

Around Town

SIGHTS, FACES SEEN

All officers and committee chairmen are urged to attend an executive meeting of the Home-builders class at 8 o'clock Friday night at the Irving Willoughby home at 901 Union.

Don't forget the caravan leaves at 1 o'clock today.

Going to college next month? Then get your name and school in the paper by calling Mrs. John McLean at 181 before the first of September.

S. N. Henry spoke to the Lions Club Wednesday noon on the new high school distributive education program.

Bruce Bybee received the award for making the best speech at Toastmasters Tuesday evening at Hotel Jim Hill. He spoke on the need for a new gymnasium and the state of the present one. Part of the program was conducted by candlelight, by necessity.

Installation of new officers, to be elected at the next meeting, will be in September.

Dr. R. R. Wills Tuesday spoke to the Jaycees on Communism, its inroads in America and what the future holds. Dr. Wills compared America today with the America of the late 30's when everyone knew, but wouldn't admit, that we would end up with a war with Adolph Hitler. He urged those present to be aware of what is going on and make their representatives in Congress know how they feel about the way things are going.

Caravan Leaves At One O'clock

Harrison Highway opens officially today, at 1 o'clock Mountain Standard Time.

At that time a dream of 30 years and a tremendous amount of work by many persons will realize success. Thirty-six miles of paved highway will connect western Deaf Smith County and New Mexico with Hereford.

A caravan will leave Hereford at 1 o'clock Hereford time and drive over the \$430,000 highway to the state line with Fred Wimple, State Highway chairman, and other state officials, to meet the New Mexico delegation at the state line.

Burton Dwyer, state highway engineer of New Mexico, will be present as representative for the governor of New Mexico.

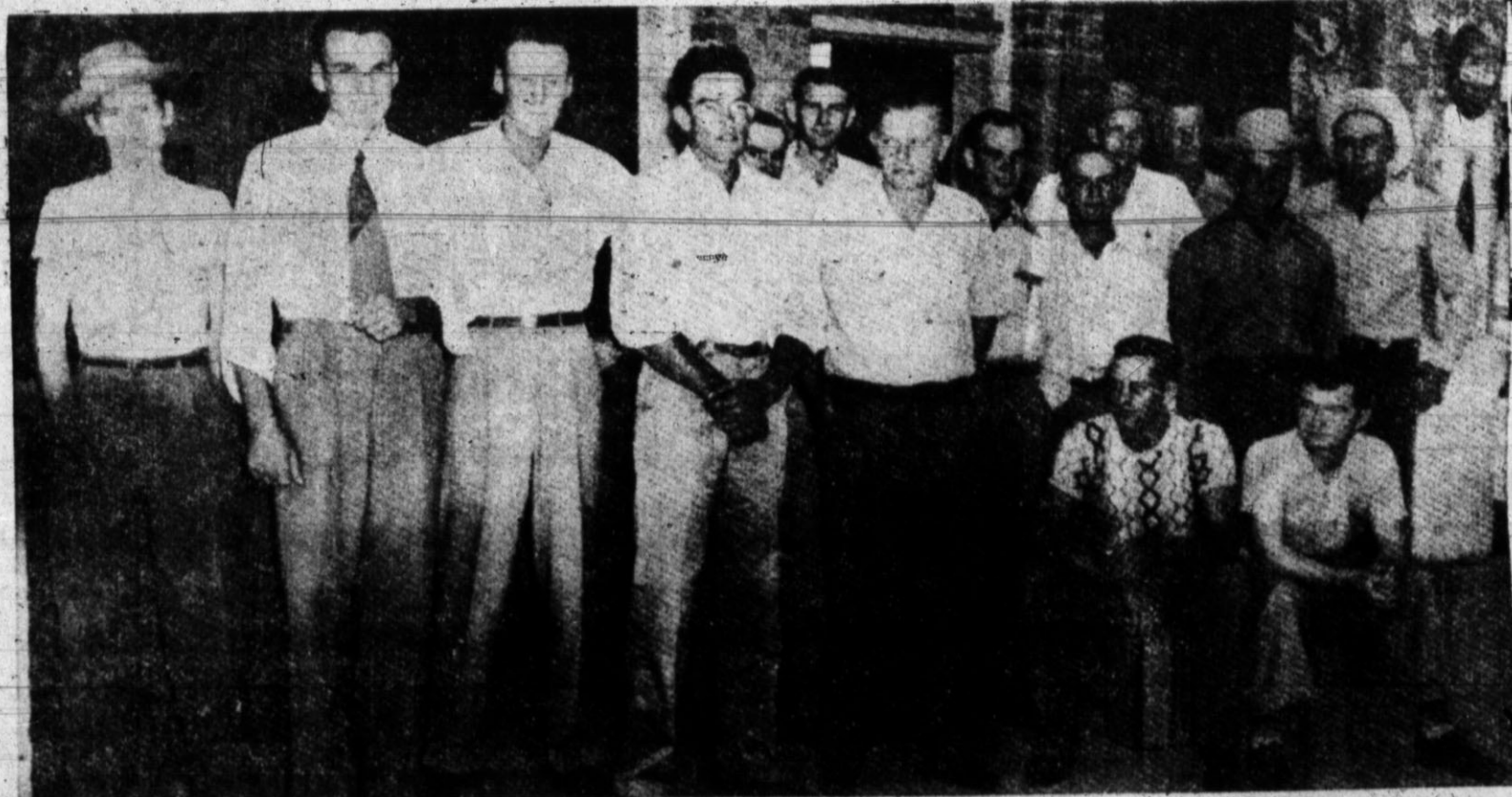
All Hereford people making the trip are urged to join the caravan which will be escorted by State Highway Patrolmen. Anyone desiring to put placards on their cars, describing their business or anything else, also have the blessing of the Chamber of Commerce. In fact, they would like to see a colorful caravan, according to Pete Cowart, manager.

The caravan will form on West Park Avenue from the City limits back east. No special order of cars will be used. Just fall in line when you get there.

Boles New Manager Of Local Radio Station

Don Boles of Clovis this week took over the job of active manager of Hereford's radio station KPAN, succeeding Hal Blymiller who resigned to become manager of Shamrock station KEVA in which he has purchased an interest.

Mr. Boles is accompanied by Mrs. Boles and their three children, Charles, age five, Zela age three, and James, four months. He has been assistant manager of the Clovis station and has 15 years experience in the radio business being previously associated with stations in Elk City, Amarillo and Pampa.



LEAVE FOR PHYSICALS—Part of this week's group called in by the Four-County draft board, stopped at the bus station to have their picture taken before boarding the bus for Amarillo and possibly points unknown after that.

Forty More Go For Physical Exams Next Week From Four County Area

Forty more selectees from the Deaf Smith, Parmer, Castro, Randall area will report for physicals Monday morning, Local Draft Board officials said Friday. Twenty out of 24 called, left for Amarillo and their physicals this week.

The next call will be for 20 on September 8, and then 20 more will leave September 11. Those reporting for physicals next week include:

Hereford—Antonio Espinoza, Kenneth D. Nickerson, Emmett M. Potter, Joseph F. Brorman, Robert A. Sinclair, Ott

Miller, Jr., Antonio A. Atkison, John F. Higgins, Lenard D. Smith, Eastanslao DeLaCerde, Joe F. Bishop, Karl D. Hutcheson, Billy Don Quigley, Dimmitt—Jack D. Hutcheson, Oren H. Eubanks, Friona—Vernon L. White, Dan Luttrell.

Hart—Raymond M. Hayden, A. L. Hawkins, James R. Alexander.

Amarillo—Jack S. Lains, John A. Cavin, William W. Brandt, Kenneth E. Godwin, Lesly R. Allen, Jesse J. Hale.

Nazareth—Anthony V. Acker, Paul J. Richmayer.

Bovina—Paul C. Smith, John M. McFarland, John R. Pounds.

Happy—Franklin Bauer, Alfred B. Jamblen.

Canyon—Marcel E. Rhoades, Fred Aaron, Johnnie A. Williams, William B. Bell, James N. Jennings, Charles D. Barnard.

Umberger—Albert Schoenenberger, Brownfield, Francis L. Jackson, Pecos, Harold R. Crook; Farwell, James H. Hughes; Espanola, N. M., Jerry N. Bailey.

State headquarters said Tuesday some men registered under the World War II draft act, now past 40 and 50 years of age, are attempting to advise old local boards of changes of address and

status, although these draft boards have been out of existence for years. As a result, these cards and letters are flooding present local boards and Selective Service headquarters.

Brigadier General Paul L. Wakefield, state director of Selective Service, advised that "those men no longer have to advise of any change of address or status, as the law under which they registered was terminated by Congress in 1947."

The only men who are obligated to keep local boards advised are those registered under the Selective Service Act of 1948, which became law on June 24, 1948, the state director pointed out.

"Any man who has registered with Selective Service in 1948,

1949, or 1950 is obligated to advise his local board of address and status changes." General Wakefield said. "Any man who registered with any local board prior to those years is not required by law to do so."

The state director said that every man should ask himself the question "Should I be registered under the Selective Service Act of 1948?"

The answer, says General Wakefield, is simple. If the man was born on August 30, 1922, or after, he is required to be registered, provided he is not under 18. If he was born prior to August 30, 1922, he is not required by law to be registered under the Selective Service Act of 1948.

Males are required to register on their 18th birthdays or within five days thereafter.

NOBODY KNOWS WHEN, SO HEREFORD

Reservists Just Sit And Wait

Some Hereford reservists, Army, Navy, Marine and Air Force, are expecting to hear from their respective branch of service any day now, while others don't expect it soon or at all. They are, however, practically unanimous in agreeing that the situation is pretty bad, and maybe worse than we realize.

Uncertainty of the future is the worst part of it all for most of them. The familiar "what the hell—I won't be here anyway" attitude is a hard thing to combat. But this same feeling is not confined only to reservists under present-day circumstances.

Examples of what local ex-servicemen and reservists have to say, follow:

Dr. Milton C. Adams, optometrist, is a Lt. JG in the Naval Reserve. He was discharged in January, 1946 after nearly five years active duty and is in the active reserve today. Dr. Adams hasn't had any notification since the Korean conflict started and doesn't expect many naval reservists to be called right away because of the large number of volunteers.

Cecil Parker says he never actually received his discharge from the last war, so he isn't exactly in the reserve. He was placed on inactive duty and his discharge delayed indefinitely at the end of World War II. He was probably the first in Hereford to receive notification to get ready. On July 14, the Army told him to be ready to report. He hasn't heard anything since but if they don't call him... September 15, he plans to volunteer. He is in Motor Transport, Tank Battalion, WGNB.

Carroll Kreig at Brooks Barber Shop, is a Private First Class in the Air Force Reserve. He served three years with the Air Corps during World War II and spent some time in the Pacific area. Carroll isn't attached to a unit and doesn't expect a call, although some Air Force reservists

and Ordinance Dept. for five years during the war. He is a Major and commanding officer of the local unit.

Monk Johnson, Rutherford Department Store, is in the Army Reserve and a member of the 4234th Armored Ordnance Maintenance Battalion, Headquarters and Headquarters company reserve unit of Hereford. Monk served nearly four years in the last war, part of it in Europe, and came out a Tech Sgt. He doesn't expect all of the reserves to be called.

Another Marine, Bill Landrum, Landrum Hardware, is a First Lieutenant in the Marine Reserve. He served as a seaman, second class and later as a fighter pilot for three and a half years during the war. Fifteen months of that was in the South Pacific. Although he hasn't heard from them yet, Bill is looking for a call at any time.

A couple other local Army Reserve unit members, Jim Whelan and D. C. McWhorter aren't sure what will happen and are just waiting to see. Whelan is with Kemp Lumber company. He is a corporal in the unit and was

On the opposite side of that fence, Don Zimmermann, Hereford Hardware, thinks it is just a matter of time until all reservists will be called. Don served with the Second Observation Bn.

City Officials Say No Rate Increase

No definite action on the part of the City Commission came out of the Telephone Rate Hearing Tuesday morning, despite pleas of Southwestern Bell for higher rates immediately. Mayor W. E. Dameron and Commissioners S. O. Wilson and Don Zimmerman told A. O. Thomas and John Cornell of Southwestern Bell before they can be favorably disposed to the raise in rates, the telephone company must improve local service and also enter into written agreement to enlarge their building.

Mr. Thomas stated during the hearing that the company has plans drawn to extend the building 15 feet in front and 45 feet back toward the alley. This was the enlargement the city commission referred to.

Mr. Thomas also was quite surprised at the fact that Hereford citizens are not satisfied with telephone service they are now getting. He said Hereford has fewer people asking for telephones than any other town in the Panhandle. However the telephone company plans to survey the local situation and remedy service discrepancies.

Think Of Electric Company Damage Totaled \$170,000

If your lights went out Tuesday evening—and we are sure they did—here's what happened. At 8:18 o'clock lightning struck the Tucco plant of Southwestern Public Service, damaging the sub-station. The lights went off for a few minutes while the load was shifted to the Carlsbad plant. Carlsbad carried the load for approximately 15 minutes, when lightning struck a transformer there and knocked out that plant. The load was again shifted, this time to Denver City, which went out almost immediately when lightning struck a switch gear. This time the lights went out—and stayed out approximately an hour. Emergency repairs put Tucco and Denver City back in operation, but

Carlsbad is still out, according to C. D. Hardesty, Hereford manager. The utility company estimated a total loss of \$170,000 with \$10,000 damage at Tucco, \$120,000 loss in the transformer at Carlsbad and \$30,000 damage on the switch gear replacements at Denver City.

Youngster Is Run Over And Killed By Truck

Robert Carreon, Latin-American laborer, accidentally ran over and killed his 14-month-old son, Rudolfo, Wednesday afternoon about 3 o'clock. The baby was playing under the truck, when the father got in and started to drive off. The child died instantly.



NEW CHIEF OF POLICE—Floyd H. Reeves, formerly Chief of Police at Dalhart, assumed the duties of Hereford Chief of Police Tuesday.

Along the lines of expansion, Mr. Thomas said they see the need of another \$30,000 investment for switchboards if growth continues as it has been. He also mentioned that they recently put out \$1,500 for an extension to the ice plant south of town, which they considered "for the good of Hereford."

They are also planning two rural loops, one west down Harrison to include the Barnett-Evans addition and another east to the meat packing plant and homes near there.

Mr. Thomas continued, "but we don't dare invest more without an opportunity to pay it out." He explained this was in no way to be considered a threat, but that a net income such as the \$114 they realized here in 1949 would not warrant expansion. As a matter of fact he predicted they will probably show an actual loss here this year.

Commissioners hammered on the poor service, differentiating from politeness in doing so. Everyone present agreed little could be asked for in the way of politeness. But they don't like the speed.

In presenting the application which was first made to the old City Commission in January they summarized net income and exchange property in Hereford as follows: Exchange net income for 1949, \$114; Increase in revenues from proposed rates, \$14,604; Total, \$14,718; less Federal income taxes of \$5,004; net increase after income taxes, \$9,714; Exchange property as of December 31, 1949, \$159,254; per cent net income, 6.09.

Present and Proposed Rate Schedule

Table with columns: Class of Service, Present Rate, Proposed Rate. Rows include Business Service, One Party, Extension, Residential Service, Two Party, Four Party, Extension, Rural, Business, Extension, Residential, Extension, Service, Business, Residential.

Although Mayor Dameron called a public hearing and local groups were urged to attend to express their opinions on the rate raise, only two persons other than the city officials and reporters attended. Chamber of Commerce President O. L. Bybee and O. P. Cowart, manager, were present. Neither spoke as Chamber of Commerce representatives, but as private citizens.

With regard to long distance toll calls originating in Hereford which commissioners and others felt should be included toward the total income, Mr. Thomas said the generation between local and long distance operations has been made in accordance with standard procedure set forth by the Federal Government which regulates interstate telephone rates.

He explained there is actually no means of arriving at the amount due Hereford for long distance calls. About all they could do is take an arbitrary figure to work with, which would likely be off either way, and figure from there.

Mr. Thomas also said: "Southwestern Bell Telephone company has been operating the Hereford exchange for the past 18 years with rates that were established in 1931. When present rates were established in 1931, Hereford had 618 telephones in service. Today the telephone system here has been enlarged to provide connections to 1,558 telephones, or two and one-half times as many as were in service when the present rates became effective. Materials, supplies and equip-

Question OF THE Week

What kind of out-door sports do you like best?

Billy Miller: Golf and fishing. I prefer football as a sport to watch.

Mrs. F. L. Graham: I like tennis, horseback riding and swimming. I like to watch baseball; however, I had rather participate in sports myself than to watch.

Pat Corbett: I like baseball. For a second choice I would choose golf. Football would be the game I like to watch best.

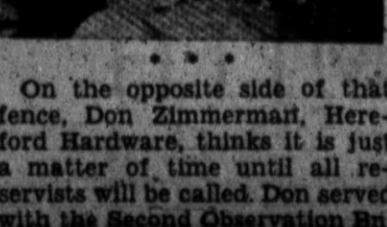
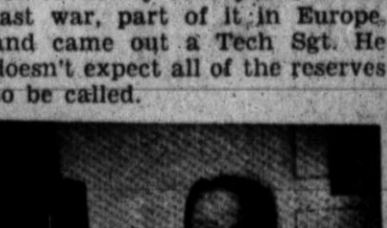
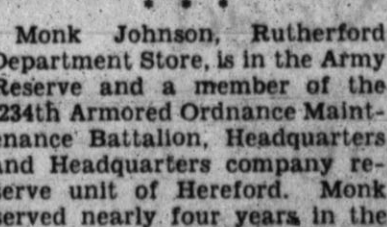
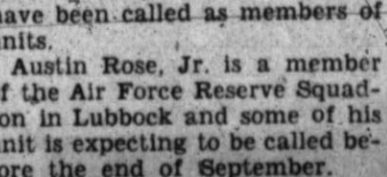
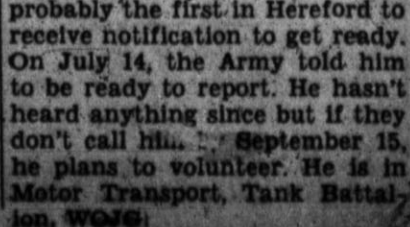
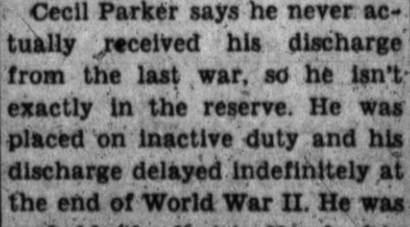
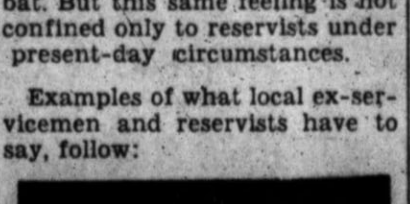
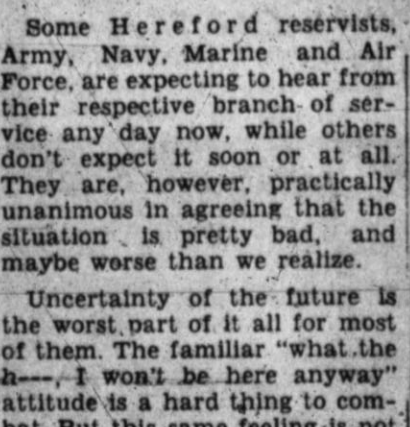
Mrs. H. N. Benson: I like golf and tennis better than any other sports. I enjoy being in the out-of-doors very much. I like to watch football and baseball games.

Leroy Aven: Baseball. I like most all sports, but I prefer baseball to the others. For something exciting, I like to watch horse racing.

Mrs. C. C. Acker: I am particularly fond of watching football games. I like most all out-door sports. I like to listen to baseball games of the major leagues.

Wanda Ewing: Tumblin'. Then I like to watch badminton games.

Gay Hudson: I like all of them, but baseball is my favorite. It is more exciting to me than any others. As my next choice, I like to watch football





BELLVIEW MAIL CARRIER—Wes Brown has been, and still is, carrying the mail at Bellview for 30 years.



MOST EXPENSIVE WELL IN COUNTY—This well on the A. L. Cross place is said to be the most expensive in Deaf Smith County. The county drilled twice in an effort to get as good a well as Cross said he had before they moved the well out of Harrison Highway right-of-way. The county finally settled by paying him for a third well, making the final cost total \$600.

FRIO NEWS

Honor Mr. Thompson With Birthday Dinner At Home

By LAMERLAS BERRYMAN
honed Sunday with a birthday dinner in his home. The 41

friends and relatives had lunch with the Thompsons and a nice visit in the afternoon. Those present were Mr. and Mrs. M. B. Odom and family, Mr. and Mrs. Hiram Odom and family, Raymond Odom and family and Mrs. Eva Odom, all of Dimmitt; Mrs. Jannie Copeland and Mrs. Mariha Whitaker of Valhalla, California, Mr. and Mrs. W. H. Brown and Ervin of Phoenix, Arizona; Mr. and Mrs. Harold Stephens of Hereford, Mr. and Mrs. Bill Starry and boys, Mr. and Mrs. J. B. Thompson and Sonya Kay Lowe.

Rev. and Mrs. R. L. Sharron and Lavada were Amarillo visitors Thursday. Visiting in the H. M. Mobley home over the week end were Mrs. Tom Taylor of Throckmorton, Mr. and Mrs. J. W. Taylor of Lamesa, Mrs. Claud Price and granddaughter of Florida, Mr. and Mrs. Lee Johnson of Woodward, Okla. and Mr. and Mrs. Floyd Cole and Janie, Mrs. Mobley's mother, Mrs. Tom Taylor, is to spend the week here, Thursday the Mobleys will take her to Florida for a visit with her other daughter, Mrs. Price.

Mr. and Mrs. Charles King of Amarillo spent the week end with Mrs. King's folks, Mr. and Mrs. J. E. Andrews and Alma, Patsy Jo and Marilyn Joy Jones who have stayed with the Kings this summer returned home with them, Mrs. Jones and the girls were also at the Andrews Sunday. Nelda Lowry of Amarillo spent last week visiting with Sue Berryman in Hereford.

Mr. and Mrs. Leonard Irvin and family and James Dobbs visited Mr. and Mrs. Luther Dowdy and family at Tulla Sunday.

Mr. and Mrs. W. A. Springer and Charles Ralph visited in the Elbert Summers home at Hart Sunday.

Mr. and Mrs. A. E. Barnett and girls of Hereford and Mr. and Mrs. Deward Taylor and son of Friona visited in the Henry Dobbs home Sunday.

Visiting in the E. B. Berryman home last week were Mr. Berryman's sister, Miss Marie Berryman of Wellington; his brother, Bill Berryman and boys of Plainview; and Mrs. Berryman's niece, Mrs. Claud Smith and family of Hammon, Okla.

The Brotherhood, W.M.S. and G. A. met Wednesday night. There were a large number present and each had a good program.

Hall brought some loss to the south end of the community, Leo Hall reported the biggest loss. Mr. and Mrs. J. W. Grier and Dickie of Amarillo visited in the E. B. Berryman home Sunday. Dickie is spending the week here.

Beach Beauty Has Shining Topknot



Photo by Prell

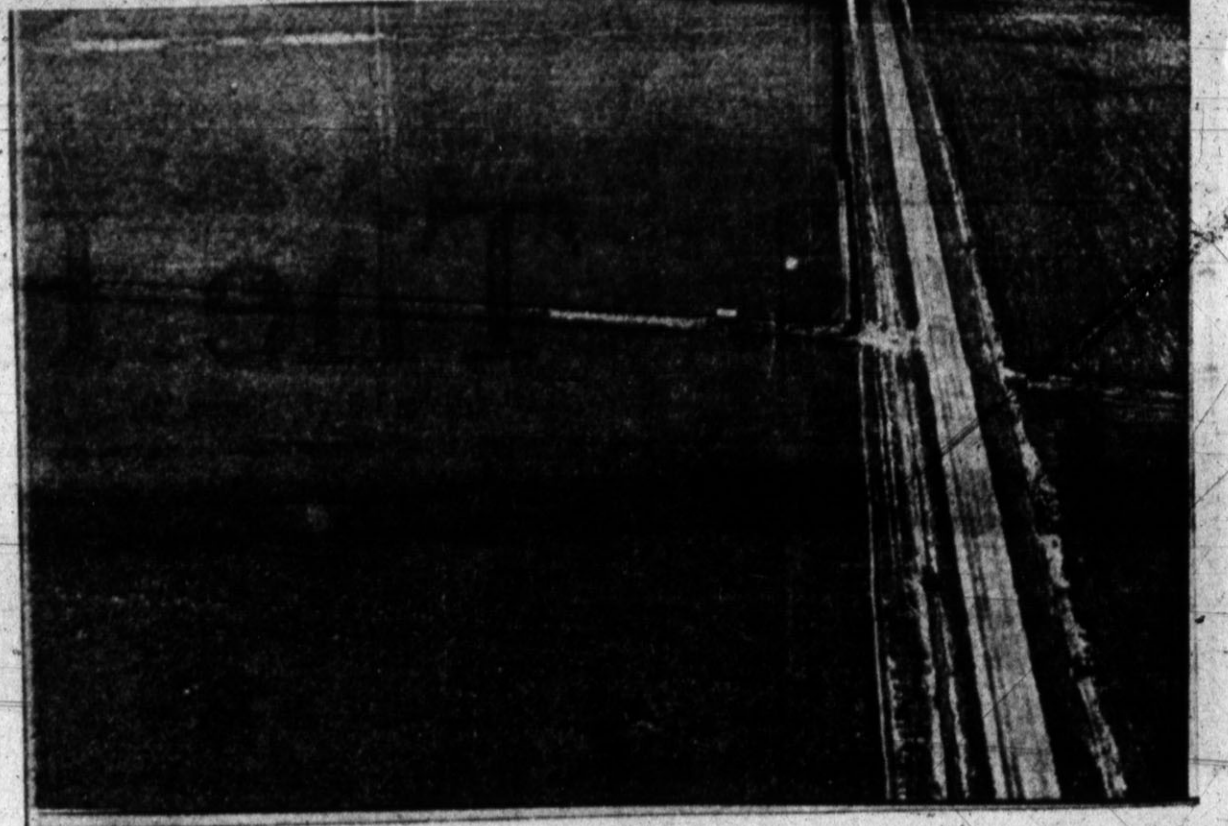
"When two weeks with pay come their way, two out of three head for the sea," says Katherine Potter, Director of Procter & Gamble's Beauty and Grooming Service. She's talking about the vacation plans of the working girls who close their typewriters, shut up their files and wash the carbon off their hands for fourteen days of sand, sun and sea.

Miss Potter sends them off with her blessings — coupled with some sound advice on how to stay just as beautifully groomed as ever, so that those vacation days will pay off in new friendships and happy memories. And there won't be any hangover from lazy beauty care to be paid for later. For there's no doubt about it, the seashore offers problems in beauty. Your figure is something you've probably taken care of ahead of time. But hair is something else again. Salt water and swimming-pool chlorine do it no good.

Your best bet, says Miss Potter, is to tuck into your suitcase a tube of special detergent shampoo. Then, when you come back from a swim and are under the shower, use this fragrant green jelly to make your hair fresh and clean again. You'll find it lathers instantly even when your hair is full of salt water. Result: a sweet and shiny topknot instead of something that looks like seaweed on a clam.

Don't be afraid of washing your hair too often. Miss Potter's advice is to wash it every day rather than to leave it sticky from swim-water. She explains that hair is similar in composition to your finger nails. Washing hands as often as you do doesn't hurt your nails, so it stands to reason that frequent washing won't harm your hair.

