the home of Mrs. Della Waser Monday afternoon in Summerfield with Mrs. Lee Curry giving the story of Electa.

After the lesson refreshments were served to Mesdames; Ethel Curry, Virginia Patton, Myrtle Witherspoon, Opal Roberson, Glenn Waser, Juanita Hershey, Emma Suits, Alta Caraway, Vivian Major, Nell Culpepper, Jessie Terrell and the hostess.

Legal Notice

Notice is hereby given that Leo C. Hoffman and twenty (20) other resident property tax paying citizens of Hereford Texas have filed in the Office of the City Clerk an application to close a street between Block No. 1 and 2 between "K" Street and Blevins Street and between Block No. 3 and 4 from Blevins Street to Ir-

ving Street of the Hester and Baskin Subdivision of Block No. 3, Mabry Addition to the Town of Hereford, Texas and a hearing before the City Commission of the City of Hereford, Texas will be held at the City Hall on the 8th day of May, 1950 at 10:00 o'clock a. m. at which time all persons interested in said street may appear and contest said application if they so desire.
MABEL BARNHART
City Clerk
S-44-1c

Of a total of 144 cases filed in the 18 liquor enforcement districts of Texas in March, 144 convictions were obtained and fines and costs totaled \$23,061.80.

JUST RECEIVED

Small Shipment of No. 6 and No. 8 White Canvas... Makes Any Kind of Dams.

JACK'S SHOE SHOP

128 East 5th St.
Phone 742-W.

Elect Ben Guill To Congress



Ben H. Guill

The son of a farmer, Ben Guill was born 40 years ago in Tennessee. He has lived in the Panhandle since he was nine years old. Worked his way through West Texas State Teachers College at Canyon and taught in the public schools of the Panhandle. Served with distinction in the Navy during the war—has seven amphibious landings to his credit as well as the Purple Heart and the Bronze Star. Member of the Protestant Episcopal Church—a director of the Rotary Club—a Mason—member of American Legion and Veterans of Foreign Wars.

Ben Guill Is FOR

Ben Guill Is AGAINST

Lower income taxes and greater economy in government.

An Intelligent farm program which

will embody the ideas of the Panhandle farmers themselves. Ben Guill thinks it is high time the farmer starts telling Washington what to do instead of vice versa.

A firm and consistent policy in international affairs.

A tighter labor-management law which will prevent such individuals as John L. Lewis from ever again successfully defying the United States Government.

A two-party system in the Panhandle.
GOOD, SOLID AMERICANISM

Socialized medicine and socialism in every form.

The present Administration, which cold-bloodedly stabbed the ordinary citizen of the Panhandle in the back through the Presidential veto of the Kerr natural gas bill.

Excessive governmental interference with and dictation to the farmer and the businessman.

The coddling of Communists at home and the courting of Communists abroad.

The Federal Government's treacherous seizure of the Texas tidelands.

Special Congressional Election - May 6

LAND SPECIALS

15000 ACRE RANCH

Good ranching facilities, good fences, plenty of water. Good grass. All rough grass land. Run about 800 cattle. \$100,000.00 loan can be assumed. Located SE of Hereford. Price per acre \$15.00.

1400 ACRE STOCK FARM

Lot of fine modern improvements. 3 water wells, 2 shallow irrigating wells. 1000 acres fine land in cultivation, balance extra fine grass land. Terms, cash or 29% down. Extra special bargain. Per acre \$75.00. Hurry on this one!

OTHER GOOD BUYS

Cattle ranches, farm land, irrigated land, dry farming land. Small farm and large farms. See us for your need in farm land.

7000 ACRE RANCH

Good improvements, good fences, 5 wells, 5 pastures, plenty water, good grass, 1/2 1st bottom land, 1/2 rolling land, 1/3 flat plains land. Will carry about \$10,000 acre loan. Located west Hereford. Run about 500 cattle. Per acre \$18.00.

LOW RATE FARM LOANS

John Hancock Farm loan service of fair dealing. Liberal appraisals, prompt action, long time terms at low rate of interest. A farm loan to fit your needs.

Wesson

Real Estate

716 W. 1st Street
Hereford, Texas
Phone 944



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Bayer Aspirin 100's 59c

60c Murine 39c

50c Mennen's
BABY POWDER
39c

Colgate TOOTH PASTE
39c

S.M.A.
BABY FOOD
89c

75c MOUTH WASH
LISTERINE 59c

Reg. 1.00 HELENA RUBENSTEIN
LIP STICK 50c

Reg. 50c Saive
Reg. 59c **EGG SHAMPOO**
BOTH FOR 79c

75c BALM
BENGUE 59c

ARMAND'S — Reg. 1.19
HAND CREAM 69c

1.00 DOROTHY PERKINS
COLOGNE 2 for 1.00

CREAM DEODORANT 2 for \$1

CORESSANT COLOGNE and DUS TING POWDER . . both for \$1.50

CITY DRUG STORE

327 N. MAIN

PHONE 100

Editorials

NEW \$250,000 ICE PLANT INDICATES

New Era Of Growth And Expansion

Plans were released this week regarding construction of a modern \$250,000 commercial ice plant to serve vegetable growers in the Hereford territory. Construction is scheduled to begin immediately and the plant is expected to be in operation this season.

In many ways this announcement is remarkable. First, let us note that the sponsors, Rip Underwood and Reginald Williams, have not asked the community to finance their project. They made surveys, found a need for a commercial plant, decided the venture was a sound business investment—and went to work. To us, this means a lot. It indicates that Hereford really has a promising future; furthermore, it indicates that the community has scarcely begun to develop its resources.

Many people have talked about the potential in the Hereford territory, but few have been able to accomplish large scale developments, and fewer still have undertaken projects on their own initiative and with their own money.

During the past decade a small tract of potatoes mushroomed into a minor industry, sugar beets have become an important agri-

cultural development, and lettuce is the latest crop to compete in the "big money" scale. Residents of the community have watched these developments with interest, but a question mark has always lurked in their minds concerning final outcome of truck farming activities.

Construction of the quarter-million-dollar ice plant, which is actually a by-product development in growing vegetables, certainly proves a point. It shows unquestionably that outsiders — financiers and experienced operators — do believe that this country has an exceptionally fine future. It shows that these people believe the surface has hardly been scratched in the Hereford territory.

People who feel that the growth and expansion in this community has reached a climax would do well to carefully consider this point. They might well visualize Hereford ten years from now, judging from growth seen during the past decade.

Hereford is just now entering its real period of development and growth. We agree, the surface has barely been scratched.

GUEST EDITORIAL

A Good Citizen Is

What does "good citizenship" mean?

The question was asked of this department by a sincere and questioning female citizen of the country. We call her a citizen on the basis of her past service to her community and her desire to be more of a good citizen.

First, let us differentiate between citizen and resident.

A resident, taking the comparison backward, is defined by Webster as "One who resides in a place; one who dwells in a place of more or less duration."

A citizen, according to the same authority, is one who is "A member of a state; a person, native or naturalized, who owes allegiance to the government, and who is entitled to reciprocal protection, from it; citizen implies membership of, and the tie of loyalty to a state."

There is much more in the definition of a citizen in Webster, most of which pertains to the citizen's rights.

Nothing is said in the definition of a "good citizen," or of "good citizenship."

So, what is "good citizenship" as commonly acknowledged?

First, a good citizen owns property and pays taxes—Federal, state and local, to support public institutions and services.

Second, he gives of his cash to Red Cross, Boy Scouts, Chamber of Commerce, etc., to finance and maintain these semi-public agencies.

Third, he pays his bills as promptly as he can, and thus helps keep the local economy on an even keel.

Fourth, he gives of his time to community efforts, often at a sacrifice of his own affairs.

Fifth, he insists that his family takes part in community betterment programs and projects, in which he leads the family participation.

Sixth, he maintains his registration to vote and urges all around him to do likewise, and then expresses himself by voting.

Seventh, he takes part in political campaigns, for it is upon politics of our two-party system that the government relies, and any slackening of interest or participation by those at the grass roots weakens the system that protects our Constitution-granted rights and freedoms.

Eighth, he should take a real and continuing interest in the church of his faith and foster its health and influence by his action and purse.

Ninth, he should study local, state and national issues, make up his mind and support the decision with advice to those who are the laws concerning such issues.

Tenth, he should provide for his family, through insurance, savings and investments so that when he goes to his grave the community will have no obligation to tap its coffers to provide for what the citizen should have foreseen.

Eleventh, he should be a friend of his fellows, offering helpful advice when it is asked in places wherein he is expert or an authority.

Twelfth, he must love his fellowman; he must not attempt advantage over those less fortunately situated. He should strive to im-

prove the lot of those around him, for in that he is doing his God some of the service he was consecrated to do when he was baptized.

Every little item that comes up every day requires a "stop and think" order, lest we lash out with a curbstone opinion based on prejudice or avarice, and not on the precept that we are just one little human among millions.

Can't we all be good citizens? We'd feel much better, sleep sounder and live longer if we were real professing and acting "Good Citizens."

—Oregon City Enterprise.

A Job Is Important

Hundreds of thousands of young Americans, some in Deaf Smith County, will go into the job-market in June, as schools and colleges release new recruits for employment.

The important task of finding a job is rarely appreciated by those who have steady and dependable employment. It is quite another problem, however, for young people who have trained themselves and are ready to begin the business of making a living.

There was a time, not so very many years ago, when the absence of jobs created insuperable difficulties for millions of American families. The likelihood that this will be the case again is not threatening, but in mid-February, according to the Census Bureau, one worker in every 14 was without work in the United States. Idle workers numbered 4,694,000 at that time.

Employment opportunities for those able and willing to work should be the concern of every American. There is no future in this land of opportunity for any young man or young woman who is unable to find suitable employment. Consequently, the creation of economic opportunity is a matter of prime importance.

Just to show how much we know about the past what do you know about life and its ways in 1850?

The probability is that death, not life, begins at forty.



The Sunday Brand

Hereford, Texas
Established 1948
Published every Sunday

Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher
Subscription 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, 60¢ per month. Single copies, 10¢ each.

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

News Editor: Jerry Steitz
Society Editor: Mrs. John McDem
Adv. Manager: Bert Nealey
Mechanical Supt.: Vernon D. Boland

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

SECTION 3

Sunday, April 30, 1950

The BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher is getting off on a subject he doesn't know anything about this week, but we print his letters in the interest of freedom of the press.

Dear editor:

There has been so much in the papers and over the radio lately about "foreign policy" and the trouble with keepin our secret, looks like ain't nobody in Washington who trusts anybody else any more, and newspapers have been turnin up out here filled with such news with the regularity of my wife's naggin that I would like to have you clear up a few points for me.

As I understand it, Washington officials are wrought up over the fact every time a new foreign policy is being hatched the news about it leaks out.

But what I want to have cleared up for me is why any other government needs to hire somebody to find out our foreign policy? Is there any country left that don't know it?

Maybe I'm too ignorant to be talkin about it, which up to now ain't been no bar to talkin about it out here or in Washington either, but I have understood all my life our foreign policy was to lend all the money all other countries asked for durin peace time, then shut her down ex-

cept for our allies durin a war, double up on our help to them till the fightin is over, then finance them back on their feet and go on back to help our former enemies—until they were able to get a new war machine goin on their own, meanwhile keepin up whatever loans our regular customers needed to keep goin ain their accustomed style.

Of course this is just a rough outline, but it appears to me to be about the size of it.

Now what I want to know is how you gonna keep such a policy as that secret? Might as well try to keep a Maine potato grower from findin out what Washington's payin for potatoes. Might as well try to keep a busted grain sack secret from mice.

There may be one, but I ain't heard yet of a country so absent-minded it forgot Washington was the place to go for money.

Of course I don't blame em for tryin to swing a loan, I'd do it myself if I figured there was a chance although I ain't sayin I'm as entitled to get on my feet as Germany or Japan, but what I can't understand is all the hubbub over the news leakin out about what every-foreign Prime Minister and hand-me-down king is required to know before they let him get in office.

Yours faithfully,
J. A.

SUNDAY'S CURRENT QUESTION:

Opinions Vary On Site For Possible New High School

If and when a new high school building is built, where do you think the most desirable site is?

Mrs. J. F. Slaten: I remember when we built the present high school. We all thought it was a terrible location but it turned out to be excellent. For a new high school, I think we should go west. The town is building that way and, in a few years, that will be the most thickly populated part of town. It would serve the most people out there someplace. We have to look to the future on a building like this. We are going to have more and more children and they are going to be living in that part of town, I think.

Mrs. Lowery Walker: Since we have only one high school in Hereford, I think it certainly should be centrally located. I don't think high school students should have to walk two miles to school. I have one child in High School and one in Shirley. The lot two blocks north of the present high school, building and a block west of Shirley school is one of the best locations in town in my opinion. I don't know just what lots are available for this purpose.

Mrs. Annie Smithers: It is hard for me to say. I think the next high school should be built in a part of town other than the location it now has. I don't know what locations or land is available for the purpose now but it seems to me the town is growing northwest. That is the place a school should be. But growth is north, northeast and all around, too. It is just growing in every direction. I have no children in school, now.

Mrs. J. E. Morrison: I haven't been out much lately because of illness. However, I think we need the new building and it should be built in the area of Hereford which is most likely to be built up the most. It might be in the northwest part of town. I don't know where the lots are which can be used for that purpose. It should take care of the largest number of people, possible, though. I have no children in school now.

Mrs. Bonnie Martin: It is hard to be specific about a location for a new high school building. It should be where the most people would be served. In my opinion, the location where it stands right now is the best location in town. There are so many students living in that part of Hereford. It is now standing in more or less the center of town and they will do a good thing if they build it as close to that spot as they can. My son is now going to Shirley and it will be convenient when the time comes for him.

BOOKS ON PARADE

Hereford And Deaf Smith Rate Notice In New Book

By CORINNE JENNINGS

Under the heading of Texas Panhandle, Deaf Smith County rates two pages in a new book just received at the library titled "Beams from the Lone Star" by Anna B. Stevenson.

Briefly it gives the derivation of the county's name, its location but chiefly it stresses the county's place as "a mecca for those suffering from dental trouble."

It tells of the articles published in Reader's Digest, Collier and The Saturday Evening Post be-

ting forth the advantages of living in such a locality.

