

Sunday, high, 72, low, 20
Monday, high, 31, low, 14
Tuesday, high 44, low, 14
Wednesday, high 55, low, 16

Published Every Thursday

Our Slogan: "More People—More Farms"

51st YEAR—NUMBER 11

The Hereford Brand, Hereford, Texas, Thursday, March 15, 1951

PRICE 5 CENTS PER COPY

Around Town

SIGHTS, FACES SEEN

The Summerfield Club will have a bake sale at Piggly Wiggly Saturday, March 17.

Birthday gift buying certainly has piled up in the month of March for Billy Bob Jackson. If the Jackson's daughter, Diane, celebrates her February 29 birthday on March 1, that is the first gift for the month. On March 10 Marilyn, another daughter celebrated her birthday. Steven Paul, now three days old, will observe March 12, and Mrs. Jackson's birthday falls on March 13. The Jacksons have one daughter whose birthday is not in March—Carolyn was born on October 4. Jackson says besides all that Uncle Sam comes along on March 15 and demands his share.

Ex-students of West Texas State are invited to attend a class agent's day Saturday, beginning at 10 o'clock in the education building at W.T. where classes will divide into separate rooms for meetings. Purpose of the meeting is to obtain correct addresses of all ex-students.

Members of the Hereford Kiwanis club and their wives will visit Boys Ranch on Thursday, March 22.

The Dawn Musettes, junior music club of Dawn, will sponsor a bake sale at the Dawn (Continued on page 5)



J. VIVIAN TRUMAN is shown with Hereford and Kansas City cattlemen while Mr. Truman was a guest in Hereford this week. From left to right in the above picture are: J. A. Pitman, Alan Dawson, Charley Skinner of Kansas, Mike Flynn of Kansas City, J. Vivian Truman of Grandview, Mo., and Cecil Guseman. Brand Staff Photo

PRESIDENT'S BROTHER HERE

J. Vivian Truman Visits Hereford During Week

That gentleman you saw being escorted around Hereford early this week by local cattlemen had every reason to bear a resemblance to President Harry S. Truman—it was his younger brother, J. Vivian Truman, of Grandview, Mo.

Mr. Truman came to Hereford Sunday evening in the company of two prominent mid-west cattlemen, Mike Flynn and Charley Skinner, who came here on

a cattle-buying trip. Hereford and West Texas is new to Mr. Truman although the Lone Star state is not. While here, he took a side trip to Spur, to see a cousin, Mrs. John Adams.

The soft-spoken gentleman took a farmer's delight in West Texas, its vast expanse of cropland, and its fine cattle. A one-time farmer himself, Mr. Truman has retired now from active farming and has left the operation of the 56-acre home place to his two sons, age 24 and 27.

Although he is not engaged in politics, the president's brother has a record of government service that approaches, to some extent, the time spent in government service by President Truman. J. Vivian has been a

director of the Federal Housing Administration in Kansas City, Mo., for 15 years.

The Truman farm is operated as a dairy farm with the two boys milking about 50 head, the majority of them Holsteins. They also feed a lot of hogs on the Truman farm. Truman lives on the farm and commutes to his office in Kansas City, a distance of some 12 miles.

There is a resemblance between President Truman and his younger brother, but, Vivian says, it is slight. J. Vivian Truman seems to display the same easy-going air his world-famed brother is noted for. He is congenial and extremely easy to talk to. When asked about sharing the limelight of public interest by being a brother of the President of the United States, he replied, "You can hardly avoid it." He flashed a disarming smile when he said that and for a moment he looked almost like the smiling Harry Truman whose personal charm is known around the world.

Truman's companion on the trip, Mike Flynn, is more of a personal friend of the President than of his brother, for he is a former World War I buddy from the same outfit. The other gentleman in the party, Charley Skinner, feeds 8000 head of cattle at Lexington, Neb. and lives in Kansas city. While here, the men were guests of J. A. Pitman, Cecil Guseman, and Alan Dawson.

Water Conservation Plans Topic Here on March 16

Curtis Traweck Named President Of Toastmasters

Curtis Traweck was elected president of the Hereford Toastmasters club at the weekly meeting of the group Monday night.

Frank Miller was elected vice-president; Elmer Patterson, secretary-treasurer; Dr. M. C. Adams, educational chairman, and Tom McFarland, sergeant-at-arms.

The members have been conducting a speech contest with the finals to be held next Tuesday night. There will be six speakers—winners from three previous weekly eliminations—in the finals. Two of these speakers will be chosen to represent the club in the area speech contest on March 24 at Amarillo.

Next Tuesday's meeting will also feature a Ladies Night for the club, with several other guests expected to attend.

The proposed creation of an underground water conservation district in a 21-county Panhandle-South Plains area will be the principal feature of the water meeting to be held Friday at 4 o'clock in the ballroom of Hotel Jim Hill. Tom McFarland, president of the Deaf Smith County Water Users Association, announced. Everyone interested in irrigation is invited to attend.

Following a meeting in Plainview on March 8, the High Plains Water Conservation and Users Association stated that it will give strong support to the proposed conservation district.

Efforts to organize a district will be renewed within the next few weeks following announcement by the State Board of Water Engineers of its official designation of the area included in an underground water reservoir underlying the proposed district. The board has had the designation matter under advisement since last August.

15 Per Cent of Insured Wheat in County Released

Twenty-five Deaf Smith county farmers have asked for release for all or part of the acreage they have covered by federal crop insurance. Faust-Collier, local Production and Marketing Association chairman, said this week.

This figure represents about 15% of the contracts in force between the government and local wheat growers, he stated.

Although this is a little earlier than releases have been asked for in previous years, adjusters who okay the requests have been determined that wheat on these fields is not able to recover.

Wayne Thomas, a February graduate of the University of Texas Law School, is scheduled to begin work today as an associate in the James W. Witherspoon law firm.

Thomas, a graduate of Adrian high school, received his bachelor's degree from West Texas State in 1947 and has been in law school in Austin since that time. He and his wife, the former Mary Hodges of Canyon, moved to Hereford early this week. Mrs. Thomas has been teaching at Austin.

Thomas Joins Local Law Firm

The young attorney is the son of Mr. and Mrs. Zerrell Thomas of Canyon, former residents of the Sims community.

Other associates in the Witherspoon firm are John Alkin and Mel Ruth Alkin.



At the election, the people will decide whether to accept the district, and they will elect five directors from five precincts designated by the state board. In designating precincts, the law provides that no town or city may be in more than one director's precinct.

The Texas legislature in 1949 approved the farmer-sponsored underground water conservation district law as an alternative to a state-control measure offered. The enabling act provides that the districts shall protect, conserve and re-charge the ground water supply.

After having lost tools when drilling had gone to a depth of 6922 feet, the contractor on the Sears-McGe oil well near Glen Rio is plugging the well. The owners this week reported it a "dry hole".

Oil Well Near Glen Rio Is "Dry Hole"

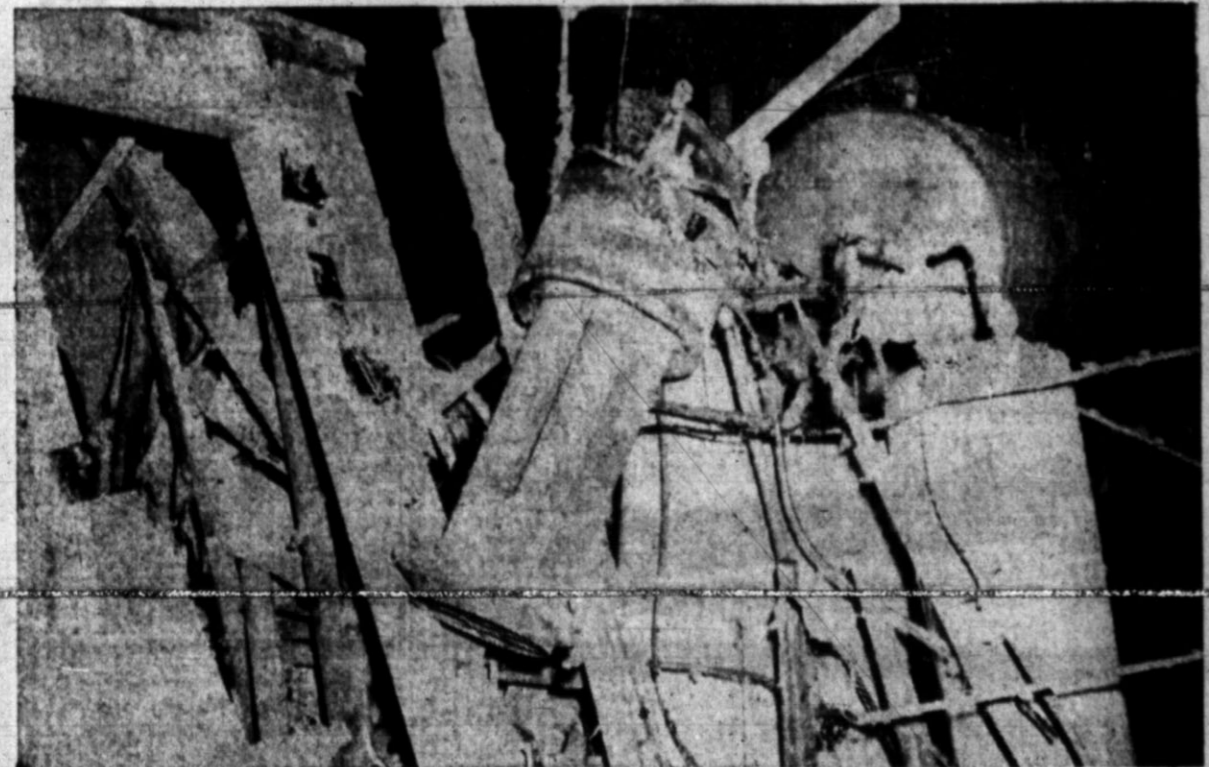
The contract called for a depth of 7000 feet, but Sears said they decided to stop drilling 78 feet short of the contract because of the lost tools. The trouble originated on March 6 when a pipe stuck.

Lee Carter, local contractor and carpenter, cut the end off one finger while using a joiner at his home, 120 Avenue D, Tuesday morning. About a third of an inch was trimmed from his finger.

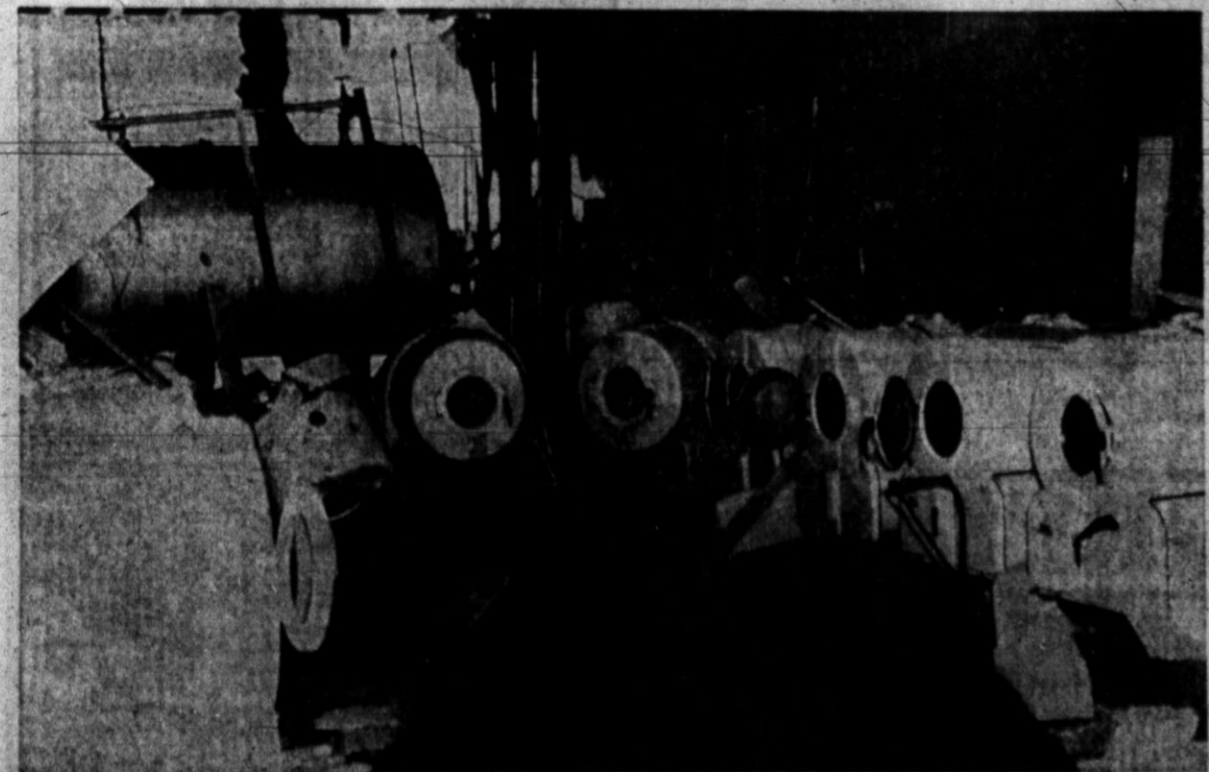
Oil Well Near Glen Rio Is "Dry Hole"

The young attorney is the son of Mr. and Mrs. Zerrell Thomas of Canyon, former residents of the Sims community. Other associates in the Witherspoon firm are John Alkin and Mel Ruth Alkin.

Park Avenue Village Digging Out Of Monday's \$37,300 Explosion



THIS PHOTO of the explosion wreckage Monday at the Park Avenue Village shows the cause of the explosion. The insides of the hot water heater are shown where they finally came to rest in the rear of the Home Beautiful Interior Decorators shop after being blown from its jacket about 20 feet away in the rear of the Hereford Washateria. Mrs. Ray Cowser, owner of the interior decorating shop, was in the rear of the shop shortly before the explosion, but was called to the front of the shop by the telephone. This photo is taken looking into the rear of the Washateria. Brand Staff Photo



HERE IS the interior of the Hereford Washateria after the explosion ripped through the walls on either side. The automatic machines are shown as they were torn away from the wall by the blast. The large tank in the rear is the one which protected Mrs. James Tidwell, owner, from direct contact with the blast. Damage to the Washateria was estimated at \$5000. It was not insured. Alex Thompson Photo

Business operations are slowly returning to normal at the Park Avenue Village shopping center following the explosion Monday morning of a hot water heater which resulted in damages of approximately \$37,300 to the building, equipment, and stocks.

Outside of building damage, heaviest losses were sustained by the Hereford Washateria, where the explosion occurred, and the Home Beautiful Interior Decorators shop, which adjoins the Washateria to the east.

Between \$25,000 and \$30,000 damage was done to the newly constructed building, owner James Witherspoon, said this week. The loss was covered by insurance. Repair work will be started shortly on the damaged structure.

Bids on the repair of the damaged building were opened by the insurance adjusters Wednesday, Witherspoon said. Repair work is expected to begin immediately, but all the work will not be completed for about 30 to 60 days.

Rev. James E. Tidwell of Prions, owner of the Washateria, estimated his loss Wednesday at about \$3,000. His loss was not covered by insurance.

Mrs. Ray Cowser, owner of Home Beautiful Interior Decorators shop, Wednesday estimated her loss at about \$3600. She carried insurance on her stock, she said.

The blast, which occurred at about 9:10 a.m., was caused by an exploding 40-gallon hot water heater in the rear of the Hereford Washateria. Rev. Tidwell said he had disconnected the water supply going into one of a group of three hot water heaters some time ago. Mrs. Tidwell, in opening up for business Monday morning, had accidentally turned the gas on under the tank which had no water supply, causing the explosion.

Mrs. Tidwell was in the rear of the Washateria at the time, not more than 20 feet from the blast. Fortunately, an 800-gallon hot water tank was between her and the blast. Her injuries included steam burns, superficial bruises and cuts, and shock. She was the only person in the Washateria at the time of the accident.

Mrs. Tidwell assumed operation of the business from a hired manager only three weeks

Mid-Plains Pioneer Day Set for May 18 and 19

before the accident. Rev. Tidwell said he wasn't sure of whether he would reopen the business or not. He explained that the accident was not the result of a mechanical failure, but rather an unavoidable oversight.

Mrs. Ray Cowser, owner of the adjoining Home Beautiful Interior Decorators shop, escaped serious injury when she went to the front of her shop to answer the telephone. (Continued on page 5)

The Mid-Plains Pioneer Day will be held on May 18 and 19 in Hereford, it was definitely decided Monday night at the meeting of the Retail Merchants committee, sponsors of the big event, and other interested persons.

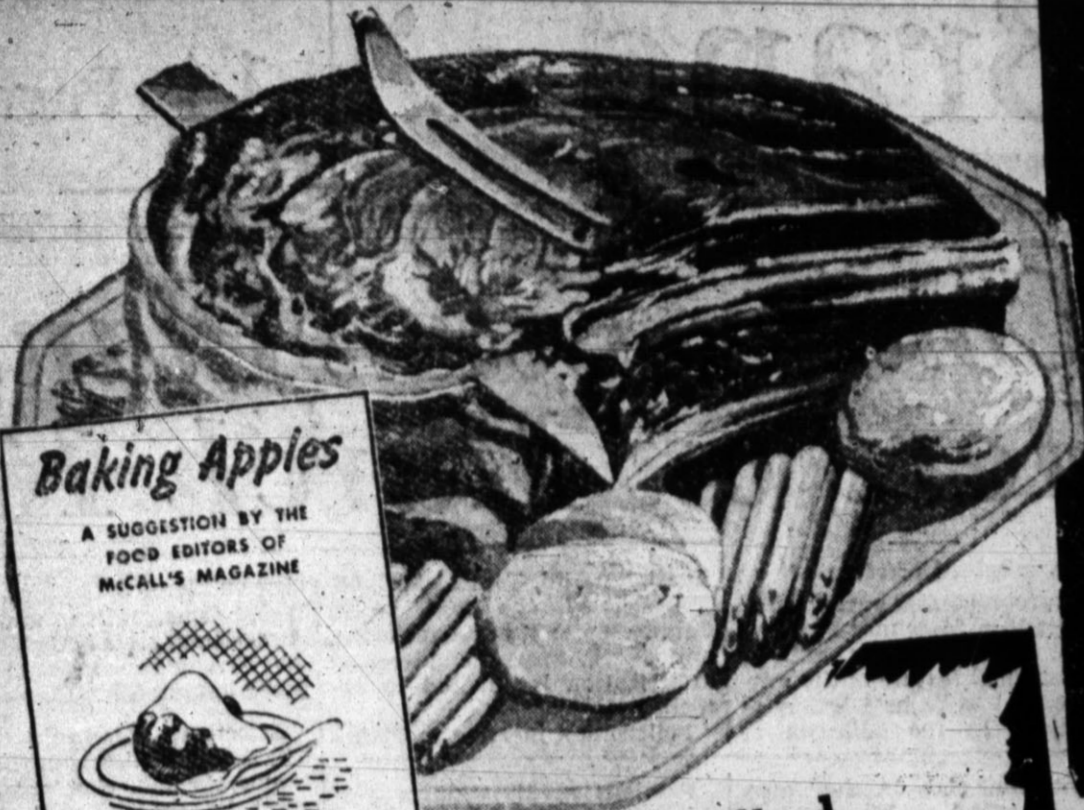


THE HIGHEST PERCENTAGE of loss from Monday's blast was suffered by the Home Beautiful Decorators shop owned by Mrs. Ray Cowser. About 90% of the stock was destroyed by the blast, which took its full force through the wall separating the Washateria and the decorator shop. Alex Thompson Photo

The Retail Merchants believe interest will be high in a contest to choose the rodeo queen who will be given a choice place in the parade and will be honored at the rodeos, sponsored by the Hereford Riders on Friday afternoon, Saturday night, and Sunday afternoon. The Pioneer Day celebration will last only two days, but the rodeo will continue over to Sunday afternoon in order to provide an opportunity for business men and others who will be too busy on Friday and Saturday to attend the rodeo. The queen is to be chosen on Friday afternoon by competent judges at the rodeo.