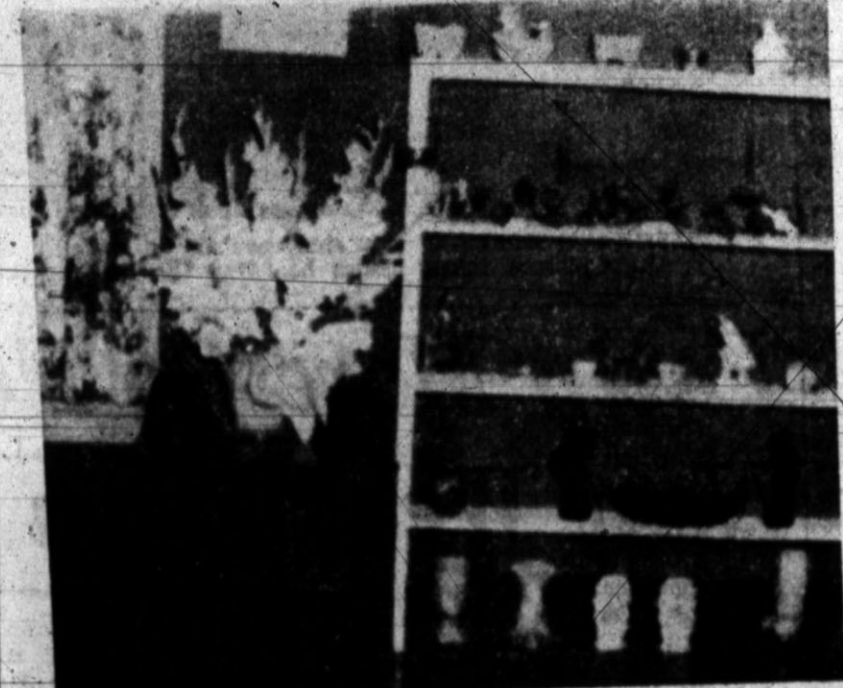
If you are planning to be in the sun for long periods of time, says Miss Potter, keep your head covered. Also wear the simplest of hairdos. They're tops for vacation fun.



FERTILE LAND—Harrison Highway is lined with farms showing agriculture from one extreme to the other. Vegetables, wheat, row crops like those shown below, and cattle will now find a smooth trail to market.

—Brand Staff Photo

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"SAY IT WITH EARLINE'S FLOWERS"

Earline's Flower Shop

JIM HILL HOTEL

PHONE 561

ANOTHER WEST TEXAS STATE COLLEGE GRADUATE WHO HAS JOINED THE COACHING RANKS



Johnny CARDINAL (of FLOYDADA) FORMER BUFFALO END WHO'S THE NEW ASSISTANT AT SUDAN HIGH SCHOOL

BORGER HIGH SCHOOL HAS SIGNED 2 NEW COACHES
BILLY MIZELL of SMU FORMER ASST. AT ENNIS, AS BACKFIELD COACH — and **Joe CLABORN**, FORMER UNIVERSITY OF ARKANSAS STAR and FRESHMAN COACH, WHO WILL BOSS THE "B" TEAM



Another ALL-STATE ATHLETE for the PANHANDLE
CLYDE ISRAEL AMARILLO HIGH SCHOOL 3rd. BASEMAN



NAMED UTILITY MAN ON THE ALL-TEXAS SCHOLASTIC BASEBALL TEAM

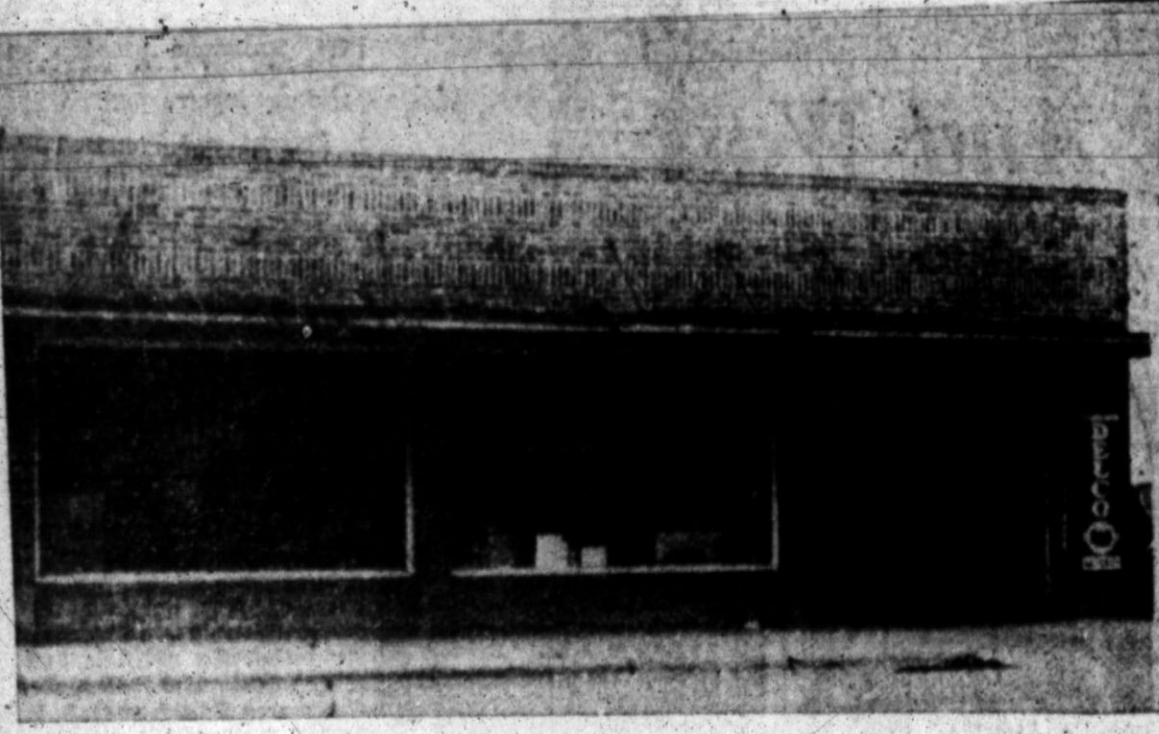
Polio Victim

Mr. and Mrs. H. E. Henslee were in Plainview Sunday to see their granddaughter, Susan Kay Fox, a patient in the Plainview Center. Susan, three and a half year old, daughter of Mr. and Mrs. Garret Fox of Lubbock, was stricken Tuesday afternoon and taken to the Polio Center Thursday.

Mr. and Mrs. Henslee report that attending physicians say that the case is very mild and that they anticipate no paraly-

sis. Doctors at first thought it might be meningitis because of the severe pain in her back and spine, but tests proved the diagnosis as polio. Mrs. Fox is the former Miss Betty Sue Henalee. Russia is making some progress in her system of aggression by proxy. Money and a careless disregard of truth explain a lot of propaganda.

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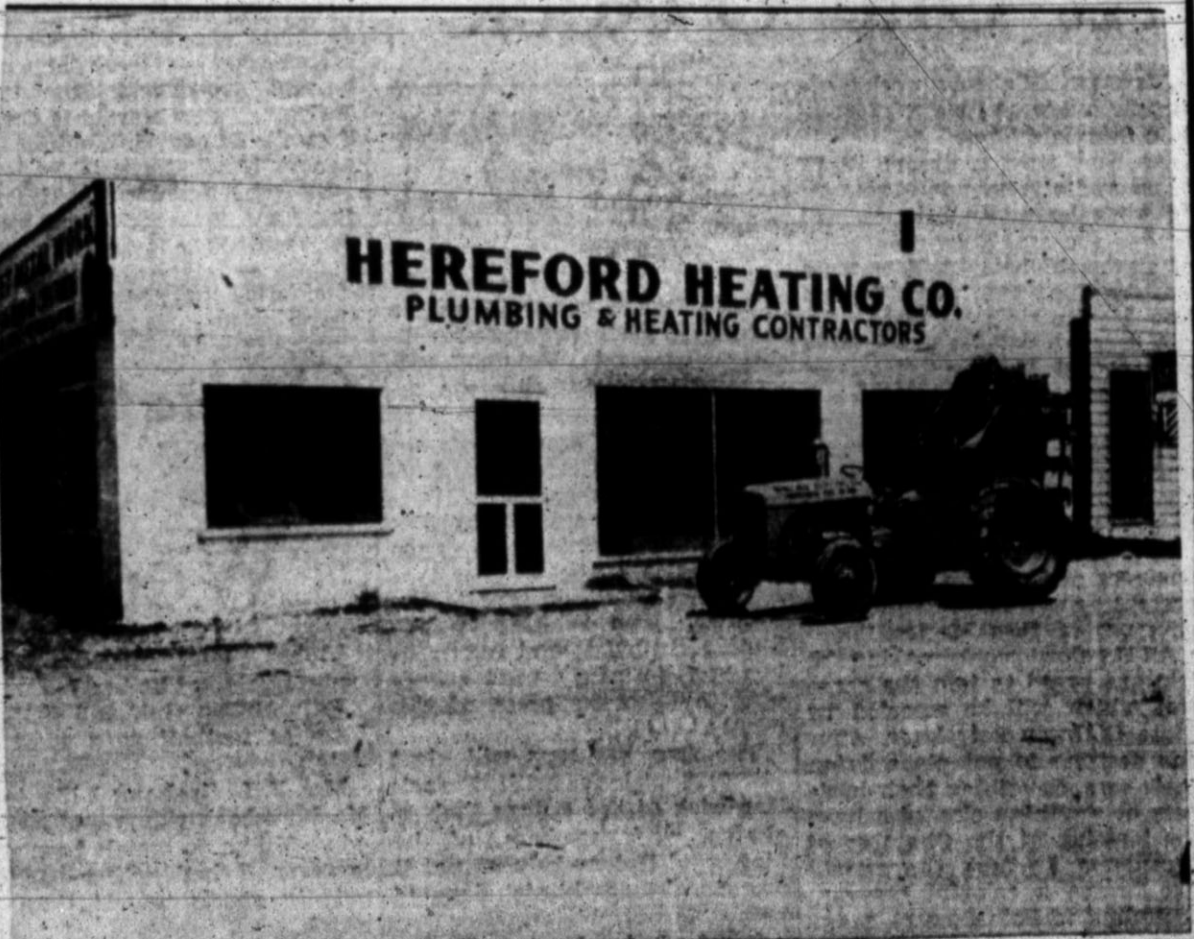
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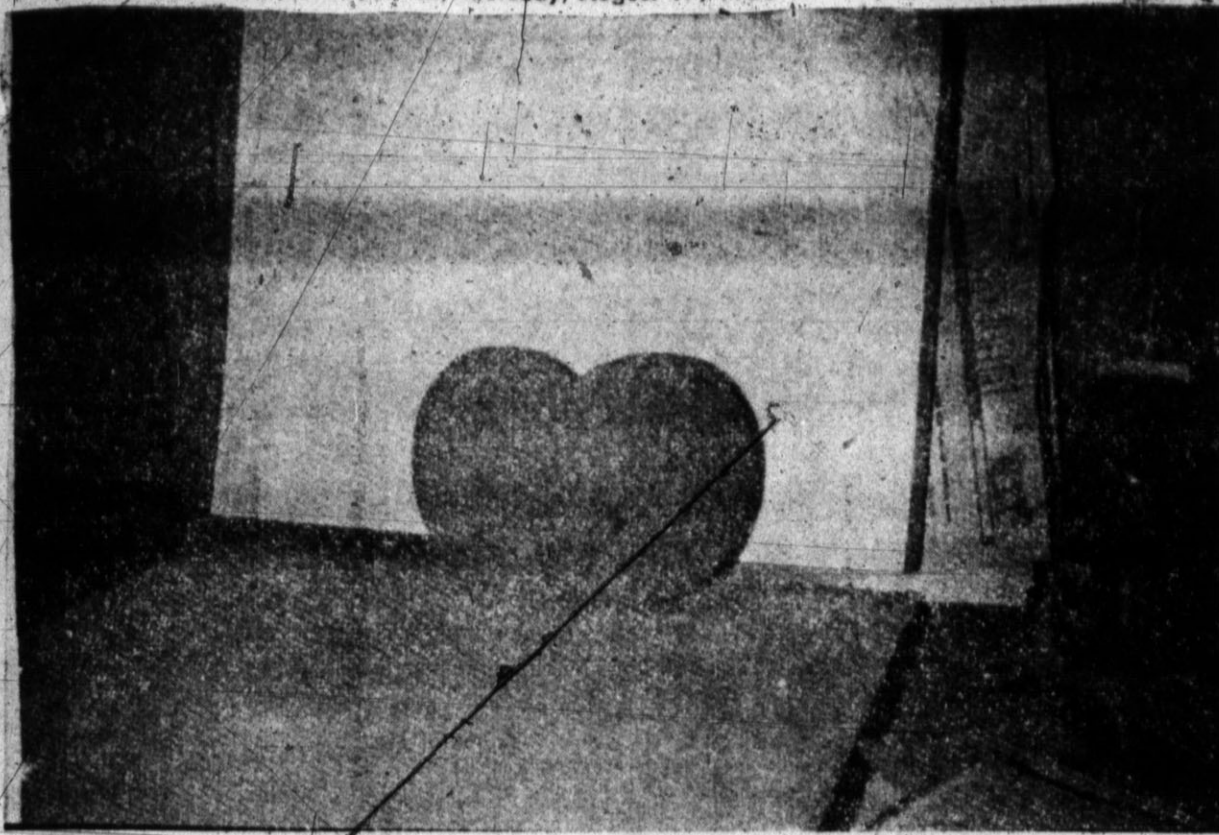
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TWO IN ONE - Skypala brought a cantaloupe in from his place out near Westway this week that was two in one as shown above. He's got about 1,000 crates the first time over his 28 acres.

Dorothy Wagner Weds Billy Milam Friday

ADRIAN, (Special) - Miss Dorothy Wagner, daughter of Mr. and Mrs. L. E. Wagner of Adrian was united in marriage Friday to Mr. Billy Milam, son of Mr. and Mrs. C. M. Milam of Queen City, Texas.

Rev. Gilbert E. Eastman of Tucumcari read the marriage service. The attendants were the bride's sister, Miss Joyce June Wagner, and Mr. Jerry Don Buck of Vega.

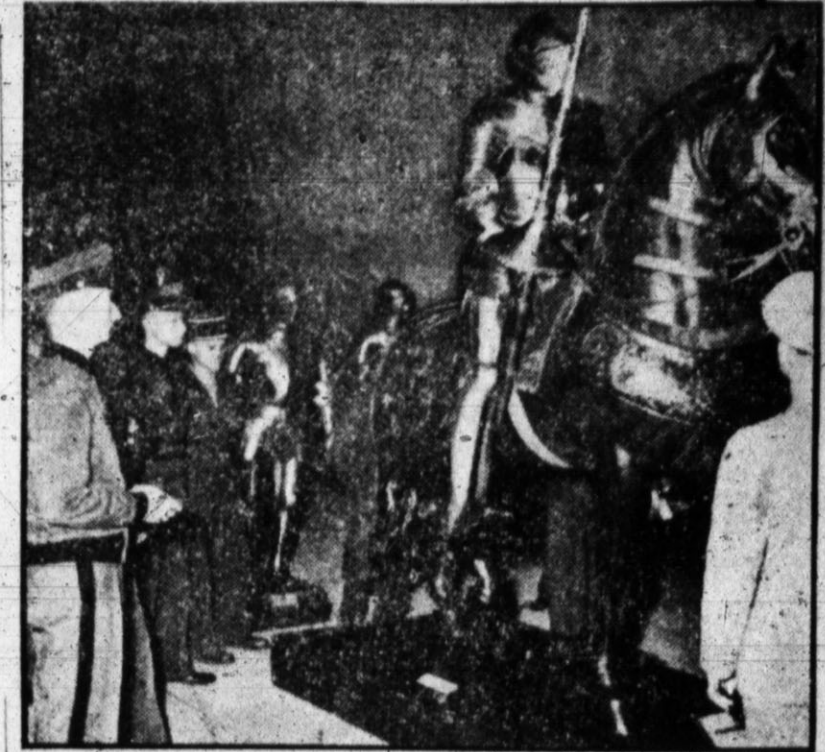
For her wedding the bride chose a blue suit with a pink blouse, and white accessories. The attendant was dressed in brown.

Mr. and Mrs. Milam will be at home in Adrian for a short time.

Communist China may come into the war in the Far East, which will be a bad thing for Communist China.



BROADVIEW CHURCH OF CHRIST



KNIGHTS OF NEW AND OLD - West Point cadets, schooled in modern warfare, viewed a suit of armor that once belonged to King Francis I with keen interest as they inspected a military museum in Paris. During their one-month visit in France, the cadets toured the country's military installations and historic battlegrounds.

Classified Ads Get Results

Free speech, according to the Supreme Court, does not give a man the right to yell, "Fire," in a crowded theatre.

We have yet to run into an American citizen who opposes the "socialism" that puts money into his pocket.

YOUR NEIGHBOR



HEREFORD
HAS OVER \$3,000,000.00 NOW UNDER CONSTRUCTION
CONSTRUCTIONS BETWEEN 1945-1949 WERE \$6,000,000.00

JAMES H. "JACK" BRADLEY, JR.
PRESIDENT
BRADLEY GRAIN CO.
HEREFORD, TEXAS

CAME TO HEREFORD 1940 FARMING AND RAISING CATTLE - FIRM ORGANIZED SEPT. 10, 1949 - AFFILIATE NATIONAL, TEXAS AND PANHANDLE GRAIN DEALERS ASSN. - EPISCOPALIAN SUCCESSFUL RING CANDIDATE OF KN/VA TEMPLE IN 1948 - PHASING HEREFORD SCOTTISH RITE CLUB - ELKS LODGE CONSISTORY # 34 HEREFORD COUNTRY CLUB - PANHANDLE SQUARE DANCE ASSN. - TECH EX-STUDENTS ASSN. - PRES. LOS CHAMAROS SOCIETY (TECH) - MARRIED JULIA MOORE DEC. 21, 1930 AT CLONIS - CHILDREN BOBBY II, JIM & JUDY 68

Courtesy News Globe



TUNA 3 FOR 87
WAPCO - Flat Tins

MILK White Swan Tall Cans 10c

COFFEE W - P 1 Lb. 73c

DOG FOOD Big Mike 4 for 29c

ICE CREAM CREAM O' PLAINS 2 PINTS 25

FLOUR Packard's Best 25 Lb. 1.69

CUT BEANS 2 cans 25c

KOOL-AID Flavors Ass't. 6 for 25c

Greetings & Best Wishes to all Harrison Highway Folks. You are always welcome - and you'll save more at

Hereford Food Mart

On Hiway 60
Plenty of Parking Space - Buck Owens, Mgr.
Phone 1114 - We Deliver

CHOICE MEATS

All Meat **BOLOGNA** Lb. 35c

Stredked with Lean **DRY SALT** Lb. 33c

Wilson Certified, Slab **BACON** Lb. 59c

Full Cream Longhorn **CHEESE** Lb. 39c

PLENTY OF HENS, FRYERS & RABBITS

GARDEN FRESH VEGETABLES

ORANGES 3 Lbs. 25c
SUNKIST

GRAPES 2 Lbs. 25c
TOKAYS

TOMATOES 15c
Large California, Per Lb.

LETTUCE 2 Heals 15c
Nice & Firm

CABBAGE Lb. 4c



Helping Hereford Serve You Better . . . With

SUPERIOR Cleaning Service

Years of experience, plus an earnest desire to do "the best work possible" has established for us the reputation of doing our job just a little bit better. Give us a trial

Free Pickup and Delivery Service

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Phone 27

It Takes All These People And Machinery To Bring Your Brand To You Every Thursday And Sunday!



BUSINESS OFFICE: Atha Melver, Bookkeeper.



OFFICE SUPPLY: Gwen Toybit.



FRONT OFFICE: left to right, Don Golan, advertising solicitor, Frank Burlason, Circulation Manager and Carl Sundeen, Advertising Manager.



Left to right: Vernon Roland, Shop Foreman and Jimmie Giffertino, Publisher, beside Brand photo electric engraving machine.



NEWS DEPARTMENT: left to right, Mary Lou Benson, photographer and Jerry Stolts, Editor.



MECHANICAL DEPARTMENT: Melvin Young, Linotype.



MECHANICAL DEPARTMENT: left to right, Roy Boyer, Stereotype and Tommy Wyrick, Linotype.



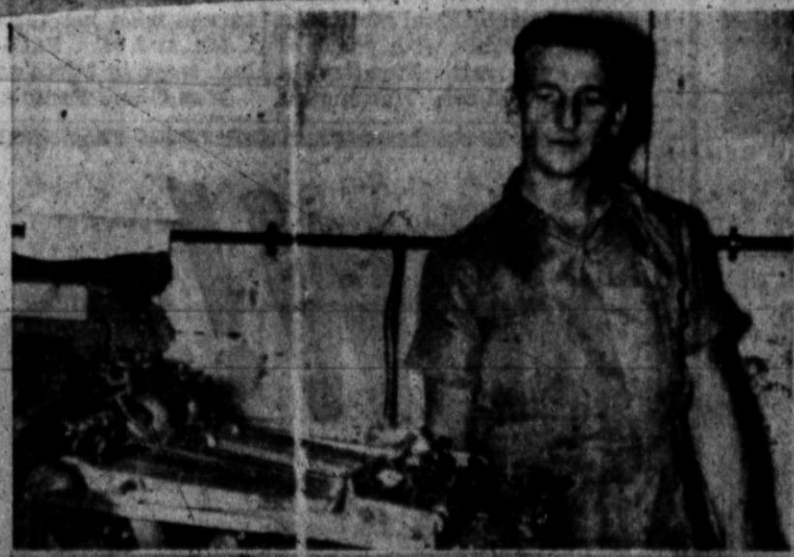
MECHANICAL DEPARTMENT: left to right, Paul Skinner and James Wild, Pressmen.



MECHANICAL DEPARTMENT: left to right, Van Colharp and James Hill, Compositors.



NEWS DEPARTMENT: left to right, Jane Welch, reporter and Jerry Stolts, editor.



JOB PRINTING: Jack Standifer, Pressman and Compositor.



JOB PRINTING: Dale Russell, Lithograph.

The Sunday Brand SOCIETY

SOCIETY EDITOR: Mrs. John McLean.

'Helping Hereford Serve You Since 1901'

Garden Club Starts Drive To Make Hereford Irish City

The Hereford Garden Club has set about making Hereford the Iris City of West Texas. They sent a committee to present the matter before the city commissioners and the commissioners agreed to adopt the flower as the city flower with the Garden Club members supervising the planting. Every home owner is requested to have a bed of iris about his premises and the Garden club members will divide their collections with individuals as well as for grounds around public buildings.

In order that the people may know when and what to do with the iris, Mrs. A. O. Thompson, who has cultivated the plants for years, has prepared the following information on the care and culture for best results.

The bearded iris is the hardiest and most easily grown flower. It produces a wealth of bloom with a minimum of care, but will produce more and better flowers if given some attention. Preparation of soil before planting rhizomes is essential. A dollar plant and a ten-cent hole won't work at all but a ten-cent plant and a dollar hole works fine. Iris may be planted from June through September.

Suggestions For Culture

Good Drainage—Bearded iris rhizomes will not thrive with wet feet so do not plant where water stands. **Good Soil**—A good garden soil will grow good iris. Give them full sun; never more than a half day in the shade. The soil should be spaded to a depth of 10 or 12 inches. Fertilization—Iris will thrive without fertilization, but will respond to its application. Use plenty of garden sowing when fertilizing. When preparing the iris bed spade in a good application of compost or well rotted manure below the roots. A handful of bone meal or one or two table-spoons potato fertilizer may be stirred into each hole. Be sure the hole is large enough to take the spread of the roots, and while the rhizome rests on a mound of dirt fill in the hole with soil and pack firmly. Have top of rhizome covered with not more than two inches of soil and water thoroughly when planted. Water at intervals until plants become well established, but let up on the watering before cold weather sets in.

Frequent Resetting—Never allow plants to become crowded. Dig up clumps, divide and reset every three or four years. Fall blooming varieties should be reset every two years; they should be cultivated and watered throughout the summer and tops of rhizomes should be cut back, fan shaped, to six or eight inches.

Iris roots are near the surface and should have shallow cultivation after watering. Keep beds free from weeds and do not allow neighboring plants to en-

croach upon them. They should have sunlight right down to the rhizome. Remove outer leaves as they begin to brown and at all times, keep litter such as old leaves and grasses away. Clean cultivation is the best precaution against iris troubles.

The iris provides for next year's bloom before it goes to rest, so it is necessary to give it some care during August, September and October when the bud formation is taking place.

If brown spots appear on the leaves in late spring or summer, cut the damaged leaves off carefully and burn. Particular care should be exercised in removing diseased parts in order not to spread the blight to healthy leaves.

Dutch Iris: Spuria and Siberian Iris should be planted in September. Spuria or Butterfly Iris like plenty of water, but can stand drought. They do better if left undisturbed for several years so should be given room in which to grow.

The flowers of the Butterfly Iris resemble those of the Dutch Iris, but surpass them in size, form and color. Because of their branched stalk they sometimes have as many as eight flowers to the stalk while the Dutch only have two. They bloom later than the Dutch iris and bearded varieties thus extending the iris season.

Dutch Iris bulbs should be planted in clumps four or five inches deep and six or seven inches apart.

Bearded Iris may be planted three in a clump two or three feet apart with single plants 12 inches apart. If planted in rows, the rows should be three feet apart to provide easy cultivation.

About one-half cup of bone meal, super phosphate or potato fertilizer may be worked into the soil around well established clumps in the early spring and thoroughly watered, if the season is dry.

stage. This means firm, evenly ripened fruit of good quality. After the peaches have been selected, they should be carefully washed and peeled. They should be treated to prevent discoloration and she says there are several products available for doing this job.

Ascorbic acid, vitamin C, is one of them. It is available in powdered and tablet form and she says that one and a quarter of the 100 milligram tablets should be used for each pint of fruit or one-half teaspoon of the powdered ascorbic acid for each quart of syrup. The ascorbic acid should be dissolved in the syrup before it is poured over the fruit, she adds.

Citric acid is also recommended for preventing discoloration. She says to dissolve one-fourth of a teaspoon of citric acid in one quart of cool water and to leave the fruit in the solution only 15 or 20 minutes, then remove, place in containers and cover with a sugar syrup.

Miss Mason says there are several commercial preparations available on the market that are recommended for preventing discoloration but if they are used, the manufacturers' directions should be carefully followed.

She lists the following as the essential steps in freezing peaches. Select fresh, firm and ripe peaches. Wash them well, peel and remove the seed and halve or slice. Then treat to prevent discoloration. Package the fruit in the containers for freezing and cover with sugar syrup. The syrup can be made by dissolving three cups of sugar in one quart of water or she adds, dry sugar may be preferred to the syrup.

Next, she continues, place crushed waxed paper or cellophane on top of the peaches to keep them under the syrup. Seal the containers and quick freeze immediately. Miss Mason says that when frozen peaches are properly prepared and stored, they will retain their good quality for at least one year.

Preserving Peaches By Freezing Proves Highly Satisfactory

COLLEGE STATION — Freezing is one of the newer methods being used for preserving peaches and when properly done is very satisfactory. According to Louise Mason, extension foods and nutrition specialist of Texas A&M College, several factors are involved in the selection and preparation of the fruit and in the freezing process that must be given careful attention if the results are to be satisfactory.

She says the best varieties for freezing are Elberta, Hilley, J. H. Hale, Hale Haven and Frank. The peaches to be frozen should have reached the choice eating

No Body Knows

(Continued from Page 1)

ment of all kinds used daily in furnishing telephone service to the citizens of Hereford and needed to further expand and improve the service here have been increased from 80 per cent to 300 per cent over pre-war costs.

"Between 11,000 and 12,000 calls are handled each day by local operators. A recent three day check showed 11,574 calls per day."



Sorrows Homesteaded Place South Of Rosedale In 1906

Included among the pioneers present for the Harrison Highway celebration today at Rosedale will be Mrs. C. D. Sorrows, mother of Mrs. C. E. Sheppard. Mr. and Mrs. Sheppard and Mrs. Sorrows will go with the Caravan.

Mr. and Mrs. Sorrows moved from Denton County, Texas with their daughter in the spring of 1907 to their homestead a half mile south of Rosedale. Mr. Sorrows had homesteaded the place the preceding year.