Then about our town, quote, "Hereford, the county seat, has long been 'the town without a toothache.' Dentists everywhere concede that this Utopia condition is brought about by certain elements in the foods used in that region. Throughout a long period of years, no citizen of Hereford or the surrounding country has been afflicted with a toothache."

The author then discussed at the movies in the evening, during the week end.

Of course that depicts too on

Another Shoulder to the Wheel



By ROBERTA CAMPBELL

Since the question of tradin' at home has been up for some discussion lately, we are reminded that off and on for the past twenty-five years, we have been hearin' people say that Hereford is the highest place in the country to trade in.

If this is true then why is it? If it isn't it should be about time to try to re-educate our trade territory to the facts.

That the statement won't always hold water, we know from experience because a few times we have thought we were pickin' up a good buy at somebody's country store and have been burned up to find that we could get the same things at home for as little or less.

Anyway, we usually get about what we pay for and when the price is very cheap so is the quality.

We had thought that we didn't want to raise turkeys because they were even dumber than we are, but our apologies to our white turkey hen.

She not only refused to have her younguns' insides cluttered up with hardboiled eggs, clabber cheese, onion tops and black pepper, but also took one disdainful look at the commercial turkey starter before she slipped out of the pen and started her eight little ones on a bug hunt that may win' up with maturity.

Anyway, it seems like even a slow, stupid turkey resents bein' told how to take care of her offspring.

A lot of us who read in last Sunday's paper about the Chas. Hays' new boy and girl down at Dimmitt will remember Nancy Conkright as a very pleasant person at the window of the former First State Bank here.

The bank which established more or less of a precedent for the friendly bankin' service which we still enjoy in Hereford carried a sort of a twin slogan too, that we always liked which read, "This is a bank of friendly and personal service."

LOUISA'S LETTER

Dear Louisa:

I am madly in love with a boy. He has won my heart forever but I don't think he loves me more than one half as much as I love him. Please tell me how I can get him to love me a little more than he does.

Louisa, another thing I want to ask you. I am almost sixteen and my parents are sort of old-fashioned. They seem not to want me to go to the movies with a boy after dark. I always have to be home at six o'clock although the boys I go with are nice. In fact I never have been out with a boy after dark and that is worrisome. Tell me if you think it is all right to be out until 10:30 or 11 o'clock.

EUB-V.

Answer: The time you get in at night depends to a large extent on the kind of girl you are, the kind of boys you go with and the kind of community you live in.

If you are a level-headed girl, who knows right from wrong and how to behave herself and if the boys you go with are not much older than you and have good reputations, I see no objection to your parents letting you go to the movies in the evening, during the week end.

Of course that depicts too on

how far away the movies are from your home. If they are a good many miles, I think it would be wise for you to go with another couple but if they are just a few blocks and not through a rough district, I see no reason why you shouldn't go alone with a boy.

However, if your parents object, it is better to obey them than to sneak out. The girl who meets boys on the street corner cheapens herself and fails to have the respect of her boy friends.

As to telling you how you can make this boy love you more than he does, I am sorry to say that I cannot tell you. Love is something that cannot be forced and very often a girl loses her boy friend by pursuing him too openly.

In other words, don't let him know you are after him! You are very young and will probably be "madly" in love several times before the real one comes along.

LOUISA

Another girl from Vermont writes that the boy she has fallen on for and has been going steady with for eight months is also (Continued on Page 9)

Washington Merry-Go-Round

By Drew Pearson

Maragon Still Favored

A SIGNIFICANT DEVELOPMENT has taken place inside the justice department regarding the amazing John Maragon, close friend of General Vaughan and once a frequent caller at the White House.

Higher-ups in justice have given orders to Morris Fay, efficient U. S. attorney for the District of Columbia, to give them a full report on the perjury case against Maragon and to make no move without consulting the justice department.

This has not been done in other important cases. General Benny Meyers also faced a perjury charge, but no such order went to Fay from the justice department. He was convicted and jailed without any delay or consultation.

John Maragon not only faces an almost identical perjury charge, but Sen. Clyde Hoey of North Carolina, chairman of the senate expenditures subcommittee, officially sent the case to the justice department with a request for prosecution. Furthermore, Hoey went to extra precautions to have a quorum of his subcommittee present when Maragon was questioned so there would be no legal loophole for a wriggling out of a perjury prosecution.

Finally, it has been three full months since the senate sent its report to the justice department, and still no action. Ordinarily, it takes about one week to bring a case of this kind before a grand jury.

Maragon, of course, has had a special White House pass, has supplied liquor to Gen. Harry Vaughan, has ridden on special presidential trains, stood on the bridge of a battleship with the President when he reviewed the fleet in New York, and at one time had access to the White House at almost any time of the day or night. So while Gen. Benny Meyers can't even get parole, Maragon isn't even indicted.

Reluctant Justice

Failure to act in the Maragon case brings up a point regarding the justice department which most people don't realize. The public generally thinks of the justice department as the protective branch of the U. S. government, which reaches out to punish dishonesty wherever found and does its best to keep the federal government clean.

A review of important cases, however, indicates that the justice department is extremely reluctant to go after the big boys in government, and that most of the cleanup cases have been developed either by committees of congress or by the newspapers. Frequently it isn't until after a crime has been thoroughly aired by the press and on Capitol Hill that the so-called upholders of the law in the justice department move in. And if some friend or high political figure is involved, such as John Maragon, sometimes they don't move at all.

Here are a few notable cases in point:

Alger Hiss—Now on trial for perjury. This case was developed by the house un-American activities committee, which turned up the famous pumpkin papers. Since the justice department finally moved in, however, its lawyers have done an efficient and persistent job.

Congressman Andrew May of Kentucky—Now sentenced to jail. Various hints of May's peculiar activities were published by this column and others for some years, but it took the senate investigating committee, under Sen. Jim Mead of New York, to bring out the facts. After that the justice department acted.

Congressman Farnell Thomas—Now sentenced to jail. He took a newspaperman to dig out Thomas's skulduggery. After the canceled checks in Thomas's kickback deals, plus an important witness, were turned over to the justice department, it carried through thoroughly and efficiently. However, Alex Campbell, dynamic chief of the criminal division, who carried the ball, had to buck some opposition near the top.

Gen. Benny Meyers—The first public revelation that General Meyers had been up to no good was published in this column on July 23, 1947, when it was stated that Meyers had speculated in the stock market with as much as four million dollars.

Arabian Oil—It was also the Brewster committee which developed the amazing manner in which certain admirals and the navy had over-charged the U. S. government for Arabian oil during the war. The justice department, for reasons best known to itself, never prosecuted this scandal, but exposure of the facts resulted in new oil contracts and a saving in the taxpayers of millions of dollars. Why the justice department has not prosecuted these responsible for the swindle is another Washington mystery.

Texans in Washington

By TEX EASLEY

TEXANS IN Washington — INS Washington (AP)—A Securities Exchange Commission official testifying at a Senate hearing on the application of Texaco Petroleum Corporation of Dallas for a \$11,100,000 loan from the RFC, said:

"The name comes from a combination of Texas and Massa-

chusetts. Massachusetts is putting up the money. Texas the brains."

Senator Douglas (D-Ill.) quipped: "Oh, I see, it's a fusion of the blue and the grey, with the blue furnishing the blood."

The hearing developed that 350 investors in the Boston area had a financial interest in Texaco, managed principally by Texas and Kansas men. The company offered oil leases in Texas as collateral.

Dr. Harvey Young of the Bureau of Mines, and Mrs. Young, formerly of Corsicana, plan to leave at the end of the month

for a tour of Europe.

Rep. Lindley Beckworth of Gladewater says the recently passed cotton acreage quota law still leaves a "lot of little farmers" with entirely inadequate allotments, or no quotas at all.

Typical of complaints he has received from farmers in East Texas is a letter from Ira Breazeale, Quitman, who wrote:

"I want you to tell me what us 305 farmers are going to do with less than one acre of cotton."

"Don't you fellows in Washington want us farmers to make a decent living? How in the devil are we going to pay our bank

THE AMERICAN WAY



Who'll Pay the Deficit?

notes? We are taxed to death and not given a chance to make a living on our own land. x x x.

"Several years ago when the relief and W.P.A. was in full swing my wife and I scratched out a living on this old farm and we did not ask for one dime of relief and I did not work one day on the W.P.A. and I can do it again if you boys up there will let us alone."

Rep. W. R. Poage of Waco, the only Texan on the House Agriculture Committee, has written Mrs. C. R. Guggenheim, secretary of the Dallas Woman's Forum, defending the government's farm program with its price supports and related crops acreage controls.

"None of the government support programs enable the farmer to get more than 90 per cent of parity for his products," said Poage.

"Parity itself is generally con-

sidered to be a fair price. Surely you as a consumer will not condemn the farmer for receiving 90 per cent of a fair price.

"In no case can it be shown

that the government support program has imposed unfair prices on the consumer. x x x

"It is abundantly clear that without the assurance of a reasonably fair price for farm products we would see this country plunged into a disastrous depression which would wipe out the jobs and the profits of millions of those engaged in industry."

The military post theater at nearby Fort Belvoir, Va., 25 miles south of here, has been named in honor of Herman Wallace, Lubbock soldier who was killed in World War II when he deliberately put his foot down on an exploding land mine and saved the lives of others in his squad.

For this act, which occurred in Germany while the squad was clearing a road of mines, he was awarded posthumously the Congressional Medal of Honor. His parents, Mr. and Mrs. Ernest L. Wallace of Lubbock, were invited to attend recent dedication of the Wallace theater.

The National Press Club is arranging a Texas barbecue for its annual outing.

Arrangements have been made for John Snyder, barbecue king of Amarillo, to bring his chuck wagon and helpers here and put on a real western feed on June 17.

Twelve years ago the club had a barbecue. That, too, was put on by Snyder, and they still talk about it. Snyder brought his paraphernalia to old Fort Hunt along the Mount Vernon boulevard in nearby Virginia. Pits were dug and whole beaves were

turned for hours over slow-burning embers.

The same arrangements are being made for this year's event. Practically every bigwig in town, including President Truman, cabinet members and diplomats, are expected to turn out for the \$3 a head affair. Some 3,000 men—it's stag—will enter the wooded reservation wearing six-inch sombrero tickets tied to their lapels. All the men of the Texas State Society of Washington have a special invitation.

The National Press Club, which occupies the top floor of its own 13-story office building—the tallest in Washington, has 2,178 members here. Of these 842 are so-called "active" members with voting privileges; they are news men still in the business. There are 726 non-active members, most of them publicity and public relations men, and 610 associate members. The last group are

mostly congressmen and government officials. In addition, there are 1,962 non-resident members who for a nominal fee have the privilege of the club when in Washington.

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

MASONIC BULLETIN
 Special meeting second Monday in each month. School of instruction each Thursday night.
 R. L. THOMPSON, Sec'y.
 HENRY BEARS, W. M.
 Hereford Lodge 349

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 HIS FRIENDS AND NEIGHBORS—
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- Mrs. Mark Vantine—Housewife
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- G. W. Warner—Retail Distributor
- John Hankins—Rancher
- Cleo Emerson—Cowboy
- Austin Randall—Jack's Coney Island
- Dud Baggemor—Mechanic
- Dr. Oscar Huff
- Jerry Boston—Boston Superette Market
- D. A. Hunt—Restauranter
- M. L. Cox—Cities Service Oil Co.
- C. L. Mobley—Mechanic
- Doyle Hopper—Sunshine Dairy
- G. W. Scott—Implementa
- Joe Wheelley—Farmer
- Jno. E. Killian—Garage
- C. O. Busby—Bookkeeper
- C. L. York—Mechanic
- G. M. Johnson—Barber
- L. E. McCain—Ser. Sta.
- C. F. Baker, Jr.—Cook
- Carl W. Bonner—Baker
- Mrs. Roy Boyd—Baker
- Mrs. Clifton B. Estes—Housewife
- L. F. Skinner—Skinner's Garage
- C. E. Smith—Plumbing Shop
- Curtis Douglas—Attorney
- Roy Baker—Butcher
- Mrs. Raymond McLaughlin—Housewife
- L. Z. Zachary—O. D.
- J. W. Schroedel—Accountant
- Thos. L. Wade—Attorney
- Frank Rapsline—Insurance
- E. J. Dunnigan, Jr.—Ind. Oil Opr.