All girls and women in the entire Mid-Plains area are eligible to enter the contest for rodeo queen with the only requirement being that she must be able to ride a horse. The Retail Merchants, who have promised a suitable prize to the contestant who wins the honor, urge each community, small town, and city in the Mid-Plains area to send at least one contestant to compete for the honor.

Ribbons will be pinned on the pioneers who register at Hotel Jim Hill during the two-day event, with various colors to represent those who have lived in the area 30, 40, and 60 years. Wayne Edwards, chairman of the Retail Merchants said about May 10 will be the date for everyone to start wearing western regalia in preparation for May (Continued on page 5)



Baking Apples

A SUGGESTION BY THE FOOD EDITORS OF McCALL'S MAGAZINE

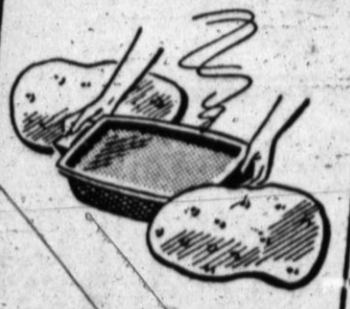


Baked apples served à la mode make a real party dessert. For 4 servings, cut 2 large baked apples in half crosswise while still warm. Top each half with vanilla ice cream. Pour apple syrup left in pan over all.

Eat the Best
Shop FURR
FOOD STORES



How's This
FOR A GOOD POTATO DISH?



ANOTHER IDEA BY THE FOOD EDITORS OF McCALL'S MAGAZINE
Put peeled potatoes through meat grinder. Cover with coffee cream, dot with butter, season with salt and pepper. Cover and bake in a moderate oven 30 minutes.

10 Lb. Mesh Bag
POTATOES
25c

Winesap or Delicious
APPLES 2 lb. **25c**

California Sunkist
ORANGES lb. **10c**

Solid Ripe
AVACADOS 2 for **25c**

Curly Leaf
SPINACH 2 lbs. **25c**

California
CARROTS 2 bu. **15c**

Cello Wrapped
Celery Hearts ea. **25c**

Yellow
SQUASH 2 lbs. **25c**

Solid Krisp
LETTUCE lb. **10c**

Corn King Sliced
BACON
lb. **49c**

6 to 8 lb. average
PICNIC HAMS lb. **49c**

Skinless
FRANKS lb. **53c**

Lean or T Bone
STEAKS lb. **95c**

Pork Loin
ROAST lb. **56c**

Meaty
SPARE RIBS lb. **54c**

Morrell Pure Pork
SAUSAGE lb. **49c**

Fresh Pork
LIVER lb. **39c**

Fascination
CHOCOLATE COVERED CHERRIES

1 Lb. Box **35c**

Beet
SUGAR

10 Lbs. **78c**

Oleo
Colored Quarters
PARKAY
lb. **33c**

Purasnow
FLOUR
25 Lb. Bag **\$1.49**

WHY PAY MORE?

100s BAYER ASPIRIN	47c
\$1.00 Val. Cream PACQUIN	Plus Tax 79c
\$1.0 Val. DRENE	67c
Nylon Invisible All Colors HAIR NETS	3 for 19c

Hunt's TOMATO JUICE	46 oz. Can	25c
All Flavors Ice Cream PARK LANE	2 Pints	25c
Furr's Large Candy EASTER EGGS	14 oz. Bag	29c
Lge. Box RINSO		29c
Wunder Brand Fresh Shelled PECANS	Lb.	\$1.15
Bee Brand Early June PEAS	Bright & Early	
4 - 303 Cans	TEA	
49c	(Beautiful Tea Glass Free)	
Martinellis APPLE CIDER	1/4 Lb. Pkg.	25c
Qt. 37c 1/2 Gal. 74c	Holiday Pottery MIXING BOWLS	
	5 Piece Set	\$1.95

FURR'S GUARANTEED FRESH PASTRIES

SERVE ONLY THE FINEST PASTRIES - LIKE AS ALWAYS FURR'S BAKERY GOODIES ARE BAKED WITH ONLY THE FINEST OF INGREDIENTS.

Oh! Boy! Really Delicious - Really New
Baked with an Egg Batter-Filled with Fresh Prunes
PRUNE NUT CAKES 2-7 Inch Layers **69c**

Oven Fresh Really Delicious Guaranteed To Please
FIG COFFEE CAKES Ea. **39c**

Topped With Rich Butter Strudel
APPLE SAUCE STRUDEL DIAMONDS 3 for **39c**

Baked With A Rich Brown Crust
PUMPKIN PIES Ea. **49c**

Tuxedo
TUNA
1/2 Size Can
23c

Shortening
SPRY
3 Lb. Can
97c

Chief Boy-Ar-Dee with Meat Sauce Spaghetti Dinner Lge. Size 43c	Durkee's COCONUT 4-oz. Pkg. 17c 8-oz. Pkg. 29c	Coffee - The Aristocrat of Coffee MARYLAND CLUB Lb. 87c	Baby Food - Chopped or Strained Meats GERBER'S Can 21c
Durkee's Strained HONEY 2 Lb. Glass 55c	Skinner's RAISIN BRAN Box 17c	Skinner's RAISIN WHEAT Box 17c	Dinty Moore BEEF STEW 24-oz. Can 45c
Toilet Soap LIFEBUOY 4 Reg. Bars 37c	Toilet Soap LIFEBUOY 3 Bath Size 37c	Toilet Soap LUX 4 Reg. Bars 37c	Toilet Soap LUX 3 Bath Size 37c

SALAD DRESSING Bestyell **qt. 47c**

BRIGHT & EARLY Coffee **lb. 67c**

Laundry Bleach
CLOROX qt. bot. 17c 1-2 gal. bot. 31c

FRIONA NEWS

Farmers Try New Method to Kill Greenbugs; Cotton Men Buy Gin

By Mrs. E. R. Day

Al Romack, president of the Chamber of Commerce is helping the wheat farmers who are trying a new thing on trying to kill greenbugs and cutworms in their wheat. They are pulling a heavy roller over the wheat in hopes of destroying the insects and the eggs.

G. B. Buske and Wright Williams have reported that a group of men have purchased a four "8" stand gin from Oklahoma which will be moved here to take care of the 1951 cotton crop. There were indications of about 11,000 acres to be planted to cotton when the questionnaires were returned to the Chamber of Commerce in January. This is another indication Friona is growing.

Lila and Wanda Roberson, who are attending school at WTC in Canyon, visited with home folks over the week end. Also home from Texas Tech over the week end was Harold Joe Wills, Marian Massey, Lavon

Rogers, Roy V. Miller, and Marshall London.

Dan Luttrell, who is with the U. S. Army stationed in Missouri, arrived home Sunday for a five-day visit with his wife and parents, Mr. and Mrs. Benton Luttrell.

F. A. Emmett R. Day Jr. of the U. S. Navy is expected to arrive home Saturday, March 17 for a 10-day leave. He will visit with his parents, Mr. and Mrs. E. R. Day Sr.

Mr. and Mrs. E. R. Day Sr. were in Amarillo Saturday visiting their daughter, Lila Rue, who is a student at the Northwest Texas School of Nursing.

J. C. Mears, who is in the U. S. Navy, returned to San Diego Friday after a 40-day leave to be at the bedside of his mother, Mrs. J. H. Mears, who passed away on February 28.

Pvt. David R. Smith from Camp Cook, Cal. will leave Monday for his base after spending a 10-day furlough with his father, Ray Smith, and his sisters, Mrs. Glenn Mingus and Mrs. El-

sie Parson of Hereford.

Rev. Russell Pague has accepted the call as pastor of the Friona Baptist church. He and his family will move here in the near future. The pulpit was filled Sunday by Rev. Roberts of Black.

Mr. and Mrs. E. R. Day and Mrs. T. B. Armstrong attended the opening of Highway 22 over the new \$40,000,000 Whitney dam. The Friona people formerly lived at Whitney.

Mrs. Johnny Nazworth, who is teaching at Kress, visited in the home of her parents, Mr. and Mrs. L. M. Crow.

Helen Taylor of Canyon visited with her parents, Mr. and Mrs. Ersil Taylor, over the week end.

Sam Hill of Whitney returned home Thursday after a week's visit at the home of his daughter, Mrs. Alton Day.

There are several cases of mumps in Friona at this report.

On March 17, the Senior FFA farm demonstration team, which won the area XI contest in Amarillo, will go to Huntsville to enter state competition there. The team is comprised of Kenneth Brock, Ralph Reed, M. C. Osborn, and J. Vonne Falks. They will present a demonstration on hog cholera. Mr. Gee will go with them. There will be about 1600 members to compete at this contest.

Mr. and Mrs. Bud Sanders and Bobby returned last Tuesday from Camp Chaffee, Ark., where they had been visiting their son, Pvt. Billie Sanders.

Pvt. Glenn Harrison reported back to Ft. Sill, Okla. after spending a two-week emergency leave because of the illness of his wife, who underwent surgery at the Farmer County Community hospital.

Mr. and Mrs. J. D. Williams of Lubbock visited in the home of Mr. and Mrs. Giles Cobb Sunday. Mrs. Williams will be remembered as Miss Nancy Cobb.

Miss Patsy Cobb, daughter of Mr. and Mrs. Giles Cobb, was married Saturday evening at the Polk Street Methodist church to Wayne Hendrick of Amarillo. Miss Cobb was a student at San Jacinto Beauty school. Mr. Hendrick is employed with the Plains Milk Co.

Mrs. Jimmie Tidwell was hurt Monday morning when the laundry in Hereford was wrecked by an explosion. Mrs. Tidwell was owner and operator of the business.

Mr. and Mrs. Luther Loveless of Ft. Worth arrived Monday to visit with his father, Walter Loveless. Luther has been called back to the Marines, where he

Martin Announces High School Honor Roll for Fourth Six Weeks

Principal Don Martin announced the high school honor roll for the fourth six weeks, as follows:

Everett Allen, Wilma Allen,

James Austin, Glen Andrews, Sue Barnard, Sue Berryman, Gayle Biggers, Elna Bishop, Wanda Block, Franklin Boyd, Mary Kathryn Boyd, Nan Buckner, Patricia Childers, Raymond Childers, Leaton Clark, David Corder, Janice Craig, Nancy Crawford, Betty Culpepper, Jessie Curry, Rose Curry, Donita Davidson, Lee Drake, Catherine Drerup, Lu Durham.

Mr. and Mrs. D. G. Hand were in Amarillo Monday where Mrs. Hand consulted a doctor.

Mr. and Mrs. D. M. Shirley and Mr. and Mrs. John Hand left Monday for Denver. They will go through the clinic there.

Earlene Nipper, Loyd Parsons, Jerry Patterson, Christeen Payne, Margaret Phillips, Lola Pitts, Earline Plank, Anita Ponder, Eddie Reinauer, Billy Robinson, Clayton Rutter, Paul Schroeter, Virginia Sigle, J. W. Sirkle, Ginger Smith, Katherine Snare, E. W. Solomon Jr., Wynogene Sowell, Doris Stanfield, Wayne Stagner, Gladys Thompson, Evelyn Tucker, Kathleen Tucker, Dorothy Veigel, Rita Vinton, Melba Wall, Novalyn Wiggins, Cecilia Wilkins, A. L. Williams, Dale Williams, Marion Jo Wilson, Wanda Wimberley, Patsy Wiltshire, Tommy Woodford, and Robert Woolsey.

by, Joan Knabe, Wilda Guy Lawrence, Marilyn Lewis, Nell Lomenick, Pat McCullough, David McDuff, Johnny McIver, Donald Moore, Joan Moore, Sharon Dee Moore, Nelson Pierce.

Juvenile Is Returned to Hereford From Amarillo

Deputy Sheriff S. B. Berry returned a St. Joseph, Mo., juvenile to Hereford from Amarillo Monday in connection with the theft of \$10 in dimes and nickels.

The youth, according to Sher-

iff J. C. Reese, had been staying here with an aunt and uncle and working Sunday afternoon when the family was away from home. The youth is alleged to have taken the money and left a note saying he was leaving town. Officers had him taken off the train in Amarillo.

E. B. Black Co.
Furniture

Attend The
6th Annual
B and P W
Style Show
Monday, March 19th
8:00 P. M. -- Hotel Jim Hill
Admission 75c Inc. Tax

Safety for The Things Money Cannot Buy...

The irreplaceable valuables you own, such as heirloom jewelry, old photos, birth certificates, legal papers, may be lost forever if some unforeseen misfortune occurs.

Don't take chances on losing them by fire, theft or mysterious disappearance. Place them in one of our Safe Deposit Boxes for protection. It costs so little . . . only a few cents a day.

40 years
4%

The First National Bank
OF HEREFORD

Member:
Federal Deposit Insurance Corporation
Federal Reserve System

Joined for LEADERSHIP in service to farmers

Our GOOD FOODS
ARE BUDGET BALANCERS, TOO!

MEATS

Picnic - Small Size
HAMS lb. 45c

Pinkney's 1 Lb. Brick
CHILI lb. 49c

Pinkney's Slab
BACON lb. 43c

Full Cream Longhorn
CHEESE lb. 49c

Pure Pork
COUNTRY SAUSAGE lb. 30c

PLENTY OF HENS & FRYERS

IVORY SNOW
And
Ivory Flakes
Small Size While It Lasts
No Coupon Necessary
5c

BABY FOOD Gerber's All Kinds **12 for \$1**

CUT BEETS No. 2 Cream of Texas **10 cans 99c**

TURNIP GREENS or Mustard No. 2 Diamond **9 cans \$1.00**

KRAUT No. 2 Cans Kenyon **9 cans \$1.00**

BUTTER BEANS No. 300 Kimbell's Jumbo **9 for \$1.00**

SALMON Honey Boy - Tall Cans **2 For 89c**

EARLY JUNE PEAS No. 300 Size - Diamond **9 Cans \$1.00**

BROOMS Good Ones Ea. **98c**

GARDEN FRESH VEGETABLES

FLORIDA - 200 SIZE - DOZ.
ORANGES 39c

LARGE SIZE FLORIDA
GRAPEFRUIT 2 for 15c

CELLO PKG.
CARROTS 17c

EXTRA FANCY WINESAP
APPLES 29c

DRUG ITEMS

- **NYLON HAIR NETS** 3 For 19c
- 60c **SOFTSKIN** 44c
- **FITCH OIL** 2 For 29c
- Large **ALKA SELTZER** 39c

HEREFORD FOOD MART
Mac & J. B. Noland, Owners
Jim Robinson, Manager
ON HIWAY 60 We Deliver Phone 1114

WANT ADS Phone 30 or 31

FREE Theatre Tickets To See



Star Theatre

SUNDAY - MONDAY - TUESDAY

MARCH 18 - 19 - 20

Be Sure and Ask for Your Free Tickets

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

FOR SALE Miscellaneous

FOR SALE: Hubam Clover Seed, thrasher run. Germination 62%. .05c pound. F. A. Mornell. B-1-14-37-3p

FOR SALE: Registered Scotch Shorthorn bulls. 7 miles south on Dimmitt Hiway. Tom Draper. Box 671. B-1-16-6-1fc

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

Chrysler Industrial Motors Sales & Service McCullough Motor Co. 411 W. 1st. Ph. 17 B-1-9-1fc

Hereford Glass Co. Expert Car Glass Installation Table Tops and Window Glass 1302 Park Ave. Ph. 1425 B-1-16-1fc

We Have It! FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-1fc

WE HAVE Seed Barley and Seed Oats. BRADLEY GRAIN CO. B-1-8-1fc

GET YOUR day old and started baby chicks and Nutrine Feed at Bradley Grain Co. B-1-15-9-1fc

Book Your Baby Chicks Now HEREFORD POULTRY ANG EGG 129 Sampson Phone 1208 B-1-15-1fc

FOR SALE: Registered Palomino filly. See John Fraser, 301 Union. B-1-10-37-3k

FOR SALE: Hubam Clover seed. Cleaned and tested. 85% germination. See B. E. Roberson, Hereford or Kenneth Neill, Summerfield. B-1-19-37-1fc

RED DESK for sale. Good condition. See Ray Downey at Good Housekeeping Shop. B-1-13-37-2c

FOR SALE: 300 chick butane brooder; 32 volt light plant; Serval Refrigerator Butane Jack Dean. B-1-15-37-2p

GENERATORS and starters for cars and trucks. Hereford Wrecking Co. Phone 320. T-1-12-18-1fc

BUILT CAR and truck transmission. Hereford Wrecking Co. Phone 320. T-1-10-18-1fc

ST RECEIVED: One hundred pounds good heavy duck. Will make good irrigation dams. Jack's Shoe Shop. B-1-16-11-4c

FOR SALE: Bliss Triumph Seed potatoes. Home grown from certified seed. J. K. Baker. Phone 589. B1-16-11-1fc