Mrs. Sheppard was very small at that time, but she vividly remembers getting off the train at Bovina and traveling by wagon to the pioneer residence. They didn't have neighbors close at that time, but before their first summer was over, there was a shack of some kind on nearly every 160 acres of land.

She says they used to go out every evening and count to see how many more houses had gone up that day.

They had to haul drinking water in barrels from the Ed and Stanton Claunch ranch.

She also recalls each fall when the ranchmen would kill beaves and have a big barbecue and square dance. The dance would last all night and sometimes longer.

A few years later there were enough people to gather on Sunday afternoons for singing and prayer meetings. She could have gone on reciting experiences such as these all day, she said.

She ended up by saying she was married to Charlie Sheppard on May 6th when the snow was so high in some drifts that you couldn't walk through.

Mr. and Mrs. Sheppard now reside at 402 Roosevelt St. in a house they purchased and moved from Rosedale six years ago.

They have three daughters: Mrs. Robert Calaway of Bovina and Mrs. Denzil Pulliam and Mrs. Audine Wells of Hereford.

Annual Old Timers Reunion Is Held At Baptist Church

By MRS. A. L. CROSS

The annual Old Timers reunion was held at the Baptist Church Sunday, August 6. The program opened with the singing of "Where We'll Never Grow Old." String band music was furnished by Nolan and Freddie Chandler, Jack Burnett of Bellview, H. A. Thornton, and Mr. Gossett and Mr. Stone of Clovis. Freddie Chandler sang, "Just A Closer Walk with Thee," and Mr. and Mrs. J. J. Spurlin sang "On Calvary's Brow." Luke Willis conducted the memorial service and Mrs. Cliff Stewart sang, "I Have Read of a Place on the Mountains." After a basket lunch was served several of the old timers gave short talks on their early experiences. Erna Ruth Wood sang "Beyond the Sunset" and Mrs. Gibbs Rucker dismissed the group.

J. J. Spurlin, pastor of the Methodist Church, left Tuesday to attend the National Methodist Camp for workers with youth at Mount Sequoyah, Fayetteville, Arkansas. Glennth Harrington, who is preparing for the ministry at McMurry College in Abilene, preached in Mr. Spurlin's place Sunday. Jeanette Bowman of Clovis and Betty Wade of Melrose accompanied Mr. Spurlin.

Rev. and Mrs. Powers of the Church of Christ gave a party in their home Saturday night for the young people of the community. Refreshments, consisting of cake and ice cream, were served to the large group.

Mrs. Northcutt has returned from a trip to South Texas where she visited her sisters.

Mr. and Mrs. Claude Potts and family went to San Antonio for a visit with her sister, Mrs. Joe Dittmore, and family.

Aunt Mary Ridley has returned from a visit to Marlow, Okla.

Mrs. George Messenger went to Wellington for a visit with her mother. Her mother returned with her for a visit.

Mr. and Mrs. Pat Ridley spent last week in Portales.

Miss Glenna Reese of Albuquerque

que is here visiting her aunt and family, Mrs. C. L. Hutchins.

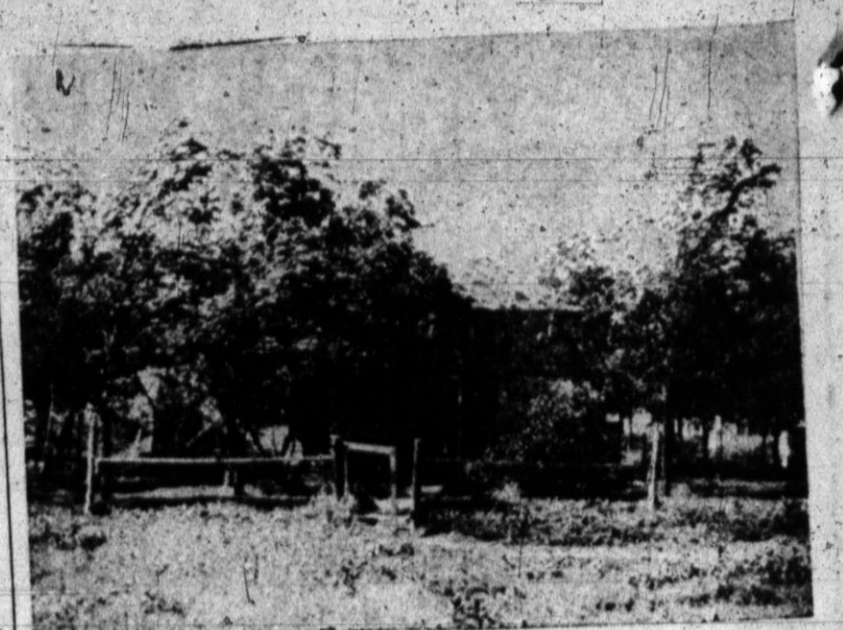
Mr. and Mrs. H. E. Chandler and family of Clovis spent last week visiting in the home of her sister and family, Mrs. Arnold Cross.

Mr. and Mrs. W. E. Brown left for Washington to attend the National Rural Carriers' Postal Convention. Mr. Brown was elected delegate to the national convention at the state convention.

The folks of this community are getting ready for the big opening of the Harrison Highway today.

Birth Announcement

Mr. and Mrs. Jerry Stoltz announced the birth of a son, Craig Lewis Stoltz Wednesday. The baby weighed in at 8 lbs 5 ounces.

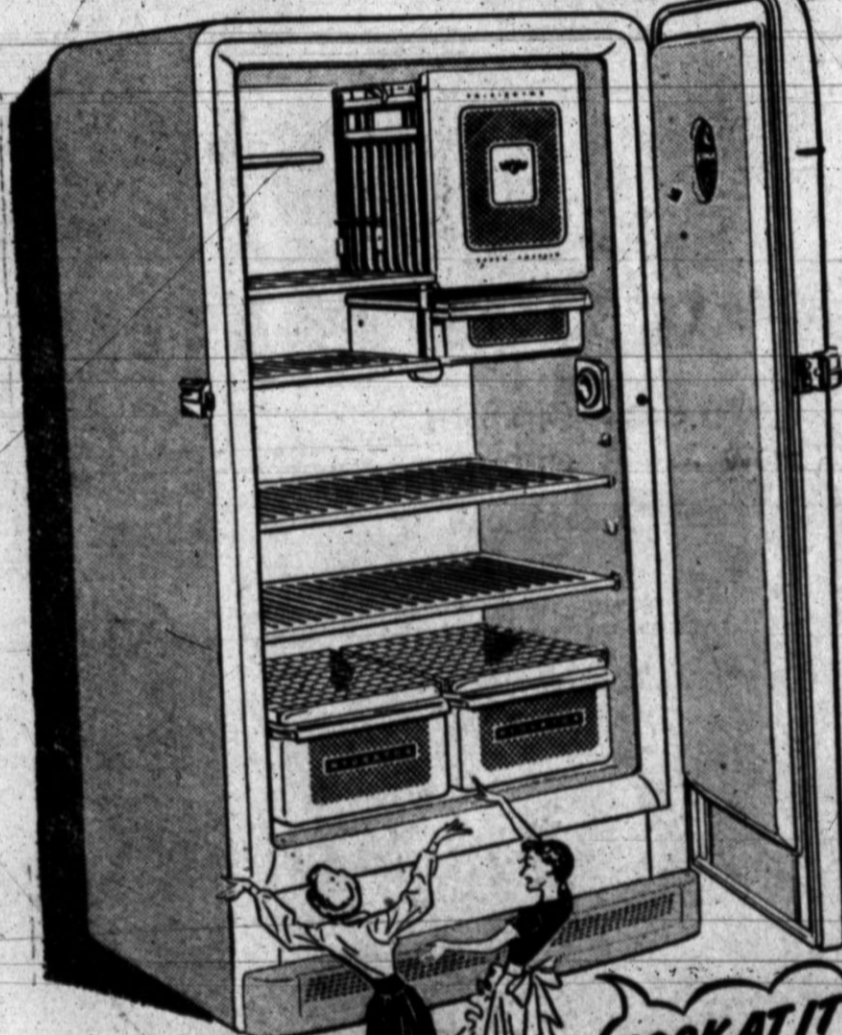


AMONG THE FIRST—When Charlie Walker built this house near Rosedale in 1909 he built one of the first in the county.

Read the Want Ads

They're new-new-new! FRIGIDAIRE

Master Model Refrigerators for 1950



- Only FRIGIDAIRE gives you all these features!
- New full-length food compartment in larger models
 - All-aluminum, rust-proof, adjustable shelves
 - New, deeper, all-porcelain stack-up Hydrators
 - Exclusive Double-Easy Quickcube Trays
 - New half-shelf and swing down shelf
 - New, all-porcelain Multi-Purpose Tray
 - New, all-porcelain Meat Tray
 - More large space for big items
 - More tall-bottle space
 - Large food freezing space
 - Famous, economical Motor-Mixer mechanism

LOOK AT IT OUTSIDE! LOOK AT IT INSIDE!

SEE PROOF! YOU CAN'T MATCH A FRIGIDAIRE!

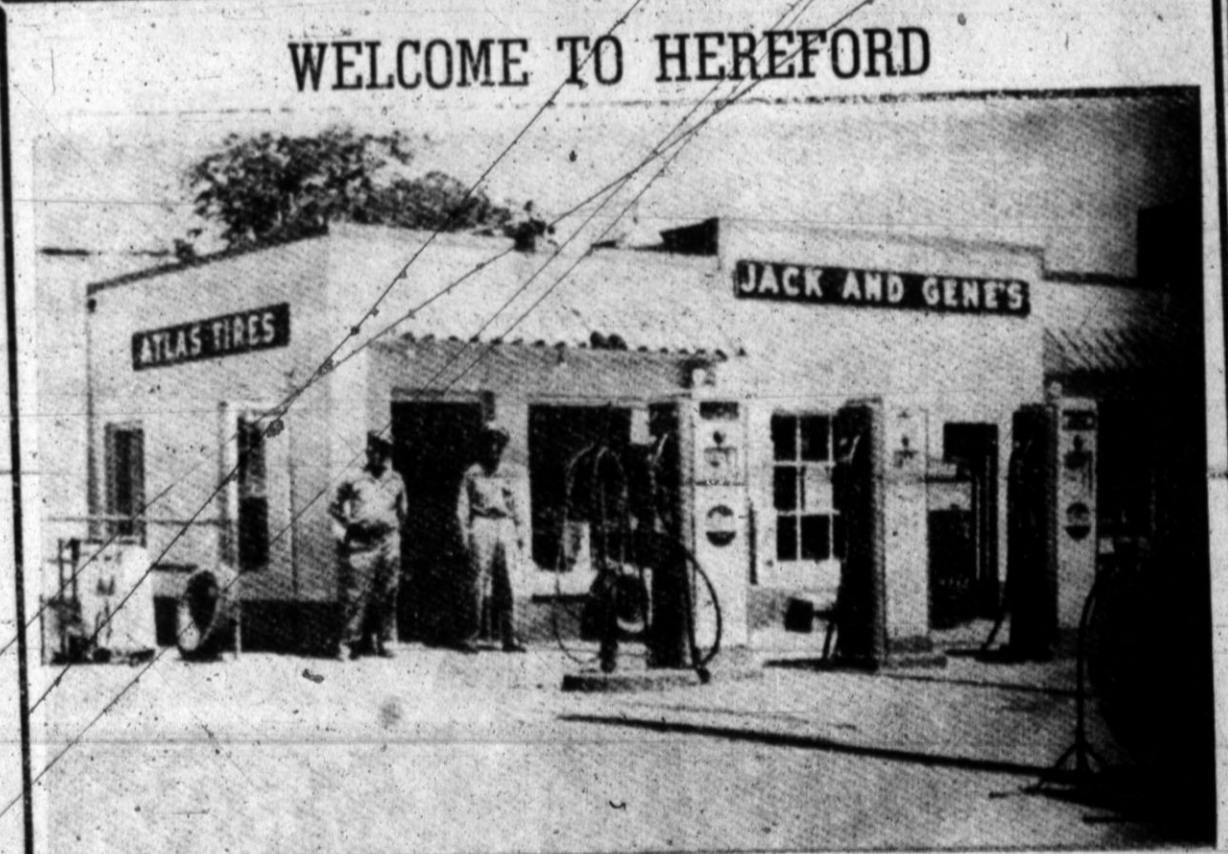
Wherever you live—whatever the size of your family, kitchen or budget—be sure to see the new Frigidaire Refrigerators for 1950. See the complete line of sizes from 4 to 17 cu. ft.—see all the reasons why your No. 1 choice is America's No. 1 Refrigerator, FRIGIDAIRE!

9.2 cu. ft. Model Shown
\$269.75
also in 7.6 and 11 cu. ft. Master Models

Come in! Get the Facts About OUR EASY PAYMENT PLAN AS LOW AS 10% DOWN, 24 MONTHS TO PAY

GOOD Housekeeping SHOP

144 N. MAIN PHONE 1109



We Will Serve You Better With The Famous STANDARD OIL PRODUCTS

ATLAS - Tires - Tubes - Batteries
CHEVRON - Gas and Oil
Fastest Flat Fixers In This Area

CHEVRON SERVICE STATION
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NOW!

FREE HOME TRIAL!

We are offering for a limited time only—

Good Housekeeping Shop

Come in or call TODAY!

Let us install this new Frigidaire Appliance in your home—without obligation! See for yourself, by actual use, that you can't match a Frigidaire.

Phone 1109
144 N. MAIN

We favor the United Nations, if it works, but we would much rather see a union of the free nations.

Who remembers when the advent of the public school system was denounced as a "step toward socialism?"

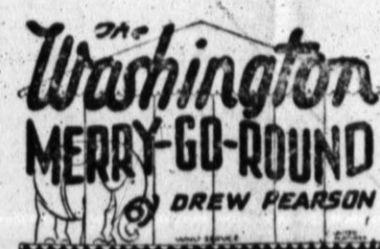
Every generation of old people worries about the youngsters and thinks that boys and girls have no sense.

(Continued from Page 1)

stationed at Camp Roberts, California for seven months during the last war.



McWhorter, Fraser Milling Co. manager, was with the Medical Service Corp of the 45th Division in Italy during the war. He spent half of the five years he was in service in Europe. He holds the rank of Major.



A Maine Joke

EAVESDROPPING is an old family pastime with Maine's Sen. Owen Brewster who, as this column revealed, tapped the telephone wires of California airplane manufacturer Howard Hughes.

More than three years ago—February 18, 1947, Senator Brewster appeared before a judiciary subcommittee to oppose the appointment of John Clifford, as U.S. district judge for Maine. The senator explained that Clifford came to Brewster's hotel room to discuss a local housing problem.

"He said he would come up to my hotel room and see me," Brewster continued. "I did something which I have never done before, and I do not think I will ever do again. We had two rooms at the hotel, the door open between, and I asked Mrs. Brewster to listen to the conversation."

Since then it's been a standing joke in Maine whenever anyone mentions having a talk with Senator Brewster to ask: "And was Mrs. B. standing behind the door?"

McCarthy's \$10,000

There may be more than meets the eye behind the \$10,000 paid to Sen. Joe McCarthy of Wisconsin by the now bankrupt Lustron corporation for writing a 7,000-word booklet on housing.

It's well known that the \$10,000 the Lustron people paid McCarthy was part of the RFC millions which the government advanced to Lustron. Thus, in effect, all the American taxpayers helped to subsidize the senator from Wisconsin.

But not generally known is that McCarthy had done a terrific job for the real estate lobby prior to receipt of the fee. Not only had he engaged in a tenacious, viriolic battle against the housing bill—a battle just as tenacious as his present row over alleged communism in government—but he also dominated the appointment of a house-senate housing committee supposed to investigate the need for public housing.

In the closed-door battle over the appointment of this committee, in October, 1947, Senator Tobey of New Hampshire, chairman of the banking and currency committee, turned up with the proxies of four senators in his pocket. All four would have voted against McCarthy.

Whereupon McCarthy moved that the committee refuse to honor proxies. Such a refusal is almost unheard of in congressional committees. However, McCarthy had a scant majority of the committee with him, and got away with it. He then obtained the appointment of New York's Congressman Gamble, a foe of housing, as chairman of the housing committee, with himself as vice-chairman. It was as vice-chairman that McCarthy spent the taxpayers' money to tour the country studying housing, and later cashed in on that trip by getting \$10,000 from the Lustron Corporation.

Though McCarthy now states he sold his article to the highest bidder, actually, according to Lustron officials, McCarthy pleaded for more dough.

His income tax for 1948 may show the reason why. As filed in the state of Wisconsin, McCarthy's tax return shows his total income was \$28,947, including his senate salary of \$12,500 plus the \$10,000 from Lustron, plus \$4,535 in dividends from the Milwaukee and the Central of Georgia railroads. However, McCarthy also lists losses to the tune of \$25,881 which he claimed from the sale of securities of the same railroads.

A New Zealand task force has started drilling into the ground in an attempt to harness underground volcanic steam as a power source. No doubt they wish to step-up water pressure in local lava-tories.

HELPING HEREFORD

Serve You Better



COSDEN GAS BATTERIES TIRES and TUBES LUBRICATION WASHING

HOME OWNED AND OPERATED STATION

Hudson Gas Mart

Owners and Operators

E. Y. CROW

HARVEY HUDSON

East Highway 60

Phone 1209

FACTS ABOUT MONEY!



SHELL MONEY

The use of shell money, one of the oldest kinds of money, originated in Africa and the Islands of the East Indies and became the natives' principal form of currency. Our popular expression, "to shell out," meaning "to pay" is directly derived from the widespread use of these brightly-colored shells.

If you've got to "shell out" for a lot of bills, drop in and arrange for a low-cost cash loan now!

FOR YOUR CONVENIENCE USE OUR DRIVE-IN WINDOW . . .

HEREFORD STATE BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Young 'Separates' Do Double-Duty

NEW YORK—Switch-about separates for children, designed by Margit Fellegi, are meant to double a small wardrobe and, at the same time, cut down on laundry. They are also "dress-yourself" styles with no buttons, no snaps and no fasteners.

For school, the jumpers, jackets, and skirts come in corduroy and in sturdy cotton. Blouses and pants-coat, which is a combination panty and petticoat, are shown in white broadcloth or in self-patterned nylon with matching nylon lace. They also come in checked gingham to be worn with solid color jumpers and skirts.

Party news is found in a "little lady" suit of black velveteen which has a snowy lace-trimmed blouse. A straight-cut jacket is teamed with a panner jumper.

The "hi-jump" skirt for little girls, and older girls, too, is designed to fit snugly, without alteration. Elastic shirring makes a flexible waist which allows the skirt to "grow" with the child. The skirt is teamed with ruffled blouses which have no buttons or slide fasteners.

A pinafore dress of star-flower printed cotton has ruffles over the shoulders and a small, shirred waist. The full skirt has inserts of solid color.



In star-flower printed cotton, this pinafore dress has ruffles over the shoulders and inserts of solid color in the full skirt. Tiny waist is shirred.



It's the shirring which makes these corduroy skirts fit without alteration. They "grow" with the child. Buttonless blouse is easy for a small child to put on. Ruffles stretch flat for simple ironing.

Hereford Serves You Better . . . With A COMPLETE

CHIROPRACTIC

CLINIC

You Can Serve Your Fellow Man Better When In Good Health

Chiropractic

Puts You in Good Health and Keeps You There!

In Hereford a Chiropractic Clinic as complete as any in the entire Panhandle—the place where sick people come to get well. Cases shown herewith are from P.S.C. Research Dept. file.

POLIO . . .

COMPLETE RECOVERY THROUGH CHIROPRACTIC.

To Whom It May Concern:

On Sunday, August 14, 1949, I was quite active, took a swim in the river, and drove to a ball game some miles away, all of which seemed to fatigue me somewhat.

The following night I came down with a fever, sore throat, dizziness, headache, rigidity and pain in the back and neck, extreme pains in both legs, and other symptoms. I also fainted once.

Next morning I visited a chiropractor, who had given me previous adjustments, and I explained to him how I felt. After a spinal analysis, I received an adjustment and was sent home to bed, as he suspected polio.

Several hours later another adjustment was given at home and thereafter about twice a day for three days. By this time I felt definitely much improved and even walked around the house with little exertion.

By Friday I felt pretty good, except for some back pains and a recurrence of a chronic pain in one eye, but even the latter had been eased somewhat. On Friday the chiropractor notified the county health officer, as per law, that I had polio and that I felt much better. Later in the day the health officer appeared at our house and gave me the alternative of either taking two weeks quarantine or going to the State Hospital at Iowa City for checkups the next day.

The chiropractor wanted to get information as to whether I possibly could be adjusted at the State Hospital, since my family and I had decided to go to the hospital for the checkup rather than take the quarantine. The next morning (Saturday) I took the hospital tests which showed I was recovering from a case of polio. I returned home Monday, and I felt nearly hundred per cent perfect, though somewhat weak.

(Signed) CHARLES E. MONTROSS (SEAL) HENRIETTA VAN OTEGHAM, Notary Public

STAPP Chiropractic Clinic

Corner 3rd and Main

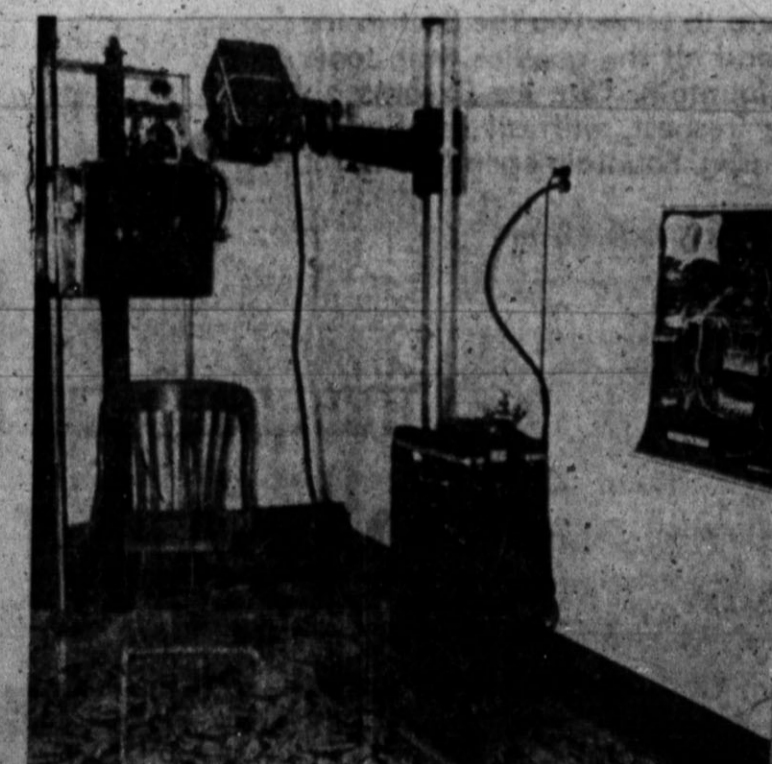
Phone 128



Dr. Carl N. Stapp P. C.

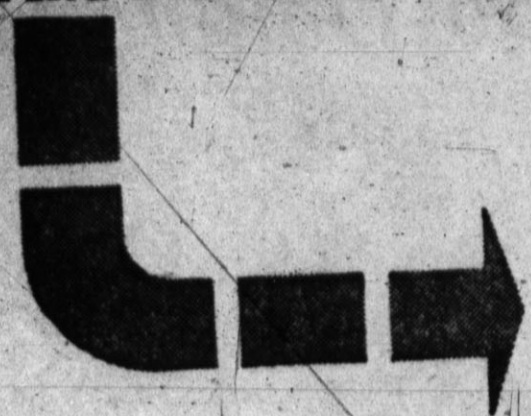


Reception Room Stapp Chiropractic Clinic



X-Ray Equipment Stapp Chiropractic Clinic

HELPING HEREFORD "SERVE YOU BETTER"



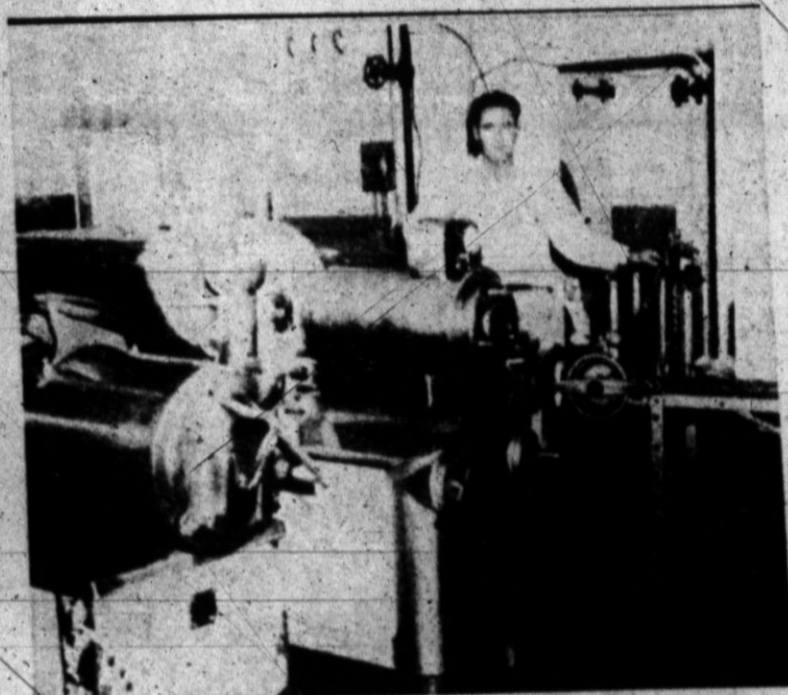
Cream O' Plains

MILK and DAIRY PRODUCTS

Afford one of the areas largest and most important industries

Cecil Malone says

We Are Mighty Proud of the New Harrison Highway and like other people, you'll always get a "Square Deal" at Hereford Creamery



HEREFORD CREAMERY OFFER A Market for thousands of gallons of milk and cream each year.



Delivered Direct to your door or at Your Favorite Grocery.



We're here to serve you the best in ice creams and all the goodies that come from a fountain. Our Ice Creams always the freshest, with all the flavors of the season. Fountain open til 9 P. M. daily.

Through our doors pass only the best in Grade A milk to be pasteurized and homogenized with the latest methods and machinery. Our cream and butter rich and wholesome. We are prepared to serve you efficiently and adequately.

HEREFORD CREAMERY Co. - Manufactures of
CREAM O' PLAINS
MILK - ICE CREAM - DAIRY PRODUCTS

The Hereford Brand Whitefaces Get Equipment, Start

Thursday, July 6, 1950

Section Two

SPORTS PAGE

Twice-A-Day Workouts



NEW CROP OF WHITEFACE GRIDMEN AND FATHERS—Head coach Dalton Criswell and assistants, Kenneth Mayes and Wayne Stark welcomed almost 60 fathers and sons Friday night at the field house. Coach Criswell "briefed" the fathers on what to expect and in general covered the football situation from a father's viewpoint with regard to his son. The boys returned Tuesday morning and checked out equipment to start the football season. —Brand Staff Photo

About thirty Whiteface gridmen drew equipment Tuesday as the 1950 football season rolled around. Head Coach Dalton Criswell and his assistants will run their charges through two practice sessions a day, at 8:30 in the mornings and 7 o'clock each evening, for the first couple weeks of training.

Morning workouts will be hampered because of the number of boys who cannot attend because of jobs. Coaches will devote considerable time to individual players during the mornings and more to the groups in the evenings. Conditioning will be the chief goal this early.

While the Whiteface squad was scampering through their first workouts, five other 1-A teams were doing likewise, and Dalhart and Phillips were already considered top contenders for the district title.

VFW Opens Playoff Sunday On Local Field With Tulia

Hereford V F W meets Tulia here Sunday afternoon in the first game of the Central Plains league Shaughnessy play-off. Manager Glenn Anderson, who is back in shape to pitch himself if he sees fit, will name the starting pitcher at gametime.