- Frank Dial—Ser. Sta.
- Mrs. Frank Dial—Housewife
- Jack Bearden—Salesman
- Bill Freudenrich—Mechanic
- Earl Gage—Veteran
- Clyde Oswalt—Clyde's Pharmacy
- C. C. Henry—Milk Salesman
- Estelle Lake—Nurse
- Mrs. Jerry Boston—Housewife
- Don C. Boyd—Sunshine Dairy
- Mrs. D. A. Hunt—Housewife
- Mrs. M. L. Cox—Housewife
- Mrs. C. L. Mobley—Housewife
- H. S. McNut—Star Gro.
- H. H. Keehey—Farmer
- Robt. Killian—Garage
- Killian Bros.
- J. S. Silcott—Mechanic
- O. J. Russell—Barber Shop
- William Booth—Barber
- J. N. Rutherford—Produce Salesman
- Arlene Smith—Waitress
- R. C. Rainey—Baker
- Roy Boyd—Baker
- Clifton B. Estes—Pampa Baking Co.
- J. W. McPeak—Radiator Repr.
- W. H. Fricke—Pimbr.
- Lawrence West—Butcher
- Raymond McLaughlin—Furniture
- Paul G. Grossman—Merchant
- E. L. Anderson—Contractor
- Billy B. Davis—Rancher
- Lynn Boyd—Lumberman
- John Ketter—Insurance
- Wiley Reynolds—Rancher

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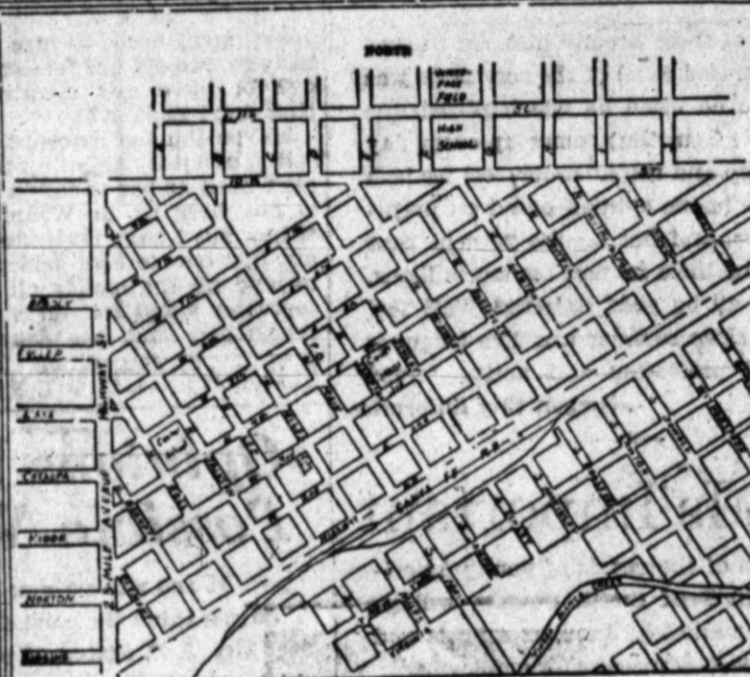
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 - 10 INCH GAS LINE CASING
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When in need of Prompt, Dependable
 Service... use this Directory

HEREFORD PLANING MILL
 231 East 2nd Street
 Gene Medlin Lawrence Kendall
 KITCHEN CABINETS OF WHITE PINE
 CUSTOM MADE FURNITURE
 CATTLE FEEDERS AND TROUGH
 WOODWORK FOR ANYTHING

FOR INFORMATION REGARDING THIS DIRECTORY PHONE 30

A. O. Thompson Abstract Co.
 Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

Hereford News Stand
 Your Favorite
 NEWSPAPERS and MAGAZINES
 SCHOOL SUPPLIES
 Fountain Service... Drugs... Sandwiches
 301 Main Street — Phone 694

Hereford Wrecking Co.
 HIGHWAY 60
USED PARTS
 See Us For Expert Repair Work of All Kinds!

REMINGTON TYPEWRITERS
OFFICE SUPPLIES
 FARM AND HOME
FLOOR AND WALL SAFES
 AT YOUR
HEREFORD BRAND

L. BASKIN INVESTMENTS
 List Your Holdings With Us For Quick Sale
 OFFICE
 JIM HILL HOTEL
 East Door
 Ground Floor

PARKER BROTHERS PLANING MILL And BUILDERS SUPPLY
 Paint
 Wallpaper
 Linoleum
 Builders Supplies
 Phone 719

GEAR HEAD REPAIRS
 For Irrigation Pumps
 In Stock or Made in Our Modernly equipped machine shop for any make gear head.
 BEARINGS, GEARS
 SHAFTS

FOAM-LATEX CUSHIONS
 at the
 For
 Office, Home, Car, and Tractor
Brand Office

THIS SPACE FOR SALE

W. M. (Bill) WHITESIDES
 207 EAST FIFTH
 PLAINVIEW, TEXAS

PICK-UP AND DELIVERY SERVICE
PHONE 111
ACME CLEANERS
 Now is the time to Clean your Winter Clothes & Blankets and store them in Cedar Bags.
 308 N. Main Hereford
MADE TO MEASURE CLOTHES

WEST SIDE AUTO
 New & Used Cars
REAL ESTATE
 Phone 997
RUDD... NAFZGER
 On Highway 60
 West of 51

36th IT'S OUR ANNIVERSARY

Remodeling SALE!

Thirty-six years ago we went into business in Hereford when the town was just in its infancy. We went through wars and depressions and had faith in the growth of our town. We have been rewarded in that faith by seeing our little town grow into a big little town. We want to say Thanks to all of the folks in and around Hereford for their patronage and for their faith in us.

In Time For DOLLAR DAY

ONE YEAR AGO . .

a new man was added to the firm. This new man was Dub Reeves, and the town took to Dub, and

Dub took to the town. Dub says he likes the attitude of the people of the community and he likes the way they do things. He feels that Hereford has just commenced to grow because the people of the town are not afraid to tackle the problems that confront them.

One Lot of Stevens

DRESS HATS

All sizes and styles are included in this group of fine felt hats. There must be one for you.

Values to \$10.00

\$5.00

One Lot of Men's

WORK SHOES

Heavy horsehide work shoes that are made to stand hard wear. Not all sizes in all widths.

Values to 7.45

\$4.45

One Lot of JUSTIN

DRESS Oxfords

Moccasin toe and wing tip in the group of dress oxfords. Brown and black.

Values to \$12.00

\$6.00



ENTIRE STOCK

Andover SUITS

- Worsteds
- Gabardines
- Rayons
- Wools, Part Wools
- Assorted Colors and Patterns

\$29⁵⁰
to
\$50⁰⁰



WILSON BROS. NO-BELT RINGSIDE SHORTS

\$1

WILSON BROS. GRIPPER SUPER SHORTS

\$1

T-SHIRTS

White Only

\$1

WILSON BROS. SPORT SHIRTS

Styled right for the sports minded man. Excellent for dress or casual wear. All sizes and colors.

\$2⁹⁵ \$3⁹⁵ \$4⁹⁵



WILSON SKIPPER AND ALLAN A

TEE SHIRTS

A bright and colorful array of the latest patterns for your selection. Real comfort in summer wear.

\$1⁹⁵ AND \$2⁹⁵

These prices good **DOLLAR DAY** and **all THIS WEEK!**

STETSON HATS

We have the largest stock of Stetson hats in Hereford. 2 3/4 to 3 1/2 inch brims. Sizes 6 7-8 to 7 5-8 in long ovals, mid ovals and regulars.

\$12⁵⁰ to \$50⁰⁰

JUST RECEIVED STETSON PANAMA STRAWS IN LONG OVALS AND REGULARS

We now have the largest stock of hats in the entire history of our store. This includes felts and straws, and all are Nationally advertised brands. All priced for real savings during this event.



We also carry a complete line of Nationally Advertised Men's Accessories Such as . . . HICKOCK BELTS AND JEWELRY, PIONEER BELTS AND JEWELRY, WILSON BROTHERS, NECKWEAR, WILSON BROS. AND COOPER NYLON AND SPORTS SOCKS, PARIS SUSPENDERS AND GARTERS — MANY OTHERS.

ONE LOT

Atheletic Under Shirts **50c**

Florsheim Shoes



Now is the time to buy your Florsheim Shoes when our stocks are more complete than ever before. Brown and black calf, black and brown kid summer two-tone and perforated. Sizes 6 to 12. We carry widths from E to AAA in part of these shoes.

HOMER FOX

FOX MAN'S SHOP

305 N. MAIN STREET

"Be sure you attend the Hereford Riders Rodeo"

DUB REEVES

Phone 112

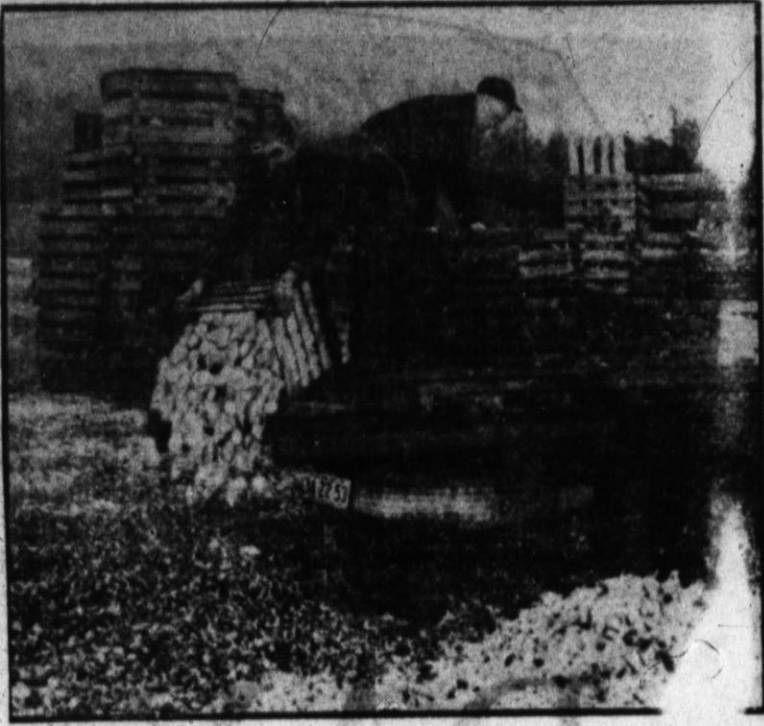
Court House Records

Deeds of Trust
John D. Phillip and wife to First Federal Savings and Loan Association of Clovis. All of lots 11 and 12 of block A, of R. G. Sisk Subdivision. \$3,950.
Andrew Kershen and wife to

Attention!
Appliance Dealers
Do you sell on extended terms?
Do you have satisfactory financing?

If you are a new dealer without a financing connection, or if you do not have satisfactory financing arrangements, we are in position to handle your paper on the usual term basis. We desire some new accounts in this territory and

ness promptly. We will go into the matter with you personally.
G. D. BOWIE, Treas. and Mgr. PLAINS INVESTMENT COMPANY
J. LINDSAY NUNN, Pres.
Telephone 2-019 P. O. Box 2314
NUNN BUILDING
AMARILLO, TEXAS



CAUSE FOR TEARS—Onion growers in Allegan, Mich., have plenty to cry about these days. A break in the market sent the price of a 50-pound bag tumbling to a new low of 80 cents, threatening farmers in southwestern Michigan with a \$250,000 loss. They dumped much of their surplus into the fields.

Kansas City Life Insurance Company. All of section 155, block M 7, containing 641 acres. \$17,800.
Charles D. Russell and wife to C. L. Brownlow. S 1/2 of section 20, township 4N, range 3E, of a Cap-

itol Syndicate Subdivision. \$4,100.
A. N. Hopson and wife to Joe Ballinger. 200 acres in Survey 110, block M-7, one mile south of Hereford. \$2,097.49.
H. E. Henslee to A. E. Stephens. All of E 1/2 of section 43, block K-3, \$10,000.

A. G. Kemp to First National Bank of Hereford. NE 1/4 of section 29, block K-3, \$7,000.
H. F. Trimmer and wife to Hereford State Bank. N 1/2 of section 12, block K-7, \$6,500.

J. R. Johnson and wife to First Federal Savings and Loan Association of Clovis. All of lot 4, Porson's Subdivision. \$2,650.
First Baptist Church to G. W. Brumley. Lots 7 through 12, blk. 15, Town of Hereford. (14)

Warranty Deeds
B. M. Wiltshire and wife to J. M. Edelman. Part of block 76, Town of Hereford. \$9,500.

R. E. Main to Josie Main Bledsoe, et al. First tract: E 1/2 of section 13, township 5N of range 1E. Second tract: All of W 1/2 of section 18, township 5, range 2 in Deaf Smith county. Also all of E 1/2 of section 18 and of W 1/2 of section 17, township 5N, range 2E. \$100.

Herbert Higgins and wife to J. A. Conaway. W 1/2 of lot 14, blk. 6, Weirble Addition. \$1,500.

Gladys Lewis Willoughby and husband to O. A. Smith. All of lot 1 and S 1/2 of lot 2 in block "C" in Roland G. Sisk subdivision. \$750.

Mrs. Frisbie Lambert and husband to G. E. Gellman. E 70 feet of lots 1 and 2 and E 70 feet of N 40 feet of lot 3 in blk. 19,

Whitehead Addition. \$4,000.
Releases
M. F. Barber, Jr. to Jno. Blake. All of lots 21, 23 and 35 and N 1/2 of lot 33 in Barber's Subdivision.
First Federal Savings and Loan Association of Amarillo to H. E. Danforth and wife. Lot 9 block 2 of original town of Hereford.
Emma Alms and husband to C. N. Cosby. SW 1/4 of section 4, blk. K-8.

Consumers Fuel Co-op Sponsors Commentator

AMARILLO — Mrs. Mickey Ford, of Amarillo, is the commentator and editor of "What's Cookin' With Mickey?" a new feature on station KFDA, Amarillo, each Saturday morning from 8 to 9 o'clock. This home economics feature is presented on the Co-op Round-up program, which is sponsored by 21 local

farm cooperative organizations in the Panhandle-Plains area, including the Consumers Fuel Co-op Association of Hereford.
Mrs. Ford is assistant educational director of Consumers Cooperative Association of Amarillo, a regional farm cooperative organization serving more than 140,000 farm and ranch families in a seven state area, including Texas, Oklahoma, Colorado, New Mexico, Arkansas, Louisiana and Mississippi.

The feature is devoted to household hints, recipes and homemaking and gardening news and information. Mrs. Ford is also editor of a column bearing the same name as her radio feature, in the Prodigy - Consumer, the farm publication of cooperatives in the Southwest.

The local sponsor of this farm-family program, the Consumers Fuel Co-op Association of Hereford, is managed by Glenn Sny-

der, with J. T. Gilbreath, Colby Conkright, W. P. Axe, W. R. Scheffgen and J. C. Morrison as officers and directors.

Personals

Mr. and Mrs. Cawthon Bryant and son John David spent the weekend in Falls visiting Mrs. Bryant's mother, Mrs. J. D. Smith. Dr. and Mrs. O. W. Carter of Pampa were also there for a visit Monday night.

Mrs. Bartley Dowell and sons spent last week with relatives in Hico. Mr. Dowell drove to Hico Saturday and the group returned Sunday.

Mr. and Mrs. J. B. Noland have gone to Memphis for the weekend

Mrs. Noland attended the 7th District, TFWC convention held there and the family visited with relatives.

Among those attending the Seventh District, Texas Federation of Women's Clubs annual convention held in Memphis Friday and Saturday were Mrs. J. R. Johnson, S. S. Dodson, Mrs. C. W. Spurlock and Mrs. Elmer Patterson.

VISIT IN GAINESVILLE

Mrs. Ray Johnson, and her daughter, Billie Ray, and Mrs. Clara Freeman left Friday for Gainesville where they visited over the weekend with Mrs. Johnson's mother who is ill. The group stopped in Memphis Friday where Mrs. Johnson attended the Seventh District, TFWC Convention and went on to Gainesville Friday night.