2. FOR SALE Farm Equipment

FOR SALE: 1950 H. C. Farmall Row Crop Tractor complete with equipment-like new. B-2-18-11-3p

1950 M Farmall Row Crop Tractor complete with equipment-like new. TRAVIS JACKSON Phone 1352 B-2-11-2c

FOR SALE: M. M. UTU tractor, 4 row lister, and 4 row cultivator. Also battery brooder. Frank Bezner. B-2-18-11-3p

FOR SALE: One wide front end for M tractor. See George Jewell, Sears Grain Co. B-2-15-11-2p

USED FARM MACHINERY 1948 A International with vegetable cultivator \$775.00 Model CC Case Tractor Good Rubber \$600.00 S. C. Case Tractor \$675.00 Model L Case Tractor \$585.00 Model A Allis Chalmers \$300.00 JACOBSEN BROS. Phone 777 137 Miles Hereford, Texas T-2-11-1c

FARMERS Protect your valuables in a fireproof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-1fc

3. FOR SALE Automobiles

FOR SALE: 1949 Plymouth Sedan with only 6300 miles. Its the H. M. Benefield car for \$1385.00. 1950 Dodge 3/4 to pickup with 4 speed transmission. Deluxe cab. 7200 miles, can't be told from new. Price \$1535.00. 1950 International 3/4 ton pickup with just 280 miles, priced at \$1565.00. A good stock of REO and Dodge trucks and pickups. BENEFIELD MOTOR CO. 409 W. 1st B-3-2c

FOR SALE: 1949 Plymouth Sedan with only 6300 miles. Its the H. M. Benefield car for \$1385.00. 1950 Dodge 3/4 to pickup with 4 speed transmission. Deluxe cab. 7200 miles, can't be told from new. Price \$1535.00. 1950 International 3/4 ton pickup with just 280 miles, priced at \$1565.00. A good stock of REO and Dodge trucks and pickups. BENEFIELD MOTOR CO. 409 W. 1st B-3-2c

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25% Bear System Front Wheel Aligning KINSEY MOTOR CO. Phone 740 B-3-14-1fc

KINSEY MOTOR CO. COMMERCIAL UNITS 1948 GMC 2 Ton Truck 1948 Chev. 2 Ton Truck 1947 Dodge 1 1/2 Ton Truck 1949 Chev. 1/2 Ton Pickup 4 Speed. 1949 Chev. 1/2 Ton Pickup 3 Speed. USED CARS 1949 Chev. 2 dr. Fleetline Deluxe. 1947 Chev. 2 dr. Fleetline 1946 Chev. 2 dr. Sedan 1949 Olds. 98 4 dr. Sedan 1948 Olds 4 dr. Sedan These Cars Are Demonstrators and Have a 90 Day New Car Guarantee 1950 Olds 88 4 dr. Sedan 1950 Olds 98 4 dr. Sedan 1950 Olds 98 4 dr. Sedan B-3-37-1fc

FOR SALE: I have good buys in both large and small tracts. Your listings will be given my personal attention. W. R. METCALF 632 W. 1st - Hiway 60 Res. Phone 902-W Office 854 Hereford, Texas B-4-8-1fc

FOR SALE OR TRADE: Have three room house and garage on 4 1/2 acres at Plaska, Texas, 12 mi. out of Memphis on paved road. In cotton country, can be bought with small down payment and paid out by month. See Ollie Owen at 333 W. 2nd, Hereford, Texas. B-4-11-2p

FOR SALE: 1/4 section grass well improved. 4 miles of Hereford. \$150.00 per acre. 1/2 cash. EXCLUSIVE LISTINGS GLENN WEIR 109 Main St. Ph. 200 Res. Ph. 452-W B-4-11-1fc

LIST YOUR PROPERTY WITH US FOR QUICK SALE OFTEN WE ARE PREPARED TO BUY OUTRIGHT L. BASKIN, INVESTMENTS JIM HILL HOTEL B-4-38-1fc

LAND LISTINGS WANTED: We are having many calls for land in this area. If you have grass or farm land for sale, list it with us. Write or call Jim Bray with Odum and Woodruff. Phone 40553. 812 Tyler St. Amarillo, Texas. B-4-42-36-4c

WE CAN MAKE YOUR FARM LOAN Prompt service and very liberal appraisals. No commission charged. IF IT IS A GOOD LOAN, WE CAN MAKE IT! ROSE & BARBER, Realtors 107 East 3rd Street Phone 45 B-4-34-1fc

FOR SALE: 90 foot lot on Star Street. Phone 318-J. George Jones. B-4-11-35-1fc

100 or more acres of farm land 3/4 mile of Umbarger on paved road at 100. Phone 520-W Hereford. B-4-19-36-4p

LAND FOR SALE 640 acres all in cultivation, 110 acres wheat, good improvements, two 8" irrigation wells on butane. REA mail and school Rts. Located 1/2 mile from paving, near Hereford. Priced at \$200 per acre. Extra good terms. 1/2 minerals goes. Possession. 340 acres, 145 in cultivation, balance grass. 5 room house, one new 8" irrigation well. Well located. Excellent buy at \$150. Terms. 1/2 royalty and possession. 1566 acres all in wheat. All goes. 4 room house, modern. Large granary and machine shed. Price \$80. 1/2 royalty goes. Extra good loan \$63,000.00. I have other good buys in both large and small tracts. Your listings will be given my personal attention. W. R. METCALF 632 W. 1st St. Hiway 60 Res. Ph. 902-W Office Ph. 854 B-4-37-1fc

GLENN WEIR REALTOR Houses, Lots, Farms. 10 and 20 acre tracts. Listings appreciated. 164 MAIN STREET Res. Phone 452-W B-4-15-1fc

FOR SALE: 5 room home-2 corner lots. Good location. Close in. Can make good terms. Owner would like to sell at once. LEE R. CONKLIN 212 Main Ph. 728 Res. Ph. 237-W Hereford, Texas B-4-10-4c

FOR SALE: I have good buys in both large and small tracts. Your listings will be given my personal attention. W. R. METCALF 632 W. 1st - Hiway 60 Res. Phone 902-W Office 854 Hereford, Texas B-4-8-1fc

FOR SALE: We have for sale the Travis Caraway home and the Travis Caraway Welding Shop. Any one interested please call us. C. R. SMITH & SON Hereford, Texas B-4-10-1fc

FOR RENT: Tank type vacuum cleaner and attachments. Also electric floor polisher. ZIPPER ELECTRIC. B-5-14-2-1fc

VERY, VERY NICE Furnished apartment. New Furniture. Adults only. See SAM NUNNALLY Phone 424 B-5-6-1fc

FURNISHED Apartments. Inquire Hereford Motor Co. B-5-9-47-1fc

FOR RENT: Three room modern, unfurnished house, 507 Jackson. B-5-9-52-1fc

FOR RENT: Four room unfurnished duplex. Close in. Adults only. No Pets. Available after 1st. Phone 589. B-5-17-27-1fc

FOR RENT: Three room furnished house, modern. 224 "C" Ave. B-5-10-32-1fc

FOR RENT: Unfurnished apt. Bills paid, \$50.00 month. Inquire Mrs. Deshazo, 204 Ave. H. B-5-14-7-1fc

FOR RENT: Furnished apt. for couple. Call 43. B-5-9-10-1fc

FOR RENT: Two room furnished apt. See Francis Hardwick Star Theatre. B-5-11-10-1fc

FOR RENT: Two bedroom house, garage. Available April 1st. See S. S. Dodson at Hereford Glass Co. B-5-17-10-1fc

FOR RENT: Building space. Ideal for repair shop or storage. Phone 298. B-5-12-1fc

FOR RENT: New four room furnished apt. Modern conveniences. Available March 1st 603 E. 4th phone 1322. B-5-17-8-1fc

FOR RENT: Two bedroom modern home furnished. One 2 room and one three room furnished apt. 307 E. Park. B-5-19-37-2p

FOR RENT: One side duplex, 4 rooms. Newly decorated. Located 704-B Lee ave. See Mrs. West 704-A or Phone 8380 or write F. L. Lucas 1216 3rd Brownwood, Texas. B-5-29-37-1fc

FOR RENT: Three bedroom home completely furnished. Close in. Call 86. B-5-11-37-1fc

FOR RENT: Unfurnished apt. close in. Has carpet & floor furnace. Call after 6:30. 309 E. 6th. B-5-17-11-1fc

FOR RENT: Furnished apartment close in, 2 blocks north Courthouse, 604 Schley. Phone 454-J. B-5-14-11-2p

FOR RENT: One bedroom and furnished apt. 401 Lawton, Mrs. W. M. Megart. T3-13-11-1k

REAL ESTATE FOR SALE: A very choice 160 acres one half mile off paved Highway. No improvements but irrigation well. Its in the 50 feet depth irrigation water. Its all ready to plant. 160 acres near Hereford, has large barn and roomy residence with bath and full basement, electric pressure pump on well. 80 of this is choice farm land. This is a good setup for a grade A dairy. Price \$24000.00. 320 acres fine farm land with irrigation well with electric motor, windmill well with plenty of stock water storage, 70 acres in good grass. Good fences. Priced at \$150.00 per acre. \$21680.00 cash will handle. I have a good number of other farms listed, two nice ranches and residence and business property in Hereford. BEN M. SUDDUTH 242 North Main St. Phone 1509 B-4-11-2c

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FOR RENT: One side duplex, 4 rooms. Newly decorated. Located 704-B Lee ave. See Mrs. West 704-A or Phone 8380 or write F. L. Lucas 1216 3rd Brownwood, Texas. B-5-29-37-1fc

FOR RENT: Three bedroom home completely furnished. Close in. Call 86. B-5-11-37-1fc

FOR RENT: Unfurnished apt. close in. Has carpet & floor furnace. Call after 6:30. 309 E. 6th. B-5-17-11-1fc

FOR RENT: Furnished apartment close in, 2 blocks north Courthouse, 604 Schley. Phone 454-J. B-5-14-11-2p

FOR RENT: One bedroom and furnished apt. 401 Lawton, Mrs. W. M. Megart. T3-13-11-1k

WANTED: To do ironing in my home. Call 80-J. T-6-36-11-1k

WANTED: Garden plowing. See Elmer Winkler or B-6-9-10-4p

WANTED: Wheat pasture for cattle. Phone #3 or 1310. O. G. Hill. B-6-12-19-1fc

MINERAL RIGHTS WANTED DEAF SMITH - CASTRO FARMER Call SAM NUNNALLY GLENN WEIR B-6-31-1fc

7. Dressmaking-Ironing: BUTTONHOLES, covered buttons, belts, buckles, dressmaking and alterations. Mrs. Mathis, 224 Ave. C, phone 1040. -B7-15-2-1fc

SEWING: Suits, dresses, buttonholes, covered buttons and belts. Let me help you with your Easter sewing. Phone 637-W. or 123 Norton. B-7-20-10-5p

8. HELP WANTED: IF YOU ARE AROUND 50 to 55 years of age and have encountered difficulty getting employment, why not go into business for yourself retailing Rawleigh Products? Good opportunity to develop permanent and profitable business. Write Rawleigh's Dept. TXG -80-HH, Memphis; Tenn. T-6-42-11-1p

WANTED: Part time help for general housework. Phone 1538. B-8-9-11-2p

OPPORTUNITY to go places. Learn a profession with a future. We have an opening for a man with high school education, neat appearance, who is ambitious and willing to work. We will train the right man. Ask for Francis Hardwick at Star Theatre. B-8-2-37-2c

MEN Could You Use \$8 to \$15 Extra Each Week????? Enough to make the house payments, car payments—or those many needed items today. HERE'S HOW... Apply at the Star Theatre for details. We will train the right man for part-time work operating projection machine. Hours will be at night—and should not interfere with any regular job. Work is light, pleasant and clean. Job is permanent. Ask for Francis Hardwick STAR THEATRE B-8-37-1fc

10. NOTICE: WE HAVE Available; immediate delivery, Hubam Clover Seed. This seed re-cleaned and tested. Very unusually priced. BRADLEY GRAIN COMPANY B-10-8-1fc

FOR ONEWAYING. Hoemeling and listing, call L. F. Stayton, 571W B-10-10-37-3p

NOTICE: I will be out of town and my office will be closed for 3 or 4 days around March 31 to April 3 or 4th if you want anything call 164-W Mrs. John Jacobsen Jr. E. E. FRIDLEY Mar. 22-25

11. BUSINESS SERVICES: PAINTED — NEON GLENN BOARDMAN 407 Lee Ave. Ph. 456-W T-11-16-1fc

FOR the best watch repair job, take your watch to Hembree Jewelry. T-11-12-29-1fc

Complete EARTH MOVING Service Land Leveling (Grading—Scraping) and Bull Dozer Work Deep Plowing—Subsiding WALLACE & BYRD Phones 831-W 9015-F-3 T-11-29-1fc

Quick — Efficient HOME LOANS Dependable Abstract and Insurance Service ELIZABETH WOMBLE 146 Main Phone 497 B-11-27-1fc

RUG UPHOLSTERY CLEANING By AMARILLO DURA-CLEANERS Done in your home 2 to 4 hrs. Drying Time All Work Guaranteed DRY FOAM PROCESS Insured against damage up to \$5000 Call C & R CLEANERS Ph. 160 B-11-7-1fc

Let us Book YOUR FARM SALES Ph. 243-W 807 N. Main Hereford JACK COULTER, Auctioneer CLINTON JACKSON, Clerk S-11-13-1fc

WHEEL BALANCING: All makes or cars, with Stewart Warner wheel balancer. Frank Craig. Studebaker, Massey-Harris. B-11-16-35-1fc

SCOTT'S PLANING MILL 224 D St. Phone 1190 B-11-23-1fc

Savings up to 50 percent can be made if the growing boy's shirts, pajamas and shorts are made at home. UPHOLSTER and repair old furniture like new. Individual designing, latest fabrics. Free estimate. J. H. Hinds, 310 McKinley, phone 1092. B-11-20-23-1fc

13 LOST & FOUND: STRAYED: 5 yearlings weighing 450 lbs. each. Branded Lazy-Y or Lazy U-Bar on left shoulder. See Sandy Flutt or John Hutchison. B-12-19-10-1fc

Kiwanis Club Thurs. Noon Hotel Jim Hill

Stated meeting second Monday in each month. School of instruction each Thursday night. L. THOMPSON, Sec'y CHARLIE NOLAND, W. M. MASONIC BULLETIN Hereford Lodge 849

NOTICE OF MEETING ODD FELLOWS Each Monday Night REBEKHS Each Tuesday Night

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

Hereford Rotary Club meets every Friday at 12:05 Hotel Jim Hill

WESSON SPECIALS

110 ACRE TRACT: Small sorry house, good 9" inch irrigation well, all good level land in cultivation and irrigation. Located on good road, REA, school, and mail route. All plowed. For quick sale \$165.00

670 ACRE TRACT: Unimproved. All good land in cultivation 1/2 level, 1/2 rolling. 1/2 cash, terms on bal. Located 1 mi. to pavement Castro County in irrigation area. All mineral intact. Possession now. Per acre \$75.00.

320 ACRE TRACT: All fine level land in cult. 160 acres good wheat, all goes. 1/2 mineral reserved. 1/2 cash, bal. terms. Located west of Hereford 1 mi. off pavement. Per A. \$85.00.

320 ACRE IRRIGATED FARM: 2 modern houses and other improvements. 250 acres good level land in cultivation and irrigation, bal. native grass. 100 acres wheat, 30 acres alfalfa. Excellent terms. Fine location on pavement right close to Hereford. Possession now. Priced to sell. Per acre \$168.50.

650 ACRE WHEAT FARM: Large barn, well and windmill. All extra fine level land in cultivation 450 acres fine wheat, 1/3 goes, possession on bal. now, Fine terms. Per acre \$75.00.

BUY LAND NOW, while you can get possession of it. Let this year's crop help pay for it. We have many other good farms listed for sale.

FARM & RANCH LOANS: Anywhets, large or small, Free, prompt, and liberal appraisals.

WESSON REAL ESTATE

HEREFORD TEXAS DIMMITT

E. I. Williams Died Sunday at Parmer County Hospital

Ed D. Williams, 69, died Sunday at 3:15 p.m. at the Parmer County Community hospital following a long illness.

Funeral services were held Tuesday at 2:30 p.m. at the Friona Methodist church with Rev. Jimmie Tidwell officiating. He was assisted by Rev. Tommy Allen of Aspermont.

Burial was in the Friona cemetery.

He is survived by three sons: Sam, Glenn, and Jack Williams.

Baptist Revival To Open Sunday

Beginning Sunday and ending on Easter Sunday, revival services will be held twice daily at the First Baptist Church with Rev. Arthur Travis of Fort Worth doing the preaching. Week-day services will be held at 7 o'clock each morning and 8 o'clock each evening with coffee and doughnuts being served at 7 a. m.

Singing will be under the direction of Bob Lawrence, local music and education director.

Rev. R. H. Cagle, said the 7 a. m. service conducted during the meeting at the First Baptist church last year had the best attendance the church has ever had at a morning service and is being repeated this year by popular request.

Rev. Travis will be present Saturday night when the Brotherhood of the church is sponsoring a special men's meeting in the form of a prayer service at the church at 8 o'clock.

The visiting minister, a former chaplain and former pastor near Honolulu, Hawaii, conducted a revival here 18 months ago. He is a former pastor at Colorado City, Texas, and teacher of Bible at Hardin-Simmons University. Rev. Travis is now minister of the Gambrell Street Baptist Church, near the Baptist Seminary in Fort Worth.

Around Town

(Continued from page 1)

Mercantile Saturday, March 17, beginning at 11 o'clock.

Four members of the Hereford Kiwanis club presented a program for the Tulla Kiwanis club Tuesday. Local members attending were: John Poole, president of the Hereford Kiwanis club; Jerry Drennan, Roy Peet, and Bob Wear. Drennan sang and Bob Wear gave an address on "Four Symbols of Our Heritage."

Monday night at 8 o'clock the sixth annual spring style show will be presented by the Business and Professional Women's club in the ballroom of Hotel Jim Hill featuring local models.

Johnnie Poole stands a good chance of winning the whiskers' contest, however, a number of 'bearded' men from the area are coming to town. And, of course, Dick Lucas is making progress with his set of whiskers in an effort to prove to Tom McFarland that Jaycees can grow beards.

A total of \$4842.09 was the final report of funds raised during the 1951 infantile paralysis campaign, John Aiken, campaign director, said yesterday. The final report had been delayed because one or two collectors were not turned in until recently.