Tulia scrambled into the play-off by virtue of defeating Umparger Sunday in one of two make-up games played after the regular schedule closed out the previous week. Vigo Park beat Hart in another game.

While Hereford plays Tulia here, second-place Vega and third-place Canyon will be playing at Vega. The winners will play each other a best two out of three series starting the following Sunday.

Hereford beat Tulia twice during the season, 2-1 and 12-5. Canyon and Vega each won once in the two games they played.

Winner of the Central League playoff will meet the Caprock league champion in a post-season series.



"1 OF 1000"—Sporting goods dealer Glenn Ellingson of San Bruno, Calif., owns one of the 124 rare model Winchester rifles manufactured between 1873 and 1881. The most accurate rifle of every thousand manufactured during those years bears the inscription, "One of one thousand." A nationwide search turned up Ellingson's valuable Winchester.



JIMMY, THE JET JOCKEY—Wearing a duster and an expression of determination, Hollywood actor Jimmy Stewart has announced that he'll accept Wilbur Shaw's open challenge to a soap box derby race. Shaw, three-time winner of the 500-mile Indianapolis classic, stipulated that the cars be motorless. Jimmy's car is engineless, alright, but it is equipped with no less than 23 jets. The pair will meet at Akron, O., on Aug. 13.

District 1-A Football Schedule

	HEREFORD	PHILLIPS	DALHART	CANYON	DUMAS	PERRYTON
Sept. 8	McLean (T)	Panhandle (H)	Andrews (T)	Tulia (H)	Memphis (H)	Wellington (T)
15	Tulia (H)	McLean (H)	Shamrock (T)	Memphis (H)	Wellington (H)	Open
22	Levelland (T)	Brownfield (H)	Guyton (T)	McLean (T)	Ottawa (T)	Shamrock (H)
29	Friona (H)	Shamrock (T)	Wellington (H)	Sudan (H)	Spearman (H)	Canadian (H)
Oct. 6	Muleshoe (T)	Childress (T)	Clayton (T)	Open	Tefors (T)	McLean (T)
13	Open	Open	Open	Clarendon (H)	Open	Spearman (H)
20	Perryton (H)	Dalhart (H)	Phillips (T)	Dumas (T)	Canyon (H)	Hereford (T)
27	Dalhart (T)	Canyon (T)	Hereford (H)	Phillips (H)	Perryton (H)	Dumas (T)
Nov. 3	Canyon (H)	Dumas (H)	Perryton (T)	Hereford (T)	Phillips (T)	Dalhart (H)
10	Phillips (H)	Hereford (T)	Dumas (H)	Perryton (H)	Dalhart (T)	Canyon (T)
17	Dumas (T)	Perryton (T)	Canyon (H)	Dalhart (T)	Hereford (H)	Phillips (H)

(H) denotes game at home (T) denotes game away from home (*) Dalhart at Dumas No. 11

Comments On Sports

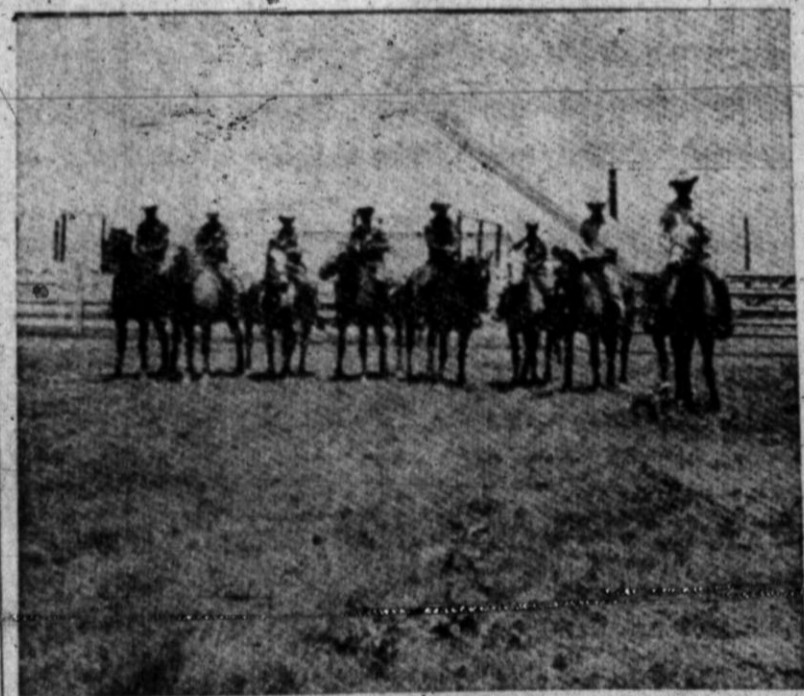
By ED SIMS

BASEBALL—WASHINGTON, D. C.—The morale problem, and the psychology between championship teams and also-rans. Joe McCarthy, disposition and all, had the psychology of a championship team in his bean, and with great material, he fashioned a wonderful record as a winner. Mel Ott, wonderful guy that everyone knows he is, didn't have that flair, that little something, and the Giants couldn't turn the trick for him.

Managers must set the pace, in psychology and morale. Players can lift morale and spirit if they are natural leaders and other players admire them. But the psychology department is usually that of the manager. Red Rolfe knows some of it. He predicted a pennant for the Yanks on the eve of a crucial series with them, when the Champs had moved up to within two percentage points of the leaders. The Tigers took three in a row, even though their pitching was shot full of holes.

McCarthy never told a pitcher he would hurl the next day's game. The twirler would find a baseball in his shoe, at the dressing room. McCarthy was hard on losers. His players would go to any length to keep from losing a game, and having to meet McCarthy in the clubhouse afterwards. Leo Durocher recently pulled the Giants out of a terrible slump by using a little psychology. After being drubbed twice, badly, by the Cards—Leo skipped the usual chewing-out session. Instead he told the players to forget the curfew—to go out and enjoy themselves.

The Giants won fifteen out of sixteen games after that. Casey Stengel tried to use some of the old psychology on his aging Yanks, when they were about to tangle with the Tigers recently. He called Cleveland the team to beat, rating the Tigers third. His players evidently believed him a hundred per cent, and the Tigers proved tougher than expected in that series. They say the Cards have the morale, but need a spark. In Brooklyn they usually have that spark, but not so much this year. Lou Boudreau seems to have both instilled in his Indians, and that could mean trouble.



The old West when a man and his horse were practically one, no longer exists. But the sport that drew crowds then, still draws them along Harrison Highway. There's nothing like a rodeo, a little bulldogging, roping and riding to create excitement out

that way where cattle are still a chief means of livelihood. These shots taken on the Guseman Ranch are indicative of the action seen at their rodeos and for that matter each and every day on the ranch.



Hereford golfers will play in Portales Sunday in the third four-city match of the season. Hereford is in second place now but if a large enough number of players will turn out for the

match Sunday chances are fair they can move into first place. Golfers from Tucuman and Clovis will be there along with Hereford golfers. The local contingent will leave about 8 o'clock from the clubhouse.

Wayne Phillips says entrance fees for the City tourney will be \$2.50, qualifying starts in about a week. The finals will be played Labor Day.

Qualifying rounds for the Women's City tournament will be played today. Entrance fee is \$1.50 for non association members and \$1 for members. Every one is eligible to play. Matches will be played on the 24th and 31st. Only four will be put in a flight, with no consolation.

rounds, and they are hoping to have five flights.

Roy Boyer won first place in the Ball Sweepstakes Sunday with 92-25, 67. Two strokes back in second place, Nolan Grady shot a 97-28, 69, and Lawrence Owens had a 90-21, 69.

Other ball winners included Punk Gilbreath 82-12, 70; Joe Butler 86-15, 71; Oss Lange 84-12, 72; Urlin Stren 78-5, 73; Ted Young 76-3, 73; Wendell Burdine 87-14, 73.

Other Sunday scores included: Bert Shackelford, 90-13, 77; Homer Lee Owen 98-14, 84; Harold Loerwald 93-18, 75; Ed Young 90-16, 74; J. M. Posey 80-2, 78; Henry Lewis 89-5, 81; Tom Howard 90-14, 76; J. W. Robinson, Jr. 96-22, 74; Wright Williams 89-10

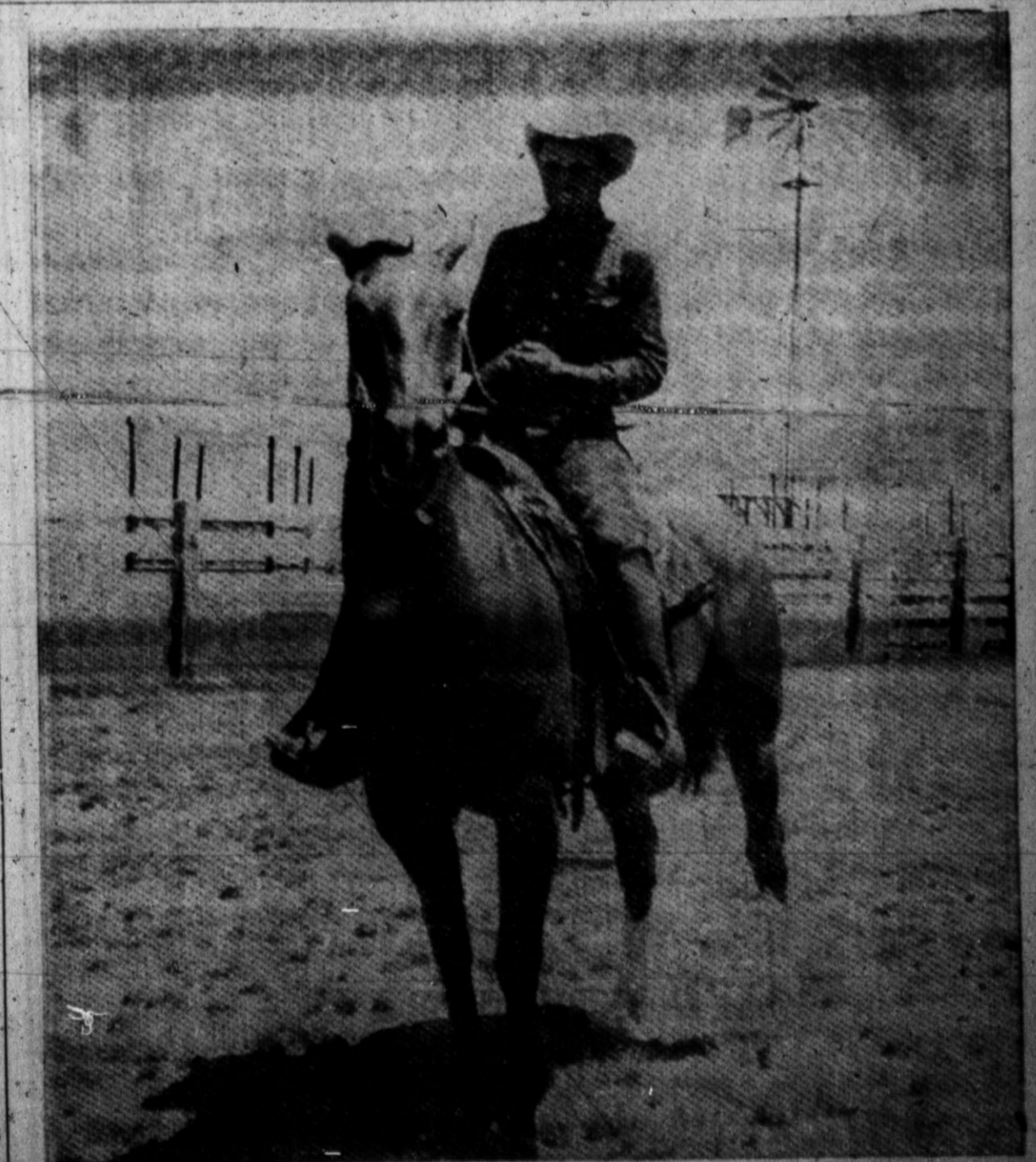
78; Will Graham 95-20, 75; Frank Latimer 90-12, 78 and Joe Kerry 85-10, 75.

Informal Party—Mrs. Paul Harvey entertained with an informal supper party honoring Mrs. Elzie McCann on her birthday Monday evening.

The supper was served buffet style with the table centerpiece formed of snap dragons in a crystal bowl.

Attending were Mr. and Mrs. Pete Hopson, Mr. and Mrs. Lyndall Murry, Clyde Anthony, Mr. and Mrs. Elzie McCann and daughter Gloria, and Mr. and Mrs. Harvey.

Let's eliminate the profits out of war, if we can and we think we can.



COWBOY—Earl Monroe started to work on the Guseman ranch about five years ago. He is married and they have two children, Jo Marie, 11 and Alton, 3. Earl was tops among local entries in the recent Riders Club rodeo and has since carried Hereford colors in a couple of matched roping events. —Brand Staff Photo



ONE MAN'S FAMILY—The above group gathered in Hereford for a family reunion at the Lester Wagner home Sunday. The occasion was in honor of Miss Dorothy Gabel, a nurse in Kansas City, Kansas, who was home visiting her parents in Amarillo. The people standing are from left to right: Leona Gabel, Jimmy Gabel of Amarillo, Dorothy Gabel of Kansas City, Kansas, Vernon, Mrs. Lester Wagner, Johnny Gabel of Stratford, and Evelyn Gabel. Those seated are from left to right: Birdie Mae Gabel, Dickie Gabel, Mr. and Mrs. Leo Gabel, Donald Gabel, and Betty Lou Gabel, all of Amarillo. Also attending the reunion but not pictured were Mr. Lester Wagner and the families of those pictured. Only the immediate family is pictured.

Card of Thanks

I want to take this opportunity to thank each and everyone of you that were so kind to me during my stay in the hospital. My cards, flowers and visits meant so much to me. My thanks are extended to Dr. Wills and the nurses who were so understanding and kind. May God bless each one of you.
Mrs. Lee Lambert.

Things learned the past week in answer to roll call.

The hostess read another chapter in the book "Party Line" for entertainment and birthday gifts were presented to Mesdames: George Minor, J. C. Mays, B. E. Dement and C. E. Watts.
The next meeting will be held with Mrs. D. F. Mathis on Monday, August 28.

Guests recently of Mrs. Harvey Nunn and son, Bill, were her father-in-law, R. T. Nunn, and Mr. and Mrs. Roy Nunn, all of Mt. Vernon, Mo.

Visiting their aunts, Mrs. Phil Radovich and Mrs. Wirt Phillips, the past week end were Skipper and Margaret Ball of Tucumcari, N. M., and Mr. and Mrs. Carl Zimlich and daughters of Amarillo.

Sunshine Club was entertained in the home of Mrs. Clint Lundry Monday afternoon with members telling of worthwhile

Those attending were Mesdames: George Minor, J. C. Mays, C. E. Watts, Oscar Vaughn and the hostess.

READ THE CLASSIFIED



Presenting
Our New Chef

JOHN WINDHAM

Bringing You
Delightful New
Recipes

Helping Hereford Serve You Better

HOTEL JIM HILL
COFFEE SHOP

Call First Reservists From Texas For Army

AUSTIN — The first Texas units of the Army Organized Reserve Corps to be called to active duty during the present emergency were inducted into the active service today, Colonel Oscar B. Abbott, Chief of the Texas Military District announced.

history of the Organized Reserve in Texas that units have been called up to take their places with operating units of the Army. Heretofore only individual reservists have been ordered to duty," Colonel Abbott stated. "One of the principal missions of the Organized Reserve program is to organize and train units which will be able to function efficiently with a minimum of training after being called for active duty, he explained. "The officers and men of these

units are to be congratulated for the loyalty, diligence and devotion to duty which they have displayed in bringing their units to the degree of proficiency required to answer this call of their nation in this time of emergency," Colonel Abbott declared. "The organizations which went on active duty today were two service units, one at Kilgore and the other at Texas City. The number of men involved and the destinations were not announced.



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DICKIES Work Clothes

ARROW Shirts and Underwear

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CAROLE KING Dresses

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CARTER'S Lingerie For Women and Children

Hereford's Oldest Department Store
Serving This Area For

30 YEARS

With Quality Merchandise At Popular Prices -- We Will Continue To Give You Our Best In Courteous, Friendly Service!

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No Job Too Big or Too Small

- We have . . .
- Dehorning Chutes for Branding
 - Cattle Guards of all Kind
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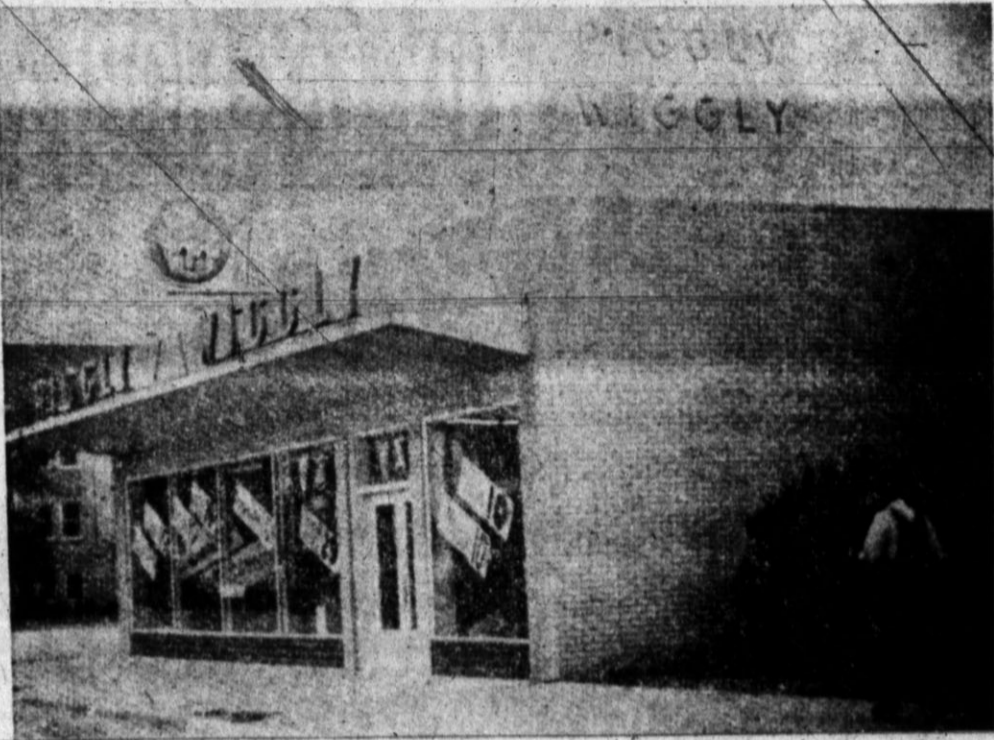
Pinckert Welding Shop

1001 E. HIGHWAY-60

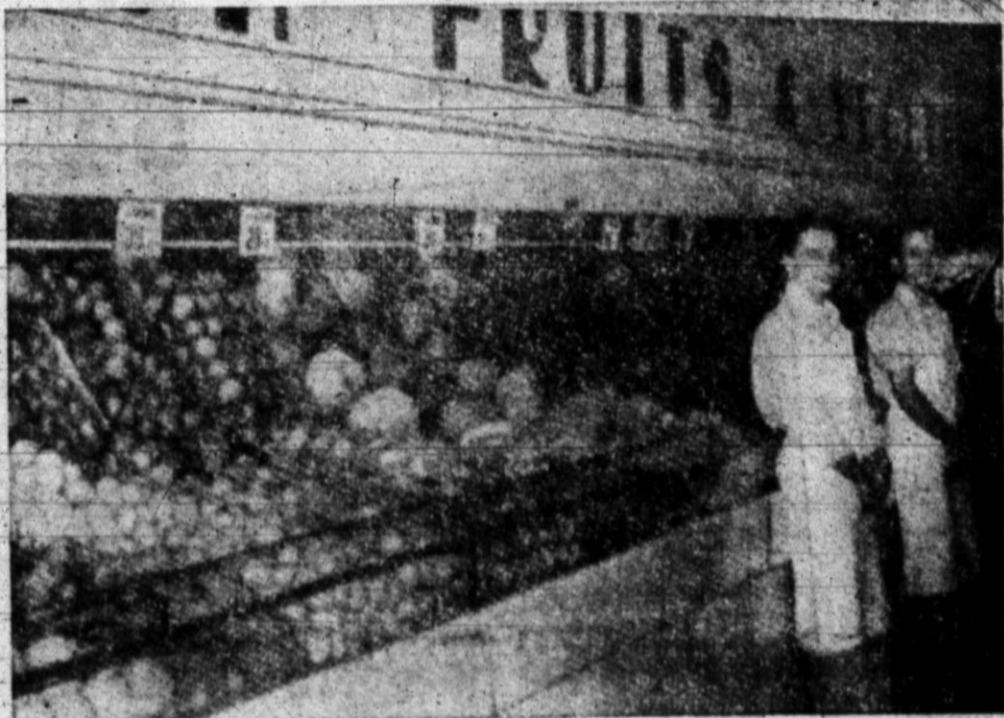
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Hereford Modern
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Serves You Better!



SERVES YOU BETTER WITH — NEW, CLEAN MODERN FACILITIES — AND FRIENDLY, COURTEOUS CLERKS PLUS EVERYTHING IN THE GROCERY LINE.



SERVES YOU BETTER WITH — ALL THE FRESHEST MOST APETIZING VEGETABLES FOR BETTER, MORE HEALTHFUL MEALS



SERVES YOU BETTER WITH — ONLY GRADE A MEATS AND THE BEST IN FISH AND POULTRY — CUT AND WRAPPED RIGHT BEFORE YOU.



SERVES YOU BETTER — NO WAITING — JUST FAST, EFFICIENT SERVICE.

WE GIVE S. & H. GREEN STAMPS

Save While You Spend S. & H. Green Stamps

TUNA	Calif. Grated White Meat	Can	25c
Coffee	Schillings	Lb. Can	79c
Snowdrift	Shortening	3 Lbs.	81c

White King
SOAP
Large Box
25c

Shurfine ORANGE JUICE	46 oz. Can	39c
Northern TOILET TISSUE	3 rolls	25c
Energy BLEACH	Quart. Only	13c
Fiat Can SARDINES	3 For	29c
Lil Rebel VIENNA SAUSAGE	2 Cans	23c
Heinz PORK & BEANS	2 16 oz. cans	29c
Pillsbury Snasheen CAKE FLOUR	Box	39c
Personal Size IVORY SOAP	4 Bars	23c

Med. Firm Head CABBAGE	Lb.	5c
Thompson SEEDLESS GRAPES	Lb.	19c
Fine for Cooking, Ada Red ARKANSAS APPLES	2 lbs.	25c
Large Green Stalks PASCAL CELERY		15c
California Beef Steak Vine Ripe TOMATOES	Lb.	23c
Large Fresh Clean LETTUCE	2 Heads	25c



426 N. Main GAYLORD NEWELL Phone 117

TEA	Bright and Early (glass free) ¼ lb.	25c
OLEO	Colored Quarters, Admiral lb.	29c
CORN	Niblets, Fresh Corn Off The Cob	29c
COFFEE	Golden Light Lb. Can	79c

MODART
SHAMPOO
75c SIZE
39c

INSTANT COFFEE
Giant Size Equal To 3 Lbs. Coffee
\$1.49

Soffin FACIAL TISSUE	Box of 300	23c
Large Box RINSO	Only	25c
Large Box IVORY FLAKES	Only	25c
Patio BEEF ENCHILADAS	No. 2 Can	49c
Hunt's Freestone, Dessert Cut PEACHES	No. 2 ½ Can	29c
Rotel TOMATOES	2 No. 2 Cans	25c
For Jelly SURE-JELL	Per Box	10c

Fresh Dressed FRYERS	Lb.	57c
Loin End Cuts PORK ROAST	Lb.	52c
Caught in Fresh Water CATFISH	Lb.	65c
Nice and Lean CANADIAN BACON	½ Lb.	59c
Made Fresh Daily HOT BARBEQUE	Lb.	65c

SAVE WHILE YOU SPEND WITH S & H GREEN STAMPS



By JIMMIE GILLENTE

Thanks for a million, folks. Thanks for all of the nice things you've had to say about The Brand last Sunday. The Brand Office bunch worked like dogs getting out the paper—and they do appreciate the nice things you have said to them. It was a most difficult edition, due to the fact that so many pictures had to be taken, processed and made into engravings. We have put out larger papers many times, but probably none which required so much work and effort. I remember back to my younger days and we put out a 100-page paper and it was much, much easier. We wound up around 5 o'clock last Sunday morning and most all of the crew slept all day Sunday. They did a swell job from front to back—and they deserve a lot of credit. It takes teamwork to make a newspaper.

I don't know, but I am sure that there were more pictures in the Sunday edition than probably any smalltown paper ever published in the Southwest. We expect to keep on running lots of pictures. Let us know if we get too many. We don't think it is possible.

Elmo Fridley called up Sunday to say that he like the paper, "but why the blankety-blank did we cut out Modest Maidens in the comics?" I told him that part of his comics must have been missing. Anyway, we haven't cut out Modest Maidens, so he and John Jacobsen can look forward to them next Sunday. Besides, who would think that an old codger like Elmo would want to read such a page of pulchritude and daze? You never can tell—for sure.

Maybe Elmo has been taking Hadaool. This happened to Charlie Cogdell, who got to reading The Brand ads about the product and decided to give it a try. Charlie took the stuff regularly—much to the amusement of his family; he also took a lot of razzing on the subject until Monday morning, when he got even. Mrs. Cogdell got up about 6 o'clock to fix breakfast for the son, but Charlie remained in bed. He was about half asleep when she came back into the room, but suddenly remembered all of the kidding. He raised up, leaned over on one elbow and said: "I don't feel like going to school today."

All of which leads up to the fact that I am going to have to reorganize the Baldheaded Dad's Club. Our six-year-old Sara has



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a terrific bombing during hostilities, most of the damage has been repaired, and now hangars and other installations, formerly used by Japanese Air Force, are housing troops and equipment of today's U. S. occupation air arm. Hallum's wife, Dorothy, is residing at Tachikawa Air Base, Japan.

H-SU Students Have Party At Owen Home

A dinner was held Sunday at the G. P. Owen home for students from Hereford who will attend Hardin-Simmons University at Abilene this fall.

Those attending were Mary Lou Benson, Inez Tucker, Jane Welch, Reba Dones, Donna Jean Stagner, Nancy Cagle, G. P. Owen, Jr. who graduated from Hardin-Simmons in May, Doyle Kelly of Lamesa, Lawrence Owen and Bill Forbus. Others present were Mr. and Mrs. Gerald Wilson and daughter, Diane, and Mr. and Mrs. G. P. Owen, Sr.

Other students not present at the dinner who will attend Hardin-Simmons this fall are as follows: Mary Estelle LeGrand, Audrey Hood, Neal Quattlebaum, Alex Schroeter, and Glenn Wilson. Rosemary Cronin and Mary Louise Grady attend the Baptist Memorial School of Nursing in Abilene which is connected with Hardin-Simmons.

Mr. and Mrs. Will S. Kerr, Joe and Norman returned Wednesday of last week from a three weeks' vacation at Estes Park, Colo.

George Graham, accompanied by his daughter, Peggy, made a business trip to Denton Tuesday.

Furr's In Hereford Serves You Better.

CUT COOKING TIME SHOP **FURR** FOOD STORES EVERYDAY WHY PAY MORE?