Relatives visiting Mrs. J. F. Ward in the past week included her nieces, Mrs. George Boone and her daughter Mrs. Doris Gray and little daughter of Ho Springs, N. M. and Mr. and Mrs. Britt Clark of Sumner, Miss. They were enroute to Mount Pleasant to attend a family reunion.

Mr. and Mrs. J. A. Burkett attended a funeral in Panhandle last Wednesday.

Ann Martin and Wanda Nunn, both former Hereford residents, visited last week in the home of their grandmother, Mrs. E. E. Edwards. They are from California.

Mrs. Frank Terrell attended the Seventh District, TFWC convention held Friday and Saturday in Memphis. She served as a delegate from the Pioneer Study Club.

IDENTICALLY MATCHED COLORS
THE NEWEST IDEA IN PAINT—MAKES EASY THE NEWEST FASHION IN PAINTING!
ONE COLOR ON ALL—WOODWORK & WALLS
Now it's easy to have a flat, a semi-gloss and a high gloss finish in exactly the same color... without any guesswork, mixing, mess or fuss... with BPS Matching 3.

FLAT WALL Gives a durable, smooth velvety finish that can only be produced with oil paint.
SEMI-GLOSS The soft, non-glare, satin finish gives charm to walls, ceilings, woodwork.
HIGH GLOSS This fast drying, tile-like, waterproof finish is so easy to apply on large surface areas.

ROCKWELL BROS. and COMPANY
LUMBERMEN SINCE 1898
104 South Main Phone 4

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J. E. McDonald Says Guill Has Best Farm Program

From Amarillo Globe-News, April 17. **SHAKE, SON**

McDonald And Guill In Huddle

Texas Commissioner of Agriculture J. E. McDonald, who has supported Republican Presidential candidates since 1940 and has consistently won reelection on the Democratic ticket, edged fairly close to the Panhandle congressional campaign here today.

While in Amarillo for a wheat meeting, McDonald conferred with Ben Guill of Pampa, the Republican candidate for Congress.

"I have no intention to try to suggest to the people of this district how they vote for Congress," he said, "but if I were voting here, I would pick out the best man for the place and support him regardless of his party label. I think we ought to do that all over the country."

"Moreover, I'd like to say that after World War I, the soldiers were turned loose and a bunch of swivel-chair politicians wrote the peace and made a mess of it. The same thing happened after World War II. It seems to me a good idea to have the men who ran the war helping run the government and writing peace policies," he declared.

McDonald visited quite some time in Guill's headquarters in the Herzing Hotel. He was photographed with Guill.

The commissioner of agriculture is a plain-spoken man who would "



CONGRATULATIONS . . . J. E. McDonald, Democrat, Commissioner of Agriculture for the State of Texas for twenty years, shakes hands with Ben Guill of Pampa, 40 year old Navy Purple Heart war veteran, who is running for Congress in the May 6 election. McDonald, one of the most respected agricultural experts in the world, said that Ben Guill is the only candidate with a constructive and intelligent farm program.

Ben Guill, the son of a farmer and a resident of the Panhandle for thirty-one years, says: "The farmer has been kicked around and dictated to by the bureaucrats in Washington too long. When I go to Congress I shall bring with me a farm program dictated by the farmers of the Panhandle themselves and I shall fight for that program on the floor of the House."

ELECT BEN GUILL TO CONGRESS
May 6
(Political Advertisement)

We've Cooked Up A Party For You On Our **FIRST Anniversary**

Tomorrow, we celebrate the beginning of our second year of service to you. In appreciation for the valued patronage of the residents of this area, and the thousands of tourists who have visited with us, we wish to serve free coffee all day Monday.

Free Coffee FOR EVERYONE!

Free Pop Sicles FOR THE KIDDIES!

We've built quite a reputation for ourselves during the past year. Thousands of people testify to the quality of our foods, and to the exactness of our services. You, too, will enjoy eating in the pleasant atmosphere our modern dining room creates, so bring the entire family often. . . It'll be a real treat!

Best Coffee From Tokyo To London

We've had several foreign travelers visit our drive inn, and like everyone else they enjoy good coffee. All the way from Tokyo to London, people remember us for our coffee. You'll be wise to join the crowd here for coffee periods. . . all your friends meet here daily.

Red Schneider Personally Selects Foods, Supervises Preparations in Our Kitchen

We Feature:

- HICKORY SMOKED PIT BARBECUE
- JUMBO TASTY HAMBURGERS
- JUMBO FOUNTAIN DRINKS & DISHES
- SNAPPY, APPETIZING LUNCHES
- LARGE VARIETY SHORT ORDERS
- TASTY BREAKFASTS & DINNERS

WE MAKE OUR OWN PIES DELICIOUS SEAFOODS HOT DELICIOUS DOUGHNUTS ALL THIS AND YEAR 'ROUND CUR' SERVICE. . . HURRY IN!

TASTY DRIVE IN

632 WEST FIRST HEREFORD PHONE 929

Long Time Ago

45 Years Ago
 Certain Hereford stockmen had been holding their herds on the holding grounds at Hereford for pasturage without either permission or consideration. These holding grounds were intended for cattle brought into Hereford for immediate shipment and due notice was given to all parties that no stock was to be permitted to pasture on these lands in 1905 except those who have placed car orders with the agent in Hereford for shipment within five days. All stray stock was going to be driven off the grounds.

Graves and Elliott had sold \$15,000 worth of real estate and had loaned \$23,000 between April 1, 1905 and May 1, 1905. The Hereford Brand said this was accomplished through advertising in the media which offered them in Hereford at that time.

A Hereford baseball team blasted Canyon one Saturday afternoon in a hotly-contested game to make it two straight over

Canyon. It seemed if Hereford was ever going to find a team they couldn't beat, they were going to have to go outside the Panhandle. The Hereford line-up was: Gus Hubbert, cf; Jas. Carter, c; Maple Daniel, lf; Grayson Bell, 1b; Alie London, 2b; Henry Cloyd, pitcher; Tom Carter, rf; William Walters, ss; Lon Sturgeons, 3b; Ben Hubber, umpire.

T. J. Graves was exhibiting a sample of his wheat crop in The Brand Office and it showed a promising yield. The sample was taken from the 20-acre field of Robert Humphrey north of Hereford and estimates ran around 30 bushels per acre average. If the conditions stayed good, the yield might go to 40 per.

Rev. Jesse B. Haston preached a commencement sermon for Canyon Public school. Mrs. F. L. Vanderburg and Miss Nara Trebby came down from Amarillo to visit relatives. It was understood that Miss Trebby was to make her home in Hereford.



HOSTESSES—The Dallas beauties will be hostesses at the Southwest Sports and Vacation Show at Fair Park in Dallas, April 28-May 7. They are from the staff of the Dallas News, sponsor of the show. They will be on hand to provide information on all phases of the exposition. Left to right, rear row: Mary Robinson, Joan Aughtery, Merry Robertson, Mary Pearce, Nadine Tune and Betty Keiningham. Front row, left to right: Jo Anne Stokes, Imogene Nobles, Priscilla Dobbs and Myrl Robinson. (AP Photo)

back. She added, "Do the people of Hereford want a first-class studio? If so, support a home institution rather than one that is with you only a few days." F. T. Denson ran an ad in The Brand that he was in Hereford making all sizes of photographs at the lowest prices, considering workmanship. He said to come at once because he was going to be in Hereford only a short time. It was a windy week in Hereford. Some of the newcomers in town began to shake their heads but after the wind stopped blowing (?) and the weather was calm and clear, the doubting ones were seen wearing a broad smile of contentment as much as to say "Hereford is good enough for me." This was a comment in The Brand.

March, 1950. Texas liquor revenues brought \$1,477,895.39. In dry areas of Texas during March, 1950, 62 cases of possessing liquor for sale were disposed of with 50 convictions bringing a total of \$8,560.90 fines and costs. In dry areas of Texas, 25 cases of sale of liquor were disposed of during March with 43 convictions bringing \$6,303.00 total fines and costs. This was almost two convictions for every case. In wet areas, 16 cases of operating an open saloon were filed and 15 convictions were obtained bringing a total of \$2,179.00 fines and costs during March this year. In wet areas of Texas, two cases were filed for selling liquor to minors. No convictions were obtained.

HEAR JOAN SIMMS

Perryton High School Student



At 5:45
 May 2
 and
 May 5
 Hereford
KPAN
 860 KC

In Behalf Of
Le Roy "Pete" LaMaster for Congress
 Political Adv. LaMaster for Congress Club,
 Paul A. Loftin, Sec'y-Treas.

ATTENTION GROWERS!

Limited Acreage Now Being Contracted For Spring and Summer Planting For These Crops...

- LIMA BEANS • GREEN BEANS
- BLACK EYED PEAS • BEETS

Limited Amount of Seed Available

HEREFORD CANNING COMPANY

Phone 954-386-J

Box 384

Cattle shippers from counties south of Deaf Smith were glad to hear that the cattle trail through the Spade and Long S pastures had again been opened and Hereford was to continue to maintain the reputation as the largest shipping point in West Texas. The race, however, was drawing close between Hereford and Bovina. The owners of the two above named trails were induced to keep the trail open by C. Avery Turner, vice-president of the Pecos Valley Road. Turner had always been interested in Hereford.

C. S. Richards accepted a position as salesman at the D. R. Gass & Sons store.

J. B. Stone, who lived in the north part of the county, came in to Hereford to get some farming implements.

Miss Mamie Johnston reminded the people of Hereford and vicinity that she came to do a general photography business. She intended to make Hereford her permanent home and she said she had paid her rents for

six months in advance. She said she guaranteed all her work and

if the people weren't satisfied she would give them their money

FARM SALE

Thurs. May 4 1950

SALE STARTS PROMPTLY AT 11:00 A. M.

LOCATED SIX MILES NORTH OF HEREFORD ON PROGRESSIVE ROAD OR SIX MILES NORTH OF HEREFORD ON HIGHWAY 51 AND TWO MILES EAST.

Having sold my farm due to ill health I am selling at Public Auction my farm machinery, livestock and some household goods.

MACHINERY

- 1—1949 Model M International Tractor 4 row tool bar.
- 1—1949 Model Ford Tractor, planter practically new.
- 1—3 row IHC Attachment Lister
- 1—4 row knife sled—steel on IHC Tool bar
- 1—4 row rotary hoe
- 1—4 section IHC Harrow 22 ft. with folding hitch
- 1—3" bottom IHC 14 inch mold-board plow.
- 1—1948 model Case 6. A Combine with 4 cyl. Hi-Motor
- 1—5 or 6 inch Disk Harrow
- 1—V-type Ditcher
- 1—8 ft. Tandem Disc. . . almost new
- 1—8 ft. Oneway
- 1—16-10 IHC Wheat Drill with rubber tires
- 1—1949 model Baldwin Combine
- 1—3 bottom IHC Plow practically new
- 1—Kelly-Ryan 8 ft. Tandem Disc.
- 1—10 x 16 ft. Wooden Float
- 2—Fairbanks-Morse Feed Mills
- 1—Ford Posthole Digger—new
- 1—4-wheel Trailer, 14 foot bed
- 1—2-wheel stock trailer,
- 1—3 1/2 foot team Fresno
- 1—10 inch Hollow tool bar
- 1—49 Model F-3 Ford Pickup

LIVESTOCK

- 30 Choice Whiteface Heifers. About 16 months old.
- Registered white face cow and calf
- 2 good holstien cows
- Mixed Durham and Jersew cow and calf.
- Brindle Cow and Calf. 5 gallon
- Registered Pole Whiteface Bull, 2 Years old. (Beau Anxiety 3rd)
- 4 Mixed heifers, yearlings
- 2 White face heifers with first calves

HOGS

- 6 Bred Gilts
- 1 Bred Sow
- 20 Shoats
- 39 Weaner Pigs

FEED

- 50 Bales good Alfalfa
- 3 small stocks Hegari
- 3 Tons ear corn

HOUSEHOLD

- Fireplace Fixtures
- Dining room suite, 6 chairs, nice.
- Dutch Oven Butane Range, almost new.
- Philco Refrigerator, 11 foot; used 6 months.
- Livingroom suite
- Platform Rocker
- Radio
- Singer Electric Sewing Machine
- 9 x 12 Rug
- 3 piece bedroom suite
- Bed, mattress, springs
- 2 chests of drawers
- Studio Couch
- Porcelain top table
- G. E. Washing Machine, and tubs
- Small G. E. Electric Heater
- 3 Butane heaters
- 16 foot Marquette Deep Freeze
- Kenmore Vacuum Cleaner.

MISCELLANEOUS

- 45. 10' and 12' pieces sheet iron, new
- 20. 1 x 6 fencing panels
- 22. 10' x 4's

- Small crop feeder for calves
- Portable loading chute
- Rubber tired lawn mower
- Comfort Cab for M. Farmall and Ford
- 110 V. Electric Fencer
- 500 Gal. overhead gasoline tank
- Set Disc openers for M. Int. Tractor
- Set Corrigators and set subsoilers
- 3 deck electric Chick battery brooder
- Good medium size saddle
- 20 Sacks certified Plainsmen Martin and Hegari Seed
- Pipe clothes line posts
- Rubber tired wheel barrow
- 45. Metal Irrigation tubes
- Grinder Belt
- Saw horse and Deheader
- Hog Troughs and self feeders
- 12 foot steel stock tank
- Challenge Pump jack with 3-4 hp. electric motor
- 10 to 12 wooden panels.
- 250 cedar posts
- 20 rolls barbed wire
- 11 Spring shanks for IHC tool bar
- Childs swing and large tricycle
- Grinder and electric motor
- Hand tools, grease guns, chains, boomers and many more items too numerous to mention.

Terms of Sale, Cash

DALE KELLY, OWNER

JACK COULTER, Auctioneer CLINTON JACKSON, Clerk
 Lunch will be served by Progressive Home Demonstration Club.



HOME ELECTRIC LAUNDRY
 takes the hard work out of Washday

Wash-day a pleasure? Almost . . . when you leave the hard work to electricity! Soak, wash, rinse, dry . . . your electric washer and drier does it all. And all you do is simply put the clothes in, set a control . . . take the clothes out. So efficient and dependable is this streamlined method of laundering . . . that even the most delicate linens and laces may be trusted to its gentle care. You can even breeze through ironing the results of an entire family wash. New, improved, completely automatic . . . electric ironing is speedier, more efficient than ever.