The title of the faculty play, to say nothing of the characters, is enough to interest the public. "Amazing Gracie" will be staged by the public school faculty Thursday (tonight) and Friday nights at 7:30. Proceeds from the play will go to the high school annual publication.

Saturday night women are invited to see the cancer film, "Breast Self-Examination" at 8 o'clock in the high school auditorium. The Cancer Society believes the film can help prevent most of the 20,000 deaths from breast cancer. The film will be shown to women exclusively.

T. E. Seigler, Jr. underwent major surgery Tuesday morning at Baylor Hospital in Dallas. According to a report from Dallas Tuesday evening, the operation was successful and Seigler was in good condition.

Miss Betty Holland and Miss Esther Klinke, nurses at Deaf Smith County hospital, are serving as Seigler's special nurses and visiting relatives in Dallas.

County Agent Hugh Clearman and Carl Kropff attended a meeting of wheat farmers at Wheatland, N. M. Tuesday night. The 100 farmers attending were interested in control of greenbugs and cutworms in their wheat fields.

St. Anthony's Guild is sponsoring a St. Patrick's Day Dance at Jim Hill Hotel Friday evening, March 16. Final arrangements for the occasion were made at the Guild meeting Wednesday evening when Mrs. V. O. Hennen presided.

Park Avenue

(Continued from page 1)

wer the telephone. Immediately before the blast, she had been at the spot where the tremendous explosion sent the insides of the hot water tank hurling through the adjoining wall.

Mrs. Cowser was not certain Wednesday whether she would re-open her shop or not.

Plate glass windows from the building were shattered and blown 50 feet into the street by the force of the explosion.

A 50-foot hole was ripped in the back of the building at the rear of the laundry. Building blocks were spread out for several feet at the bottom of the gaping hole. The jacket from the exploded hot water heater was driven through the wall and was found about three feet outside the outer wall.

About \$500 damage was done to stock and equipment at the Park Avenue Drug store, owner Rex Fynes said. The Celotex ceiling of the drug store was ripped off by the blast. Mr. Fynes suffered slight injuries when his glasses were knocked off by the blast.

Damage to other business establishments in the building was not as great. The next heaviest loss was sustained by the Diaper Service operated by Bill Wolfe. The service adjoins the Washateria to the west. Wolfe estimated his damage at about \$200 to \$300. He will be ready for full-scale operations about Monday, he told The Brand.

Mrs. Zaida Denges, owner of the Park Avenue Beauty Salon, gave no estimate of the damage to her equipment but damage was not extensive.

Mrs. J. O. "Skeeter" Hall was getting a shampoo at the time of the explosion. "We didn't have time to get scared", she said. "We just jumped and ran out as soon as possible."

One customer, in the steam bath at the time of the explosion, had her glasses knocked off her face by the force of the blast.

Nolan Grady, owner of The Community Cleaners, gave no estimate of the damage to his equipment, but damage to his piece of business was not extensive. He is waiting for an equipment repair man from Lubbock to look over his equipment for an estimate of the damage. He hopes to be open for business Thursday.

After the blast, Grady said, "Everybody just stood and watched it."

In Thomas Food Market, the easternmost of the business establishments, damage was listed at about \$250 to stock and equipment. A three or four-foot section of plate Celotex ceiling was ripped loose and two large plate glass windows were broken. Two venetian-blinds were also destroyed. There were no customers in the food store at the time of the blast, owner J. W. Thomas said.

Pioneer

(Continued from page 1)

18 and 19. Men are already starting beards to be able to compete in the whisker's contest.

Tom McFarland, secretary-manager of the Chamber of Commerce, urged individuals to submit their suggestion for the naming of the Pioneer Day organization, to be permanently established during the celebration, *Designing a Pioneer May 23*, when all entries must be in the Chamber of Commerce office to be judged by the Retail Merchants committee. Everyone in the Mid-Plains area is eligible to compete in the naming and win the prize.

Tentative Program
The schedule of events as tentatively set-up at the Monday night meeting includes:
Friday, May 18
9:30 — Registration of pioneers begins at Hotel Jim Hill — continues all day.
9:30 — Horse shoe pitching contest begins at Lake Park with the Jaycees and Kiwanians in charge.
2:30 — Rodeo at Hereford Riders arena. Choosing of the Rodeo Queen.
Friday p.m. announcing of winners of the business window decorating contest.
7:30 p. m Square dance competition.

Saturday, May 19
9:30 — Registration of pioneers at Hotel Jim Hill — continues all day.
9:30 — Horse shoe pitching finals at Lake Park.
11:00 — Big parade.
12:00 — Basket dinner.
Fiddler's contest, Cowboy and cowgirl contests. Flour scramble.
Greased pig contest and greased pole contest.
8:00 Rodeo at Hereford Riders arena.

SAVE WHILE YOU SPEND WITH S & H GREEN STAMPS

THE LUCK OF THE IRISH WAS NEVER LIKE THIS!

YOU'LL BE SAVING LOTS OF "LONG GREEN" AT... PIGGLY WIGGLY

ST. PATRICKS DAY MARCH 17th

The Summerfield Study Club Will Hold A Bake Sale Saturday, March 17th - Come Down and Get Some Good Home Made Bakery Goods

Rosedale Bartlett Halves

PEARS

3 No. 2 1/2 Cans **\$1**

Pure Ribbon Cane GUARANTEED

SYRUP

Per Bucket **\$1.79**

Admiration

COFFEE

Pound **83c**

Can

BAB-O

2 cans **23c**

Bing In Your Coupons

DREFT

Large Box **33c**

D U Z

Large Box **33c**

SURF

Large Box **33c**

EVERYBODY LOVES MEAT

SERVE IT MORE OFTEN

Corn King Sliced **BACON** lb. 49c

Select - Nice To Bake **BEEF SHORT RIBS** lb. 49c

Center Slices **CURED HAM** lb. 89c

Pinkney's in cloth bag **SAUSAGE** lb. 32c

\$1.25 Size **HADACOL** 79c

Bama Pure **APPLE JELLY** 2 lb. jar 29c

Pillsbury's **PANCAKE MIX** 2 1/2 lb. box 33c

Golden Harvest - Florida **ORANGE JUICE** 3 - 46 oz. cans \$1.00

Dolly Madison Choc. covered **THIN MINTS** lb. box 35c

Monarch unsweetened **GRAPEFRUIT JUICE** 46 oz. can 29c

Bestyett **SALAD DRESSING** quart 55c

Van Camp's **TENDERONI** 6 oz. box 10c

Make your own Grape jelly **SURE-JEL or PEN-JELL** 2 boxes 25c

Tea Garden pure concord **GRAPE JUICE** 24 oz. bottle 39c

Hunt's Sweet **PICKLES** 24 oz. jar 49c

Monarch **PEANUT BUTTER** 12 oz. glass 33c

Hunt's or Shurfine **APRICOTS** 2 1/2 can 29c

Wilson's **CORNED BEEF HASH** lb. can 35c

Crown all meat **VIENNA SAUSAGE** 2 cans 29c

Shurfine all green spears **ASPARAGUS** No. 2 can 49c

Gerber's **BABY FOOD** 3 cans 25c

Soffin - 150 sheet roll **PAPER TOWELS** 19c

Soffin **FACIAL TISSUE** box of 300 19c

FRUITS and VEGETABLES

Fancy Florida Tender Crisp **CELERY** Lb. 9c

Large Juicy Sunlist **LEMONS** 6 for 19c

Fancy Old Mexico **BELL PEPPERS** Lb. 19c

Every Tomato Guaranteed **FRESH TOMATOES** Cello Pkg. 29c

Florida No. 1 Grade Juice **ORANGES** Lb. 10c

Sam-O-Lets Skin Removed **SALMON**

7-3/4 oz. Can **35c**

Shurfine Pure Vegetable **SHORTENING**

3 Lb. Can **95c**

Baker's Premium Shred **COCONUT**

1/2 Lb. Pkg. **25c**

Supreme Assorted **COOKIES**

5 25c Pkgs. **\$1**

RINSO

Large Box **33c**

FAB

Large Box **33c**

OXYDOL

Large Box **33c**

HEREFORD LIONS CLUB

WRESTLING CARD

Sat., March 17 — Bouts Start 8:30 P.M.

Bull Barn on Highway 60

DOUBLE MAIN EVENT

2 out of 3 falls — 1 hour

Billy Weidner vs. Ivan Kalmikoff
Amarillo, Texas vs. Rostov, Russia

Jack Pappenheim vs. Johnny James
Troutdale, Ore. vs. Houston, Tex.

Adm. \$1. Children 50c

Tax Included Under 12 years

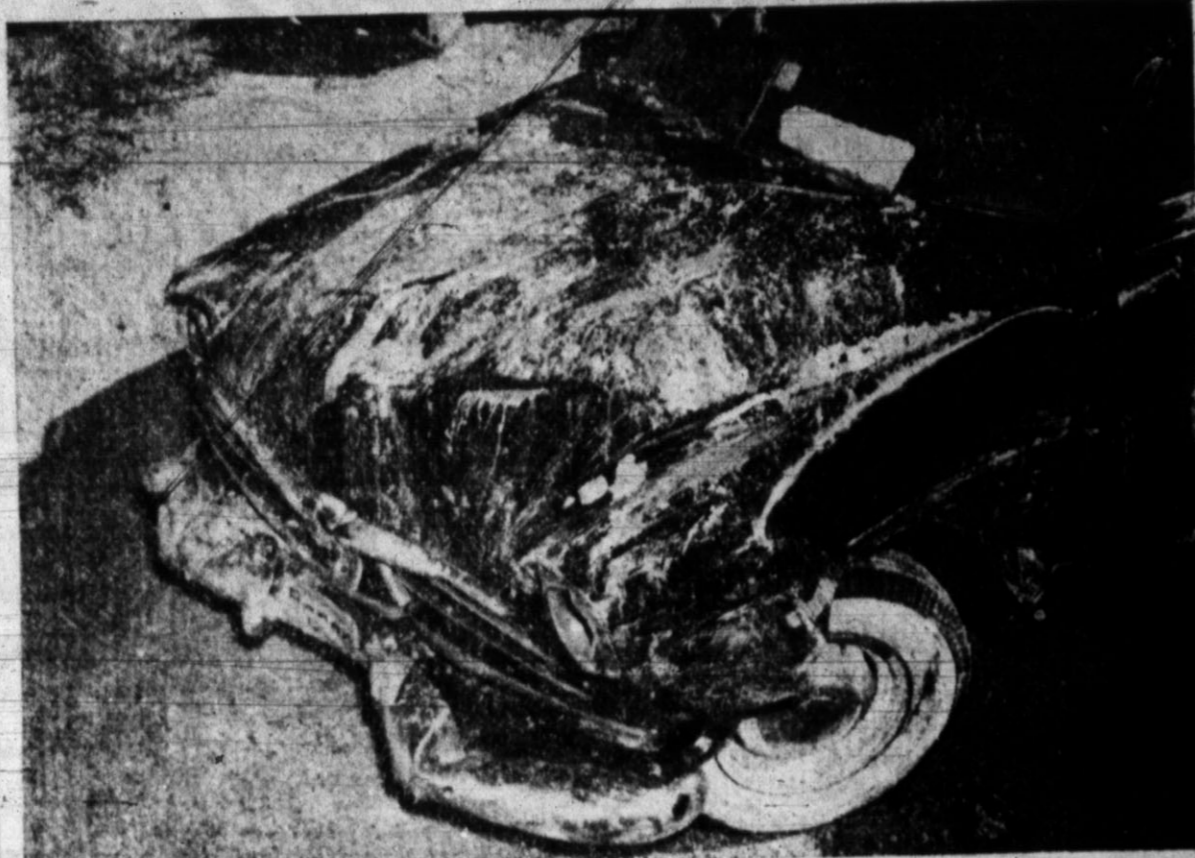
Car Rams Through Side Of Tourist Cabin Here

One of the most unique accidents ever to occur here happened Monday morning about 10:25 when a Hudson sedan driven by Elmer W. Lowrie of Bovina rammed through the side of Tierra Blanca Tourist court. The driver lost control of the car after swerving the vehicle to avoid collision with a pick-up. An estimated \$2000 damage resulted.

Sheriff J. C. Reese, who investigated the accident, said C. G. Thomas of Hereford, driver of the pick-up, made a left turn off the highway. Reese quoted Thomas as saying he made a signal inside his car. No charges have been filed, Reese said.

With Lowrie was his wife and his son who were en route to see an Amarillo doctor. Mrs. Lowrie was treated for minor injuries while the rest of the family escaped injury. Fortunately no one was inside the cabin at the time of the accident. About half the car went inside the cabin.

Reese said damage to the car amounted to approximately four or five hundred dollars. Damage to the cabin was estimated at \$1400. Earl Plank, owner of Tierra Blanca Lodge, said the accident completely demolished two bathrooms, which were located back to back. The car also went through the bathroom walls, exposing the bedrooms inside.



This Hudson sedan, owned by Elmer W. Lowrie of Bovina, rammed through two bathrooms of the Tierra Blanca Lodge Monday morning when the driver swerved the vehicle to avoid a collision.—Brand Staff Photo.



AT TIERRA BLANCA LODGE Monday morning a Hudson sedan rammed through two bathrooms in the cabins causing an estimated damage of \$1400 to the tourist court and four or five hundred dollars damage to the car.—Brand Staff Photo.

Courthouse Records

Warranty Deeds

Chester Wiggins et ux to Pauline Knight, SE 1/4 Sec. 4, Blk. K-8.
 H. M. Thomas et ux to E. O. Wheeler, NE 1/4 Sec. 50, Blk. K-8.
 R. W. Thomas et ux to J. M. Hamby, N 70' of S 271.775' of E 1/4 Blk. 32, Evans Add.
 E. L. Snodgrass et ux to Faye Maner, W 1/2 Sec. 49, and W 80 A. of SE 1/4 Sec. 23, Blk. K-11.
 E. L. Snodgrass et ux to Bobby Dan Snodgrass, W 1/2 Sec. 30, & SW 1/4 Sec. 31, Blk. K-11.
 E. L. Snodgrass et ux to E. L. Snodgrass, Jr., N 1/2 Sec. 31, Blk. K-11.
 E. L. Snodgrass et ux to Marvin L. Snodgrass, E 1/4 Sec. 36, & E 80 A. of SE 1/4 Sec. 23, Blk. K-11.
 Wallace Shelton et ux to M. E. Busby, Lot 13, Miller & Mosley Sub. Blk. 26, Evans Add.
 W. F. Ponder et al to C. S. Gunter, pt. Sec. 111, Blk. M-7.
 Joe Poindexter et al to Joe Reinauer et al, S 1/4 Sec. 13, all Sec. 14, S 1/2 Sec. 15, all Sec. 10, NW 1/4 Sec. 11 & E 1/4 Sec. 11; SE 1/4 Sec. 9; all Sec. 12; all Sec. 1; SE 1/4 & W 1/4 Sec. 2; W 1/2 & NE 1/4 Sec. 3; T2N, R1E.
 T. J. Poindexter et ux to Fred Reinauer et al, W 1/2 Sec. 26, T3N, R1E.
 Leiland McMurray et ux to J. T. West, N 80 A. of NW 1/4 Sec. 63, Blk. K13.
 Wm. McGehee et ux to Lueve M. Hupp, N 1/2 Sec. 27, T5N, R2E.
 Ernest M. May et ux to Carl W. Miller, 2.09 A. off E side of SE 1/4 Sec. 2, Blk. K-14.
 Cecil Malone et ux to Roy Vaughn et ux, Lot 10, Murchinson Sub. of W 1/2 Blk. 63, Hereford & Add.
 John Blake to M. R. Latham, Lots 38 & 3 Barber's Sub. of Blk. 22, Evans Add.
 R. W. Euston et ux to Rogers Investment Co., Lots 17 & 18, Blk. 5, OT.
 C. S. Gunter et ux to W. F.

Ponder et al, Lots 21, 22 & N 40' Lot 23, Hough's Sub. of Blk. 33, Evans Add; Blk. 11, Evans Add.
 Emil A. Herr et ux to Wilfred Herr, pt. Lot 5, Blk. 3, Womble Add.
 A. H. Hussmann et ux to Carl W. Miller, 1.04 A. on E side of NE 1/4 Sec. 2, Blk. K-14.
 Pauline Knight to Jim Clements, SE 1/4 Sec. 4, Blk. K-8.
 Pauline Knight to Chester Wiggins et ux N 1/2 Sur. 10, Blk. "B".
 Willie Kilewer to E. T. Bush et ux, S 1/2 of SW 1/4 Sec. 44, Blk. K-3.
Mineral Deeds
 S. K. Bonifield to Nettie Ann Waggoner et al, Sec. 35, Blk. K-6.
Royalty Deeds
 C. C. Hildspeth et ux to H. B. Dewey et al, Sec. 49, Blk. K-6.
Quit Claim Deeds
 H. B. Dewey to Ethel L. Dewey, S 1/2 Sec. 49, Blk. K-6.
Releases

Washington National Insurance Co. to D. H. Alexander et ux, S 50' Lot 3, Assessor's Sub. of Blk. 11, Evans Add.
 Prudential Insurance Co. to A. J. Peters et ux.
 Travelers Insurance Co. to Joe Ballinger et al.
 W. F. Ponder to Jesse B. Wolford, pt. Sec. 111, Blk. M-7.
 Boxwell Bros. Furniture & Hardware Co., Inc. to Lewis W. Phillips, Lot 13, Blk. 2, B. K. & K. Sub. of Blk. 25, Evans Add.
 Federal Land Bank et al to Oliver Jones et ux.
 Noah Ewton to Federal Land Bank.
First Federal Savings & Loan Association to Wm. McGehee, Lot 9, Blk. 28, & W 90' of N 15' Lot 8, Blk. 28, Hereford & Add.
First Federal Savings & Loan Association to Cecil Malone et ux, Lot 10, Murchinson's Sub. of W 1/2 Blk. 63, Hereford.
 N. E. Gass to Willie Kilewer, S 1/2 SW 1/4 Sec. 44, Blk. K-3.