- Jar Lids KERR 2 Dozen 25¢
- Libby's No. 2 Can SPINACH 15¢
- Hunts 2 Picnic Cans PEAS 25¢
- Libby's Garden Sweet 303 Can PEAS 19¢
- Rosedale Green & White Lima Beans 2 303 Cans 25¢
- Libby's Cut No. 2 Can GREEN BEANS 25¢
- Del Monte Early Garden No. 2 Can ASPARAGUS 49¢
- Libby's Sliced or Crushed No. 2 Can PINEAPPLE 29¢
- Hunts 300 Can FRUIT COCKTAIL 23¢
- Vermont Maid, 24 oz. Bot. SYRUP 49¢
- Ma Crown, 24 oz. Jar DILL PICKLES 27¢
- Ma Brown Qt. Jar MUSTARD 21¢
- Salad Dressing, Pts Jar MIRACLE WHIP 25¢
- Armour's, 2-5/2 oz. Cans Potted Meats 29¢
- Swift's 16 oz. Can Corned Beef Hash 39¢
- Walco No. 2 Can BLACKBERRIES 19¢
- Dromedary Blended Juice 46 Oz. Can Orange and Grapefruit 43¢

- Libby's 46 oz. Can TOMATO JUICE 25¢
- Adams 46 Oz. Can ORANGE JUICE 43¢
- Giant Pkg. VEL 72¢
- All Flavors Park Lane ICE CREAM 3 Pints 39¢
- Powdered or Brown SUGAR 2 Lb. Pkg. 23¢

- Orange-Ade 46 oz. Can HI-C 27¢
- Joye Qt. Bot. VINEGAR 10¢
- Fruit Jars Pint, Doz. KERR'S 75¢ Quart Doz. 85¢
- For Jams or Jellies 2 Pkgs. SURE JELL 23¢
- Pectin 8 oz. Bot. CERTO 23¢
- Jar Caps Reg. Size, Doz. KERR 25¢
- Baker's Southern Style 4 oz. Can COCONUT 19¢
- Nabisco Lb. Pkg. GRAHAM CRACKERS 31¢
- Libby's Sliced, No. 300 Can PEACHES 21¢



- Armour's Star America's Favorite Tenderized, Juicy Butt End Cut, Armour's Star Lb. HAM 59¢
- Shank End Cut, Armour's Star Lb. HAM 54¢
- Small Whole, Armour's Star, 10 to 15 Ave., LB. HAM 59¢

Try Serving Apple Sauce A-NEW WAY

AN IDEA STRAIGHT FROM THE FOOD EXPERTS OF McCALL'S MAGAZINE

Just cook up a good cooking apple with 1 cup sweetened pineapple juice; then simmer or mash the apples and that's it. You'll have a brand new and favorable dish the family will rave about.

- Sugar Cured, 1 Lb. Layer BACON Lb. 53¢
- Large Juicy, All Meat FRANKS Lb. 45¢
- Kraft Sliced American, 1/2 Lb. CHEESE 29¢

been worrying a lot about going to school, so we got to chatting on the subject the other evening and she finally confided her "real reason."

"I am afraid I won't pass the first grade," she said. "If I can just get past the first grade, it will be easy. I know it will."

Naturally, I was curious about this situation and one thing led to another, wherein she further declared:

"Well, Daddy, I know the first grade is the hardest, 'cause you have to learn to read and to write—and those are about the hardest things anyone has to learn."

I never had thought about it like this, but I don't know if I am not bound to agree. At least they are probably the most important. Now, she has me worrying, too.

If at all possible, you should plan to go on the Harrison Highway tour this afternoon. Lots and lots of time has been devoted to the event. The barbecue is all set—and they are figuring on at least 500 people from Hereford at the big opening. There will be lots of entertainment and big doings at the celebration. Several firms have even indicated that they will close this afternoon to make the celebration unami-

Pete Cowart says that six New York firms are dickering for a franchise on Hereford water. He says that one firm is flying a man down here this week to negotiate and that it looks as if a large demand will be created back East for our water. As previously announced, the water will sell at one cent per gallon, or \$100 a car. I still think it's a shame for us to bathe in the stuff.

Assign Lt. Hallum To Fifth Air Force

Lt. Allen Lynwood Hallum has been recalled to active duty with the Fifth Air Force in Japan.

Hallum, a former B-26 bombardier and veteran of 50 air missions in the South Pacific, is the son of Mrs. Edna Jewel Smith of Hereford. He was graduated in late September of 1942 as a second lieutenant from the world's largest bombardier school, at that time located at Midland. The Texas airman steps into his new assignment well prepared. In addition to 50 missions of low level strafing and skip bombing with B-25's in 1943 and 1944 the lieutenant, after the Japanese surrender, was stationed at Kempo Air Base outside Seoul, Korea, where he gained valuable knowledge of the Koreans and their country. Previous to his recall, the lieutenant was first sergeant of air installation Squadron at Tachikawa Air Base.

Tachikawa Air Base, situated just 18 miles west of Tokyo in the foothills of scenic Mt. Fujiyama, is the home of the 374th Troop Carrier wing which is presently charged with the operation of the Far East occupation airlift. Giant transport aircraft of this unit fly on regularly scheduled flights to almost every point in the Far East, covering a land-sea area as vast as western United States.

During the war, Tachikawa was one of the most important installations in Japan. It was there that the infamous "Kamikaze" aircraft was first introduced. Though the base received

Ark. Early Pie Apples 11¢

California Fine For Juice ORANGES 3 Lbs. 25¢

Thompson Seedless GRAPES 2 Lbs. 29¢

California Vine Ripened TOMATOES 15¢

Large Bunch CARROTS 2 For 15¢

Yellow fine for baking or frying SQUASH Lb. 5¢

Colorado Red SPUDS 50 Lb. Bag \$1.19

HEINZ KETCHUP 14-oz. BOT. 24¢

SWANSON BONED CHICKEN 6-oz. TIN 49¢

SWIFT'S VIENNA SAUSAGE 4-oz. TIN 21¢

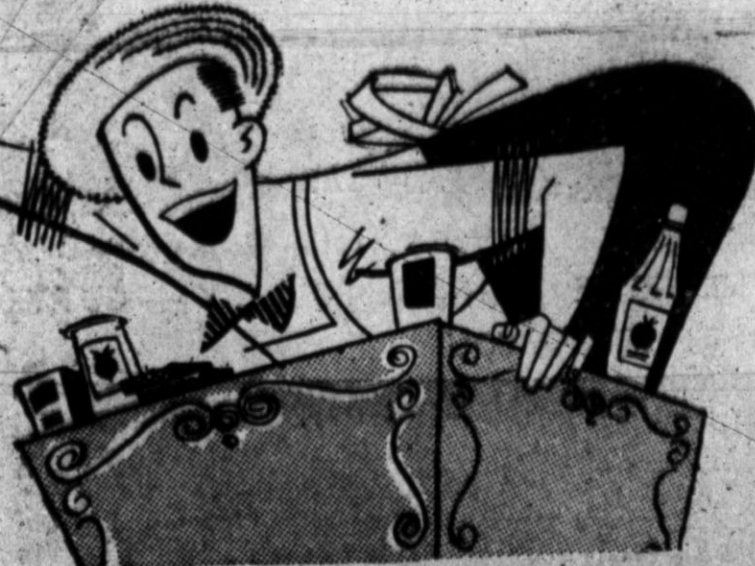
BAKERY TREATS

Oven Fresh Topped With Strawberry Icing, Medium Size Ea. WHITE CAKES 65¢

Serve Toasted With Lettuce Tomato & Cheese BUTTERMILK BREAD Loaf 17¢

Golden Brown Light Flakey Crusts Each PINEAPPLE PIES 45¢

- WHY PAY MORE?
- \$1.25 Value HADACOL 89¢
 - 30c Value Mennens BABY POWDER 33¢
 - 59c Value Egg Shampoo HELENE CURTIS 39¢
 - Your Choice All 50c & 59c Values 2 Boxes STATIONERY 69¢



CHARTER FLIGHT 10c per mile

4 Place Plane - LICENSED... For Day and Night For Passengers & Cargo

CRUISE 150 M. P. H.

Oklahoma City & Return For 3 People, \$54.00

HEREFORD FLYING SERVICE

1 Mile South on Highway 51

Bright & Early COFFEE Lb. 69¢	Dog Food PARD 2 Cans 25¢	Bleach CLOROX Pt. 9¢ Qt. 14¢ 1/2 Gal. 27¢	Sunshine Crackers HI-HO Lb. Pkg. 29¢	New Pack Peas GREEN GIANT 17 Oz. Can 23¢	PABSET Tasty Cheese Loaf 2 Lb. Box 69¢
For Frying or Baking WESSON OIL Pt. Bot. 39¢ Qt. Bot. 79¢	Skinnners RAISIN BRAN Box 15¢	Ideal DOG FOOD 2 Tall Cans 25¢	Shortening BAKE-RITE 3 Lb. Can 72¢	Swanson's Chicken Fricassee 16 Oz. Tin. 49¢	Toilet Soap Cashmere Bouquet 3 Reg. Bars 25¢ 2 Bath Size 25¢
Toilet Soap PALMOLIVE 2 Reg. Bars 15¢ 2 Bath Size 22¢	Laundry Soap Crystal White 4 Giant Bars 29¢	Beauty Soap VEL Bar 25¢	6 Bot. Ctn., Plus Bot. Dep. PEPSI-COLA 23¢	Swift's CLEANSER 2 Tall Cans 23¢	

Release Fourth Army Quota Of Reserve Officers Needed

AUSTIN, Texas — Officers of the Army Officers Reserve Corps, not assigned to organized troop units, will be ordered to extended active duty for a period of 21 months, or such other period as

Texas Military District stated here today. The orders will affect male officers of all major branches of the army, including medical, dental, veterinary and medical service as well as the combat and service branches.

In the combat and service branches only company grade officers, that is, lieutenants and captains, will be called under this authority. All grades to include

lieutenant colonels are subject to orders to active duty in the medical and dental services.

Officers selected will be ordered to duty from both the active and inactive reserve elements. Those assigned to Organized Reserve Corps troop basic units will not be called under this authority.

Processing of physical examinations will be expedited so that one-third of the officers will be able to report to their stations by September 22, another third by September 29 and the remainder not later than October 6. Officers selected for the call will be ordered to the nearest army installation for physical examination, return to their homes and await final orders and will be granted a minimum of 21 days from the date of receipt of active duty orders to the date of reporting to their stations.

Although the volunteer program for officers previously announced has been superseded by this call, it is still desired that applications from company grade officers for recall to extended active duty be forwarded to Headquarters, Texas Military District. Officers ordered to active duty pursuant to their own request will reduce the number required to be called into service without their consent.

While officers of the medical and dental services may be called with or without their consent, they will be encouraged to

volunteer for at least 21 months. The 4th Army area, which includes Texas, Oklahoma, Louisiana, Arkansas and New Mexico has been given a quota of 18 captains and 612 lieutenants as follows:

Combat Arms: Armored, 15 captains, 75 lieutenants; Field Artillery, 16 captains, 65 lieutenants; Infantry, 81 captains, 272 lieutenants; Corps of Engineers, 23 captains, 47 lieutenants; Coast Artillery, 3 captains, 9 lieutenants. Services: 64 captains and 143 lieutenants.

The quota for all medical branches is 195. Of those, 25 are for medical officers above the rank of captain and 74 captains and lieutenants. The quota calls for four dentists above the rank of captain and 20 captains and lieutenants. Other medical services will furnish 2 field grade officers and 70 captains and lieutenants.

State quotas were not announced.

Amarillo Meeting

Four members of the Hereford Assembly of the Order of Rainbow for Girls attended a meeting of the Palo Duro Rainbow Assembly held in Amarillo last week. They were Bobbie Jane Sisk, Gayle Roberson, Virginia Sigle and Earlena Phillips. They were accompanied by Mrs. Juanita Hershey, past mother advisor of the Hereford Assembly.

Hereford's Exclusive Shoe Store

SERVES YOU BETTER



SMART LITTLE HOOVERS...

Queen Quality CALFSKINS

On-the-go from morn 'til night... Versatile little gamblers... so gentle... so charming... so completely adorable.



\$10.95 to \$12.95



Gene Autry COWBOY BOOTS

are designed for action, and active boys and girls will find everything they want in these fine boots.

There's a style, color and size for every backyard Ranchero.



INFANTS
Sizes 4 to 8
\$4.98

CHILDREN
Sizes 12 1/2 to 3

\$8.95



Children's
Sizes 8 1/2 to 12
\$7.95

Hereford Shoe Store

Queen Quality, Velvet Step, Weatherbirds - Weather teens

323 N. MAIN X-RAY SHOE FITTING PHONE 955



CHURCHES AT THE END OF HARRISON HIGHWAY

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A JOHN HANCOCK FARM LOAN SERVICE, FOR MAKING IMPROVEMENTS TO YOUR FARM, BUYING LAND, OR REFINANCING YOUR PRESENT LOAN. FREE AND LIBERAL APPRAISALS. NO STOCK TO BUY, NO COMMISSIONS TO PAY. LET US TELL YOU ABOUT OUR LOAN SERVICE.

Wesson Real Estate

716 W. 1st Street
Hereford, Texas
Phone 944



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MULTIPLIES YOUR SAVINGS!



Mrs. Jowell
Mrs. Harris

READY TO WEAR

BACK TO SCHOOL DRESSES

Rayon or Cotton Prints, Size 9 to 20
\$5.90

LADIES ZIP OUT All Wool Gabardine

COATS \$29.75



Miss Hammer, Mrs. Gally
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PIECE GOODS

Dull Twist Nylons
60 Gauge, 15 Denier
First Quality — Top Luxury Sheer
\$1.00 Pr.

Nylon Slips
For Women
Even The Lace In Nylon
White & Prints
\$2.98 Ea.



Mr. Dobbins
Mr. Reynolds

MEN'S CLOTHING & SHOES

11 Oz. Heavy Weight Western Cut

DENIM JEANS

Boys 4 to 16 **\$1.98**
Mens 28 to 42 **2.49**

Young Men's **BLUCHER OXFORDS**

Size 6 to 11 **\$6.90**

Boys Straight **TIP OXFORDS**

Size 1 to 6 **\$4.98**



NEW MEXICO OVER THE HORIZON—Just a few more miles and New Mexico is under your wing-tip or tires, depending on how you are traveling down Harrison Highway. —Brand Staff Photo

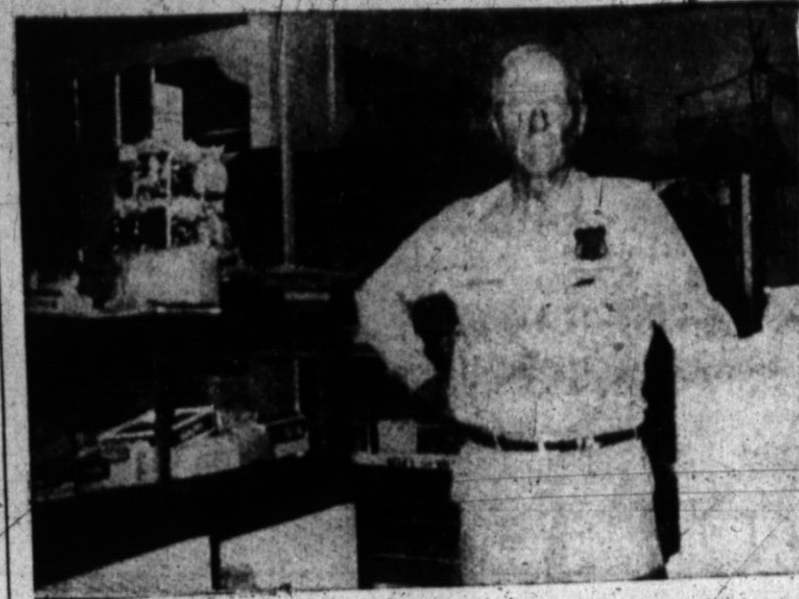
her husband Thursday saying he was in Florida and expected to be home Sunday. This call was so greatly appreciated since she had just received a letter saying he would not be home for quite some time. Mr. Crenshaw has been working with the weather bureau under Civil Service on Swan Island in the West Indies. Dr. and Mrs. C. E. Hawn are happy to have a granddaughter, Miss Polly Ann Howard, visit them for about two weeks. Miss Howard arrived Thursday after spending the last three weeks sight-seeing in Canada and 11 of the states.

Miss Barbara Pinnell was a guest of Miss Jean Finley the first part of the week. Recent guests in the L. A. Worsham home were Mr. and Mrs. R. L. Saunders of Waco, Mrs. Worsham and Mrs. Saunders were school chums.

Mrs. Stella Thuyet has recently learned that her daughter and son-in-law, Mr. and Mrs. John D. MacNaughton, are moving to the Vega community. The MacNaughtons have been living near Bandera, Texas.

Misses Dorothy and Joyce June Wagner shopped in Amarillo Tuesday of last week. They also attended a show while there.

Adrian shoppers in Hereford Friday were Mrs. L. E. Wagner and son, Danny, Mrs. E. H. Mosteller and Jean Finley. Mrs. Wagner and Mrs. Mosteller also visited their doctor's office.



GRADY STOREKEEPER—Mr. J. E. Townsend arrived in Grady in 1914 from Cottle County, Texas. He has been in business in the same store since 1928. The Townsends have three girls and three grandchildren. Mr. Townsend says he never had to use wagons, but he always got flats on his model T truck. —Brand Staff Photo

to a close by a congregational hymn and prayer. Fellowship Hall for a luncheon. The visiting ladies brought sandwiches while the Adrian Society. At this time the group went to

prepared salads, drinks and deserts.

The entire morning was very enjoyable and inspirational. There were about sixty people present.

Mr. and Mrs. Labry Ballard and children and Don Perrin left Monday to go to Las Cruces, N. M. where Mrs. Ballard and children will visit her sister and brother-in-law, Mr. and Mrs. Floyd Lane. Mr. Ballard and Don will return home Tuesday. It is hoped that a change of climate will relieve little Beth Ballard of

hay fever. Mr. and Mrs. T. O. Woody accompanied their daughter, Mrs. James Carlson, and Lois to their home in Laramie, Wyoming for a two weeks' visit. Mrs. Carlson and Lois have been here with her parents for several weeks.

Mr. and Mrs. E. W. Brown and Clinton Earl, Mr. and Mrs. E. L. Brown and boys, and Mr. and Mrs. Ray Brown and children visited their father, Mr. Will Brown in Lubbock Sunday. Mr. Brown is greatly improved. The Browns all visited with their sis-

Continued on Page 8

NOTICE
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ADRIAN NEWS

Wildorado Group Visit Regular WSCS Meeting

By MRS. E. H. MOSTELLER
Brand Correspondent

The Adrian Women's Society of Christian Service met Tuesday, August 8, in Fellowship Hall. The program, "Christian Students From Many Lands" was presented by the following ladies: Mrs. B. E. Witt, who gave the devotional; Mrs. E. H. Mosteller, leader; Mrs. V. E. Lemke, Mrs. J. E.

Young, Mrs. E. N. Jacobson and Mrs. Lorin Creitz.

A candle lighting service, in observance of the tenth birthday anniversary of the W.S.C.S., followed the program.

Special visitors were members of the Wildorado Society and are as follows, Mesdames: John D. Jenkins, J. B. Reed, I. A. Allred, Earl Hodges and small son, and

Joe Allred. Mrs. H. I. Stephenson of Amarillo was another out-of-town visitor. Visitors from within the Adrian community were Mrs. Earl Croff, Mrs. Labry Ballard, Miss Jean Finley and Miss Barbara Pinnell.

Refreshments of birthday cake and home-made ice cream were served.

Thursday the Adrian Society visited the Vega Society with 11 of their members attending. At that time the Adrian ladies who had attended the School of Missions in Lubbock were asked to give a report of their studies.

Mrs. Robert Crenshaw was made very happy when she received a long distance call from

The Adrian Methodist Women's Society of Christian Service was hostess to the Flora Foreman Zone in a meeting Tuesday in the church.

The meeting began promptly at 9:15 with an opening hymn and a devotional presented by the Vega Society. A representative from the Polk Street Church of Amarillo gave a talk on "Program Building." Wildorado Society gave some helpful hints on "World Federation of Methodist Women." Canyon Society told some facts about special memberships. Special music was rendered by the Adrian Society to be followed by a "Meditation Address" by Trinity Church of Amarillo. The meeting was brought



Expanding Territories

Civic leaders of Hereford and Deaf Smith County are to be congratulated for adding another link . . . Harrison Highway . . . in their chain of progress. The completion of this highway stands as a monument to the farsighted thinking of the leaders of Hereford and Deaf Smith County.

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VELVETTA CHEESE 2-lb Box 77¢

SALT PORK lb 32¢

CHUCK STEAK lb 54¢

BOLOGNA all meat lb 38¢

BOILED HAM 1/2 lb. 53¢

American, Sliced CHEESE Per lb. 42¢

Whiteway or Pinkney BACON Per lb. 59¢

Nice, Lean BEEF RIBS Per lb. 37¢

Armours CORN BEEF HASH Can 25¢

Fresh Ground HAMBURGER Per lb. 55¢

Carnation MILK 3 Small Cans 21¢

Lady Royal TOMATO JUICE Per Can 18¢

Pinto BEANS 25 lb. \$2.85

Concho CORN 2 No. 2 Cans 27¢

ROASTING EARS 3 for 10¢

Sunkist LEMONS Doz. 26¢

White Swan GRAPEFRUIT JUICE 46 oz. 45¢

Sunkist ORANGES Doz. 35¢

Mr. Farmer: We pay highest price for good fresh country eggs.

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NEWEST LIGHT TRANSPORT—Six jet rocket units and three engines enable the U. S. Air Force's newest light assault transport to take off in a space of less than 500 feet. Weighing 20 tons, the Northrop Raider C-123 was designed to transport heavy loads in and out of small, unimproved clearings. The photograph was made during one of the ship's test flights at Hawthorne, Calif.



AMMO CARRIERS—A U. S. Army team is shown slogging through rice paddies with machine gun ammunition for embattled front-line forces. To date, many reverses suffered at the hands of the armored North Koreans have been due to a shortage of ammunition, the life blood of artillery and small weapons units.



WORLD'S BEST A-BOMB REFUGE—These caves, carved in solid granite some 50 feet underground, provide Arab tribesmen of Tripolitania with what is probably the world's best protection against the effects of an A-bomb. The underground dwellings, however, were not built with an eye towards modern-day safety for the Arabs have virtually no contact with the outside world. The advice of a soothsayer, who lived 600 years ago, prompted them to become tenants of these subterranean compartments.



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BRIMFULL CRUSHED PINEAPPLE	No. 2 Can	27¢	BRIMFULL, Heavy Syrup MIXED-FRUITS	No. 2 1/2 Can	27¢
Red & White, Heavy Syrup, No. 2 Can BOYSENBERRIES		31¢	BRIMFULL, Sliced for Pies APPLES	No. 2 Can	19¢
Red & White, Extra Quality, 46 oz. can TOMATO JUICE		27¢	Red & White, Small Size, Extra Quality, No. 2 Can PEAS		29¢
Ocean Spray CRANBERRY SAUCE	Tall Can	20¢	BRIMFULL, All Green, No. 4 Tall Can ASPARAGUS		23¢
BRIMFULL Fancy BLACKEYED PEAS	2 Tall Cans	25¢	BRIMFULL, Plio Film Bag, DRIED PEACHES	1 Lp. Bag	33¢
Niblets MEXICORN	2 12 oz. Cans	35¢	Puss 'N Boots CAT FOOD	Tall Can	15¢
Red & White, Vacuum Packed Can, COFFEE	Guaranteed Highest Quality, LB.	79¢	Hi-C ORANGE ADE	46 Oz. Can	29¢
Guaranteed, High Quality, Colored Quarters OLEO	LB.	29¢	Homogenized, Full Quarts PEANUT BUTTER	Qt.	53¢
BRIMFULL SWEET-DILL PICKLES	12 oz. Jar	29¢	Snow Crop, Frozen GREEN PEAS	Pkg.	27¢
BRIMFULL OYSTERS	Fancy Can	45¢	Snow Crop, Frozen CHICKEN TAMALES	Pkg. of 5	29¢
SOFTEX, 1000 Sheet Roll TOILET TISSUE	2 Rolls	23¢	MEXICANO TORTILLAS	PKG. of 12	19¢
DIAMOND, 80 COUNT, BOX PAPER NAPKINS	2 Boxes	25¢	Snow Crop, Frozen CAULIFLOWER	PKG.	33¢
DIAMOND, 125 Foot Roll WAXED PAPER	Roll	25¢	Snow Crop, Frozen BROCCOLI	PKG.	35¢
CRISCO	1 Lb. Can	32¢	Snow Crop, Frozen BABY LIMA BEANS	Pkg.	25¢

FRUITS & VEGETABLES

U. S. No. 1 California, Large TOMATOES	Lb.	12 1/2¢
California Seedless GRAPES	2 Lbs.	29¢
Fancy Colorado, Pascal CELERY	STALK	14¢
California, Fancy Eating PEACHES	Lb.	18¢
Colorado, Large Fresh GREEN ONIONS	Bunch	6¢

MEATS · FISH · POULTRY

Sun Ray LINK SAUSAGE	1 Lb. Cello Pkg.	49¢
No. 1 Lean Sides SALT BACON	Lb.	35¢
Pinkneys BOLOGNA	Lb.	37¢
Wilsons Certified DRIED BEEF	1/4 Lb. Pkg.	39¢
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PORPOISE LEAPS ON PURPOSE—This purposeful porpoise will leap 12 feet into the air whenever keeper Clifford Ambrose holds a fish tidbit aloft. Two other porpoises, both as tame as buttons, also take to the air when Ambrose sounds chow call at this Theatre-by-the-Sea in Plantation, Fla.



FAMOUS JOG—The old jog is barely there now. Although the picture failed to show it all, where Harrison Highway travelers used to make a couple of 90-degree turns the average driver won't even notice the slight bend the road now takes to get over onto the section line again. The old road is shown coming in at the left for another turn.

Mrs. Irene Ballard has gone back to Haskel to resume her teaching duties in a school near Haskel. She has spent the summer in this community with two brothers and other relatives. Guests in the Calvin Jackson home arriving Tuesday were Mrs. Jackson and Mary Jean, Jackson's brother and sister-in-law, Mr. and Mrs. Harold Tillman of Wallace, Idaho. On Wednesday the Tillmans accompanied by Mrs. Jackson and Mary Jean went to Perryton to visit a sis-

ter, Mrs. Lyla Tillman. They also went to Liberal, Kansas. Mr. and Mrs. W. F. Fisher spent the week end visiting their son and daughter-in-law, Mr. and Mrs. Kenneth Fisher in Ames, Okla. They say everything looks good there and the weather is cool due to recent rains. Mr. and Mrs. L. E. Wagner and Dannie spent the week end fishing at Conchas Dam. Those of Adrian who shopped in Amarillo Friday were Mrs. Geo. Gruhlkey and Perry Dale, Mrs. R. A. Gruhlkey, Ricky and Martha Jean, Mrs. George Gruhlkey also kept an appointment with her doctor. Mr. Robert Crenshaw arrived home Sunday. He has been working with the weather bureau under Civil Service and stationed on Swan Island in the West Indies for a year and had not been home in that time. He will have 20 days vacation. In this time he and his family will move to and get established in a home where his next position will be. He thinks that will be Little Rock, Arkansas. We certainly hate to lose this family from our community. Those of Adrian who attended a family reunion of the Jacobson family at Ellwood Park in Amarillo Sunday were Mr. and Mrs. E. N. Jacobson, Miss Nor-ein Jacobson, Mr. and Mrs. N. L. Jacobson, Miss Ruth Jacobson, Mrs. B. E. Witt, Mr. and Mrs. Jack Balding and two children, Mrs. Robert Crenshaw and four children, Miss Polly Ann Howard,

Miss Maxine Stoneman and Mrs. Donald George. There were 37 present for this occasion. The only members of the family who were not there were Robert Jacobson, Mr. and Mrs. John Witt and two children, and Mr. and Mrs. V. H. Jacobson. The Sewing Club honored Mrs. George Gruhlkey on her birthday anniversary Sunday with a picnic lunch at Ellwood Park in Amarillo. Those present were Mr. and Mrs. George Gruhlkey and Perry Dale, Mr. and Mrs. M. H. Zaring, Jr. and children, Kenneth Zaring, Mrs. R. A. Gruhlkey and children, Mr. and Mrs. Bobby Speed and Rita, Mr. and Mrs. P. H. Gruhlkey and children and Miss Shirley Perry. In the afternoon the group went to a show; then some went swimming. Mrs. R. A. Gruhlkey and children visited Mr. and Mrs. C. E. Gruhlkey also.