Ask your dealer about an electric home laundry. You'll find units to suit any house-plan . . . any budget. Laundering electrically is so economical. Electric service makes it that way!



SOUTHWESTERN PUBLIC SERVICE COMPANY

35 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

Panhandle Writer Praises Timmons' Law-Making Record

By Bascom N. Timmons
(Washington Correspondent;
former Amarillo editor)

To those of my friends in the Eighteenth Congressional District, who have commiserated with me regarding the special election of May 8, I have replied that I hope they will give their support to my nephew, State Representative J. Blake Timmons.

In 1891 I became a resident of the Texas Panhandle when my parents moved to Washburn, Armstrong County, and although my work as a writer has called me to all parts of the Nation I have remained, and always expect to retain, my legal residence in the Panhandle Congressional District I am, therefore, no outsider.

Some years ago at the end of his distinguished public career in Washington, which had lasted for a quarter of the life of the Republic, former Vice President John N. Garner said:

"The best training for a member of Congress is in his State legislature. He learns his District and his state there. He learns the legislative process and how to work with other men. I laid the foundation for my Congressional career in the legislature of Texas."

From this training school also came Senator Tom Connally and Speaker Sam Rayburn of Texas. Representative J. Blake Timmons, 33, has ably served this District four years in the Texas legislature, exactly the apprenticeship served there by John Nance Garner.

It has become a custom of the people of Northwest Texas to choose an able young man to represent them in Congress and to keep him there, thus reaping the benefit of his increasing experience and the friendship and respect he has gained from his Congressional colleagues.

In the last 53 years this Congressional District has had three Representatives in Congress, John H. Stephens, who served 20 years, Marvin Jones, who served 24 years, and Eugene Worley, who served 10 years. It has Bascom Timmons been my privilege to enjoy the friendship of all these able men. I believe that J. Blake Timmons would make a worthy successor to them.

He is young, industrious, able and sound. He has been an upright and forthright public servant in these critical times. J. Blake Timmons will serve his country and his Panhandle District well.

(Political Advertisement)



TEXAS WOMEN AT PARTY—Three officers of the Daughters of the American Revolution pose in Washington at a reception for Mrs. Edwin S. Lammers (center) of Dallas and McAllen held by the Texas group attending the national DAR convention. With Mrs. Lammers, who is a candidate for the Texas group attending the national DAR convention, are Mrs. Frank G. Traus (left), of Sherman, state regent, and Mrs. Edward R. Barrow of Houston, vice-president general. (AP Photo)

Books—

(Continued from Page 1)

length the part which flourishes in the water and the phosphorus in the foodstuffs grown, as well as the wheat raised, in this vicinity influence the existing conditions here.

Another paragraph tells of Dr. Edward Taylor, who is director of the Dental Division of the State Department of Health of Texas, and his part in the investigation of conditions and his experiments on the findings in the county contributing toward

dental health.

The author slips in the use of some old material concerning some of Hereford's pseudonyms which are now past history. In her short history she has had two names and several slogan names but the one which we might now be inclined to favor which the author mentions is "Garden Spot of the Panhandle."

She tells of the miraculous change which takes place in animals brought from other parts of the country and fed here for a time. Hereford cattle are known and prized all over the United States and many ani-

mals for breeding purposes are shipped out from this locality," she says.

About our chamber of commerce she gives the following. "The Chamber of Commerce at Hereford has received many letters from persons inquiring about all types of foods, whether canned, fresh, frozen or dehydrated. In the very near future, no doubt, there will be factories producing cereals, canned vegetables and other health foods that the general public begins to understand and appreciate."

And in conclusion she writes, "Who will be the first to lead the way and make an investment that promises such rich rewards?"

Besides the above carried under the Panhandle heading there is an explanation of the name, a page given to Amarillo, one to Palo Duro Canyon, and other interesting towns and a paragraph on the X I T Ranch.

Topics dealing with Texas of interest are a brief general history, the state flower, tree and bird, songs of Texas, holidays of the state, education, prominent cities, names that Texas will remember and several thumbnail biographies of famous Texans.

The librarian, Mrs. Boydston, says that the library has just added about 40 other books on Texas, some new and others

prints of editions which have not been available in some time.

Louisa's—

(Continued from Page 1)

taking another girl out. She wishes to know whether she

should make him understand that she won't stand for such treatment or just call the whole thing off.

As she is in high school and rather young, I think she would be wise to tell this boy that if he doesn't care to go steady, both of them will date other people. Certainly it is not fair for her

to refuse other dates when he goes out with another girl.

LOUISA.
Address your letters to:
"Louisa, P. O. Box 532
Orangeburg, S. C.

Mr. and Mrs. Carl McCaslin are spending this week on the gulf coast where they are enjoying some fishing.

Mrs. Hulon Richardson and daughter are in San Antonio where they are visiting relatives and friends.

Lyle Blanton made a business trip to Dallas the past week.

What Are The Keys?

To the first ten (10) persons answering the following questions correctly, each will receive 1 FREE theatre pass. Simply bring your answers to the box office of the Star Theatre before Thursday, May 4. The answers will be posted in front of Star Theatre not later than Thursday noon.

1. What great Southern General was killed accidentally?
2. What great American said, "Give me Liberty or Give me Death?"
3. What American Hero led American Troops in the battle of San Juan Hill?
4. What period of American History is The Eagle and The Hawk based around?

CLARK GABLE LORETTA YOUNG

THEY Click LIKE A KEY IN A LOCK!

KEY TO THE CITY

MARLYN MAXWELL - FRANK MORGAN

SUNDAY-MONDAY-TUESDAY

HEREFORD **Star** YOUR COMMUNITY CENTER

all IN NATURAL COLOR!

SYLVIA SIDNEY HENRY FONDA FRED MacMURRAY

The TRAIL of the LONESOME PINE

A Paramount Picture

SUNDAY-MONDAY-TUESDAY

HEREFORD **Texas** YOUR FAMILY THEATRE

"I WILL USE A WOMAN'S LIPS AS I USE A SWORD... To Conquer"

TYRONE POWER

PRINCE of FOXES

Wanda Hendrix - Orson Welles

3 YEARS IN THE MAKING - CAST OF 50,000

WEDNESDAY-THURSDAY

HEREFORD **Star** YOUR COMMUNITY CENTER

FIRST MOTION PICTURE BASED ON THE HEADLINE-FAMED DANGER-ZONE OF PALESTINE!

Dana ANDREWS - Maria TOLON Stephen McNALLY

SWORD IN THE DESERT

JEFF CHANDLER

WEDNESDAY-THURSDAY

HEREFORD **Texas** YOUR FAMILY THEATRE

Mr. and Mrs. Car Buyer of Hereford

Do Not Be Misinformed

Our Price On A New (and we mean new) Chevrolet

Special Two Door Fleetline or Styline

Delivered in Hereford without Accessories

is only

\$1605

When you buy your new car, be sure it is new. Be sure you get a service policy that is backed by your authorized new car dealer and the factory.

If you do not wish to buy extra accessories YOU NEED NOT. BE SURE YOU PAY NO MORE THAN THE LIST PRICE OF YOUR AUTHORIZED FRANCHISED NEW CAR AND TRUCK DEALER.

Let us figure with you on a new Chevrolet car, Oldsmobile car or any type Chevrolet Truck or pick-up.

KINSEY MOTOR COMPANY

Phone 740 or visit 244 E. 3rd.

"The Eagle and the Hawk"

"The Eagle and The Hawk" is mighty drama based on the true story behind one of the greatest chapters in our frontier annals. It celebrates the heroic adventures of two top undercover agents, one from the North and one from the South, united in their desperate, secret battle to save a huge portion of our nation from being sliced away by intrigues of a foreign power, during the War Between The States.

FRIDAY & SATURDAY

HEREFORD **Star** In Hereford Just ONE DAY After World Premiere

Congratulations

Anniversaries from Sunday, April 30, through Wednesday, May 3,

Mr. and Mrs. E. B. Posey
Mr. and Mrs. F. E. Giller
Mr. and Mrs. Ray Honea
Mr. and Mrs. J. C. Simpson
Mr. and Mrs. George Lutz
Mr. and Mrs. Doc Kirby

upon the occasion of your wedding anniversary. If you have married or moved to Hereford in the last year please call 363 to give us your anniversary.

Coming TEXAS THEATRE

FRIDAY AND SATURDAY, MAY 5-6

MULE TRAIN

GENE AUTRY

COMING MAY 5th and 6th "THE EAGLE AND THE HAWK"

ENTERTAINMENT UNDER THE STARS

Saturday, April 29 THE SOUTHERN YANKEE Red Skelton	Located West Of Town on Hwy. 60	Sun. Mon. April 30 May 1 WILD HARVEST Alan Ladd Dorothy Lamour
Tues.-Wed., May 2-3 CRYSTAL BALL Paulette Goddard Ray Milland	Relax, Smoke Eat, Talk In The Comfort Of your own car.	Tues. Wed. May 2-3 CRYSTAL BALL Paulette Goddard Ray Milland

TWO SHOWS NIGHTLY — 8:00 O'CLOCK AND 10:00 O'CLOCK

★ AP NEWSFEATURES ★ COMICS ★

MILLINETS - HATS - HATS - HATS

WHAT IF IT IS IN BAD TASTE? I HAVE SO MUCH MONEY NOW I CAN AFFORD TO HAVE BAD TASTE!



I DON'T KNOW WHAT I WANT, AS A MATTER OF FACT I DON'T EVEN KNOW WHAT I DON'T WANT!



HORACE! YOU DON'T LOVE ME ANYMORE! WE'VE WALKED FIVE BLOCKS AND YOU HAVEN'T NOTICED MY NEW HAT!



NO WOMAN WOULD EVER BUY A HAT LIKE THAT UNLESS SHE WAS EXTREMELY UGLY.

MY HAT WAS A HUGE SUCCESS, MY HUSBAND THOUGHT IT WAS AWFUL!



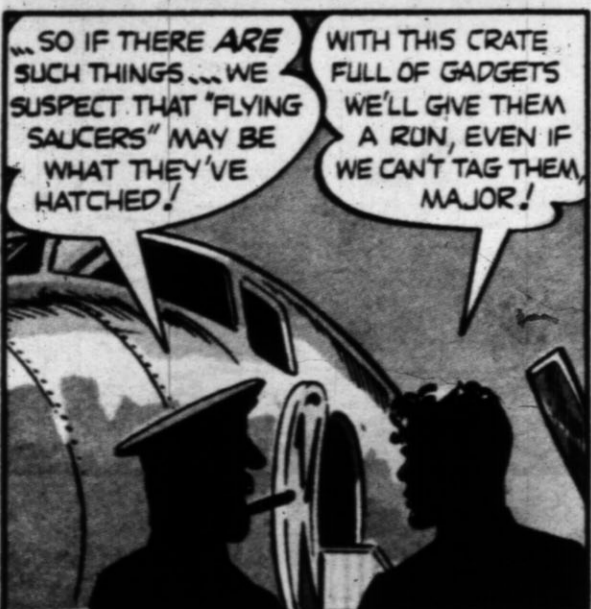
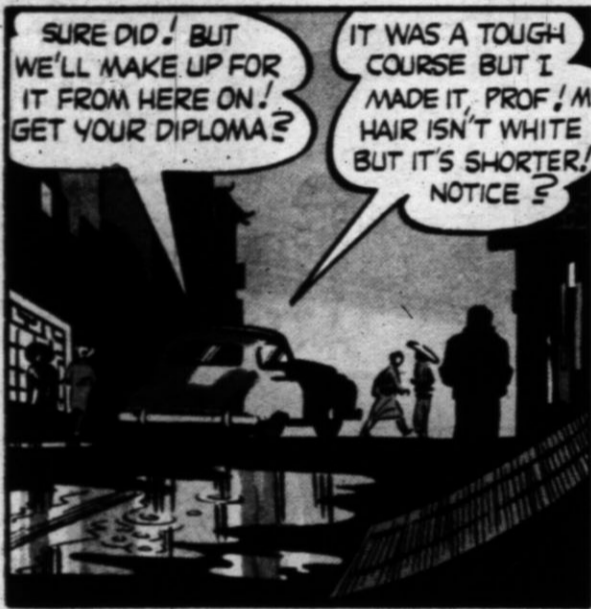
The Sunday Brand

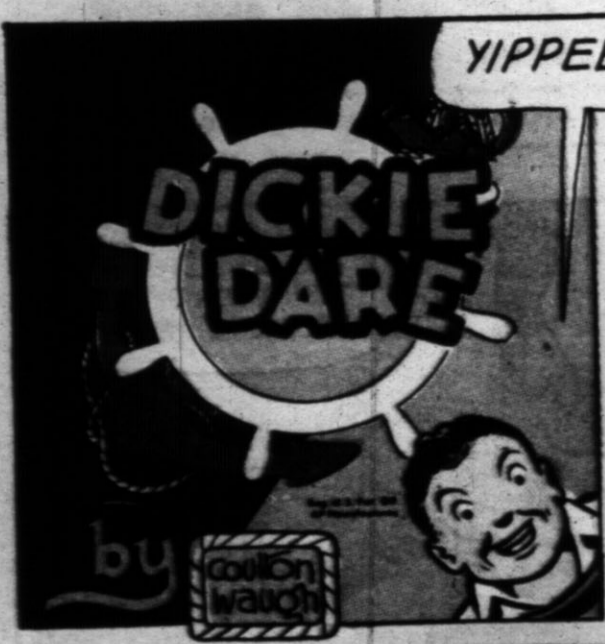
Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

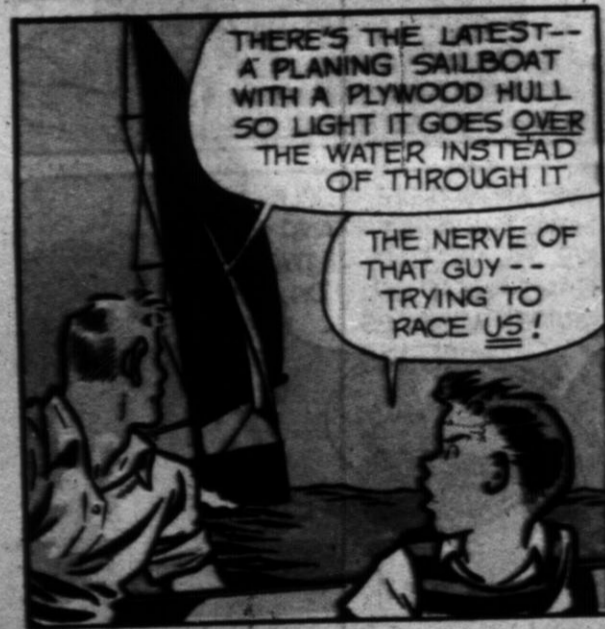
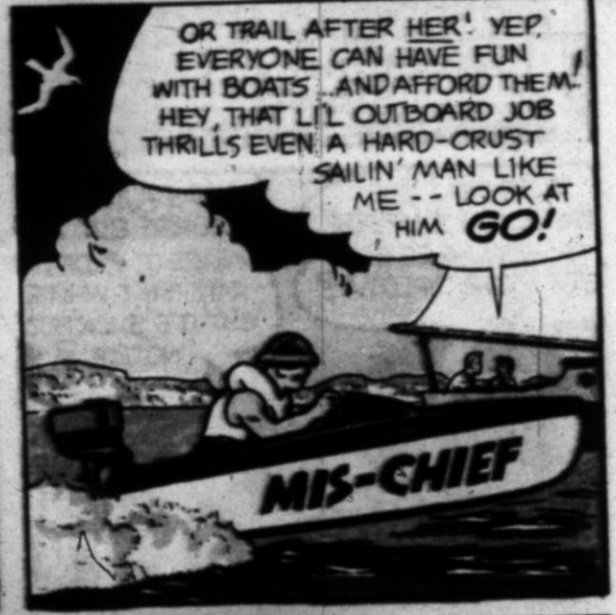
SUNDAY, APRIL 30, 1950





YIPPEE!