N. E. Gass to Willie Kilewer, S 1/2 of SW 1/4 Sec. 44, Blk. K-3.
 J. W. Hamby to R. W. Thomas et ux, N 70' of S 271.775' of E 1/2 Blk. 32, Evans Add.
 J. W. Hulse to Gladys Davis, pt. Blk. 8, Ricketts Add.
 Hereford Rural High School District to Winnie Wood, W 108' of Lot 4, Blk. 3, Womble Add.
Deeds of Trust
 Roy Vaughn et ux to First Federal Savings & Loan Association, Lot 10, Murchinson Sub. of W 1/2 Blk. 63, Hereford & Add.
 Richard Miller et ux to John Hancock Life Insurance Co. E 1/2 Sec. 11, Blk. K-7.
 Phillip Barkley et ux to First Federal Savings & Loan Association, S 98' of N 184.42' of E180' Blk. 1, Womble Add.
 B. E. Brumley et ux to Federal Land Bank, 559.8 A. Sec. 23, Blk. K-3, 196.9 A. Sec. 38, Blk. K-3.

CHECK the EXTRA SAVINGS FOOD VALUES

NOTICE: The Park Avenue Village Family Shopping Night Will Be Continued As Always. Those Places of Business Which Will Be Able To Be Open Will Continue To Participate In This Novel Affair.

T-BONE STEAK 89c LB.

STREAKED WITH LEAN SALT PORK LB. 33c

BOLOGNA lb. 43c
PIMENTO SLICED - 1/2 LB. PKG.

CHEESE 35c

PINEAPPLE
Monarch Crushed or Sliced

No. 2 Cans **\$1.00**

POTTED MEAT
Old Bill

2 for 15c

BLEACH 2 quarts 29c	White Swan Turnip Greens 2 No. 2 cans 27c
Mission in Heavy Syrup PEACHES 3 No. 2 1/2 cans 87c	Wapco 2 No. 2 Cans WHOLE GREEN BEANS 47c
Skipper VIENNA SAUSAGE 2 cans 23c	Sunshine CRACKERS 2 lb. box 51c
Kimbell's Orange Juice 3-46 oz. cans \$1.00	Burleson's HONEY 16 oz. jar 29c
Tuffy DOG FOOD 2 cans 21c	Kraft's 2 lb. Box VELVEETA CHEESE FOOD 89c
Hav-A-Nap NAPKINS 2-100 count pkgs. 33c	Diamond Sour or Dill PICKLES full quart 27c
Treasure MACKEREL 2 tall cans 39c	Skinner's Macaroni or Spaghetti 2 boxes 21c
White Swan Mustard Greens 2 No. 2 cans 27c	

FLOUR

Packard's

25

Lb. Bag **\$1.79**

TOMATO JUICE

Lady Royal

46 oz. Cans **\$1.00**

Crisp, Fresh

FRUITS and VEGETABLES

Full of Juice LEMONS	dozen 33c
Harvest House LETTUCE	2 heads 21c
Cello Wrapped AVACADOS	each 19c
Extra Fancy Delicious APPLES	2 lbs. 25c

THOMAS FOOD

In Park Avenue Village

515 Park Ave. We Deliver Phone 15

Young Ideas for SPRING

Spring's smartest young wearables... that are cleverly scaled-down editions of the newest grown-up fashions to dress daughter adorably for Easter and after!

Visit Our Store Every Family Shopping Night

Wonderland

OPEN FOR BUSINESS

In Spite of the Explosion We Will Be Doing Business As Usual.

We Will Be Open Family Shopping Night

PARK AVE. DRUG

The Hereford Brand Faculty Play Highlights HHS Activities This Week

Hereford, Texas, Thursday, March 15, 1951

Section Two



DISTRIBUTIVE EDUCATION Student—PATRICIA TOWNSEND training with Perry Brothers. Patricia is a senior, graduating with the class of 1951. Her work as a trainee has been more than satisfactory and she has done a good job with her school subjects during the year.



Whiteface News

Items of Interest Compiled and Published by students of Hereford High School.

Editor	Gerry Patterson	Senior Who's Who	Barbara Smith
Assistant Editor	Pat Walton	Band News	Gladys Thompson
Exchange	Nellie Conklin, Doris Wilhelm	Coming Events	Leora Wilhelm
Junior High	Gayle Gault, Eleanor Aven	Personality Quiz	Marilyn Lewis
Proofreader	Marilyn Barkley	Ideal Boy and Girl	Juanne Smith
Sports	Bruce Bybee		
Features	Gerry Patterson, Pat Walton, Gary Walker	Your Opinion, Please	Nelda Guy Lawrence
Teacher Who's Who	Evelyn Tucker	Spot Reporters	Linda Betzen, Nelda Guy Lawrence, Juanne Smith

Backward - Turnabout Party Held By FTA

On Friday, March 2, the FTA sponsored a backward-turnabout party in the school gym. Those who attended either wore their clothes backwards or dressed like the opposite sex.

The ones winning the prize of best-dressed boy and girl were: Miss Rayburn Strange and Mr. Nelda Guy Lawrence. The others "Misses" that attended were Miss Jerry Reese, Miss Gene Walker, Miss Wayne Stagner, Grandma Alton Brock, and Great-Aunt Patricia O. Sullivan. The men were Mr. Nan Buckner, Mr. Nelda Guy Lawrence, Mr. LaJuan White, Mr. Juanelle Stevenson, and Mr. Lucille Dale. Those dressed backwards were Claudia Lewis, Barbara McGee, Joan McGee, Jack Stanton, Pat Walton, Clara Jayne West, Pat-

Coming Events

March 15 — Senior pictures, faculty play dramatics.
 March 16 — Faculty play, track meet (here).
 March 19, 20, 22 — Sr. play practice.

Wiltshire, Stanley Slagle, Beverly Parker, Beverly Barkley, and Miss Della Stagner.

They played games like the tub and the broom; and many contest games. The two teams were the Prairie-Dogs and the Skunks. The Skunks were skunked.

More than enough refresh-

ments were served and every one had a very good time.

L.J.W.

Ideal Freshman Boy and Girl

One of the freshmen girls, Dorothy Veigel, submitted the following lists the other day as the ideal boy and girl of the freshman class. We were happy to receive it, and hope that some more of you will come through with your idea of the ideal boy and girl of your particular class.

Eyelashes — Tommy Woodford
 Eyes — Pat Newell.
 Hands — Donald Moore.
 Teeth — Ronnie Hembree.
 Personality — Aubrey Self.
 Nose — Anthony Urbanczyk.
 Complexion — Charles Quatlebaum.
 Lips — Phillip Sharp.
 Hair — Aubrey Self.
 Best dressed — Franklin Boyce.
 Ears — Kenneth Carmichael.
 Legs — David Stanton.
 Feet — Louis Ray Womble.

Physique — Terry McRight.
 Walk — G. W. Suggs.
 Voice — David Goldston.
 Smile — Robert Miller.
 Fingernails — Kenneth West.

Eyelashes — Janelle Hilton
 Eyes — Bobbie Walsler
 Hands — Lu Durham
 Teeth — Patricia Childers
 Personality — Nan Longbottom.
 Nose — Melrose Whitfield.
 Complexion — Gayle Gault.
 Lips — Donna Caylor.
 Hair — Sue Barnard.
 Best Dressed — Norma Grace Gray.
 Ears — Jane Houston.
 Legs — Doris Russell.
 Feet — Ginger Smith.
 Figure — Earlene Plank.
 Fingernails — Patricia Childers.
 Walk — Wynonna Shaw.
 Voice — Eva Gall Biggers.

It's News to Me

Hi there everyone! Now aren't I doing good? Two columns in succession.

I've heard of boys losing their hearts to girls but until this week I had never heard of them losing their shirts. At Bovina at the basketball tournament a certain HHS boy lost his shirt to a cute girl on a volley-ball team. Charles Q. are you sure that she just picked it up accidentally?

Now Patsy Wiltshire is an Indian princess. You'll have to admit that she looked mighty pretty in that get up the other morning. Well — I'll be 'seem' ya' . . .

Can You Imagine?

Mavis Hensley being Mavis Roosterly?
 Gerry Patterson not fluttering her eyelashes at a strange boy?
 Scooter West being Pusher East?
 Pat Frye being true to Wichita Falls?
 Joe Max Woolery as Joe Max Cottonery?
 Jim Lookingbill Named Jim Peepingwill?
 Bobbie Walsler as Bobbie Squaredancer?
 Ted Houston going on a date without asking his mother?
 Leonard being a book worm?
 Nan Longbottom as Nan Shorttop?
 Jim Wilkins and Ray London without their giggles?
 Helen Markham as Helen Drawbut?

Members of the Hereford public school faculty will present "Amazing Grace" as their 1951 production in the high school auditorium Thursday and Friday nights, March 15 and 16.

Curtain time will be 7:30 p.m. for each of the two performances.

Shirley School Announces List Of Honor Pupils

Principal Byron Durham announced the honor roll for the fourth six weeks for Shirley school as follows:

Eugenia Alexander, Billie Jean Barnett, Bobby Batterman, Brenda Beasley, Ada Bettis, Gloria Billingsley, Gall Bishop, Jane Bookout, Jackie Brown, Ronnie Browning, Linda Byrd, Lois Christian, Sharon Cooper, Jo Ann Cupell, Dorothy Faye Daniels.
 Jean Ann DeShazo, Mary Raye Downey, Helen Duncan, Nancy Edwards, Sharon Flood, James Gentry, Peggy Graham, Linda Hair, George Heard, Gloria Hill, Patricia Howard, Sara Ann Hudspeth, Ronnie Jones.
 Bryce Kelly, Sue Kirby, Lanna Lookingbill, Harold Manning, Harold Meacham, Sue Minor, Polly Monroe, Joan Morton, Carol Ann Newell, Jane Newsom, Jack Pinckert, Myrna Rennie, Sandra Roberson, Donna Faye Rogers.
 Edwin Schroeter, Marilyn Sigle, LaNelle Short, Loretta Struffus, Charles Thompson, Lynn Thompson, Tawanna Thompson, Woodson, Tottenham, Linda West, Carolyn Williams, Ella Marie Williams, Donald Wiltjoughby, Susie Woodford, and Shirley Zellner.

face Round-Up. Members of the faculty and the characters they will portray are:

Bobbie Jane Sisk, Gracie Underwood (Miss Sisk is an ex-student who is replacing Mrs. J. M. Thomson in the leading role); Bruce Beene, Ty Underwood; W. C. Quattlebaum, Uncle Horatio; Mrs. J. W. Garner, Aunt Tululah; J. W. Carter, Damrock; Mrs. Don Little, Farina Fudd; Pat Sullivan, Butch Briscoe; Mrs. Eleanor Hudspeth, Rainbow Batts; Miss Ethel Womble, Mrs. Spicer; Mrs. Douglas Groom, Dodie; and W. J. Stanford Jr., Piedmont Jones.

Tickets for either performance may be purchased at the door. Admission prices are 60 cents for adults and 40 cents for students.

New Freshman Class Member is LeRoy Nettles, Californian

By Nelda Guy Lawrence

Another Californian who has decided that Texas is a pretty good place to live is LeRoy Nettles. He moved here from Sacramento, where he attended the Christian Brothers school. Although he is just a freshman, he has already decided that he wants to be a radio announcer when he finishes his education.
 He was born in Concord, California on June 17, 1936. He likes HHS very much.
 His favorite food is round steak. He likes to travel.
 His pet peeve is griping women and he dislikes living in a large town.
 His favorite actor and actress is John Wayne and Judy Holliday.
 His favorite song is "Stardust". He lives on Rt. 4, Hereford. We hope you like Hereford enough to stay, LeRoy.



THIS could happen to you!

Does your present insurance policy carry coverage in cases of
**Explosion - - Windstorm
 Tornado, Hail Damage Etc.**

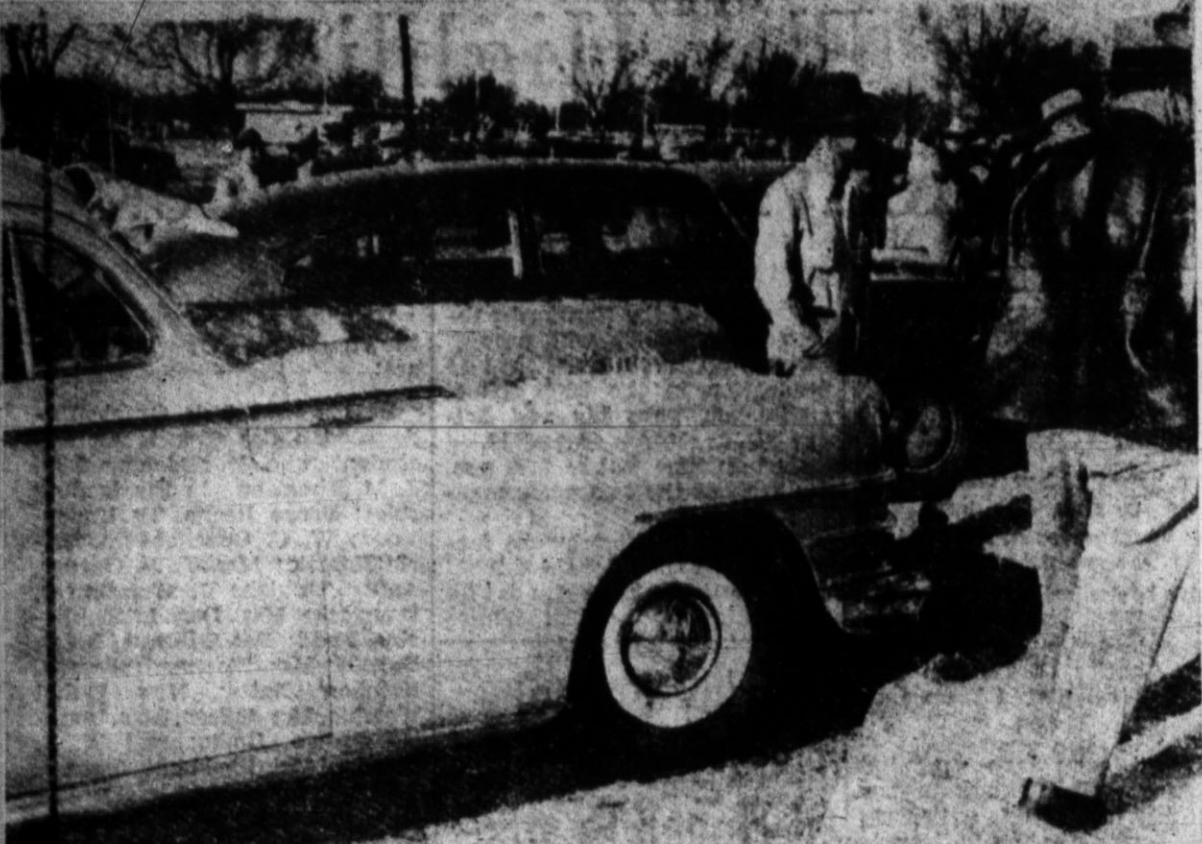
Yes, any person who has hot water could easily become a victim of explosion. Not as likely as even Fire — but after all the cost is only slight . . . and the damage can be just as great!

FORTUNATELY, we had written the policy on these buildings—and the loss was protected in one of our comprehensive policies. An adjuster was in Hereford within 5 hours following the explosion.

IF YOUR INSURANCE POLICY DOES NOT CARRY THESE COVERAGE PHASES—or if you are not absolutely SURE, we invite you to drop in and talk the matter over with us. We are always glad to help with your insurance problems . . . and because studying and knowing insurance is our business, we believe that we are in a position to recommend the most practical type covering for your particular situation.

Hereford Insurance Agency.

ELIZABETH WOMBLE, MGR.



SOME OF THE incidental damage resulting from Monday's explosion at the Park Avenue Village was caused by the shattered glass which was blasted out of cars parked near the business houses at the village.—Brand Staff Photo.

Long Time Ago

25 Years Ago

It was decided best, in the interest of the public health, to close the schools, the churches and the Star Theatre for a period of two weeks, as a preventative measure against a threatened epidemic of measles.

Onion sharks of Deaf Smith county will have to get busy if they want to beat Mrs. Louie Huckert of Summerfield for honors in the raising of onions. Mrs. Huckert sold \$101.60 worth of onions last year, and supplied her family and a number of the neighbors with onions from her patch. The unusual part of it was that she planted only sixty-five cents worth of seed for the entire patch.

The students of Hereford High School met last Thursday and organized a Literary Society. There was a very enthusiastic number present and the following officers were elected: president, Urlin Streu; vice-president, Inez Jowell; secretary, Nellie Johnson; treasurer, Margaret Thompson.

W. E. (Billy) Hicks, Deaf Smith county rancher, has just sold 1300 steer yearlings to Missouri feeders, at a higher price than has been paid in this section since the war. Mr. Hicks received \$9.35 per hundred pounds for his stuff, weighed at his ranch and delivered April 15. Missouri feeders have been buying cattle in Deaf Smith county for a number of years for feeding purposes, and have found that Panhandle cattle condition just a little better and faster than the average animal.

45 Years Ago

Baseball season for Hereford opened informally Saturday when the public school team defeated the college by a score of 12 to 9. Both teams were short on men and filled in by drawing on the seasoned baseball material from the town.

Wyche Community: G. A. Curfman who was hurt three

or four weeks ago by falling from a stack of feed and striking his head against the revolving wheels of a thrasher has about recovered from his injuries.

That there is big money to be made in the raising of high-grade mules in West Texas is becoming more and more evident to those who have even tried an experiment along that line. An instance in which the raising of a good grade of young mules proved a profitable undertaking was reported to us by J. R. McFarling this week. He sold a pair of three-year-olds, which he had raised at a total expense of about \$110, for \$300, giving a net profit of \$190.

Hereford is the convention town of the plains this summer. The big campmeeting of the Christian church of the plains is to be pulled off here and it is almost an assured fact the Summer Normal for the Panhandle will be held here. Hereford always receives her full share of the boquets when it is a question of doing the right thing in any public enterprise.

Jeff Thomas sustained some ugly wounds the first of the week, caused by his horse's falling on him while working on the ranch of Day Bros. north of town.

As we go to press, it is snowing, and judging from general appearance we are likely to have considerable fall before it is over.

Four immigration cars were unloaded in one day at this point the first of the week. With the large number who have purchased lands in Deaf Smith, Parmer and Castro counties, we may reasonably expect a goodly number of actual settlers this year.

The First National Bank showed deposits of \$184,727.12 and the Western National Bank, \$285,546, making a total of \$470,273.51.

Dr. Hendrix Named

Dr. J. W. Hendrix of Hereford this week advised of his appointment as Hereford chairman of a Correct Posture Week committee for this area. The observance will be scheduled for May 1-7.

Wind Damage in Deaf Smith Area Is Not Heavy

Very little damage has been reported in the Deaf Smith Conservation district so far from wind erosion, according to A. J. Lumm, district conservationist for the four-county area headquarters in Hereford.