Jolly Girls Meet In Epting Home Monday
The Jolly Girls 4-H Club met in the home of Thelma and Doris Epting Monday, August 7. The meeting was called to order by the acting president, Juanita Townsend. Songs were sung and the ritual was read. Mrs. Draper talked on keeping one's room neat by better storage. Members present were: Ann Dyer, Mary Cayton, Thelma and Doris Epting, Juanita Townsend, Loraine Noah, Elizabeth Bidde. Others present were Mrs. Draper, Mrs. Bidde and Mrs. Epting. The next meeting of the club will be held in the home of Elizabeth Bidde.

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OPTOMETRIST
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ADRIAN

(Continued from Page 6) ters from California who planned to return home Monday. Adrian citizens who left Saturday for a week's fishing at Creede, Colorado are Mr. and Mrs. Joe Speed, Bert Speed, Mr. and Mrs. F. M. Brown, Jimmy and Billy Don Brown, Robert Jacobson and Grady Skages. This should be a wonderful outing for the boys who are so soon to re-enter school. Rev. J. E. Young, pastor of Adrian Methodist Church, accepted the invitation and has gone to Whiteflat near Matador, to conduct a revival. Rev. Paul Boyer, of Amarillo, took his place in the pulpit. Next Sunday the assistant pastor of Buchanan St. Methodist Church will deliver a message here in the absence of Rev. Young. Mr. and Mrs. I. M. Smith, Mrs. Sue Rush and son, Garland Irl, attended a family reunion of the Duncan family in Cedarfalls, Oklahoma. There were four generations of the family present

and at least fifty people present. A women's club house was leased for the three-day affair with such entertainment as swimming, fishing, skating and dancing being furnished. Mr. Smith had the privilege of visiting people he hadn't seen in 20 years. Those of Amarillo who attended the reunion were Mr. and Mrs. W. D. Smith and Mr. and Mrs. Walter Smith and children. Mr. and Mrs. B. L. Kinsey had as guests for Sunday luncheon Mr. and Mrs. John Skages. A caller in the afternoon was Mrs. J. E. Young. Miss Maxine Stoneman visited her mother, Mrs. Lillian Lemke in Northwest Texas Hospital in Amarillo Sunday. She reports that Mrs. Lemke is able to be in a wheel chair about three hours and expects to begin walking with crutches in a few days. She does not yet know when she can come home. Mrs. Will Chilton has as a guest from Amarillo Monday Mrs. Joe Shields. She went home with Mrs. Shields and spent the rest of the week until Saturday.



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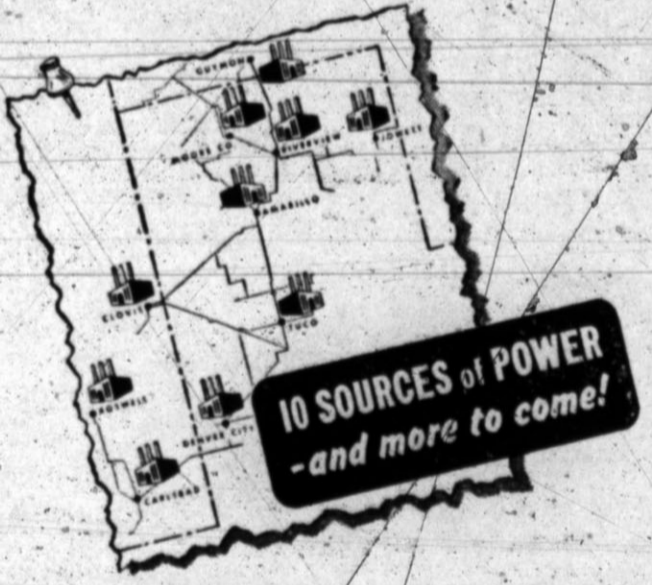
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10 base load power plants are operated by your Public Service Company to meet your needs for dependable, low-cost electric service. These 10 power plants are strategically placed approximately 100 miles apart.

These 10 great power plants are tied together by a 2700-mile network of transmission lines. The heart of our system—a 115,000-volt transmission line—makes electric power generated at our River-view plant available at Carlsbad, New Mexico, if needed.

To further assure you a continuous and economical supply of electricity, your Public Service Company has provided a central load-dispatching center which allocates generation to each plant for most economical operation. In this manner the local area plant is still able to meet increased demand for electric service within its own area when necessary.

To meet your growing needs for electric power, important 1950 plant expansions will be made at Amarillo and Moore County, and a new unit has already gone on the line at Roswell. Yes, your Public Service Company is on the job keeping ahead of the rapid growth of the Panhandle-Plains-Pecos-Valley area.



SOUTHWESTERN PUBLIC SERVICE COMPANY
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

OLEOMARGARINE	Colored	Lb.	29¢
Nu-Maid			
CRACKERS	HI-HO	Lrg. Box.	29¢
Sunshine			
COFFEE		1 Lb. Can	75¢
Admiration			
ORANGE JUICE		2 No. 2 Cans	41¢
Del Monte			
CORN	Cream Style	2 No. 2 Cans	27¢
Concho White			
NAPKINS	125 Dispenser Type	2 Pkgs.	21¢
Diamonds			

BOYSENBERRIES	No. 2 Can	28¢
Heavy Syrup, Hunts		
TOMATO JUICE	46 oz. Can	21¢
White Swan		
CAKE FLOUR	Large Box	43¢
Swan Down		
FROSTEE	Dessert Ice Cream Mix	2 Pkgs. 29¢
Liptons		
FLOUR	25 Lb. Bag	\$1.65
Packard Best		
VANILLA WAFFERS	Cello Bag,	23¢
Jacks, Lb. Pkg.		

FRUITS and VEGETABLES

TOMATOES	2 Lbs.	27¢
U. S. No. 1		
LETTUCE	2 Heads	25¢
Extra Crisp		
CARROTS	2 Large Bunches	17¢
Green Top		
ORANGES	5 Lb. Bag	45¢
Sunkist		

MEAT · POULTRY · FISH

SLICED BACON	Lb.	59¢
Marrel Pride		
BOLOGNA	All Meat Lb.	43¢
Sun Ray		
ROAST	Lb.	53¢
Chuck		
Fresh Dressed Fryers, Hens, Cat Fish		

Cattle Country ---

The Guseman Ranch on Harrison-Highway is one of several large ranches in the county that still makes Deaf Smith County one of the largest beef cattle producing counties in the state of Texas.

The ranch is owned by Cecil Guseman, and was started in 1926. Governor Stubbs of Kansas owned the ranch prior to that. It was originally a part of the old XIT ranch.

The ranch, including leased land, amounts to about 40,000 acres. It starts 27 miles west of Hereford, and extends along the highway 13 miles. It measures 10 miles north and south.

They have three main headquarters on the ranch and employ five families, plus as many extra hands as necessary. Besides running about 3,000 head of cattle the ranch includes about 7,500 acres of farm land, mostly in wheat.

Mr. Guseman's other interest is race horses. At present he has a string of eight, with Gray Spook the pride of the stable. Gray Spook has won five races on California tracks.

ATHLETES FOOT GERM HOW TO KILL IT. IN ONE HOUR

IF NOT PLEASED, your 40¢ back from any doctor. 1-oz. is specially made for HIGH CONCENTRATION. Undiluted should have given great PENETRATING power. KILLS IMMEDIATELY germs on contact. NOW AT HAILE DRUG.



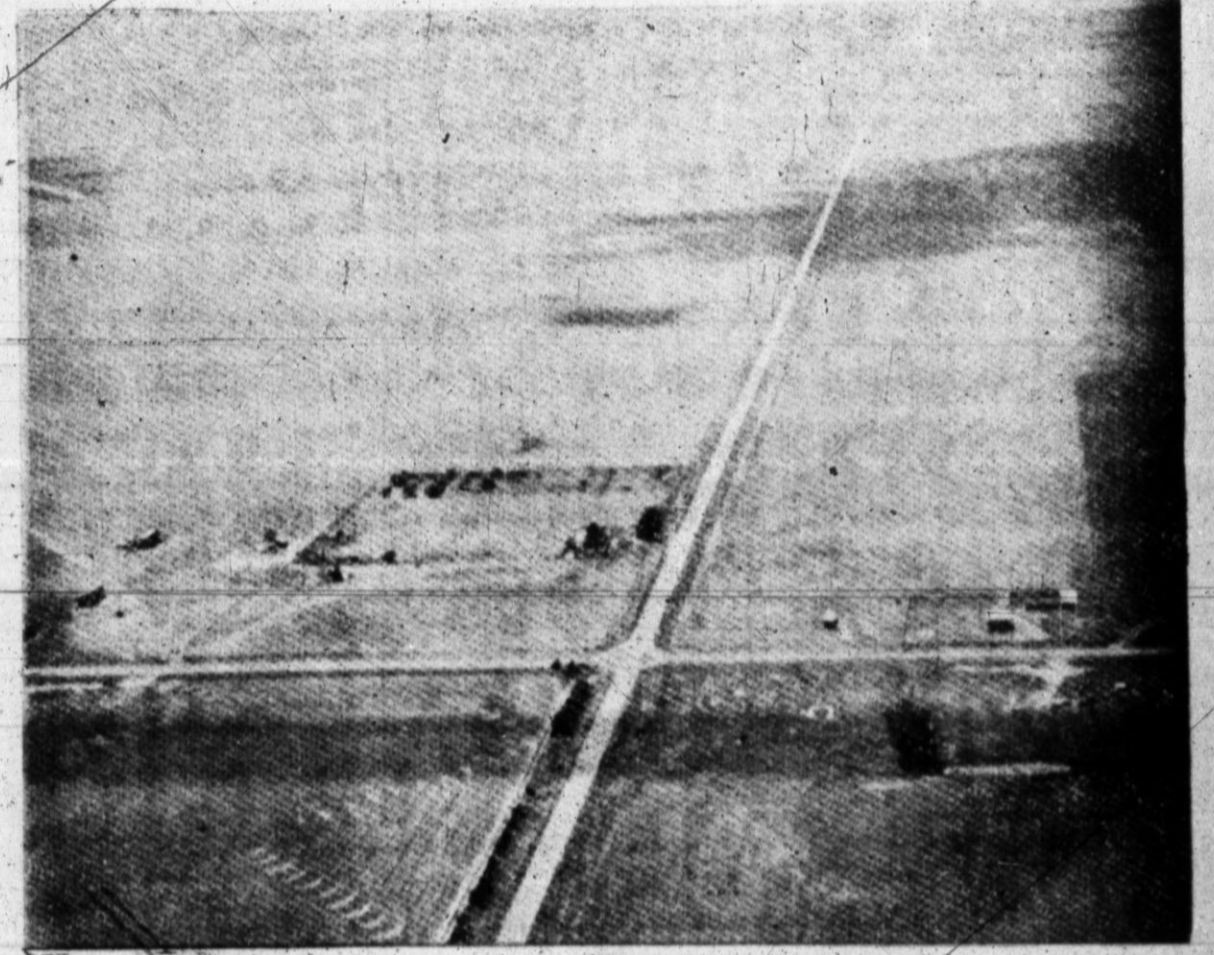
The Hereford Brand

Thursday, August 17, 1950

"It's time for BROOKS!"

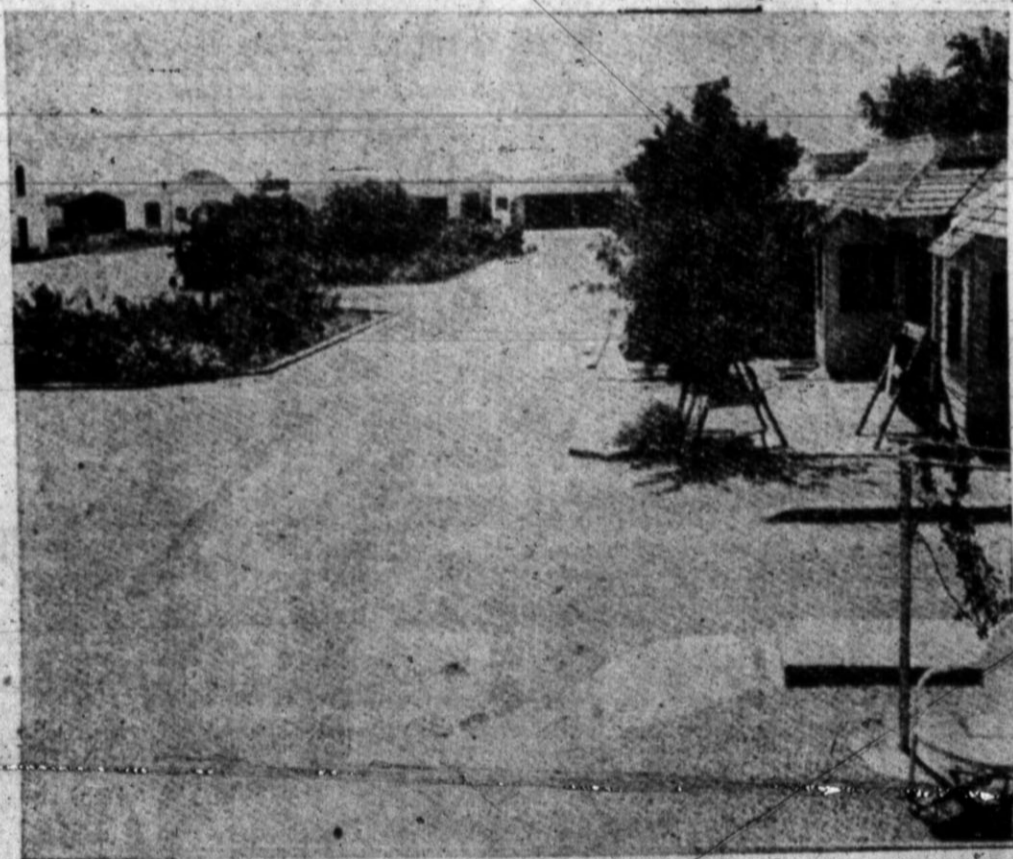


Pierce Brooks for LT. GOVERNOR



A LONG STRAIGHT ROAD—A section of Harrison Highway from the air. Incidentally, Brand readers should start studying these aerial shots, because we are starting a new feature, "Mystery Farm" in the near future.

Welcome To Hereford



Pictured is The Beautiful ELM COURT

All Modern Conveniences

Private Cottages

Beautiful Furnished Lodge

All Air Conditioned

CLEAN and RESTFUL

Elm Courts

R. & A. L. SCHROETER
Owners & Managers

U. S. HIGHWAY 60 Just East of 51

Hereford, Texas

FIRST INDUSTRY — Cattle, actually the first industry known in this section of the country, still provide a good percentage of the wealth of the country. The top picture shows a group of cowboys on the Guseman ranch, ready for a day's work. The picture in the top left hand corner was taken from the windmill looking down at the corral and ranch buildings on one of the three headquarters on the ranch. Dan Guseman, brother and partner to Cecil, on the left above is shown with a couple of his top hands, Earl Monroe on the left is considered number one roper in the county and Jim Monroe is shown in the middle.

—Brand Staff Photos

Hereford Boys Train With Fourth Infantry

Recruits David E. Nease, 19, Robert Rains, 17 and Douglas M. Kelley, 18, have arrived at Ft. Ord, Calif. and will immediately begin basic training with the Famous Fighting Fourth Infantry Division.

After 14 weeks of training they will be permanently assigned or selected for specialist schools.



Ask JOHN McLEAN

This Question:

Last Memorial Day week-end I was in quite a bad accident and my medical bills ran well over \$400. I swore then as soon as I was well I'd take out Auto Medical Insurance. Here it is almost Memorial Day again and I haven't done it. Can I get it from you right away? On any insurance problem, consult

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FORMER TEXAN—Clyde Stanfield says he was born in Texas, adopted by Oklahoma and is in New Mexico by chance. Of course when you stop and consider the fact that he been there 42 years you are inclined to doubt that statement. Anyhow, he has a store at Grady now. He used to freight with wagon and team and remembers one time when he started to Hereford with eight wagons of grain. He traded the grain for flour at Packard Milling Company. The trip took five days. That was in 1912. They raised three girls and four boys.

over station KPAN are at 9:15 and on the days Monday through Saturday, the program is broadcast at 9:30 a. m. The guest speaker at both church services and the radio program at 9:15 a. m. Sunday will be Alvin Jennings from Canyon, who is a ministerial student at Abilene Christian College. He will also speak Wednesday night at 8:30.

At the FIRST PRESBYTERIAN CHURCH services are held each Sunday as follows: Sunday School, 9:45; church 11:00 a. m. and 7:30 p. m.

The Ladies' Church Council has been in charge of a Prayer Retreat each Wednesday morning this month at 9:30 a. m. A special speaker has brought the message each morning. Mrs. J. T. McClung spoke yesterday morning. The program have been reported to be very interesting and well attended. All women are invited to attend. Mrs. Pete Cowart will be the

leader for next week. Mrs. C. C. Ferguson is chairman of the prayer service for the entire month.

Sunday services at the FIRST CHRISTIAN CHURCH each week are as follows: Sunday School, 9:45; morning worship service, 11:00; C. Y. F. 6:30; evening worship service, 7:30. Choir practice is held Wednesday night at 8:00. Group I of the Women's Council met yesterday in the home of Mrs. J. J. Clark. Group 2 met with Mrs. C. D. Carnahan.

Tonight the young people and young adults will meet at the church at 7:30 to go to Dimmitt on a skating party.

Rev. Wingert will speak to the C. Y. F. Sunday night on the "High Points of Presbyterian Doctrine." Several other guest speakers have spoken to the C. Y. F. this summer.

The pastor and his family are in Minnesota and Illinois on vacation this month. The associate pastor, David Cheverton, has

taken the pastor's place in the pulpit during his absence.

Services each Sunday at the ASSEMBLY OF GOD CHURCH are as follows: Sunday School, 9:45; morning services, 11:00; young people's service; Christ's Ambassadors, 7:00; and the evening evangelistic service, 8:00. The Women's Missionary Council meets every Thursday morning at 9:30 at the church.

A radio devotional program is broadcast every Sunday afternoon over station KPAN from 1:00 to 1:30 from this church.

Rev. S. E. Eldridge, pastor, attended the District Camp meeting of the Assembly of God Churches of West Texas this week and last. The meeting was held in Lubbock.

Services each week at the CHURCH OF THE NAZARENE are as follows: Sunday School, 10:00 a. m.; Church, 11:00 a. m.; Sunday night service, 8:00 o'clock; prayer meeting Wednesday, 8:00 p. m.

The District Assembly and Camp Meeting of the Nazarene Church is being held all this week at the Nazarene District Center at Plainview. Among those attending the first part of the week were Rev. and Mrs. Roy Bickford and family and Mr. and Mrs. H. F. Benson and family. Services each evening are at 7:45. Business sessions are held during the day. This meeting will last through Sunday.

Rev. Paul Inglis, an evangelist from Amarillo, was the guest speaker at this church Sunday.

Dr. Leon Hill of Amarillo, widely known service club and convention speaker and former pastor of the San Jacinto Baptist Church in Amarillo, was the guest speaker at both services Sunday at the FIRST BAPTIST CHURCH. Rev. Cagle is in a revival in Amherst.

Dr. C. Paul Rich from the De-

SCRATCH DALLAS!

Why Should Dallas Run Texas?

Four of five run-off races have Dallas candidates — TOO MUCH DALLAS!

For Lieutenant Governor: **PIERCE D. BROOKS** of Dallas County ← **EAST TEXAS**
BEN RAMSEY of San Augustine County ←

For Associate Justice of Supreme Court (Place 1): **WILL WILSON** of Dallas County ← **SOUTH TEXAS**
FAGAN DICKSON of Bexar County ←

For Associate Justice of Supreme Court (Place 3): **MEADE F. GRIFFIN** of Hale County ← **WEST TEXAS**
GEO. W. HARTWOOD of Dallas County ←

For Judge of the Court of Criminal Appeals: **W. A. MORRISON** of Milam County ← **CENTRAL TEXAS**
ROBERT L. (BOB) LATIMORE of Dallas County ←

SCRATCH DALLAS ON AUGUST 26

COMMITTEE FOR STATEWIDE GOVERNMENT
 Chairman: EMMAETTE ALEXANDER, Marble Falls, Texas

Church Notes

Closing exercises for the Vacation Bible School of IMMANUEL LUTHERAN CHURCH will be held tomorrow night in the church at 8:00 p. m. The children will sing, recite and have their handwork projects on display. As a special feature a full length color movie will be shown, "The Story of the Life of Jesus Christ." All parents and friends of the children attending the school are invited to attend. The regular schedule of services will be followed next Sunday morning: Sunday School and Bible Class at 10:30 a. m.; the hour of worship at 11:30 a. m. Rev. Lichisinn will deliver the message.

Each Sunday morning at 11 o'clock, CHRISTIAN SCIENCE Services are held in the Star Theatre. All who are interested are cordially invited to attend.

"Mind" is the subject of the Lesson-Sermon which will be read in all Churches, August 20. The Golden Text is: "Blessed be the name of God for ever and ever: for wisdom and might are his: he giveth wisdom unto the wise, and knowledge to them that know understanding" (Daniel 2:20, 21).

Among the citations which comprise the Lesson - Sermon is the following from the Bible: "Let this mind be in you, which was also in Christ Jesus" (Philippians 2:5).

The Lesson - Sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "When we fully understand our relation to the Divine, we can have no other Mind-but-His, — no other Love, wisdom, or Truth, no other sense of Life, and no consciousness of

the existence of matter or error" (page 205). There is a radio program on Christian Science broadcast each Sunday morning at 9:45 over radio station KAMA, Amarillo.

EPISCOPAL CHURCH Services are held each Sunday as follows: Morning Service, 8:00 o'clock and Sunday School at 10:00. Rev. Henry Seaman of Plainview is pastor.

Next Sunday the pastor of the FIRST METHODIST CHURCH will be back in the pulpit, after a vacation to Colorado and other points.

The Wednesday evening prayer services will be volunteer services in the homes of our church from now until our revival, which will begin September 17. There will be one prayer service held in Ward Hall each Wednesday evening at 8 o'clock, but there will be other prayer services in different homes.

Each Sunday afternoon from 3:30 to 4:30, our church sanctuary is open to the public for a prayer service for our boys in Korea, as well as for the war. Anyone who wishes to attend is cordially invited to do so. Invite your friends to come with you for this prayer service. You may come and go at any time during the hour.

Sunday services every week at the CHURCH OF CHRIST are as follows: Bible Study, 10:00; morning worship, 11:00; young people's meeting, 7:15 p. m.; evening service, 8:00; Ladies' Bible Class, 3:00 every Wednesday afternoon; singing and Bible study, 8:30 p. m. every Wednesday night.

Radio broadcasts of this church every Sunday morning



The Little Fashion Shop

"Smart Clothes for Smart Women"

Helps Hereford
Serve You Better
with
Only The Best
In Ladies
Ready-to-Wear



perfect
anywhere, anytime
the suit for traveling
In Forstmann's Milateen
by

Swansdown

Whether you're bound across the sea or on your city rounds, this is your suit for town and suburb... day or dinner... career or what you will. Timeless in style, modern in detail... It's cleverly indented waistline and angular pockets, the only deviations from its superbly simple lines. Sizes 10 to 20.



smart to span
the seasons...
the YEAR 'ROUND
RAMBLER
with its removable lining
by

Swansdown

Balmy weather... crisp weather... whenever and wherever you'd look your fashionable best... the zip-lined coat in its newest, smartest version... extravagantly pocketed, beautifully detailed with a deep pointed collar, graceful cuffed sleeves... loose lines that are flattering with or without belt. In fine all-wool gabardine. Sizes 8 to 18.

Exclusively Ours!
As Seen In
GLAMOUR

Exclusively Ours!
As Seen In
VOGUE

Everytime
you think
of Tea this
Summer

BUY A
1/4 LB. PACKAGE
OF
**Duncan's
TEA**
OR
**Bright-Early
TEA**

AND RECEIVE A
BEAUTIFUL
EMERALD GREEN
GLASS

FREE
AT NO ADDITIONAL COST

IN ALL
STORES
ALL
SUMMER
LONG



Anthony's
THE C.R. ANTHONY CO.

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Black Canvas BASKETBALL SHOE Girls'

Boys' 2 1/2 to 6 Men's 6 1/2 to 11
\$3.79 \$3.98



One of the finest basketball shoes made! Heavy black duck uppers . . . arch support . . . suction cup rubber soles.

SCHOOL OXFORDS
Sizes 4 to 9
\$4.98

WILL SERVE YOU BETTER AND SAVE YOU MORE

Anthony's in Hereford are happy you good folks out Harrison Highway now have a beautiful new road that will make your travel to a good-shopping center (Hereford), a pleasure. After a pleasant trip to Hereford you will find your shopping a pleasure at Anthony's. You will like Anthony's friendly service and you will like Anthony's money saving prices, and quality merchandise. It will be a pleasure to meet you and serve you while you are in Hereford.

Paul Harvey

MANAGER

Full 8 Ounce
DENIM JEANS

Sizes 2 to 16 Yrs.
Now, here's really a tough, long wearing jean. Snug Western cut, copper rivet reinforced, orange color, double stitching, extra length for turn up. Sanforized shrunk.



\$1.44

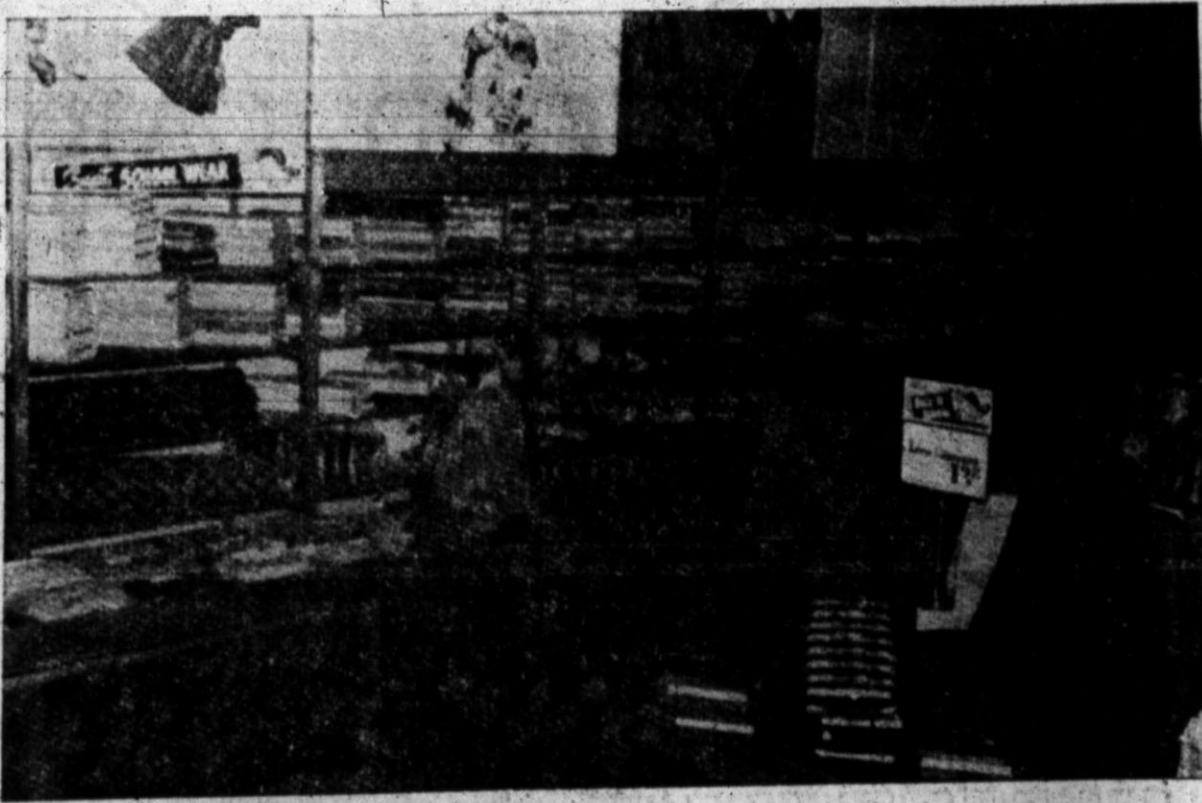
Boy's Blue & White Stripe Buckhide

O'ALLS

Size 2 to 12

\$1.59

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36 INCH WIDTH
80 SQ. COTTON PERCALE

39¢ Yd.