DRINK IT IN, DAN AND WAGS! OUR OWN LI'L SHIP "DICKIE DARE" PAINTED AND POWDERED AND SET TO STEP OUT ON A THRILLING SUMMER CRUISE



YIPEE

WOWEE! WHO'S THAT? LOOKIT 'IM GO!!

WHY, THAT'S CHEROKEE CHARLIE! HE DOES ALL THE CROP DUSTING IN THESE PARTS.



HAMMM! I'VE HEARD TELL THERE'S BIG DOUGH IN THIS HERE BUG BUSTIN' BUSINESS!



CLARK WADE 4-30



SPORT SLANTS

— On HOTEL MEN.



Conrad HILTON

— PRESIDENT OF THE BILDORF-ASTORIA AND HEAD OF THE HOTEL CHAIN WHICH BEARS HIS NAME. HE IS AN ARDENT GOLFER AT THE BEL-AIR COUNTRY CLUB IN LOS ANGELES.



DAVE KERR

— THE FORMER RANGERS GOALIE OPERATES THE EMPRESS HOTEL IN PETERBOROUGH, ONTARIO, CANADA.



Jack LIPPINCOTT

— THE MANAGER OF ATLANTIC CITY'S CHALFONTE HOTEL WAS A SOCCER STAR AT SWARTHMORE



THE HOTEL ASTORS GENERAL MANAGER

Bob CHRISTENBERRY

BOB IS AN AMAZING ONE-ARMED GOLFER

Billy BUTLIN

— BRITAIN'S "HOLIDAY KING" LEARNED TO WATER-SKI IN THE BAHAMAS AT 47



4-30-50

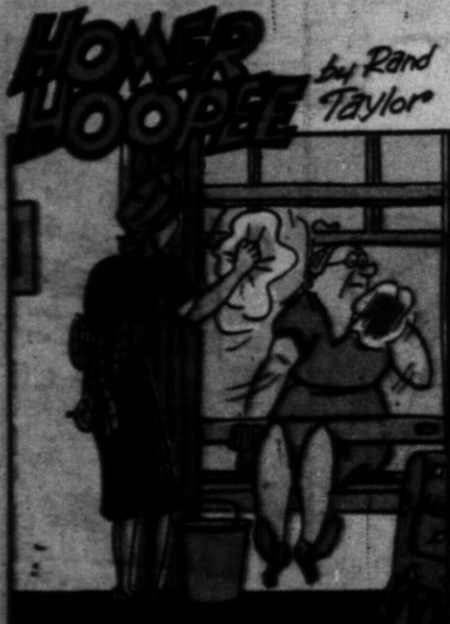
PAP

MEMORY MIRROR

ONE OF ST. JOHN'S ALL-TIME COURT GREATS, HE NOW OPERATES HOTELS IN MIAMI AND IN THE CATSKILL VACATION BELT



St. John
HOLD IT UP TO A MIRROR



HOMER LOOPER by Rand Taylor



THERE! NOW HOMER WILL HAVE A CLEAN WINDOW TO SIT BY!

NOT THAT HE WILL NOTICE IT WHEN HE COMES IN!



DEAR, WILL YOU EMPTY THE WATER IN THAT CLEANING BUCKET?

SURE, M'LOVE!



WELL I DECLARE! THAT WINDOW WASN'T OPEN AFTER ALL — IT'S BEEN CLEANED!



by
RB FULLER

AP Features

Trademark Registered

WHEN CAPTAIN LIL BURIED HER TREASURE CHEST SHE DIDN'T KNOW SHE WAS WATCHED BY THE TWO SEAMEN WHO DESERTED HER SHIP... BUT NOW IT'S NIGHT, AND LET'S SEE WHAT'S HAPPENING AT THE TEPEE OF CHIEF BIG SMOKE...

OOH! OW!! ME HURT FOOT WHEN ME TRY TO GET PALEFACE FELLER'S SCALP!

CHIEF, IT JEST DON'T PAY TO MESS AROUND WITH SIR OAKY DOAKS!

YOU LIKE MY INDIAN PUDDING?

GEE, IT'S SWELL MINNIE!



SKINNY GUY LIKE YOU NEED GOOD COOK LIKE MINNIE FOR WIFE! COME, WE TAKE NICE, LONG WALK IN MOONLIGHT!



WELL, ER...

I'LL GO, TOO!

LET'S NOT WALK IN THIS DIRECTION!

SO THAT'S WHERE YOU BURY BIG TREASURE BOX!



ME GO SEE WHERE YOU BURY BIG BOX!

COME BACK!



...THIS ISN'T FAIR!

ME SEE BIG HOLE IN GROUND!



MY TREASURE CHEST IS G-GONE! S-SOMEBODY S-S-STOLE IT! B-BAW!!

AW, GEE! DON'T CRY, CAPTAIN LIL!

??



LOOK! TWO STRANGE MEN ON BEACH!

GOSH ALL HEMLOCK-- HOOK AND CROOK!

THEY'RE MUTINEERS-- AND JERKS!



HEY, YOU! GIMME THAT CHEST!

IT'S DOAKS AGIN!



BUT, SIR OAKY, WE FOUND IT OVER THAR!

YOU DUG IT UP! IT BELONGS TO CAPTAIN LIL!

IT DON'T NOW! FINDERS IS KEEPERS!



JEST YE GO AWAY NICE AN' PEACEFUL-LIKE AN' YE WON'T GIT HURT!

I'M NOT GOING ANY PLACE--AND IT ISN'T ME THAT'S GONNA GET HURT!



CONTINUED...

Things to Come

HOMOGENOUS MEAT, DEBONED AND MINUS FAT, ACCOMPANIED BY RECIPES THAT GIVE FREQUENCY SETTING AND TIME FOR COOKING ON A TABLE-SIDE DIELECTRIC STOVE, IS AMONG ELECTRONIC DEVELOPMENTS NOW FORECAST...

YOU DON'T REALLY COOK THIS DEBONED, HOMOGENOUS MEAT--- YOU SORT OF ELECTROCUTE IT...

I SUPPOSE IT'S MORE HUMANE THAT WAY!

THIS MEAT SHOULD HAVE LOTS OF JUICE EH, POP?

ROVER'S SORE ABOUT THIS NEW DEBONED MEAT!

4-30

BRESNAN

---FIRST THEY HOMOGENIZE US---

THEN THEY DEBONE AND DEFAT US---AND COOK US ON A DIELECTRIC STOVE!

AIN'T SCIENCE WONDERFUL??

NEIGHBORLY NEIGHBORS BY MORRIS

PETERS ... FOR HEAVEN'S SALES!

WHY ON EARTH ARE YOU EATING ALL THAT HEAVY STUFF BEFORE GOING TO BED?

I JUST RENTED A BOOK FROM THE CIRCULATIN' LIBRARY FOR 10¢ A DAY!

WHAT IN HEAVEN'S NAME HAS THAT GOT TO DO WITH YOUR EATING ALL THAT STUFF?

WELL, I AIN'T GONNA SIT AROUND RUNNING UP A BIG BILL WAITING FOR SOMETHING TO READ ABOUT!

YOUR DREAMS INTERPRET



THIMBLE THEATRE :: Starring POPEYE

By TOM SIMS and BILL ZABOY



WANT ADS

★ READ FOR PROFIT!
★ USE FOR RESULTS!

Turn to the want ads to turn a neat profit! And an ad-taker is waiting to help you break into print.

PHONE 30

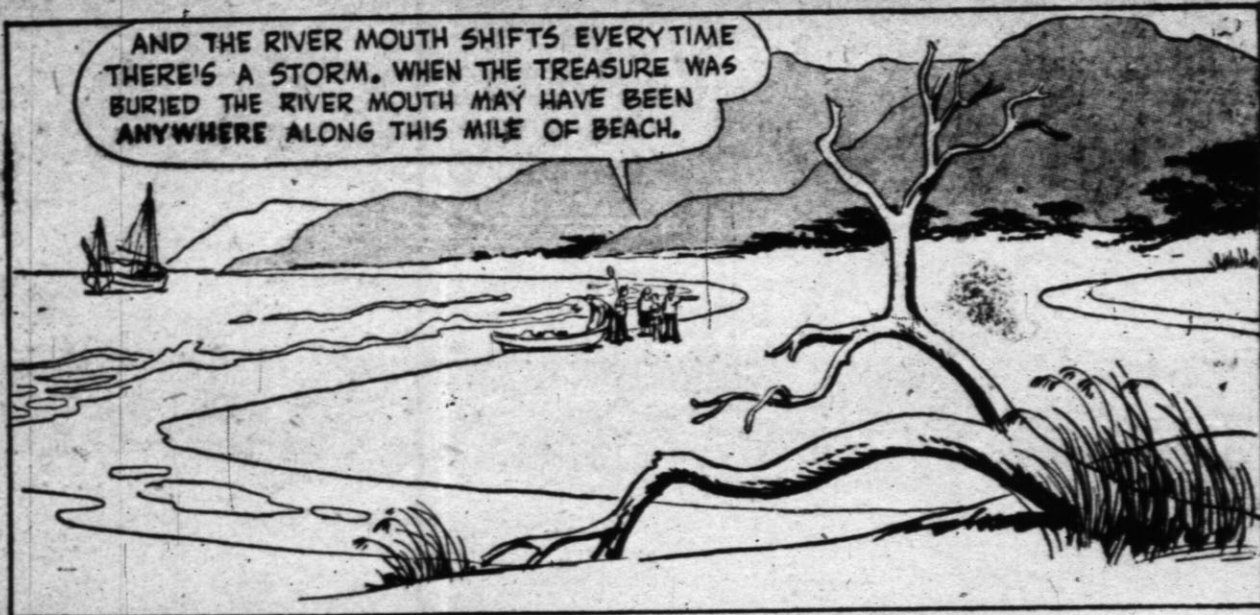
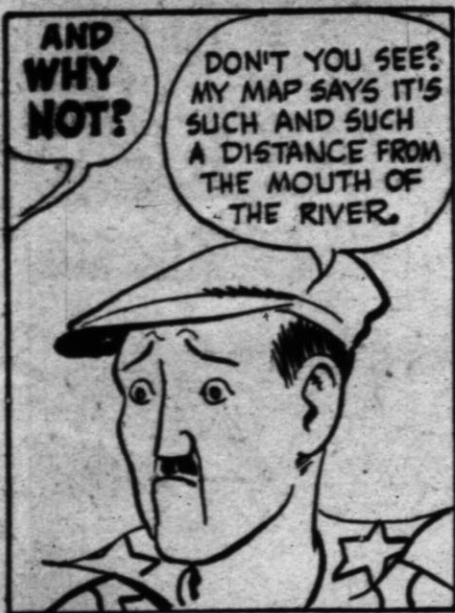
Tell the town what you want to buy, rent, swap, hire, lend or borrow! And the one sure-fire way to get results is through the classified ads... the town's largest place for buyers and sellers!

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

BUZ SAWYER by ROY CRANE



Right Around HOME by Dudley Fisher



ENTERTAINMENT UNDER THE STARS
 SEE AND HEAR THE MOVIES IN THE PRIVACY OF YOUR OWN CAR... EAT SMOKE... TALK... WHILE YOU SEE THE STARS UNDER THE STARS.

LOCATED WEST OF TOWN ON HWY. 60

NO BABY SITTER TROUBLE HERE

Come As You Are

TOWER DRIVE-IN

BLONDIE
by
CHIC YOUNG



**PITMAN
GRAIN CO.**

**PHONE 1
NO.**

The KATZENJAMMER KIDS



sugar 'n spice 'n everything nice...

THAT'S WHAT OUR
BAKERY FOODS
ARE MADE OF!!