Some late-planted wheat fields are having a very slight soil movement, but in general, the area seems to be in a very good condition with sufficient crop stubble and other cover to prevent any serious damage.

In some instances, farmers are chiseling or strip-listing to protect individual fields, the local office reported.

Other portions of West Texas did not fare so well as far as wind erosion damage is concerned, a bulletin by the SCS regional office in Fort Worth states. Storms in the western part of Texas damaged about 100,000 acres of sandy soil.

Week end guests in the home of Mr. and Mrs. D. W. Allmon were their son and daughter-in-law, Mr. and Mrs. H. L. Allmon and son, Butch, of Brownfield. Sunday guests were Mrs. Allmon's sister and brother-in-law, Mr. and Mrs. R. E. Ewing of Amarillo.



MAN AT WORK—Roy M. Sheppard at the City Barber Shop has as his customer his two-year-old son, Jimmy, who likes a haircut so well he wants one everyday—maybe that works all right since he is a barber's son. Sheppard says the hair duster Jimmy is holding and the chewing gum help his fascination for haircuts. Sheppard has been a barber six years, four and half of them in Hereford.—Brand Staff Photo.

Drive it... before you decide on any other car the '51 DE SOTO



- New Oriflow Shock Absorbers
- Tip-Toe Hydraulic Shift and Fluid Drive
- Big, New, High Compression Engine
- Big 12-Inch Brakes for Extra Safety
- New Parking Brake Easy to Apply
- Waterproof Ignition for Quick Starts
- Long Wheelbase, Full-Cradled Ride
- Featherlight, Shock-free Steering
- Big Windows for Maximum Visibility
- Seal-Resistant Cylinder Walls

NO OTHER CAR rides like a De Soto. Pick your own bumpy "test route" . . . then feel how those amazing new Oriflow shock absorbers eliminate bumps and bounce!

NO OTHER CAR is more fun to drive. De Soto's new high-compression engine is bigger, more powerful than ever. Tip-Toe Shift with Fluid Drive lets you drive without shifting. And no car in America has bigger brakes!

NO OTHER CAR gives you such value. Just compare De Soto, feature for feature . . . and dollar for dollar . . . with any other car at any price. You'll pick De Soto!



Don't miss GROUCHO MARX in "You Bet Your Life" on both Radio and TV each week on all NBC stations.

see DE SOTO and PLYMOUTH at

BEAVERS BROS. MOTOR CO.

302 E. 3rd St.

Phone 383

They're Here!

They're New!

*NEW HALF-TONNERS have easy new steering column gearshift. *NEW WIDER VISION in all cabs, 50% more rear view. *FOUR-GEAR SYNCHRO-SILENT TRANSMISSION available at extra cost in Series F-4, F-5 and F-6. *NEW CHROME-PLATED TOP PISTON RINGS now standard in all four Ford Truck engines.

They're Thrifty!

Everybody knows Ford Trucks last longer, which means economy for years ahead. Everybody knows Ford power can pack more ton-miles into a working day, on good roads or bad. Now Ford step-ahead engineering gives you more strength, reserves, more time on the job, less time in the shop.

Mr. and Mrs. L. M. Williams Mark Fifty-Sixth Wedding Anniversary

On March 7, Mr. and Mrs. L. M. Williams celebrated their 56th wedding anniversary quietly at home with plans for all the children to be here on Sunday, March 11 for an open house and dinner celebration. Before the plans were completed, word was received of the illness of members of the family which would prevent them from attending, and the open house was called off. Only three of their seven children and their families attended the dinner. They were Jim A. Posey of Clovis, N. M., Mrs. L. E. Ware of Littlefield and Mrs. Posey Burrell of Hereford.

Other children are: Mrs. Ora Holder, Ranger; Mrs. Florence Coffey, Pampa; Al Williams of Amarillo and J. H. Williams of Hereford.

When the couple were married in 1895 in Austin, he was 20 but she was only 14. He had gone with his parents to purchase farm land near Austin, but finding none to their liking, were returning home when they heard that the Hamiltons needed work done. "Papa got the job—and I got the girl!" Williams recalled, and after three months clearing land in the mountains, Miss Alice Hamilton and L. M. Williams were married.

In 1910 Mr. and Mrs. Williams moved to Eastland county where they farmed until 1925 when they purchased a farm near Bootleg. They were wheat farmers and raised cattle there for many years and it was only last week that they disposed of the farm property. They now make their home at the corner of F and 13th Street, Hereford.

Dr. William A. Albracht, soil chemist of Columbia University at Columbia, Mo., stopped here for a brief visit with Dr. G. W. Heard Saturday. Dr. Albracht and Dr. Heard had never met but each had kept up with the other's findings and writings about the soil. Dr. Heard had also seen the movie "The Other Side of the Fence" recently produced by Dr. Albracht.

REMEMBER THIS DATE

and

KEEP IT OPEN

THURSDAY EVENING

APRIL 26, 1951

for the

HEREFORD IMPLEMENT CO.

"FAMILY PARTY"

HIGH SCHOOL AUDITORIUM

Hereford, Texas



Choose from over 180 new Ford Truck models, from 95-h.p. Pickups to 145-h.p. BIG JOBS like this. You can choose a V-8 or Six.

FORD TRUCKS for '51

feature **POWER PILOT ECONOMY**

The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gas. The Power Pilot automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses only one control instead of two, yet is designed to

synchronize firing twice as accurately. You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!

Ford Trucks cut your expenses through low initial cost, low fuel consumption, minimum maintenance, longer life.

Come in today to get ALL the facts on the Economy Leaders for 1951.

Ford Trucking Costs Less because—

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Using latest registration data on 4,572,000 trucks, life insurance experts prove Ford Trucks last longer!

HEREFORD MOTOR CO.

142 N. MILES AVE.

PHONE 39



AN UNUSUAL accident picture presented itself Saturday night when these two trucks collided at the corner of 9th and Miles streets. Four persons riding in the pickup received minor injuries. The driver of the stake-body truck was uninjured.—Brand Staff Photo.

Minor Injuries To Four Sat. As Trucks Collide

Four local persons received minor injuries Saturday night about 7:10 p.m. when the pickup truck in which they were riding collided with and overturned a truck at the intersection of Miles and 9th streets.

Emmet Brown, driver of the 1947 Chevrolet pick-up which was owned by W. P. McMinn, suffered a fractured arm at the elbow. His two sisters, Colleen and Emma Jane, both suffered bruises and lacerations and his mother, Mrs. C. O. Brown, suffered bruises in the accident.

James Edward Sirkel was driver of the large truck, a long wheel-base 1938 Dodge with a stake body. Sirkel was uninjured.

Investigating officers said that Sirkel was driving east on 9th street and Brown was driving north on Miles when they met at the intersection. Both swerved to avoid a collision, with the pick-up hitting the right rear of the larger truck, overturning it on the lawn of a residence on 9th street.

About \$200 damage was done to the truck, which was driven from the scene of the accident, and about \$400 to the pick-up.

Deputy Sheriff S. B. Berry said the brakes on the pick-up failed to hold and the driver of

EASTER COMMUNITY NEWS

Easter Community Plans Big Easter Celebration With Dinner and Hunt

By Mrs. Wendell Markley

A big Easter dinner and Easter egg hunt has been planned for the Easter community beginning at 1:30 on Easter Sunday, March 25.

Each family of the community will bring basket dinner, plenty of eggs for the kiddies, card tables, and games.

Club Meets
Club was held Thursday, March 8, with Mrs. John Godfrey as hostess and Mrs. Dee Johnson, co-hostess. The co-hostess took care of the children during the meeting.

Roll call was answered by telling how each had started out housekeeping. After adjournment, refreshments of sandwiches, cookies and coffee were served. Next meeting is on March 22nd, at the schoolhouse, with Mrs. Gladys Glenn as hostess.

Mr. and Mrs. S. J. Glenn went to Cheyenne, Wyo. last week to visit Mrs. Glenn's brother who is stationed at the F. E. Warren Air Base.

Mrs. Leo Hall and daughters visited relatives in Wellington recently.

Mr. and Mrs. J. W. Monds visited Mrs. Monds' mother, Mrs.

the larger truck failed to yield right-of-way at the intersection.

Raymond White and family Sunday night while on their way to Lubbock. Mr. Monds is working on a construction job there.

Mr. and Mrs. M. L. Johnson of McLean visited Mr. and Mrs. Dee Johnson Sunday and went back home on Monday.

Mr. and Mrs. Leo Hall and daughters, spent Sunday evening with Mrs. W. W. Lowe of Dimmitt.

Mrs. S. A. McCathern who recently joined the club, is moving to Zell, South Dakota, in the next few weeks.

Mrs. Raymond White visited Mrs. Arthur Ikley of Dimmitt Monday.

Glen Bell of Hereford and Miss Evelyn La Plant were Tuesday evening guests of Mr. and Mrs. O. L. La Plant and daughters.

Mrs. Wendell Markley spent Wednesday afternoon with her

mother, Mrs. G. H. LaPlant.

Mrs. Charles Warnock visited her mother, Mrs. John Godfrey Wednesday morning.

Mr. and Mrs. W. A. Epperson visited in the home of Mr. and Mrs. G. H. LaPlant Thursday night.

Mr. and Mrs. O. L. LaPlant and daughters visited with the Wendell Markleys Thursday night.

Birthday Party

Twenty lighted candles topping the birthday cake revealed the surprise birthday party given by Mrs. Eugene Roberson honoring her husband Saturday night. Guests were assembled when he arrived home from work.

Games were enjoyed and birthday cake and other refreshments were served.

Those attending the party were Mr. and Mrs. Donald Roberson, Mr. and Mrs. Eddie Roberson, Reuben Knox, Glenn Hopson, Mrs. Harold Loerwald, Mrs. Billie Stevens, Mr. and Mrs. Bradley Lookingbill, the honoree and the hostess.

Anthony's Easter Parade

Of Men's - Women's - Children's Easter Fashions!

All Rayon
**BOYS and YOUNG MEN'S
SPRING
SUITS**

GABARDINES
SHARK-SKINS

\$29⁷⁵
1 Pant

\$35
2 Pant Suit



GABARDINES
Sizes 32 to 42

Sands of the Desert shen gabardine by Pacific Mills. Beautifully tailored single or double breasted suits. Blues, browns, tans, greys.

SHARK-SKINS
Sizes 32 to 42

Pic 'n Pic overplaid sharkskin by Pacific. Single or double breasted in blue or brown. Tailored to fit.

FREE ALTERATIONS

Guaranteed All Wool

**PACIFIC GABARDINE
DRESS**

SLACKS

for MEN

\$13⁷⁵

Waist 28 to 42

100% all-wool Pacific gabardine. Smart well fitting continuous waistband... pleated front slacks. Colors of brown, blue, tan, grey, green. 28 to 42.

FREE ALTERATIONS



STYLESPUN COMPANION SLIPS

of blended
NYLON
and
ACETATE
one
Tailored
one
Trimmed



Sizes: 32 to 44

\$2⁹⁸

A perfect fitting soft smooth crepe slip... blended nylon and acetate fabric beautifully tailored for perfect fit. Laundered beautifully... dries quickly and irons easily. White and pink.

**NEW SPRING
Fabric Gloves**



98c

SPECIAL!! Hollywood Briefs

Misses and Women's Tricot, Ribbon and Net Panels. White, Pink and Blue. Med. & Lge. Size

59c

2 for \$1.00



**THEY'RE SO
FLATTERING!**

Fashion's top note for style — the color accent for every costume — VANETTE hosiery with colored heels and seams! **BLACK MAGIC**, bewitchery for your black patents —

— BLUE HAVEN, heavenly with blues and grays — and the champagne gaiety of **WINE SPARKLE!**

\$1.95

Vanette
For Beauty For Wear
Dallas

Anthony's
THE C.R. ANTHONY CO.
Hereford

**GAY
TRIMMED
EASTER
BONNETS**

\$3⁹⁸

A rough, zig-zag weave straw in white, pink, and lilac... floral and ribbon trims. Off the face styles so smart this Easter.

Anthony's
THE C.R. ANTHONY CO.

Hereford



The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas — Phone 30



JAMES M. GILLETTE Publisher

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



A UNIQUE attention-getter advertising a movie held at the Star Theater was used last Saturday by Francis Hardwick, owner. Hardwick had two men dressed as Ku Klux Klan members who circulated through the Hereford business district. —Brand Staff Photo.

Easter Seals Being Distributed Locally

Easter seals are being sent to deaf Smith county residents this week by a temporary local committee which is handling the current campaign, which lasts until after Easter. To facilitate handling of donations for the 1951 campaign, a temporary state of officers headed by Dr. L. B. Barnett as chairman, is conducting this year's work.

committee are: Paul Dishman, treasurer, and R. W. Ford, publicity chairman. Purpose of the drive is to obtain funds for aiding crippled and exceptional children through donations received in these annual drives.

Mrs. Eargle Twiner Honoree Friday at Farewell Party

Mrs. Eargle Twiner was named honoree at a going away party last Friday night in the home of Mrs. Byrdie Fellers. Mrs. C. C. Billingslea and Mrs. Fellers served as hostesses.

Canasta furnished entertainment for the evening. Gifts were presented to the honoree and refreshments were served. Guests for the affair were Mr. and Mrs. Delmar Seigel, Mrs. Bess Moore, Mr. Arch Dobbins, Mr. C. C. Billingslea, Mr. Charles Holl, Mr. and Mrs. W. R. Scheihagen, Sr., and the honoree.

Mrs. Twiner and children, Dalia Ann and Jackie, left Sunday for Dimmitt where they will make their home. Mrs. Twiner will have charge of the new dress shop that Mrs. Bess Moore is opening in Dimmitt.

It is not too early to complete the plans for the spring and summer vegetable garden.

GLENER BALDWIN SELF-PROPELLED

14 ft.

"Center-Line" design means perfect balance of all units. Embodies all the features that make the pull type tractor in its field. Direct feed cuger cylinder. Two fan systems of separating and cleaning. Full width, self-cleaning steel sheets. Rugged construction.

Hereford Farm Equipment Co.
209 Miles Phone 1560

REAL ESTATE LOANS

Conventional Loans now Available on good residential property in Hereford

through A. L. Biggs
711 Fisk Bldg.
Amarillo

Elizabeth Womble will be pleased to take your application. See her for details.

W. T. Exes Will Meet March 23

A meeting of Deaf Smith county ex-students of West Texas State college, originally scheduled for March 16, has been postponed until Friday evening, March 23, because of the faculty play, according to Henry Sears, temporary chairman. The meeting will be held at 8 o'clock in the ballroom of Hotel Jim Hill.

Purpose of the meeting is to organize a permanent W. T. ex-student association in the county. Sears pointed out that it will not be held in the form of a banquet. He urged all ex-students, whether or not they are graduates, to attend the meeting.

Among the special guests will be Dr. and Mrs. James E. Cornett and many of the department heads from West Texas State.

Mr. and Mrs. W. B. Keeton of Hollis, Okla., are guests in the home of their daughter and son-in-law, Mr. and Mrs. Glenn Boardman Kenneth Keeton of Lubbock visited his parents here Tuesday.



MEET MRS. CHARLENE WILDER, speech and history teacher at Hereford High school, who was caught by the camera in the act of speaking. A graduate of Hereford High school and West Texas State college, Mrs. Wilder, the former Charlene Davis, is working on her master's degree at West Texas State. She has taught in the Hereford schools two and a half years. Mrs. Wilder is co-sponsor of the senior class and sponsor of the Dramatics club. —Brand Staff Photo.

Hints on Purchasing Clothing for Grade School-Aged Youth

When a boy reaches the period between six and 12 years of age, his clothing and appearance become mighty important to him. Mary Routh, clothing specialist for the Texas A & M College Extension Service, says that boys of this age want freedom of movement in their clothing and that parents should be understanding about the selection.

Miss Routh points out that a reasonable amount of wear and tear must be expected. A simple design, sturdy materials, and good construction should be considered carefully, she says, when purchases are being made.

A cotton knitted or fabric shirt, slacks, socks and oxfords are the traditional garments for

most grade school boys. Jackets of various styles are usually more popular than coats, but in extremely cold weather, overcoats are needed. In buying an overcoat, Miss Routh warns, be careful not to get it too big nor too tight.

Sweaters for six to 12-year-old boys should be of a durable fiber, such as combed cotton or wool and they should be color fast. The cotton shirt is a popular item with all ages. The best quality knit shirt is preshrunk and color fast. It is made from fine, durable, mercerized cotton yarn. Miss Routh advises mothers to get good values when they buy boys' clothing but at the same time see that it is appropriate and comfortable.

SCHAFFER PLOW

The easy pulling plow that pays for itself.

MILLER OLIVER CO.
HIGHWAY "60"



"I know good coffee."

and I know this: more and more of my customers are changing to...

White Swan

666 GIVES FAST RELIEF when COLD MISERIES STRIKE
LIQUID OR TABLETS

Red & White

BRITE

No Rinse
Brite for Clothes
Large for Dishes
Box

31c

SUGAR

Pure Cane
Imperial
LB.