39 INCH PRINTED RAYON
FRENCH CREPE

69¢ Yd.



Nationally Advertised
Big and Little Sister

CINDERELLA SCHOOL DRESSES

LITTLE SISTERS PRETTY PUPPET

Guaranteed tubbable . . . won't shrink or fade! Closely woven all cotton. Daintily trimmed with rick-rack and embroidered and appliqued Puppet. Sizes 3 to 6 1/2.

Sizes 3 to 6x

\$2.98



DAN RIVER

PLAID BLOUSE

3 to 6x 7 to 14
\$1.49 \$1.69

Bright plaids in wrinkle shed Dan River cotton fabric. Short sleeve style with action back. Sanforized fast colors.

"Fruit of the Loom"
Rayon Crepe Blouses

at a Sale Price

\$1.59

2 For

\$3

NARROW PINWALE

CORDUROY

FULL ROLL, PIECES

\$1.49 Yard

Extra narrow Pin Wale Corduroy in gorgeous fall shades. Ideal back-to-school material for dresses. Ten new patterns from which to choose.

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GIRL'S AND MISSES, Size 2 to 14

RAYON PANTIES

Novelty and Tailored Tall to Girls Size

ANKLETS

Boy's Cotton Knit

BRIEFS & UNDERSHIRTS

Boy's Double Knee
JEANS

Each **39¢**
Pair **29¢**

Each **39¢**

PAIR **69¢ \$9.90**



Boxy type wool melton coat with amatec collar and pocket trim. Yoke back model . . . double breasted. for the teen ager 7 to 14 yrs. Colors wine, green and royal.



Big and Little Brothers

COMBAT BOOTS

Sizes 4 to 8 and 9 to 3

\$2.98

Strong durable leather uppers on brown composition soles. Extra strong stitching assures long wear. Brass eyelets for lacing. And comfortable, too!

IN FLANNEL and at a SPECIAL SALE Price



Sizes 6 to 18

Boys' Fancy Sport Shirt

Plaids
Geometrics
Action Prints

\$1.59 2 FOR **\$3.00**

Even though they are at a sale price, you can buy them on lay-away! Heavy all cotton flannel in novelty print patterns . . . plaids, geometrics and action prints. Sanforized . . . double yoke . . . two-way lined collar . . . one pocket. Sanforized and fast colors. Assorted bright colors.

Courthouse Records

Deeds of Trust
 O. A. Smith and wife to John Patton. All of lot No. 1 and the S½ of lot No. 2, all in Blk. C, Roland G. Sisk Subdivision of Blk. No. 1, Mabry Addition.

O. P. Cowart and wife to J. E. Foster, Jr. All of lot No. 11 of West Acres Addition, a subdivision of the East part of Blk. 4 of Welsh Addition.

Leona Crow and husband of Potter County to Stanley Bassett of Kansas City, Mo. The E½ of Sec. No. 77 in Blk. K-5, O. B. & N. G. R. R. Co. Survey.

Walter E. Dunlap and wife to Wm. R. Phillips. The W½ of Sec. No. 69, Blk. K-7, B.S.&F. Survey.

Orpha Click and wife to Emmet McGauley. The W½ of Sec. 29, Blk. K-3, (522).

Warranty Deeds
 Jess Thompson and wife to J. T. Lowe. Lot No. 8 in Blk. No. B of Roland G. Sisk's Subdivision of Blk. No. 1 of Mabry's Addition.

A. R. Northcutt and wife to C. V. Conatser. All of the S½ of Sec. No. 12 in Blk. No. 7.

Releases
 Jess Thompson to J. T. Lowe. Lot No. 8 in Blk. No. B of Roland G. Sisk's Subdivision of Blk. No. 1 of Mabry Addition.

First National Bank of Hereford to Fred S. Barrett. Various. (448).

Oil, Gas and Mineral Leases
 E. M. Mirick and wife of Amarillo to Cities Service Oil Co. All of the NW¼ of Sec. 85, Blk. M-7.

C. A. Retman to Cities Service Oil Co. All of the E. 146.15 A. of Sec. No. 25, Blk. No. 3, all lying N of the railroad.

John N. Jacobsen, Jr. and wife to Cities Service Oil Co. All of the

NW¼ of Sec. 70, Blk. K-3.
 M. H. Koelzer and wife to Cities Service Oil Co. All of the NE¼ of Sec. 29, Blk. K-3. (390).

Automobile Registrations
 Ervin Ward, 1950 Chevrolet Dr. sedan.
 Mary Wulff, 1950 Hudson Club coupe.
 C. R. Whiteside, 1950 Chevrolet 4 dr. sedan.
 Nell T. and Erma M. Wyrick, 1950 Nash 2 dr. sedan.
 Barbara Burney, 1950 Plymouth club coupe.
 George Tiesel, 1950 Ford De-luxe tudor.
 W. L. Edelman, 1950 Chevrolet SC sedan.
 O. J. Beene, 1950 Pontiac 2 dr. sedan.
 Loys W. Hendricks, 1950 Pontiac 4 dr. sedan.
 C. T. Ray, Amarillo, 1950 Ford fordor.
 Bethel Tompkins, Morse, 1950 Plymouth 4 dr. sedan.



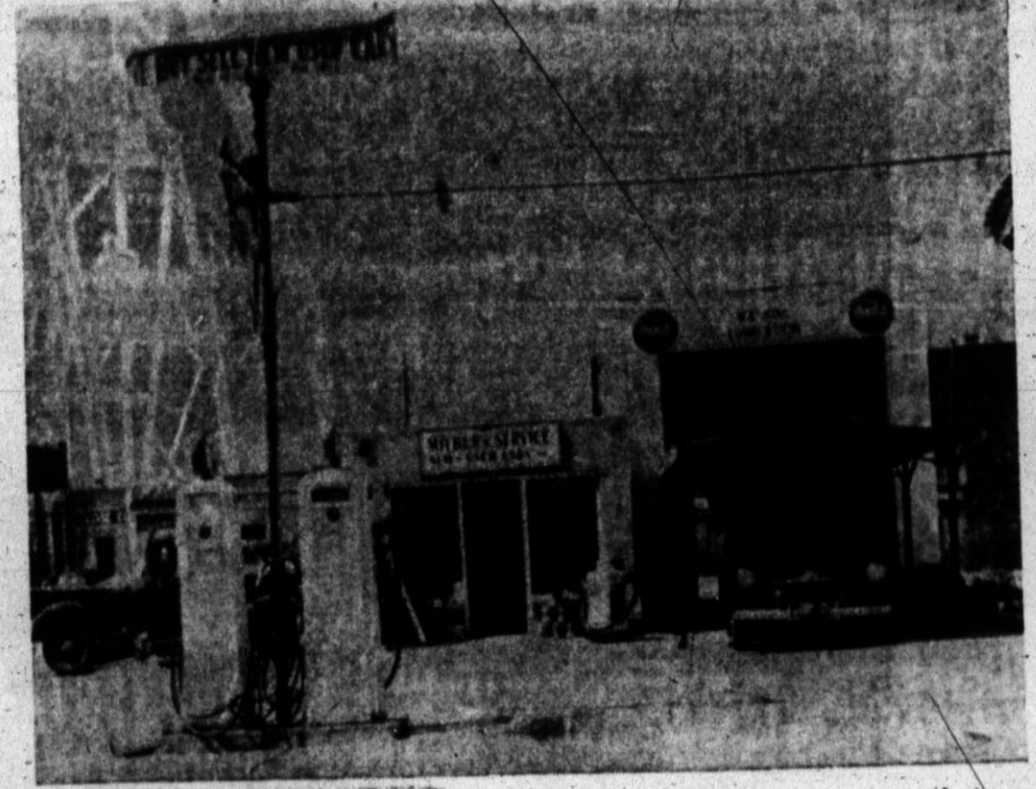
NATIVE OF MISSOURI — Mrs. Hollis, shown here in her home near Broadview, came to New Mexico in 1907 as a newlywed. She got off the train at Tucumcari and went the rest of the way by wagon. She says she really missed the trees and hills of Missouri, but that the plains don't look so lonesome anymore. She started teaching school in a dugout in 1910. Terms lasted just as long as the money held out. Teachers were scarce and they received \$40 a month. Eight years later they started getting good equipment. People financed new schools through popular subscription.

Saturday and Sunday. Approximately 150 people attended.

Mr. and Mrs. Dale Tinnin and two daughters, Sharon and Elaine, left Sunday for Red River. They planned to go on into Colorado. They were to be gone about a week.

Visiting the B. A. West and Lewis West families this week were Mr. and Mrs. A. A. West of Pampa.

Helping Hereford Serve You Better



WHEN YOU NEED PROMPT SERVICE
 A SUPER SIMONIZE JOB
 or a
Square Deal On A GOOD CAR
 See Us
Milburn SERVICE STATION
 N. E. MILBURN
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You're Always Welcome at Lamm's



YOUR SILVERWEAR HEALQUARTERS
 All Silverwear Purchases Ingraved Free
 3 Day Watch Repair... Every Watch Guaranteed
 Checked For Accuracy on Watch Master

LAMM JEWELRY

307 N. MAIN

HEREFORD, TEXAS.

John T. Hartwell, Bovina, 1950 Dodge 4 dr. sedan.
 Alfred E. Garrett, 1950 Chevrolet 2 dr. sedan.
 Garland Campbell, 1950 Hudson, 4 dr. sedan.
 Charles Longbine, 1950 Plymouth 4 dr. sedan.
 Tandy Legg, 1950 Chevrolet 4 dr. sedan.
 H. N. (Joe) Bishop, 1950 Studebaker 4 dr. sedan.
 E. W. Bundick, Fieldton, 1951 Kaiser 4 dr. sedan.
 Fred S. Barrett, 1950 Dodge 4 dr. sedan.
 Mrs. Frances O. Houston, 1950 Ford Gon. coupe.
 L. H. Pickrell, Littlefield, 1951 Kaiser 4 dr. sedan.

Bethany Class Elects Leaders

Bethany Class of the First Baptist Church met with Mrs. Phil Radovich Friday afternoon with Mrs. Edna Bowe and Mrs. Beniah Couch as cohostesses. Roll call was answered by members—nam-ug plants mentioned in the Bible.

Mrs. Wirt Phillips conducted the devotional service using the eighth chapter of Nehemiah. Mrs. C. J. Mounitz led the song service and sang two vocal solos.

The business session was conducted by Mrs. John Patton, vice-president, when new officers were elected. They include: Mrs. John Patton, president; Mrs. Otto Massie, secretary-treasurer; Mrs. E. J. Young, membership vice; Mrs. Ed Cox, fellowship; Mrs. R. T. Adams, class ministrant and Mrs. Hale, stewardship.

Refreshments were served to Mesdames: Willie Daniel, R. T. Adams, T. J. Richardson, C. J. Mounitz, Bess Gill, John Patter, E. J. Young, John Draper, Otto Massie, Bud Dobbins, R. E. Caddell, Ed Moseley, Wirt Phillips, Jeff Gilbreath, Vivian Major, A. O. Thompson, Henry Melton, F. F. Scruggs of Fort Worth, Misses Diane and Marsha Robbins and the hostesses.

Mr. and Mrs. Joe Smith and family attended the Smith, Brown and Higginbotham annual reunion at Roaring Springs

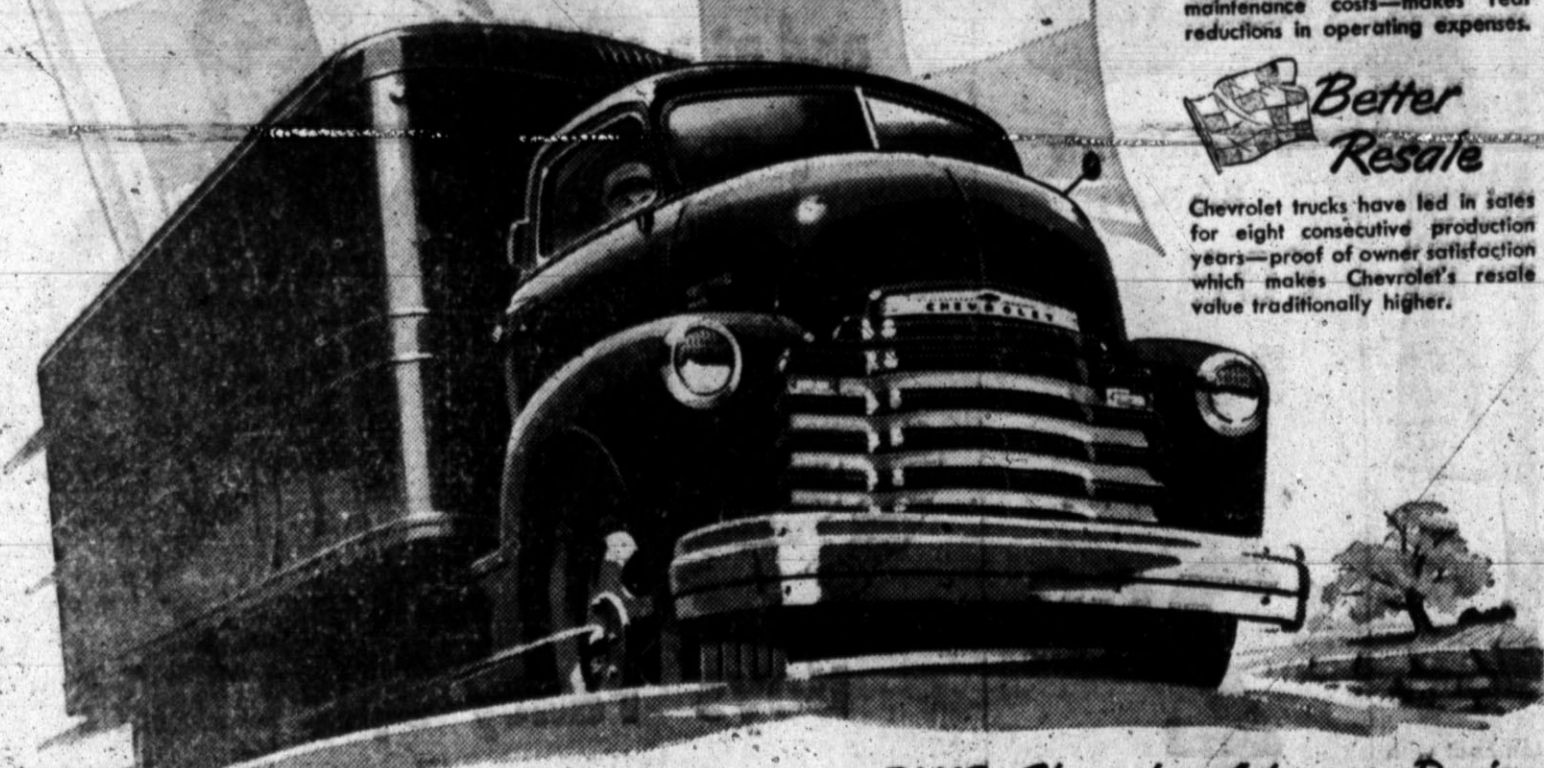
Church Notes

(Continued from Page 2)
 Department of Bible and Greek at Eastern New Mexico University at Portales will preach this coming Sunday in Rev. Cagle's place. Dr. Rich received his A. B. Degree at Oklahoma Baptist University and Th. M. at the seminary in Louisville, Kentucky. He did graduate study at the seminary at Ft. Worth. He is the former pastor of the First Baptist Church at Santa Fe, N. M. and the First Baptist Church at Clayton, N. M. He took his present position in the fall of 1948.

The fall revival of this church will be held October 4-15. The preacher will be Rev. J. B. McDaniel of Claude, Texas.

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You're sure to be ahead with CHEVROLET TRUCKS



Better Buy
 Chevrolet trucks with loadmaster engine offer more net horsepower—proved by certified ratings on engines used as standard equipment in conventional models of the five most popular makes, 13,000 to 16,000 lbs. G.V.W.

Better Operation
 Chevrolet offers Valve-in-Head engine—rugged dependability, economy, quality. Chevrolet cuts maintenance costs—makes real reductions in operating expenses.

Better Resale
 Chevrolet trucks have led in sales for eight consecutive production years—proof of owner satisfaction which makes Chevrolet's resale value traditionally higher.

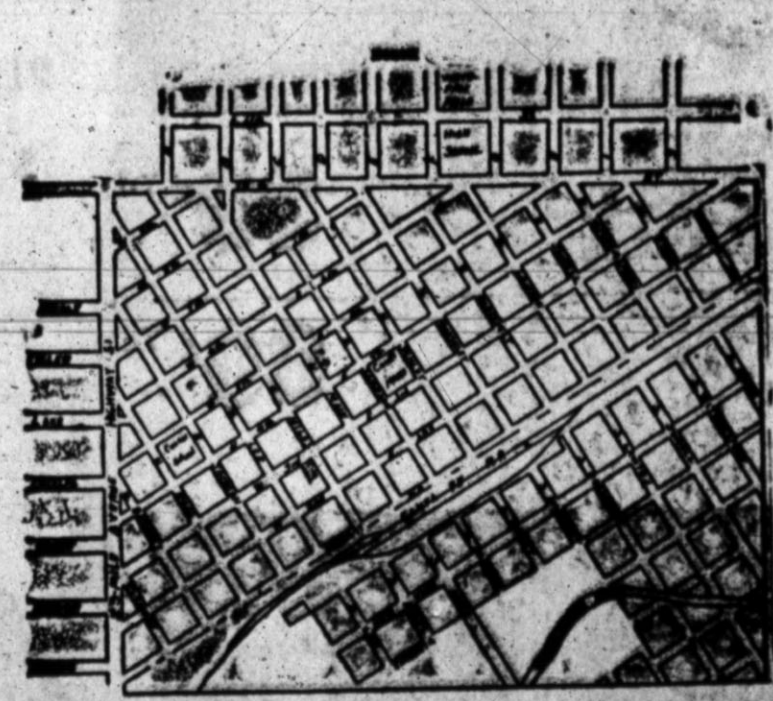


PLUS—Chevrolet Advance-Design Truck Features!
 TWO GREAT VALVE-IN-HEAD ENGINES • THE NEW POWER-JET CARBURETOR • DIAPHRAGM SPRING CLUTCH
 • SYNCHRO-MESH TRANSMISSIONS • HYPOID REAR AXLES • DOUBLE-ARTICULATED BRAKES • ADVANCE-DESIGN STYLING • BALL-TYPE STEERING

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STREET MAP OF HEREFORD, TEXAS

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

PARKER BROTHERS PLANING MILL And BUILDERS SUPPLY Paint Wallpaper Linoleum Builders Supplies Phone 719	Day Phone 961 Night Phone 148-J Gililand Funeral Home AMBULANCE Day and Night Service 131 East 2nd St.	THIS SPACE FOR SALE
L. BASKIN INVESTMENTS List Your Holdings With Us For Quick Sale OFFICE JEM HILL HOTEL East Door Ground Floor	IKE'S CAFE We Specialize in STEAKS and MEXICAN FOOD 1st at the Highway	PHONE 111 ACME CLEANERS School Begins September 5th It's Time to Get the Children's School Clothes Cleaned 308 N. Main Hereford MADE-TO-MEASURE CLOTHES
CARGRAY Butane & Propane GASES Complete service on all Butane & Propane systems. Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551	A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.	Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!

West Texas State Students Have Charge Of Service

By BOBBIE WALSER
Brand Correspondent

A party honoring Miss Joyce Phillips of Jal. N. M. was given Thursday night by Bobbie Walser. Various games were played and refreshments were served to Carlyle Sargent, Wayne Walser, Don and Charles Russell, Jimmy Lookingbill, Charlene and Dorothy Lee, Janell Carter, the honoree and hostess.

Farmers are watering now while others who can't water are plowing. Farmers' crops who can't be watered are dying from the lack of water.

Mr. and Mrs. L. L. Cannon and Mabel and Mrs. Lee Curry spent Saturday in Dimmitt at the Pioneer Day.

Mr. and Mrs. C. R. Walsler, Mr. and Mrs. Hollis Walsler and family and Mr. and Mrs. D. C. Walsler and girls attended the Walsler reunion in Childress Wednesday and Thursday.

Rev. and Mrs. A. A. Simons are vacationing in Mexico this week.

Danny McLallen brought the message at the Summerfield Baptist Church Sunday morning. Students from West Texas State College were in charge of the Sunday night service. Large crowds attended both services.

Visitors in the Earl Lance, Jr. home this week are Mrs. Peacock and Layn.

Visitors in the L. L. Cannon home this week are W. P. Martin of Amarillo and Mr. and Mrs. Carl Bender of Friona.

The Summerfield Study Club had a called meeting Thursday at the home of Mrs. B. E. Roberson of Hereford. They elected

Mrs. L. H. Lookingbill secretary to replace Mrs. Brit Clark, who passed away a short while ago. The Year Book committee are Mrs. J. B. Noland, Mrs. J. M. Wright and Mrs. Lloyd Lookingbill.

Mr. and Mrs. Phil Phillips and family of Jal. N. M. spent Friday morning visiting in the Guy Walsler home. Joyce, Billie and Jackie spent Thursday night in the Walsler home.

Miss Patsy Jackson of Hereford spent Friday and Saturday with Bobbie Walser.

Mr. Roy Cates of El Paso is visiting his sister, Mrs. Harry Cannon and her husband.

Rainbow Girls Plan Friendship Night Meeting

The Hereford Assembly of the Order of Rainbow for Girls held a regular meeting at the Masonic Hall Monday night when members planned a Friendship Night meeting for August 18, honoring Bobbie Jane Sisk, grand recorder of the Grand Assembly of Texas. Two Amarillo Assemblies and Assemblies from Bovina, Earth, Happy, Olton, Muleshoe, Plainview and Pampa have been invited to attend.

Invitations to two out-of-town



HEREFORD VISITORS—Mr. and Mrs. W. D. West, of Riverton, Wyo., are spending part of their vacation with her parents, Mr. and Mrs. Roy Boyd. The couple will also spend some time visiting Mr. West's parents in Cold Springs.

meetings were read: Amarillo Assembly meeting and the Grand Assembly of New Mexico meet.

A majority service was conducted for Barbara Burney who has reached the majority age of 20. Virginia Sigle was presented with a gift representing Dreams of Hope for a better town, by Patsy Wiltshire. Mrs. B. E. Roberson, mother advisor, presented Mrs. Juanita Hershey with a past mother advisor's pin.

Mrs. Beatrice Bezner, surg.; Mrs. Edward H. Paetzold, surg.; Mrs. Eugene Collier, OB; Mrs. Emelia Pacheco, surg.; Mrs. Leona Burleson, med.; Mrs. Ammie Kemmins, surg.; Phillips; Lynne Barrett, med.; Friona; Mrs. Elmer Jones, surg.; Mrs. Edna Foster, surg.; Norman Cecil Martin, T&A; Mrs. J. G. Stoltz, OB.

Born To: Mr. and Mrs. Tom Maldonado, a girl, Juanita; Mr. and Mrs. Jesus Rodriguez, a boy, Luano; Mr. and Mrs. L. H. Lookingbill, a girl, Jady Lynn.

The Cecil Lady family returned Monday night from a two-weeks' vacation spent in some of the western states. They saw the Royal Gorge, Seven Falls, Yellowstone National Park, Salt Lake City, Hoover Dam and they visited in Southern California.

Mr. and Mrs. Jimmy Sparkman and Mr. and Mrs. Charles Wilder were dinner guests in the home of Mr. and Mrs. M. T. Sparkman Sunday.

Relatives Visit

Relatives visiting in the home of Mr. and Mrs. W. P. Gillis recently were her aunts, Mrs. Lee Wilson of Norman, Okla. and Miss Lillie Wilson of Prosper, Mrs. Carlos Byron of Denton, Harvey Testerman, Richard Riddle, Bessie and Etta Riddle and Marie Harris, all of Little Elm, Texas.

Jackie Luck Returns to Camp
Jackie Luck, son of Mr. and Mrs. P. H. Luck, has returned to McAllister, Okla. where he is stationed with the Marines. He spent the week end here with his relatives.

ATTEND GRAND ASSEMBLY

Attending the Grand Assembly of the State of New Mexico meeting held last week in Portales were: Virginia Sigle, Bobbie Jane Sisk, Jeannette Kopp, Gayle Roberson and Earlene Phillips. They were accompanied by Mrs. B. E. Roberson, mother advisor of the Hereford Assembly, and Mr. Roberson.

Mr. and Mrs. Floyd West and family are in Van Nuys, Calif., visiting Mrs. West's parents, Mr. and Mrs. T. F. Bohannon. They will return the latter part of the week.

Mr. and Mrs. Lewis West and Esie, Mr. and Mrs. Luther Lesley and family, Mr. and Mrs. Horace Vaughn and family and Mr. and Mrs. Sam Lesley attended the Legley reunion at Lubbock Sunday.

Card of Thanks

We wish to take this opportunity to thank friends, neighbors and relatives for their kindnesses, visits, flowers and cards of cheer during the recent illness and death of our beloved mother.

We especially wish to thank Dr. Nobles and the hospital staff and nurses for their services. Mr. and Mrs. Arthur Tiefel, Mr. and Mrs. Luther Weber, Mr. and Mrs. George Tiefel, Mr. and Mrs. Clyde Hussey.



Finest in Farm Machinery

H. E. MILLER OLIVER CO.
YOUR OLIVER DEALER

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Law And You

By BOB KIRK
DO YOU KNOW the difference between libel and slander?

Both libel and slander refer to defamation of the character of another.

Libel is the expression in printing or writing or by drawings tending to blacken the memory of the dead, or injure the reputation of one alive, or to expose a person to ridicule.

Slander is the malicious and falsely imputing to a female a want of chastity.

One guilty of slander or libel may be punished under the criminal statutes of the state.

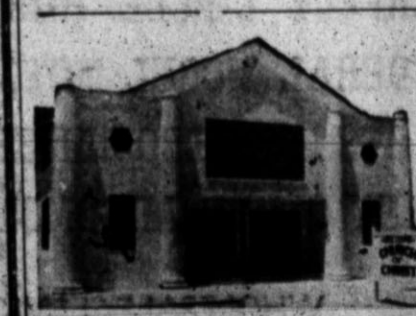
Also one who commits libel or slander may be sued, and civil damages recovered by the injured party.

(For further information on this subject, see your local attorney.)