Fresh In Hereford

Hereford Buttermilk Bread

Hereford White Sliced

HEREFORD BAKERY

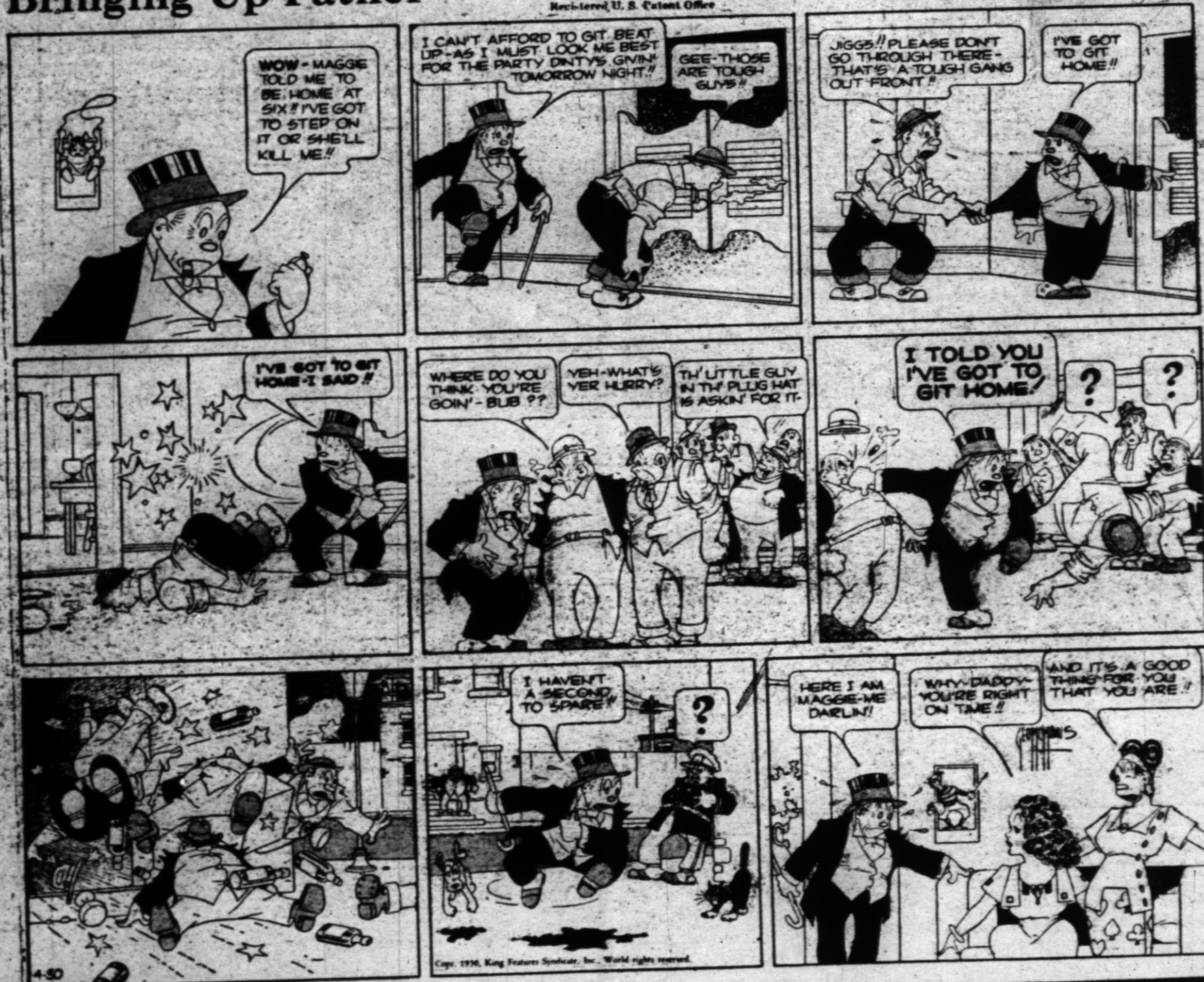
Snookums
by
GEOMCMANUS



Bringing Up Father

Registered U. S. Patent Office

By **George McManus**



for **FINE FOODS**

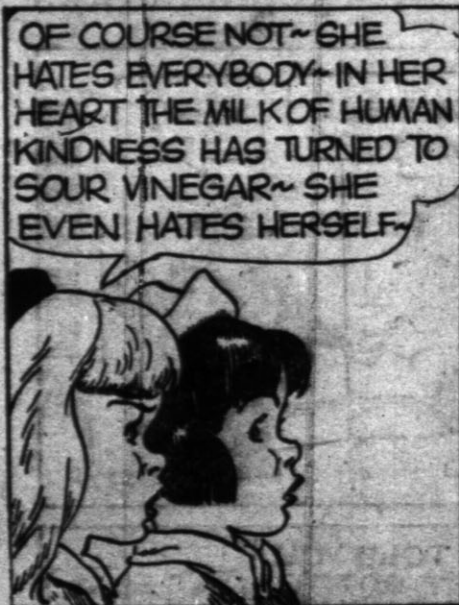
at popular prices

You Can't beat... **IKE'S CAFE**

MAIN STREET at HIGHWAY 60

LITTLE ANNIE ROONEY by BRANDON WALSH

Registered U. S. Patent Office



'Bear' the Heat Better!
KEEP COOL
 with
AIR CONDITIONING

Phone 708

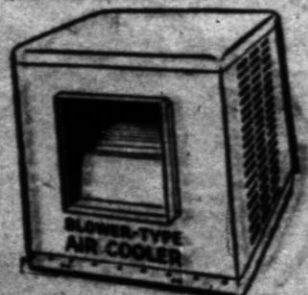
It's later than you think . . . old man summer is just around the corner. If you're thinking about having air-conditioning installed . . . just call us for an estimate.

Experts in Plumbing - Sheet Metal work

HEREFORD HEATING CO.

529 East 1st Street

Authorized LENOX Dealers



TEENA® *by Lilla Terry*

NOW IS REALLY THE TIME OF THE YEAR TO LAUNCH AN OFFENSIVE, WHILE THE FELLAS ARE IN A WEAKENED CONDITION IF WE USE OUR HEADS, WE CAN BE ALL DATED UP FOR **MONTHS** BY THE TIME THEY SNAP OUT OF IT!

AHH, SPRING, WHEN A YOUNG MAN'S FANCY LIGHTLY TURNS TO WHAT WE'RE THINKING OF ALL THE TIME.....



-LIKE HERE COMES ONE NOW..... LET'S START WITH HIM... HE LOOKS REAL SUSCEPTIBLE!



YOUR **HANDKERCHIEF!** QUICK!!! DROP YOUR HANDKERCHIEF!



HEY!!



Y'DROPPED SUMP'N!



EVERY NEW CONVENIENCE YOU'VE BEEN LOOKING FOR

Servel
The GAS Refrigerator

Only Servel - The Gas Refrigerator
has NO MOTOR TO WEAR
NO MACHINERY TO GROW NOISY
STAYS SILENT - LAST LONGER

COMMERCIAL OIL CO.

131 Main Street

Phone 68

Factory Trained Service Men On Duty at all Times



SUBTITLES: PRINCE VALIANT'S ARM AND SHIELD ARE BEING BATTERED INTO USELESSNESS UNDER EGIL'S TERRIBLE BLOWS. THEN A MISDIRECTED STROKE KILLS VAL'S MOUNT AND THEY FALL CRASHING TO THE GROUND.



WITH A SHOUT OF TRIUMPH EGIL REINS HIS HORSE BACK AND FORTH OVER VAL'S PROSTRATE BODY TRYING TO CRUSH OUT HIS LIFE UNDER FLASHING HOOF!



WITH THE STRENGTH OF DESPERATION VAL GRASPS A STIRRUP-LEATHER AND THE PLUNGING HORSE DRAGS HIM FREE OF HIS OWN MOUNT.



SLOWLY HE DRAGS HIMSELF UPWARD, CLINGING CLOSE SO EGIL CANNOT WIELD HIS TERRIBLE LOCHABER.



FOR A BRIEF WHILE THEY ARE LOCKED IN A SILENT STRUGGLE.... THEN THE SADDLE GIRTH PARTS.



SWORDS FLASH OUT AND THE DUEL CONTINUES. VAL'S LEFT ARM IS NUMB AND HE MUST USE HIS SWORD TO FEND OFF EGIL'S ONSLAUGHT. STEP BY STEP HE IS FORCED BACK.



YOUNG ARF IS FRANTIC! HIS MASTER, HIS HERO IS BEING BEATEN INTO HELPLESSNESS. HE PRAYS FOR A MIRACLE.



NO MIRACLE HAPPENS.... SO HE SLIPS AWAY UNNOTICED AND CREATES ONE OF HIS OWN!

NEXT WEEK - *The Pilgrims.*



See us for a Complete line of
NEW & USED PARTS

Expert Repair Service on Cars, Trucks & Tractors

Hereford Wrecking Co.

709 E. First Street - Phone 320

RUSTY RILEY by FRANK GODWIN



Have YOU Tried...

MANN'S
Buttermilk Cream
BREAD

LOOK FOR THE BREAD IN THE BRIGHT RED WRAPPER (POLKA DOTS)



GRANDMA by CHAS. KUHN-

AW, COME ON, GRANDMA-
NOTHIN' ROUGH! WE'RE
JUST GONNA FLY JOE'S
NEW KITE!!



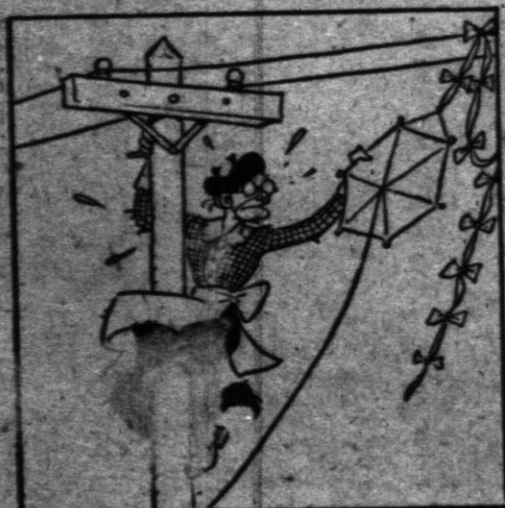
WELL, LET ME SHOW YOU
KIDS HOW T' GET HER
UP HIGH!



OK.---LET 'ER GO!



LET LOOSE WHEN
I RUN!



YOU KIDS TAKE OVER FROM
HERE - I'M ALL IN!!



GOSH, GRANDMA IS GETTIN' T'
BE A REGULAR SISSY!! SHE
ACTS LIKE FLYIN' A KITE IS
HARD WORK!



This Space For Sale



For Complete Details - Inquire
THE HEREFORD BRAND
Pho 30

KING[®] of the ROYAL MOUNTED

by
ZANE
GREY



TROPIC, IN EACH CAUSEWAY ROBBERY THE VICTIM HAS HEARD THE ROAR OF YOUR FATHER'S SPEEDBOAT... YOU WERE SAILING ON THE BAY TONIGHT. WHAT DID YOU HEAR?



AFTER SENDING EDDY CURRENT TO CALL A DOCTOR FOR THE WOUNDED MAIL CARRIER, KING DISCOVERS THE ILLUSTRATOR'S DAUGHTER

I HEARD SHARP REPORTS, KING, AND THE SOUND OF DAD'S BOAT. BUT I'M USED TO THAT. HE'S BEEN TUNING UP THE RACER MOST EVERY NIGHT!