10 BAG 85c



MILK 2

Tall Cans
Red & White

25c

Money Saving
Week End

Food Buys

DELICIOUS MEATS	
PICNIC HAMS, Armour's Star	Lb. 43c
BACON, Cudahy Rival Sliced	Lb. 37c
BACON SQUARES, Smoked	Lb. 28c
SAUSAGE, Pure Pork, Country Style	Lb. 30c
T-BONES or SIRLOIN Steaks	Lb. 95c
BACON, Wilson's Corn King	Lb. 46c
HAM SALAD, Home Made	Lb. 64c

TUNA Starkist	can 29c
Red & White PEANUT BUTTER	Full Pint 29c
Sun Spun SALAD DRESSING	Pint 39c
FLOUR Light Crust	25 Lb. Bag \$1 79



SPRY

3 Lb. Can

95c

PEAS

2 No. 2 Cans

25c

Brimfull RAISINS

2 Lb. Pkg.

45c

Brimfull - Pure - Assorted	JELLY 12 oz. jar 23c
Brimfull - Blackeyed	PEAS 2 No. 300 cans 25c
Puss 'N Boots	CAT FOOD can 15c
	RINSO 1g. box 31c

FARM FRESH PRODUCE	
Cello Package	CARROTS 15c
Idaho Russet	SPUDS 10 Lb. Bag 33c
Solid Crisp	CABBAGE Lb. 13c
	NEW SPUDS 3 Lbs. 25c
Valentine	GREEN BEANS 3 Lbs. 35c
Florida Pascal	CELERY Lb. 9c

Chase & Sanborn	COFFEE lb. 79c
Bleach	CLOROX qt. 18c
Hi-C	2 - 12 oz. Cans ORANGE ADE 15c
	SURF 1g. box 31c

Royal	Brimfull	POTTED MEAT	Wilson's
PUDDINGS	SANDWICH SPREAD	MEAT	PIG FEET
3 Pkgs. 21c	Full Quart 49c	4 Cans 27c	14 oz. jar 33c

FROZEN FOODS	
Snow Crop	CAULIFLOWER 10 oz. pkg. 29c
Snow Crop	PEAS 12 oz. pkg. 27c
Snow Crop	RED RASPBERRIES 10 oz. pkg. 34c
Birds Eye	SPINACH 14 oz. pkg. 28c
Birds Eye	SQUASH 16 oz. pkg. 23c
Snow Crop	GREEN BEANS 10 oz. 27c

Red & White - Fancy

TOMATO JUICE 46 oz. can 27c

Red & White - Home Style

PINEAPPLE No. 2 can 31c

HUNTER'S

RED & WHITE STORE

SUMMERFIELD NEWS

Speech in Summerfield Monday By David Rasco Highlights Events

By Bobbie Walser
David Rasco, city editor of the Amarillo Globe-News, was guest speaker at the Summerfield community house Monday, March 12.

ford; Mr. and Mrs. Guy Walser and family, Mr. and Mrs. Lee Curry, Mr. and Mrs. L. H. Lookingbill, Mr. and Mrs. J. B. Noland and family, Mr. and Mrs. Glenn Olson and family, Mr. and Mrs. W. A. Powell, Mr. and Mrs. Gunther and Mr. and Mrs. Mac Noland and family, Mr. and Mrs. Ray Johnson, Mr. and Mrs. L. L. Cannon and Mabel, Mr. and Mrs. Earl Lance Sr. and family, Dale Carter.

Mr. and Mrs. K. W. Neill and family, Mr. and Mrs. Bill Klenschmidt, Mrs. Reese Dawson, Pat and Darrell Dawson, Mrs. Charles Noland and family, Mrs. D. C. Walser and family.

Supper was served by the Summerfield Study club after which Rasco gave his talk. He showed a map of Korea and explained where most of the fighting was. He answered questions directed to him by members of the audience.

Supper was served to the following: Mr. and Mrs. L. H. Lang-

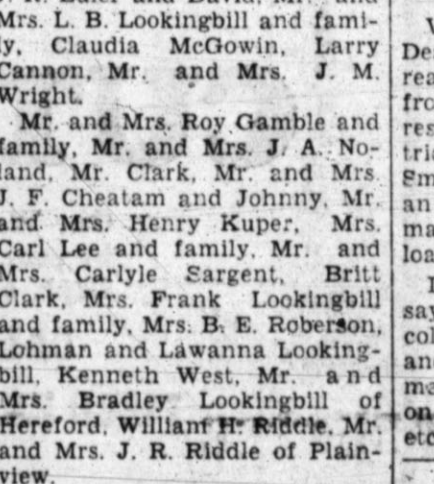
SPORT-ZOO



CHILDRESS INDEX
COVERS HIGH SCHOOL SPORTS AND PUBLISHES THIS FEATURE
FRANK [unclear] EDITOR



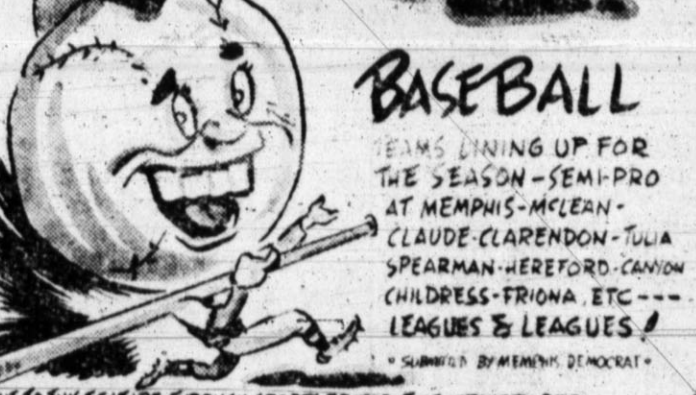
CLARENDON HIGH BRONCHOS
COVERED AND PUBLISHED BY
DONKEY COUNTY LEADER
GEORGE ESTLACK, EDITOR



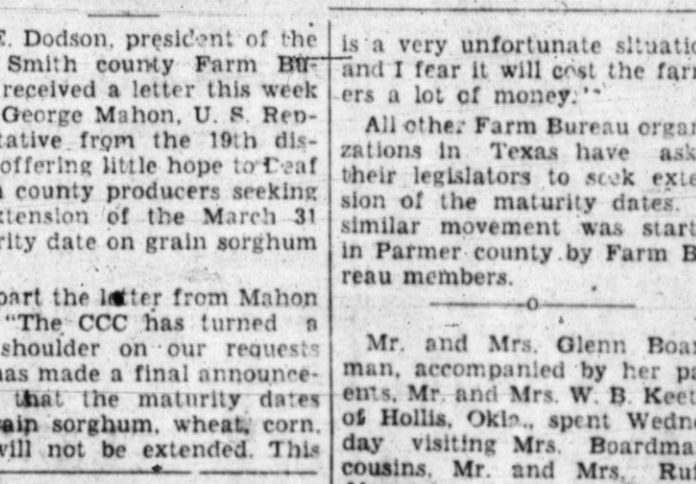
TULIA HORNERS
HIGH COVERED & PUBLISHED BY TULIA HERALD
H. M. BAGGARLY - DENWAYNE DAVIS



N. G. MORELAND, SUPT. SILVERTON HIGH
HERE'S OUR '51 SCHEDULE FOR FOOTBALL
SEPT. 7 DUMMITY-H KRESS
OCT. 4 CLAUDE-12 QUITAQUE
19TH MATADOR-NOVEMBER
2 ESTELLINE-9 TURKEY
AND 16TH LAKEVIEW!



HEAD COACH R. L. "HANK" BROWN
ASSISTANT B. J. "SI" ELLIS
GIRL TEAMS IN BASKETBALL AND VOLLEYBALL ONLY -
DIST. 2 CLASS B



BASEBALL
TEAMS LINING UP FOR THE SEASON - SEMI-PRO AT MEMPHIS-MCLEAN - CLAUDE-CLARENDON-TULIA SPEARMAN-HEREFORD-CANYON CHILDRESS-FRIONA, ETC. - LEAGUES & LEAGUES!

Dodson Told Grain Sorghum Loan Extension Plea To No Avail

V. E. Dodson, president of the Deaf Smith county Farm Bureau, received a letter this week from George Mahon, U. S. Representative from the 19th district, offering little hope to Deaf Smith county producers seeking an extension of the March 31 maturity date on grain sorghum loans.

is a very unfortunate situation, and I fear it will cost the farmers a lot of money. All other Farm Bureau organizations in Texas have asked their legislators to seek extension of the maturity dates. A similar movement was started in Parmer county by Farm Bureau members.

Birthday Party

A birthday party honoring Donald Walser was given Thursday night by his mother, Mrs. Guy Walser in her home. Guests played various games and refreshments were served to the following: Charles and Willajean Quattlebaum, Gloria and Carol Walser; Ann, Bill, and Freddy Lookingbill; Ann and Jerry Lance; Darrel and Pat Dawson; Reed Green; Bobby, Betty, Kenneth, and Wayne Walser; and the honoree.

Mr. and Mrs. Melvin Rainey

are the proud parents of a 7 lb. 3 oz. son, Terry Melvin, born on March 9. The grandparents are Mr. and Mrs. D. C. Walser. Mr. and Mrs. Perry McMinn and family spent the week end in Childress with friends. Twenty guests attended a birthday party honoring Brady Lookingbill in the home of his parents, Mr. and Mrs. L. B. Lookingbill.

Friends and Relatives Help Mrs. Ray Hershey Celebrate Birthday

A number of friends and relatives gathered Saturday at the home of Mrs. Ray Hershey to help her celebrate her 76th birthday.

and Molly Ella, Mrs. H. L. Hershey, Mr. and Mrs. H. E. Hershey, Thelma, Leona and Eimer of Dimmitt; Mrs. Jim Ricketts, Horace, Albert, Mary Beth, Ralph, and Fred, Mr. and Mrs. Arnold Hershey, Marvin and Patricia, and Mr. and Mrs. Ray Hershey.

Pat Frye, and Pfc. James A. Ricketts, of Sheppard Field, Wichita Falls, called later in the day to extend birthday greetings.

Birthday Celebration

Mrs. C-Ora Cockrell spent the week end in Woodward, Okla., visiting her daughter and son-in-law, Mr. and Mrs. Carl Oldham, Conna Ann and Raridy. The family celebrated Mrs. Cockrell's birthday, March 10, Conna Ann's birthday, March 8, and Randy's birthday, March 2.



Of course - it's Electric!

It's electric because there is no better way for complete food protection. Today's high food prices demand the best in food protection. You get the best in electric refrigeration. The valuable vitamin and mineral content of meats, fruits and vegetables are kept at peak perfection.

See the glistening electric refrigerators now being displayed by your electric appliance dealer. Keep your food values up and your food costs down with dependable electric refrigeration.

SEE YOUR Electric APPLIANCE DEALER
SOUTHWESTERN PUBLIC SERVICE COMPANY
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

What! Buy a Convertible NOW?

Yes! - If you buy a Nash Rambler, the first convertible sedan that's weather-tight, wind-tight and rattle-proof.
Yes! - because the Rambler comes equipped with a Weather Eye Conditioned Air System. No drafts, no fogging. Living-room comfort in zero weather!
Yes! - because a thrilling new Rambler makes a wonderful Christmas gift for the family... and now you can get immediate delivery!



The Nash Rambler Immediate Delivery on America's Lowest-Price Convertible Sedan!

This is the car that you and millions more have hoped someday to own. You've wanted the fun of an open car, but with the comfort and safety of a sedan. You've wanted a convertible free of rattles and squeaks. And that's what you get in the sensational new Nash Rambler! Plus—the hottest performance on the road!—(and it's so easy to handle and park). Plus up to 30 miles to a gallon, at average highway speed! Plus full-size room! Plus complete custom equipment—including radio, Weather Eye, Directional Signals, etc.—nearly \$300 worth—all at the lowest price for a convertible sedan! Come in. Drive one. We have Rambler Station Wagons, too—but better hurry if you want your choice of color!

1951 Nash AIRVITE
The World's Most Modern Car
THE RANGLER
Come In—and Start Your Christmas Fun TODAY!

PHILLIPS & LAWRENCE NASH
503 E. 1st St. Phone 97

Smooth and rich as country cream
... calfskins
Queen Quality SHOES
Tenderly fashioned from softest calfskin, these flattering little stand-by's hug your feet so gently you'll hardly know you're wearing shoes.
Blue Calf only. AAA to B.
Just Arrived - New Spring HANDBAGS
Hereford Shoe Store
X-RAY FITTED SHOES
323 N. Main Phone 955

Anthony's THE C.R. ANTHONY CO.
Bouquet of Spring Values! new Princess Peggy Colorfast Cottons
only \$2.99
quality fabrics
flattering styles
guaranteed washability
2 inch hems
A. 13-20; 14 1/2-24 1/2 Red, Green, Brown Action-back, action button sleeves. NO-GAP pleat provides extra fullness prevents gapping.
B. Sizes 12-20 Rose, Blue, Green Scotch plaid with white schiffli lace top, contrasting rick-rack trim. Huge pocket.
C. Sizes 12-20 C. Green, Red, Navy Crisp, white legging dicky neat, Peter Pan collar... a wonderful all-occasion dress.
MAIL ORDER COUPON
NAME ADDRESS SIZE NUMBER
Postage Enclosed 15c
Anthony's



By JIMMIE GILLETTE

Already you can begin to see a few beards sprouting around town. Most of them could well be classified as feeble efforts on the part of youths who are just doing a lot of wishful thinking. Jerry Albracht has the only real, honest-to-goodness virile growth of whiskers I have seen yet. Jerry always did have the man whiskers, though. And don't get upset about Jim Roberts. He never did shave often before this thing started. You can't really tell whether he has entered the contest or not.

It was a real laugh when Dick Lucas challenged Tom McFarland. Dick has about as much chance of growing whiskers as Jim Witherspoon has growing hair. Which reminds me, I haven't started on the hair-growing diet as yet. I will, however. Probably this week. My excuse is the fact that the water has been frozen around our house—and I want everything ship-shape when I start on this diet. Please don't get me wrong. This is a valid excuse. We have been digging a basement and the pipes are exposed. We even had to talk Mr. and Mrs. Ike Crosthwait into going to the picture show so the whole family could take a bath in their tub Monday night.

All of which reminds me how spoiled the human race is becoming. Hitler once said we were decadent and maybe he was partly right. Anyway, our kids never heard of bathing in a wash tub—and a generation back that's the only place people bathed. It's difficult to even find a wash tub now days, due to these home luxuries. What is the world coming to? We have more labor-saving, time-saving gadgets—and less spare time—than ever before.

Another thing is the way crowds thronged Park Avenue Village following the explosion Monday. The fire department had a tough tough time getting through and it's a wonder someone didn't get hurt. People should think twice before crowding into a disaster area. It is a dangerous, vicious habit and it's becoming worse. Every time the fire whistle blows scores of cars start racing for the scene.

Tom McFarland tells me that everything is set and ready on the castor bean tests. He says the list is being submitted and that contracts should be back in the hands of local growers within a few days. This is good. Too many beans would be bad the first year. A good test, good results—and maybe a large acreage next season. This is the way it should be done. If things turn out well, they'll probably put a hulling plant around here in 1952.

Seems like we misquoted Mrs. E. C. Eubanks. We got mixed up writing about yogurt and headlines. She wants to make it plain that she doesn't think The Brand is a "stale" paper. Mrs. Eubanks was referring to the world releases carried on the Dollar Day paper. She says they were "stale" after having heard them on the radio. Thanks, Mrs. Eubanks, we are glad to have this opinion. We have always felt that live, local news was much better. We just thought folks might like the local news—plus some wire news on Sundays. We will probably try it again for several times. This is about all any Sunday paper has and we still think it might be OK, if we can get things going right.

Understand things may pop at the hotel directors meeting Thursday night. A notice released to stockholders this week indicates as much. The notice reports that the local corporation has outstanding payments of approximately \$50,000. This includes \$6,379.25 due to RFC on Feb. 14. The payment was delayed until March 15—and something has to be done. RFC could foreclose unless the stockholder plan now to attend, some more cash. If you are a stockholder plan now to attend. It is a very important meeting.

Cecil Williams says I owe her an apology, which I hereby reluctantly make. Cecil says she had nothing to do with the whisker growing business, that she is completely innocent. However, she was at the meeting—and I don't believe she could keep quiet that long. I can't imagine Cecil sitting there 30 minutes and not uttering a word.



HERE IS THE LAWRENCE car which was involved in the two-car accident Sunday at the northeast edge of Clover airport. Damage to the vehicle was estimated at \$1000. A picture of the other vehicle involved in the accident is shown elsewhere in this issue of The Brand—
Brand Staff Photo.

Anyway, I know it was the woman who thought of the deal. I just know it. Elmer Patterson says he won't grow a single whisker until the women put aside their lipstick, rouge and powder. Elmer is just as right as he can be, too. However, if Cecil didn't propose this deal, I publicly apologize—as I said, with reluctance. E. T. Brooks says he used to grow whiskers to combat the elements. He says one winter the snow stayed on the ground two months and he was feeding cattle. He says the heavy growth of beard was wonderful and warm in the cold, stinging winds.

Futhermore, he says it won't be cold next May and the whiskers will be a real trial to every man who wears them. Gerald Gollehon says he and Owen Bybee and I had better be happy and join in on these whiskers. He says what in the world would we do if they required us to grow hair. Maybe he's got something, too.

Jim Lipscomb and Orpha Click are not worrying about whiskers at all. They caught a big fish. It weighed 84 pounds and dressed out at 36 pounds. They caught it on a trotline in Lake Austin—and are they proud? Come to think of it, who wouldn't be—with meat retailing at a dollar a pound?

Charles Sanders is really in the dog house. He and Bobby Jennings teamed up in the

rent canasta tournament—and made the mistake of beating Charles' wife and sister, who also entered the tournament as a team. Being young and with slight experience, Charles made the additional mistake of bragging a little bit around the house. Result: he doesn't know what to do. Now here's an old boy who could well profit by clamming up and "growing a beard—but he can't raise one. The only advise I can give him is to not pay any attention to advise other people give him—especially Bobby Jennings.

Vivian Truman, brother of the President, and Charles Skinner, Nebraska cattle feeder, have a breather-taking opinion of Hereford. J. A. Pitman met them at the airport in Amarillo and drove them to Hereford last Sunday. Says Mr. Skinner, "We flew fairly high coming to Amarillo on the plane, but Pitman flew a little low on into Hereford. Mike Flynn, who accompanied them, got a real kick out of the remark. Flynn, incidentally, knows the Trumans well. He lives within a few miles of Vivian and was in the same outfit with Harry Truman in World War I. He is maybe a closer friend of Harry than of Vivian.

The Longhorn Recreation Laboratory will be held at the Christian Youth Foundation Camp, Athens, Texas, February 18-25, 1951.

New rose plants should be set the same depth they were growing in the nursery. They should not be planted in old rose beds nor where they must compete with shrubs and trees for plant food and moisture.



Church of Christ
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 6:45
Worship 7:30

Daily Radio Program
9:30 A. M.
KPAN-860 on Your Dial

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

Four Uninjured As Cars Overturn Sunday Afternoon

Four Hereford high school students escaped serious injury Sunday afternoon at about 4:00 p. m. when the cars in which they were riding collided and overturned at an intersection at the northeast edge of Clover airport.

Drivers of the two cars—Nelda Guy Lawrence and Nelson Wayne Stagner—and their passengers, Earlene Phillips and Richard Tucker, were not hurt. Damage to the two cars totaled an estimate of \$1600.

The Lawrence auto, a 1951 Nash, was preparing to make a left turn off Avenue K onto a county road when it was hit at

the left rear by the Stagner auto, which was attempting to pass the Lawrence vehicle at the time of the collision.

The Lawrence vehicle was turned completely over and landed on its wheels again. The Stagner auto, a 1950 Chevrolet, went off the end of a culvert, hitting a post and turning over on its side, coming to rest in a muddy field.