Hospital Notes

Patients discharged from hospital: Mrs. E. W. Walker, OB; Mrs. Jennings Dukes, surg.; Friona; Donna Grace Nafziger, med.; Mrs. R. K. Rule, med.; Friona; Chris Martinez, med.; Mrs. Jesus Rodriguez, OB; Sixto Martinez, surg.; Mrs. G. L. Mingus, surg.; Friona; Mrs. Correne Moore, med.; Domingo Morales, emerg.; Morton; Mrs. Lee Lambert, med.; Lupe Ramirez, med.; Mrs. Tom Maldonado, OB; Mrs. B. R. Jennings, med.; Roswell, N. M.; Rosalia Mata, med.; Wilma Sue Burkett, T&A; Linda Lou Burkett, T&A; Tom W. Alderson, med.; Anna Marie Ribera, med. Wilder were dinner guests in the

Patients in Hospital: Mrs. Katie B. Conner, surg.; Adrian; J. S. Orr, surg.; Frank Vetter, med.; Jorje Valdez, surg.; Noel Worley, surg.; Eddie Guzman, accid.; Edward C. Young, accid.; Fredericktown, Mo.; Mrs. Jack Wright, surg.; Ricardo Marufo, surg.; Lucy Gonzales, med.; Mrs. W. L. Davis, med.; Mrs. L. H. Lookingbill, OB; Mrs. Floyd Crume, med.; Friona; Edith Davis, med.; Cecil Messer, surg.;



We Welcome You

CHURCH OF CHRIST

(Sunday)

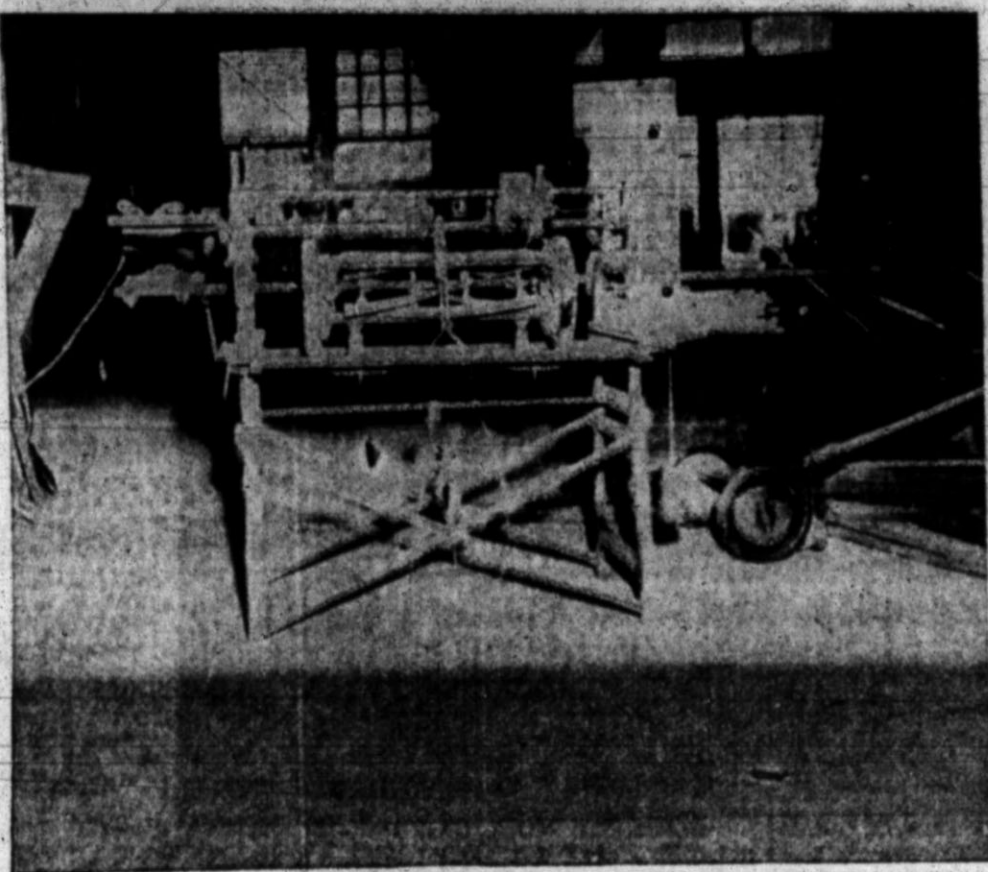
Radio KPAN 9:15 A. M.
Bible Study 10:00 A. M.
Worship 11:00 A. M.

Evening:
Young People 7:15
Worship 8:00

Daily Radio Program
9:30 A. M.

KPAN—860 on Your Dial
We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE AND PRACTICE.

Church of Christ



Picture of Lawn Mower Sharpener in Operation

Helping Hereford Serve You Better
with

First Class
Blacksmith Shop
And
REPAIR WORK

No matter what part of this area you live, you'll always find prompt, dependable service at LOERWALDS—and at reasonable prices, too!

To the folks on Harrison, we say "CONGRATULATIONS" and when you are in town we invite you to make our place your headquarters!

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Harrison Highway Opening Specials THURSDAY - FRIDAY - SATURDAY

Infants' Fine Combed
T-SHIRTS

Long Sleeve - With Gripper Neck Opening

Size 1 to 3

Regular
98¢ Value

79¢

Men's - Women's - Children's

BATHING SUITS
1/2 PRICE

Men's Curlee

SUMMER SUITS

Only A
Few Left
No Alterations

\$19.95

When You Trade With Us You Can Be
Sure Of Quality Merchandise At the
Right Price!

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Rayons and Rayon-Nylon Mixtures

Sizes 28 to 42

Values
to \$6.95
No Alterations

\$3.99

Ladies and Girls
SHORTS
Pedal - Pushers
Denim Dresses

1/2 Price

RUTHERFORD & CO.

Long Time Ago

25 Years Ago
 Secretary J. B. Elliston and Assistant Secretary N. C. Vogeles of the Deaf Smith County Fair were busy getting details worked out and ready for the big event, September 18-19. Mr. Elliston had been doing a magnificent service, securing exhibits and trimming them up for show purposes. He and volunteer aids had spent many weary nights in the basement of the courthouse on this necessary work. Mr. Vogeles was also on the job and was devoting much time to the fair. The superintendents of the various departments were requested to report to Mr. Elliston at an early date and become familiar with their departments.

Department superintendents announced were as follows: department of boys' and girls' clubs, R. O. Dunkle; assistant, Mrs. A. D. Godwin; superintendent of Hereford cattle department, Mrs. L. R. Brady; superintendent of hog department, G. W. Brumley; superintendent of poultry department, N. C. Vogeles; superintendent dairy and poultry produce, H. H. Hawkins and I. H. Sprait.

Miss Gladys Kilgore, who was to take Miss Mattie Mae Swisher's place in the music department of the public schools, arrived and was to begin teaching that week at the W. H. Ray home.

The annual Farm Bureau picnic and get-together was held at Sulphur Park on the Sierra Blanca, just east of Hereford, with a good crowd of farmers in attendance. A big chicken dinner with all the trimmings served public style was the big feature along with speaking in the afternoon. J. L. Graham of Panhandle, representative of the Texas Wheat Growers Association, delivered the principal address.

The purchase by J. H. Brooks of Lockney, of the Orr Barber Shop marked the passing of the

oldest concern of its kind in Hereford. W. F. Orr had been running a barber shop here for the past 18 years. He was to continue his tailor and cleaning and pressing establishment.

A luncheon was given by the Women's Missionary Society of the Methodist Church in honor of the Conference officers and out-of-town guests. At 12:30 o'clock about 100 guests lined the beautiful tables, bedecked with flowers and filled with delicacies tempting the most fastidious appetites.

The "Home Beautiful" campaign, put on in the spring of 1925 by the Chamber of Commerce was alive, going strong, and would be put over to a successful conclusion. Cash prizes of \$75 were being offered for the most beautiful yards and homes in Hereford. The ladies' committee behind this drive consisted of Mrs. Bobo McLean, general chairman; Mrs. George P. Garrison, Mrs. John P. Slaton, Mrs. J. H. Pitman and Mrs. A. A. Foster.

A luncheon of more than ordinary significance was planned here for the next Saturday at the City Cafe when L. O. Cox, in charge of the Panhandle district for the State Highway Commission, would be the guest of honor. The luncheon would be attended by the members of the City Commission, the members of the County Commissioners Court, and the executive board of the Chamber of Commerce. Mr. Cox was coming on invitation of Secretary Moss to hear the Hereford petition that the state pave the highway through town, as was done at Canyon, and the local officials upon whom the duties of road supervision would fall were keenly alive to the opportunity presented in that appearance.

The cattle business in this section was looking up. With fine range, fat stuff and lots of feed in sight came a rise in the market and the best prices cow men

had had in something like five years. As a consequence, many sales were being made here, and there was a general smile going the rounds.

The Hereford schools were to open on Monday, September 14, after an unusually long vacation which was due to the fact that the second Monday of September came on the above date, which was six days later than the year previous. The consolidated institute of the Panhandle and Plains counties would be held the week beginning on September 7 at the West Texas State Teachers College. Hereford and Deaf Smith County teachers would attend that institute as usual.

Plans were being made for a good school year though some plans would have to wait a half year or a year on account of the fact that it was impossible to finish the new high school building in time for the opening of school. Plans for a junior high school department would of necessity have to wait a full year before they could be put into effect as the sixth and seventh grades would have to be left in the Central School building until about the middle of the year.

The Hereford Whitefaces tackled the strong Burkburnett team here in games the previous Saturday and Sunday, losing both contests but making an excellent showing against the Panhandle champions in both contests.

"Good will that will never die" was created by the Hereford Chamber of Commerce on their first good will trip to Grady and Bellview, N. M., when 14 cars loaded with Hereford boosters, sandwiches and coffee visited that territory. The party left Hereford at 8:15 a. m. and made the first stop at Bellview, where a big delegation of farmers and business men of that place were waiting to receive them.

Three hours were spent there after which the party scattered out to visit farmers over that



OLD BOOTLEG STORE—Mr and Mrs. S. N. Thweatt now live in the old store of Bootleg, 25 miles west of Hereford on Harrison. They moved there from Levelland in 1948. They are members of the Methodist Church and Mr. Thweatt belongs to the Woodman's Lodge. Brand Staff Photo

territory. Many saw the scenic beauties of the cap rock just north of that place. The boosters met in Grady at 4:30 for a two-hour visit.

Speakers of the day were E. W. Harrison, Nester Gass, W. S. Williams, H. H. Hawkins, G. W. Brumley, Rev. J. O. Hayes, Uncle John Estes, T. D. Moss, secretary of the Chamber of Commerce of Hereford; and C. M. Hall of the Amarillo Daily News; S. J. Weaver, Ernest Witherspoon, Supt. W. D. Stafford of Bellview; and Floyd Kennedy and Rev. T. D. Lee of Grady. E. B. Black, president of the Hereford Chamber of Commerce, presided at both meetings.

H. H. Hawkins announced the installation of his mammoth hatchery, which had just arrived and would be in working order by September 1.

Legal Notice

(First Published Thursday, Aug. 17, 1950)
 Notice is here given that the Board of Equalization for the Hereford Rural High School District will meet in the school-tax office, second floor of the courthouse, on Monday, August 21, 1950. All those desiring to make request for adjustment of the taxable value of their property are invited to meet with the Board on that date.

A. J. Schroeter, President
 Hereford School Board.
 T-33-1c

READ THE CLASSIFIED

Now 4 to see instead of 3

in lowest price cars

And the one to buy is the Studebaker Champion!

The Studebaker Champion is one of the 4 lowest price largest selling cars!

LOOK WHAT YOUR MONEY BUYS IN THE LOW PRICE CHAMPION
 • An exceptionally roomy car superbly appointed and richly upholstered • A 6-cylinder Studebaker "gas-mileage-champion" engine • new higher compression power • Exclusive Studebaker brakes that automatically adjust themselves • Automatic choke • Glare-proof "black light" dash dials • Variable ratio "extra-leverage" steering • A brand-new kind of coil-spring front end suspension • Tight-gripping rotary door latches • Capacious trunk • A full range of body types • A fine choice of body colors.



FRANK CRAIG
 STUDEBAKER — MASSEY-HARRIS

Sincere Thanks

To all of my friends of the 123rd District for your support of me in the race for State Representative.

The impressive lead you gave me in the recent election was positive and encouraging evidence of your belief in me and the things for which I stand.

Your continued support of my candidacy in the August 26th election will be appreciated.

LET'S COMPLETE THE JOB THAT HAS BEEN SO SUCCESSFULLY BEGUN

Your Candidate for State Representative,
MORRIS G. COBB



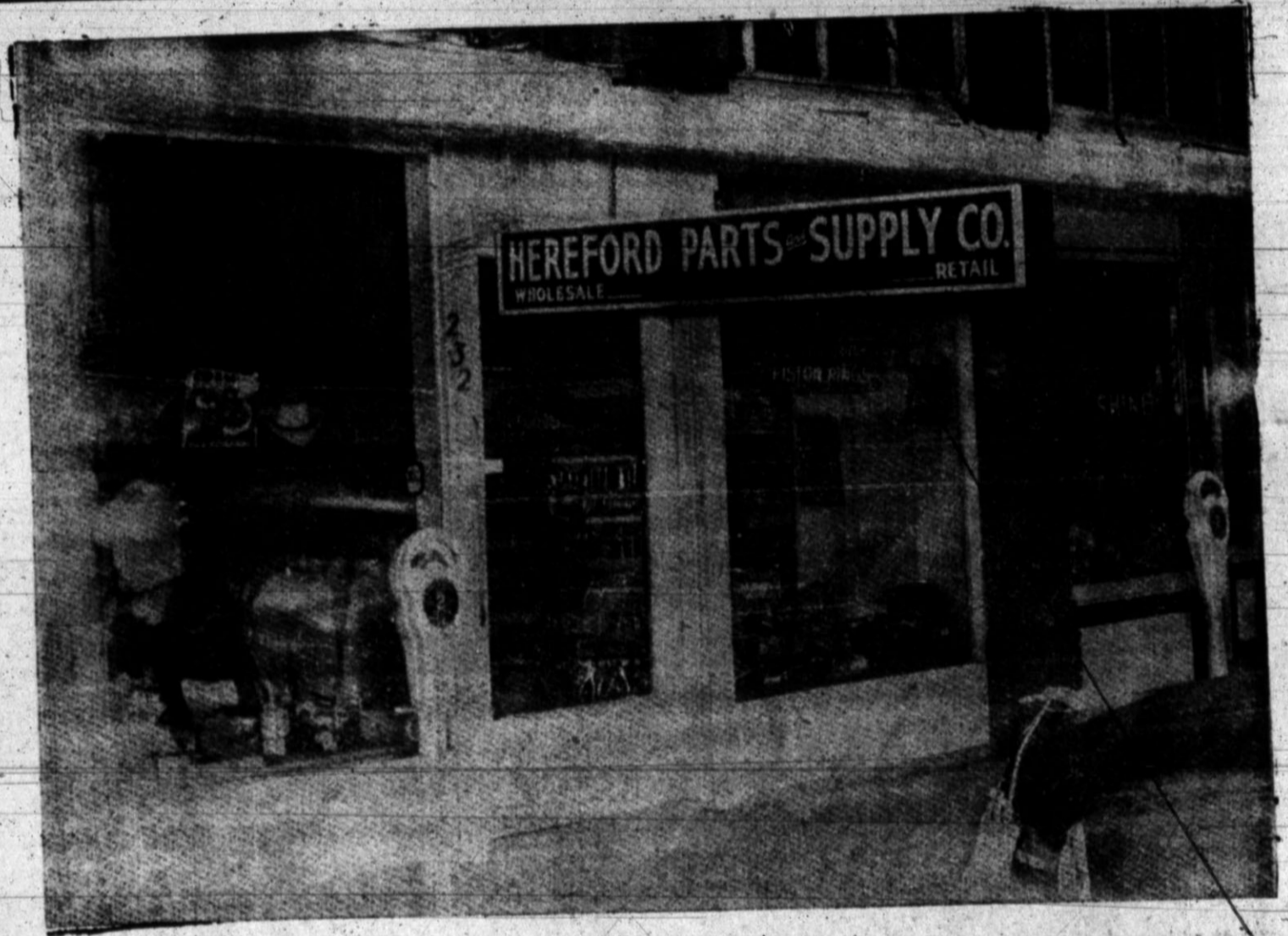
Morris G. Cobb is the Only Candidate

For Representative Who

- Lives in this District the year around;
- Has been trained in Business and Economics;
- Is a Law graduate and a Licensed Attorney-at-Law;
- Has been fully trained in Law and Law-Making;
- Can devote his full time to the duties of the Office of State Representative;
- Has absolutely NO STRINGS ATTACHED to him by any organization, institution, clique, group, or individual.

MORRIS G. COBB will use the Office of State Representative as a place of service for the people of the 123rd district — NOT AS A "MEAL TICKET" THRU COLLEGE!!

Your Vote and Support of MORRIS G. COBB will be Appreciated
 Purchased by Friends of Morris G. Cobb



"Helping Hereford Serve You Better"

With These Famous
 Factory Engineered Replacement Parts!

PERFECT CIRCLE RINGS... PERMITE PISTONS AND SLEEVES...
 FEDERAL MOGUL MOTOR BEARINGS... BLUE STREAK IGNITION
 PARTS... DELCO REMEY... GATES FAN BELTS AND HOSE... PLUS
 MANY OTHER AUTOMOTIVE PARTS AND SUPPLIES.

WHOLESALE SERVICE TO YOUR FAVORITE REPAIR MAN...
 FOR BEST POSSIBLE SERVICE TO YOUR CAR, TRUCK OR
 TRACTOR... ASK FOR THESE REPLACEMENT PARTS BY
 NAME.

You Are Always Welcome at... Hereford Parts & Supply

"Parts Headquarters for Doctors of Motors"

232 NORTH MAIN ST.

THERE IS NO SCHOOL

That Teaches The Hardware Trade

IT TAKES

EXPERIENCE!

To Teach What And When To Buy For A Hardware Stock!

THAT'S WHY WE STOCK 250,000 BOLTS AT ALL TIMES



The only record department in Hereford another evidence of our determination to serve our customers to the utmost.

For more than a quarter of a century Streu's has stood for service plus quality—efficient service in clean pleasant surroundings—and Nationally Advertised Quality Merchandise at a fair price.



Through the above door more than 20,000 people pass annually because they know that inside they will get courteous service and THE ITEM THEY NEED!



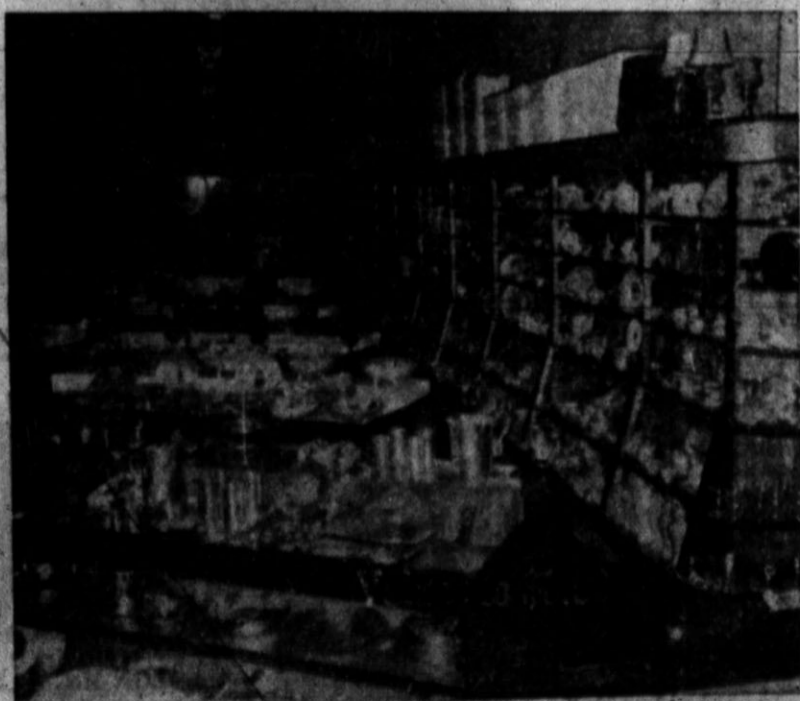
Our bolt section is arranged to give the most service without wasting your time.

STREU

Service

HARDWARE

Quality



Our gift department contains the largest selection of gift items and housewares in Hereford.



Time for play is the cheapest health insurance. Let us equip you so you will get the most out of your leisure hours.



Tools and seasonal Hardware needs are always available in this department. Only the best quality.

YOUR NEIGHBOR



KENNETH KNOX 'KEN' WHEATLEY
STAFF MEMBER
UNIVERSITY OF TEXAS
A LEGAL RESIDENT OF
AMARILLO, TEXAS



WHY'RE YOU CAR, MAM?
EARLY JOB PACKAGE, BOY FOUR FOOD, ASFA WEEK
25th INF DIVN JULY 1943 TO JAN 1946 PACIFIC THEATRE NEW CALEDONIA TO HONSHU JAPAN
BRONZE STAR PURPLE HEART COMBAT MEDICAL BRIDGE
DISCHARGED MASTER SGT MEMBER RESERVE OFFICER

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day where they visited with Mrs. Ricketts' sister, Mrs. Dudley Buzard and family. Miss Mona Kay Buzard, who has spent the past six weeks with the Ricketts returned to her home.

The young people of the First Christian Church enjoyed a hay-ride followed by a picnic supper in the V. E. Dodson home recently.

David Cheverton visited with Forrest Ricketts Monday evening in the home of Ira Ricketts. The boys went hunting and were quite successful as they bagged nine rabbits.

Mr. and Mrs. Ira Ricketts drove to New Mexico Sunday after church and spent the afternoon with their daughter, Mrs. Arbie Dougherty, and family north of Clovis.

Read the Want Ads

TOWER DRIVE-IN
THURSDAY-FRIDAY
AUGUST 17-18
LORETTA YOUNG
CARY GRANT
THE BISHOP'S WIFE
\$1.00 PER CAR, SATURDAY ONLY
JOEL MC CREA
VERONICA LAKE
RAMROD
SPEAKING OF ANIMALS
CARTOON
CARY GRANT
SUNDAY-MONDAY
JOHN GARFIELD
DESTINATION TOKYO

HUMPHREY
"Slow down mister, we just met!"
BOGART
WHEN THERE'S A REDHEAD TO GET CLOSE TO, HE MOVES FASTER THAN
CHAIN LIGHTNING
with ELEANOR PARKER
RAYMOND MASSEY · RICHARD WIDORF
A WARNER BROS. PICTURE

CHARLES STORRETT
SWIFT BURNETTE
FRONTIER OUTPOST
INKI AND THE LION
FRIDAY & SATURDAY
INKI AND THE LION

HELPING HEREFORD
SERVE YOU BETTER
Congratulations
To Our Many Friends
ALONG HARRISON HIWAY

When we can be of service please feel free to call upon us. Through many years of service in this area, we know many of you personally - others we look forward to meeting and knowing better as the years pass.

You are always Welcome at the
Hereford
NATIONAL FARM LOAN ASSN.
PHONE 764
Across From the Post Office
Geo. L. Muse, Secy.-Treas. Vera Byrnes, Ass't.

"HOPPY" CRACKS DOWN ON SABOTEURS OF THE SAGE!
UNITED ARTISTS PRESENTS
LOST CANYON
with WILLIAM BOYD
Andy Clyde · Jay Kirby
Tough Assignment
DON MARJORIE STEVE BARRY · STEELE · BRODIE

REDHEAD MONKEY
FRIDAY & SATURDAY
Texas
EDHEAD MONKEY
Congratulations
Anniversaries from Thursday, August 17, through Saturday, August 19 . . .

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.

MONEY BACK PICTURE
MONEY BACK PICTURE
MONEY BACK PICTURE
"STARS IN MY CROWN" . . . goes straight to your heart! Starring Joel McCrea, it is one of the finest family pictures of 1950. It has been awarded the Parent's Magazine medal for outstanding merit. Based on a series of Saturday Evening Post stories that thrilled readers. From M-G-M!

Watch For It!
SUNDAY-MONDAY-TUESDAY
Star
YOUR COMMUNITY CENTER

As heart warming and wonderful as a STATE FAIR!
BOY FROM INDIANA
Presented by VENTURA PICTURES CORP.
Starring LON McCALLISTER
and LOIS BUTLER AN EAGLE LION FILMS RELEASE
TEXAS SUNDAY MONDAY

PROGRESSIVE NEWS

Club Has Annual Picnic At The T. J. Parsons Home

By Mrs. Ira Ricketts
Brand Correspondent

The annual picnic was held the evening of August 4 at the home of Mr. and Mrs. T. J. Parsons with the following families present:

Messrs. and Mesdames: C. V. Burges, Clyde Russell, P. L. Carmichael and Shari and Kenneth, Floyd McGee and Dwight, Ira Ricketts, Bob Barnhart, Jimmie and Billy Art, Jim Barnhart and Gene, M. T. Sparkman, W. H. Stephenson and Mrs. Lou Brieley of Walters, Oklahoma; Messrs: Lucille Park, Augustine Gregory, Doris Russell, Doris Jean and Naoma McGee, and Hugh Clearman, Millard Gregory, Lloyd Parsons, Don Parsons, Melvin Burges. After a bountiful supper was served in the backyard - the ladies moved in the house for music and singing. The men spent the evening visiting in the yard. At a late hour we adjourned, all agreeing that it had been a wonderful evening.

Mr. and Mrs. James Gordon Barnhart and son of New York city and Mrs. Mildred S. Barnhart of Ogden, Utah are spending the month of August visiting in the home of their brother and son, Bob Barnhart and family.

Mrs. Lou Brieley of Walters, Oklahoma, who is Mrs. T. J. Parsons' aunt, was a guest in the Parsons' home the first week in August. Mr. and Mrs. W. H. Stephenson, Mrs. Parsons' par-

ents, were also visitors at that time.

Joe Hershey and Billy Carmichael went with the FFA boys on their trip to Colorado.

Bobby Barnhart is spending a month visiting his grandmother, Mrs. T. A. Lindsey, in Tulsa, Oklahoma. Jimmie, and Billy Art visited there through May and June.

Mr. and Mrs. Robert Frenzel and daughter of San Diego, California, Mr. and Mrs. D. L. Carmi-

chael and children of Houghton, Kansas and Mr. and Mrs. D. R. Carmichael of Hereford were dinner guests of Mr. and Mrs. P. L. Carmichael and family recently.

Linda Russell has returned home after visiting a week with her cousin, Betty Kay Russell in Levelland.

Mr. and Mrs. Ira Ricketts were Sunday dinner guests in the home of their son, Mr. and Mrs. Jim Ricketts, August 6.

Mr. and Mrs. Edgar Russell and daughter were visiting with the Clyde Russells Sunday, August 6.

Mr. and Mrs. P. L. Carmichael and Shari were visiting relatives and friends in Sudan and Snyder recently.

Mr. and Mrs. Jim Ricketts and family were in Floyd, N. M. Sun-

Step in . . . step up in the world!

This is the Chrysler New Yorker Newport . . . the original "hard-top" convertible . . . the car that started today's smartest trend in design. But you've only to see it and drive it to realize that there still is not another car like it. No car regardless of price can match the luxury of the materials and appointments in the lovely interiors. Even the Clearcoat rear window still stands alone for grace, beauty, and exceptional

driver vision. And there's built-in value all the way through without equal. Built-in value that will make you a Chrysler buyer from now on. Quality . . . craftsmanship . . . engineering . . . that mean you invest not only in prestige and pleasure, but in lasting satisfaction as well. See this car or any one of the 27 body styles available today!



Chrysler Driving Advantages:
Fluid Drive . . . automatic gear shifting with exclusive car control High Compression Spillfire Engine . . . extra power at all speeds. Superfinished parts for longer life. Chemically treated cylinder walls for far greater wear! Waterproof Ignition System prevents stalling in flood or storm. Full Flow Oil Filter keeps oil clean longer.

Chrysler Comfort Advantages:
Chair Height Seats . . . no crouching on the floor . . . Functional Design . . . room for your head, legs, shoulders. Easy to enter and leave. Center-arm Steering . . . minimizes road shock, wheel lift. Rubber Body Mountings . . . Floating Power . . . eliminate vibration, help give softest, smoothest ride in history.

Chrysler Safety Advantages:
Safety Rim Wheels . . . won't throw tires after blowouts at normal speeds. Constant Speed Windshield Wipers . . . electrically operated. Safe Guard Hydraulic Brakes . . . balanced brake power, smoother stops, less pedal pressure. CYCLEBOND linings for double the wear. Full vision . . . wherever you need it.

See it—drive it . . . there's built-in value all the way through!

The Beautiful **CHRYSLER** with Fluid Drive
McCullough Motor Company
411 W. 1st St., Hereford Phone 17

LET'S ELECT OUR OWN!



If you want a congressman who will represent all the people of the Panhandle, not just a home-owner, a family man . . . Vote For **WALTER ROGERS**