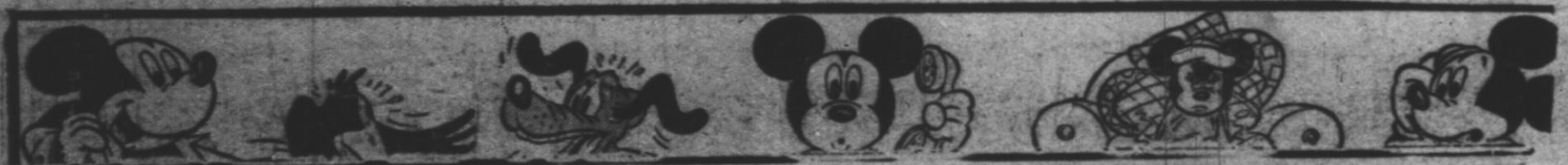
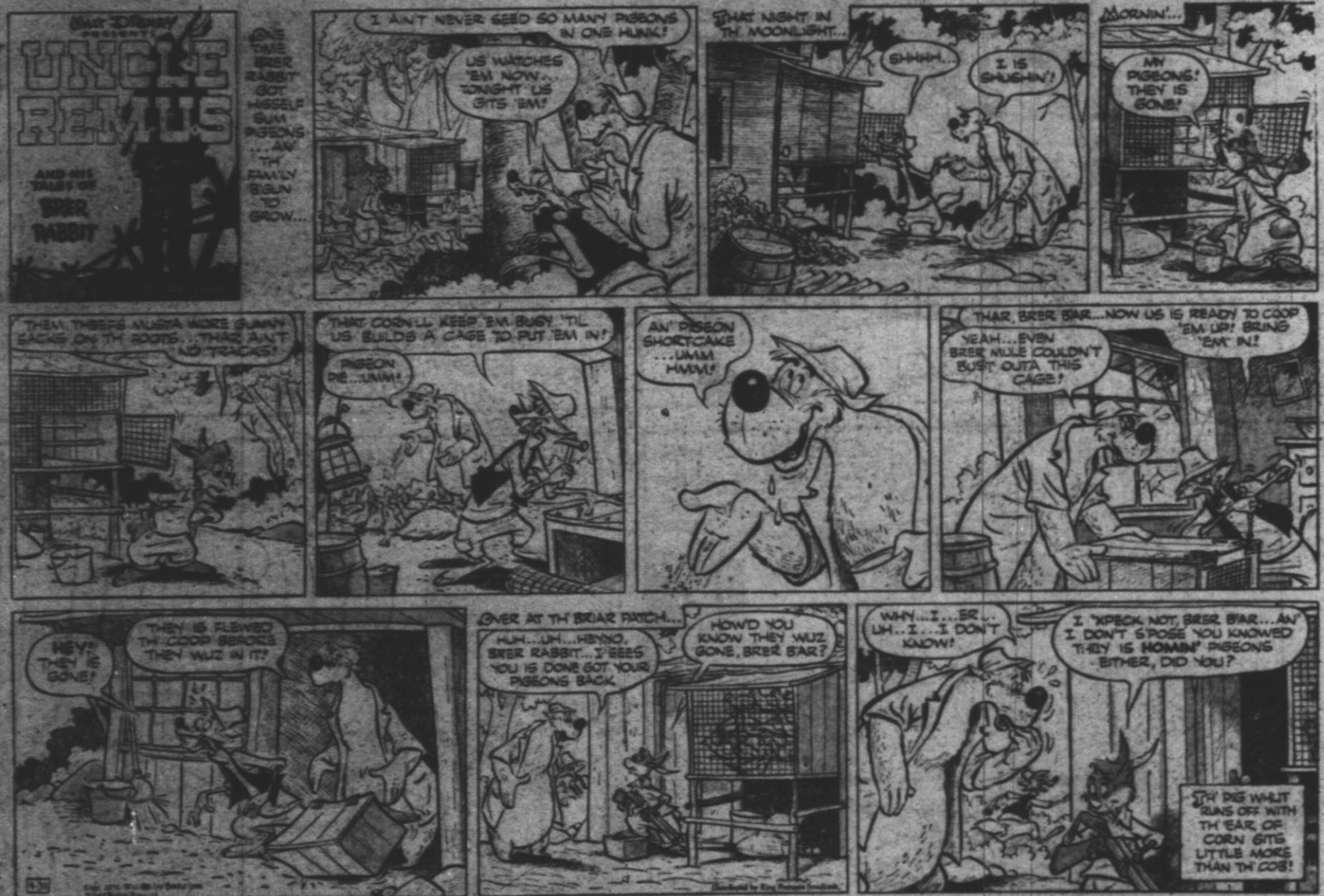
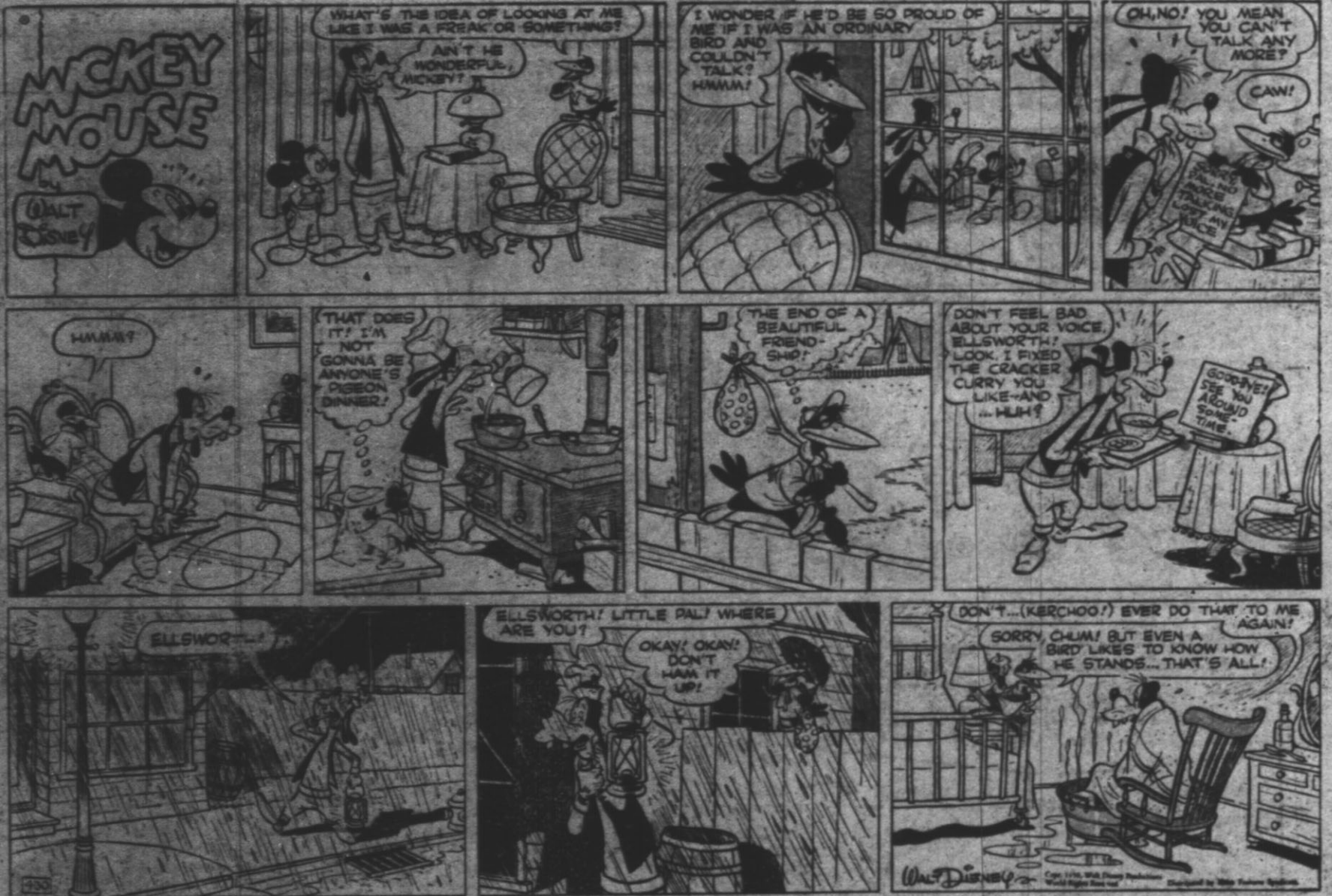
WHEW! THAT'S A RELIEF! OH-OH... HERE COMES DOC CLAY NOW!



For Service On
Butane and Propane
Irrigation Engine
CARBURATORS — IT'S
HEREFORD BUTANE GAS CO.
R. C. Anderson, Manager
Phone 9000



Phillip's 66
GAS - OIL - GREASES
66 TRACTOR TIRES
JIMMIE ALLRED
DISTRIBUTOR
Phone 66



SHIRTS you'll be proud to wear!



Nothing can replace the snap, sparkle and fine appearance of a laundry-finished shirt. During March we are offering special service in this department. Prove to yourself the many advantages our complete, modern service offers in finer shirt finishing . . . at low cost, too!

SHIRTS 20c Each
When Accompanied with Family Bundle **17c Ea.**

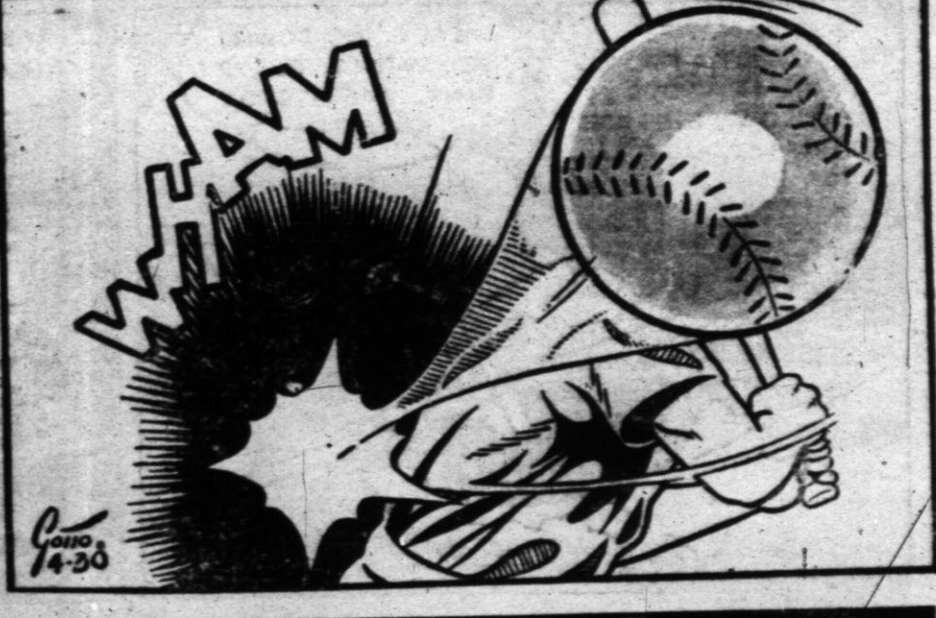
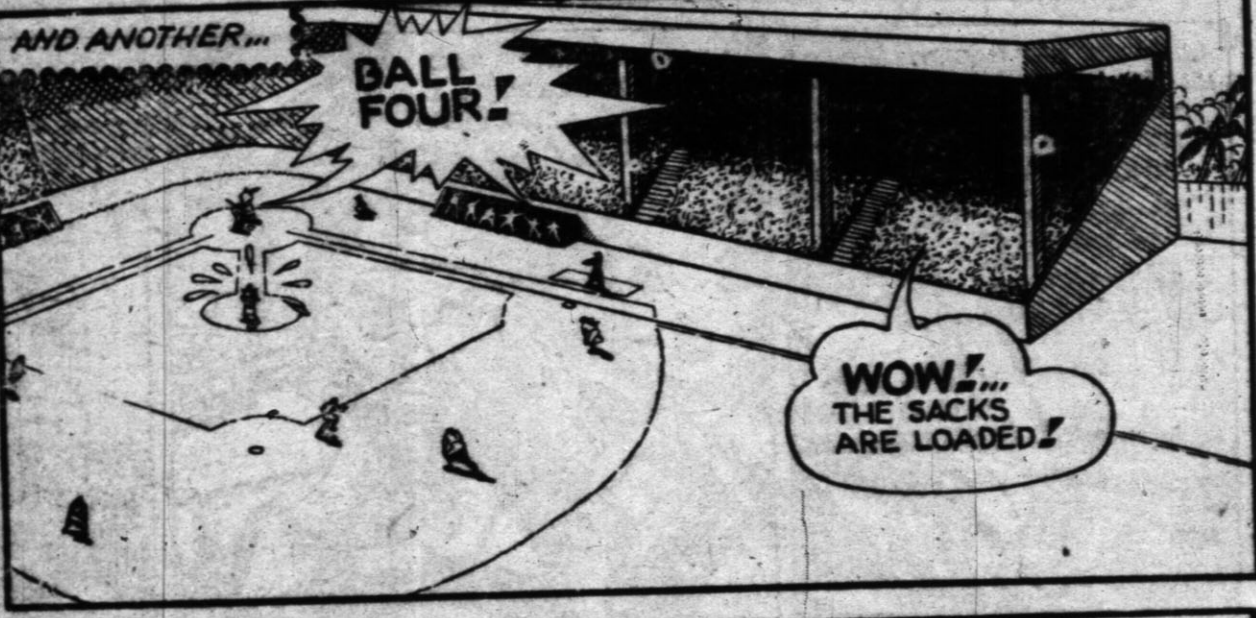
HEREFORD LAUNDRY &

DRY CLEANERS

Call 298 or ask our driver for complete details!
PHONE 298

OZARK IKE by RAY GOTTO

inning	1	2	3	4	5	6	7	8	9
SCARECROWS	4	0	0	0	0	0	0	0	0
BEACHCOMBERS	0	0	0	0	0	0	0	0	0



FROZEN FOOD LOCKERS



A limited number of lockers and box storage bins are available. When you butcher, save dollars — save meat by storing the modern way. Try Our New Cellophane Wrap

Weekly Specials on BIRDSEYE FROZEN FOODS

HEREFORD LOCKER and COLD STORAGE

JOHNNY HAZARD by FRANK ROSS



STARTING TODAY: "THE RIDDLE OF THE DISCS!" AFTER DISCOVERING THE BABY DINOSAUR STOWED AWAY ON THE PLANE, JOHNNY CALLS WORLD-WIDE AIRLINES AT BORNEO AND REPORTS HIS FIND! THE WWA OPERATOR, CONVINCED JOHNNY IS MAD, CALLS HIM BACK AND...



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4-3
CONTINUED...



Phone 497

When Storm Clouds Gather!

There is no deterring the elements of nature! Wind or hail storms may do severe damage to your crops, your farm buildings. Make sure you have enough insurance to cushion your losses when the weather goes on a rampage!

LOANS and ABSTRACTS
HEREFORD INSURANCE CO.
ELIZABETH WOMBLE

MANDRAKE

THE
MAGICIAN

BY LEE FALK & PHIL DAVIS

IN LETHE, LORO TELLS NARDA HOW HE DISCOVERED THE SECRET WEAPON HE WAS LOOKING FOR IN EXILE.

THEY EXILED ME FROM LETHE AS A YOUTH! I SWORE TO RETURN AND BE REVENGED!

I'VE FOUND IT -- AT LAST!



IT WAS A POWDER WHICH MIXED IN ANY LIQUID, CAUSED COMPLETE LOSS OF MEMORY! I MADE MY LAST TEST --"

ONLY TWIN GIANTS ON EARTH!

JOIN ME FOR A DRINK AFTER THE SHOW?

SURE.



IT REALLY WORKED! I GAINED TWO POWERFUL SERVANTS. I ALSO FOUND THAT WITH LOSS OF MEMORY CAME A LOWERING OF WILL POWER!"

YOU ARE MY SERVANTS FROM THIS DAY ON!



WE ENTERED LETHE SECRETLY, AND HID IN THE HILLS. NIGHT AFTER NIGHT, WE DUMPED POWDER INTO THE RESERVOIRS AND WELLS -- WEEKS PASSED --"

FINALLY, LETHE WAS MINE! WE ENTERED THE CITY TO FIND EVERYTHING STOPPED AND IN CONFUSION. EVERYONE HAD FORGOTTEN HOW TO DO EVERYTHING!"



ALL WERE LIKE INFANTS. BUT I SOON TAUGHT THEM ONE THING -- TO OBEY ME! EXILED AS A YOUTH, I WAS BACK, AS THE CONQUEROR! THE ONLY TROUBLE IS, NO ONE REMEMBERS ME!" ADDS LORO.



What Wonderful Premiums

You have your choice of over 100 handsome, valuable premiums for only one book of Gunn Bros. Stamps! Solid brass Ornaments, Card Trays, Pottery Sets, Baby Cups, Milk Glass Decorative Pieces, Mirro Aluminum, Pyrex Sets, Hide-A-Brush Baby Blankets, Kitchen Racks, Sporting Goods--these are just a few of the many, many lovely one-book items.

And the best part of it is, you can fill a book in no time at all! Just concentrate your everyday buying at firms which give Gunn Bros. Stamps and make certain you receive your stamps on every purchase you make.

D & S VARIETY STORE
HAILE DRUG CO.
FURE FOODS
C & R CLEANERS
H & H FURNITURE
HEREFORD LAUNDRY
& DRY CLEANING
LANDRUM HDW.
PITTMAN SERVICE
WEST TEXAS FEED,
SEED & HATCHERY CO.