Damage to the 1951 Nash was estimated at about \$1000 and at about \$600 to the 1950 Chevrolet.

Certified planting seed come from fields that were inspected during the growing season and were properly handled at harvest time. They have been cleaned, tested for purity and germination and properly stored. The extra cost is cheap insurance so far as stands and yields are concerned.

MILLER'S RAY PLUMBER

HERE'S A MOST CONVENIENT STORY... HAVE A DOWNSTAIRS LAVATORY

WORTH THE COST!!

Miller PLUMBING
Sheet Metal Work
125 N. SAMPSON - Phone 1287
HEREFORD

GORDON BROS. AERIAL SERVICE

COMPLETE

Aerial Spraying

For

GREEN BUGS AND CUT WORMS

Our Work Conducted as recommended by your County Agent and Texas Dept. of Agriculture.

CALL OR CONTACT US FOR

FIELD EXAMINATION AND ESTIMATES

At

JIM HILL HOTEL
ROOM 302

DO YOU WANT
SECURITY

THEN LOOK TO GOD

HE WILL BRING

JOY to the cheerless

COMFORT to the sorrowful

PEACE to the troubled

REST to the weary

YOU CAN FIND HIM NOW

FIRST CHRISTIAN CHURCH

Mr. and Mrs. ROY CURTIS
EVANGELISTS

SERVICES DAILY - 10:30 A.M. - 7:30 P.M.

March 14th through March 23rd

What a buy!
Here's why—

1. Longer Life

Your new Mercury's life history should be a long and happy one. For this automobile investment is deliberately designed to pay you dividends in extra years of dependable service. Every part is built with tomorrow in mind. Yes, it's your car for as long as you care to drive it!

2. Kind to budgets

For the new car buyer who wants a big dollar's worth for every dollar invested, the great new 1951 Mercury is just the ticket. The down-to-earth first price is a pleasant surprise—and the records for lasting service and low-cost upkeep are amazing! Want proof? Ask any Mercury owner.

3. Keeps its value

The 1951 Mercury is built to last and last, to stay in style—to be worth more at trade-in time. Check the facts—you'll find Mercury gives you more for your money in more ways than one. Talk it over with your Mercury dealer, and try a few miles behind the wheel of a 1951 Mercury today!



Standard equipment, accessories, and trim illustrated are subject to change without notice.

3-WAY CHOICE!

For "the drive of your life!" Mercury now proudly makes available a triple choice in transmissions. Merc-O-Matic Drive, the new simpler, smoother, more efficient automatic transmission—or thrifty Touch-O-Matic Overdrive are optional at extra cost. There's also Silent-Ease standard transmission.

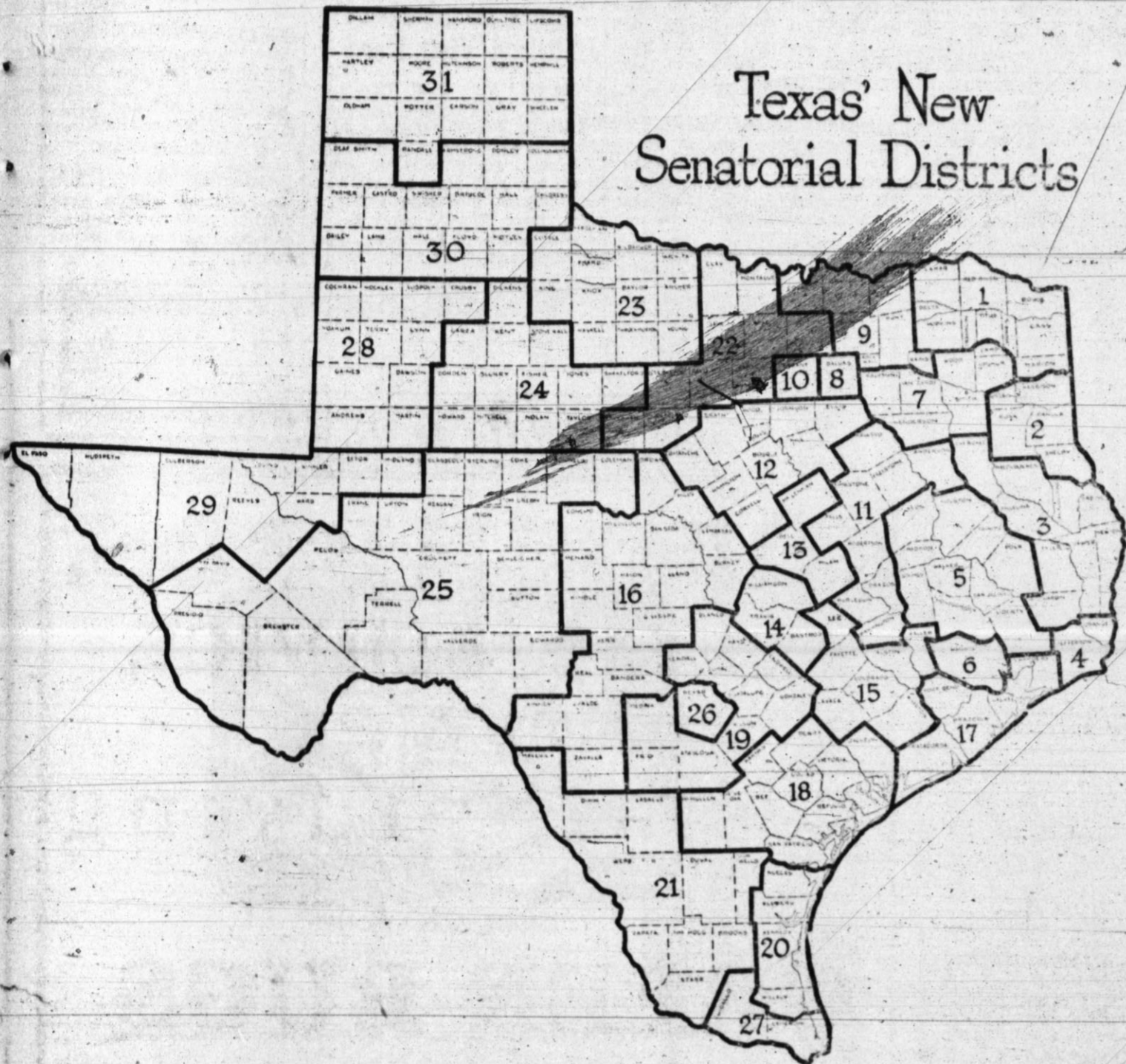
1951

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Texas' New Senatorial Districts

TEXAS' NEW SENATORIAL DISTRICTS—This map shows the new state senate districts under a bill passed by the legislature last week and sent to the governor. It was the first redistricting act in 30 years. (AP Map)

Carnation Theta Rho Girls Entertain Mothers at Tea

Following a business meeting held Thursday night, members of Carnation Theta Rho Girls entertained their mothers at a tea in the IOOF hall.

Wynogene Sowell, who acted as master of ceremonies for the occasion, gave a short outline of the purposes of the girls' organization and Rosemary Young entertained with an appropriate reading.

June Marlon Smith played a piano solo and Neldean Flowers read a poem, "Beyond the Sunset" was sung by the club quartet consisting of Pat Hamby, Rosemary Young, Ginger Owen and Donna Caylor.

Following the program Mrs. Lee Renfro, mother advisor, directed a session for the mothers when plans were made for the girls to attend the Panhandle Association of Odd Fellows and Rebekahs meet which will be held in Shamrock on April 22. Plans were also discussed concerning the group's attending the state rally to be held in Fort Worth on June 7-9-9.

Refreshments were served to 10 girls and 13 mothers and Rebekahs.

New Specialist of Recreation Appointed By Extension Service

COLLEGE STATION, February 1.—Lucille H. Moore has been appointed recreation specialist for the Texas A & M College Extension Service, according to Director G. G. Gibson. The appointment became effective on February 1.

Miss Moore is a native of Wallace, West Virginia. She completed undergraduate work at West Virginia university majoring in music and her master's degree was earned at Indiana university where she majored in rural recreation.

After graduation, Miss Moore taught school in Clarksburg, West Virginia until 1949 at which time she became house mother for Alpha Delta Pi Sorority at Bloomington. She has served as recreation leader for summer 4-H camps at Morgantown, West Virginia and Lafayette, Indiana.

The new recreation specialist is a member of the West Virginia Classroom Teachers, West Virginia State Education Association, National Education Association, and National Recreation Association.

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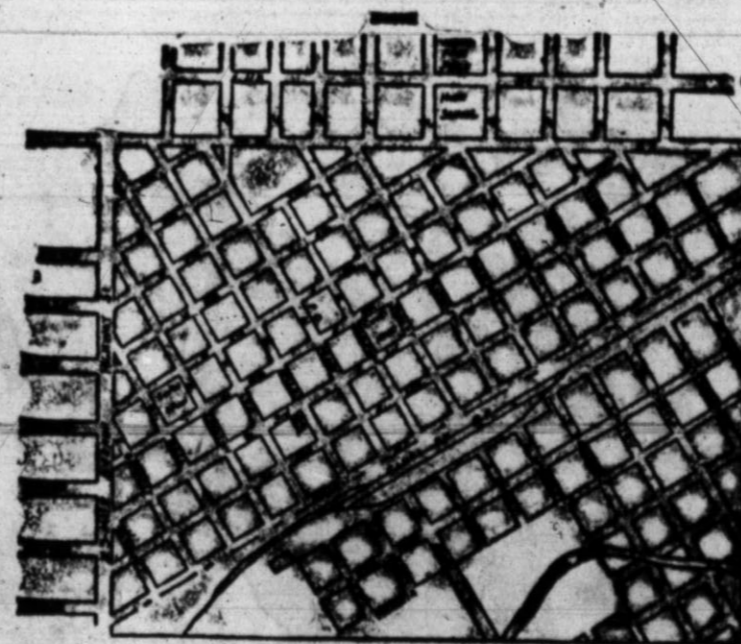
The Presbyterian Church

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NO CITY IDENTIFICATION was made of the P. L. Ridley farm, top photo, which was the "mystery farm" for March 8. One correct rural identification was made of the farm by Mrs. F. M. Woolbright, Route 2, who called in Friday morning at 11 o'clock with her guess. Mrs. Woolbright will be given two free theater tickets by The Brand if she will stop in at the office for them. Two free tickets will also be given to the first city and the first rural person who identifies this week's "mystery farm" below.

Church Notes

Evangelistic services of the First Christian church began yesterday with Mr. and Mrs. Roy Curtis of Fort Worth in charge of the 10-day meeting.

regular evangelistic services, and Mrs. Curtis directs the music and work with the children. Services are held twice daily, 10:30 in the morning and 7:30 each evening.

Sunday services include church school, 9:45; morning worship, 10:50; youth groups, 6:00; evening worship 7:00.

Sunday school at the Church of Christ begins at 10 o'clock each Sunday morning, followed by morning worship service at 11 o'clock. The young people meet in three-age groups at

6:45 on Sunday evening. The regular Sunday evening service and mid-week Bible study and singing on Wednesday evening are held at 7:30. The ladies of the church meet for Bible study on Wednesday afternoon at 3 o'clock. Daily radio program of the church, with Bob Wear, minister, as speaker, is at 9:30 each morning except Sunday when the program time is 9:15.

Rev. Roy Bickford, minister, announced the following regular services for the Church of the Nazarene, Fourth and Jackson: Sunday school, 10 o'clock; morning worship, 11 o'clock; evening worship, 7:30. Mid-week service is held on Wednesday evening at 7:30.

The Assembly of God church conducts two radio programs on Sunday. A program of organ music begins at 8:45 Sunday morning, while the other program is held on Sunday afternoon at 1 o'clock.

Sunday school at the Assembly of God Church begins at 9:45; morning worship, 11:00; evening worship, 7:30. Mid-week service of the church is held on Wednesday evening at 7:30. The ladies meet on Thursday afternoon at 2:30.

The Brotherhood, Ladies' Missionary Union, and all the young people's auxiliaries will meet at the Avenue Baptist church on March 20 at 7:30.

The revival meeting at the church will start on March 28. Rev. H. V. Fields, pastor extends an invitation to the public to attend the meeting.

Services at the Avenue Baptist Church include: Sunday school, 9:45; morning worship, 11:00; training union, 6:45; evening worship, 8:00; prayer meeting, Wednesday evening, 7:30.

Dr. Arthur Travis will be here Sunday to open the revival at the First Baptist Church where services will be held twice daily, 7 o'clock a.m. and 8 o'clock p.m.

This week the WMU gathered clothing for three orphanages and prepared to send them this week.

Several goals were reached this week at the First Baptist church in the "March to church in March" campaign. Surpassing their set goals in Sunday school departments were the following classes: Adult III, Junior II, Primary III, Primary II, Primary I, and Nursery. Quota set for training union was reached by the junior II class.

Saturday night the Brotherhood is sponsoring a prayer service at 8 o'clock at the church where Dr. Travis will be present to direct the service.

"Substance is that which is

eternal and incapable of discord and decay" emphatically states Mary Baker Eddy on page 468 of the Christian Science textbook, "Science and Health with Key to the Scriptures". This positive assertion that substance is spiritual—not material—therefore enduring, is the theme of the Lesson-Sermon on "Substance" to be read in all Christian Science churches on Sunday March 18.

The Golden Text is from Psalms 104:31, and reads, "The glory of the Lord shall endure for ever: the Lord shall rejoice in his works." Further explaining that what God made cannot decay is this verse from the Bible, Psalms 93:1, included in the Lesson-Sermon: "The Lord reigneth, he is clothed with majesty; the Lord is clothed with strength, wherewith he hath girded himself: the world also is established, that it cannot be moved."

Each Sunday morning at 11 o'clock Christian Science services are held in the Star Theatre. Visitors are cordially invited to attend these services.

"The Crucifixion and Burial of Jesus", a new colored film-strip will be shown to the Sunday school classes on Sunday morning at Immanuel Lutheran church. The classes convene at 10:30 a.m. Pastor Lichtsinn will deliver the sermon during the morning worship hour which begins at 11:30 a.m.

In the evening Lenten service begins at 7:00 when the pastor will preach on the topic "The Price of Life". Special devotional music begins at 6:45 p.m. Members of the church council will meet after this service.

March 22, Maundy Thursday, will be observed with a special communion service. Colored pictures of the Lenten story will also be shown at this service.

Immanuel will hold its fifth annual Easter sunrise service this year at 6:45 Easter morning.

The weekly radio program over KPAN is at 1:30 each Wednesday afternoon.

Tuesday evening at 7:30 stewards meeting was held in Ward hall of the First Methodist church.

The Methodist men met Wednesday evening at 7:30 for their regular covered-dish supper and fellowship. Dr. J. A. Hill from Canyon was the guest speaker, using as his subject, "Democracy and Education".

At 7:45 choir practice will be held in the sanctuary of the church. It is important that all members be present for this rehearsal.

Saturday afternoon at 2 o'clock another class session will be held in Ward hall for preparation for the church membership.

The Dedication of "Babe's Service" is to be Sunday morning during the 11 o'clock worship service. "If you have a baby that you would like to have dedicated, please call the church office, so that we may get information needed for a certifi-

cate". Rev. Don Davidson said. Wednesday, March 21, at 1 o'clock the children's division luncheon will be held in the basement of the church. All workers, teachers, and superintendents are invited to this luncheon.

Regular Sunday services at the Presbyterian church where Rev. Russell A. Wingert is minister, include: church school, 9:45; worship service, 11 o'clock; evening service, 7:30.

Choir practice is held at 8 o'clock on Wednesday evening

The church is located at 7th and Lee, telephone 1317.

Former Residents of Hereford Visit Here

Mr. and Mrs. C. E. Tice, former Hereford residents, now of Burnt Woods, Oregon, were in town Saturday calling on old friends. Accompanying them were Mr. and Mrs. Lloyd Tice of Lubbock and four children. Mrs. Lloyd Tice teaches in a school south of Lubbock; also working on her degree at Texas

Tech, attending that school on Saturdays. For many years Mrs. C. E. Tice was the Frio correspondent for The Hereford Brand and later was Manager for the Dawn school cafeteria until she moved from Hereford. The party were entertained at dinner in the home of Mr. and Mrs. John Gaetz.

Week end guests of Mr. and Mrs. Elmer Patterson were her brother and sister-in-law, Mr. and Mrs. Arthur Chambers of Canyon.

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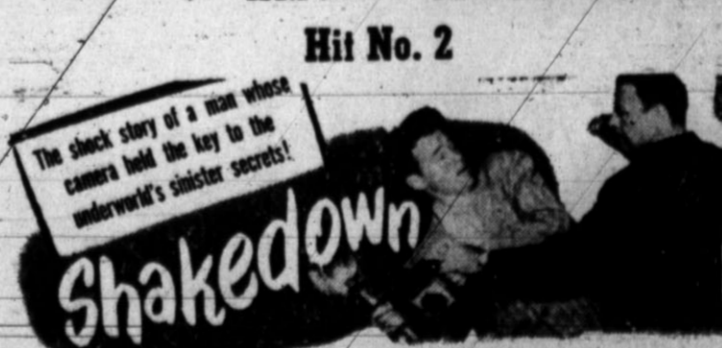
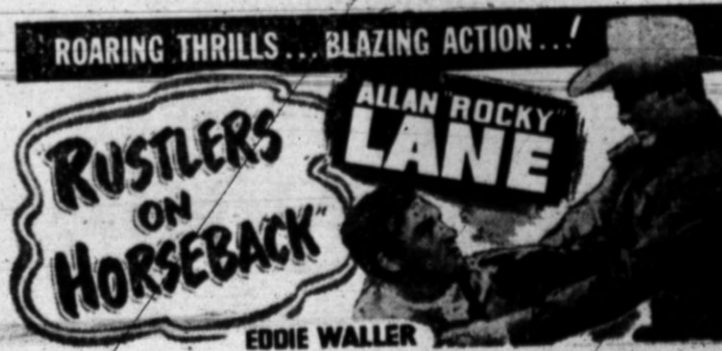
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TEXAS SUNDAY MONDAY

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Anniversaries from Thursday, March 15, through Saturday, March 17...

Congratulations
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Mr. & Mrs. E. Garrison
Mr. & Mrs. O. R. Sanders
Mr. & Mrs. Douglas Beene
Mr. & Mrs. R. R. Stewart
Mr. & Mrs. J. E. Gallagher
Mr. & Mrs. J. C. Bece
Mr. & Mrs. W. M. Wells