

SIGHTS, FACES SEEN

Around Town

The Garden Beautiful club will meet with Mrs. Hopson at 111 East Park Avenue at 3 p.m. next Friday afternoon.

The Football Mothers will meet Wednesday, Jan. 2, at 4 p.m. in the study hall at Hereford high school. All of the members are urged to be present.

Bob Wear was guest speaker Friday at the American Business club luncheon. He spoke on "Real Optimism".

Faust Collier was guest speaker at the Friday meeting of the Hereford Rotary club. He talked on world affairs. Altvine Clark of Washington, D. C.; Mr. and Mrs. Carl Hill of Amarillo and George Jennings and daughter of Tulsa were special guests.

Two couples were honored on their wedding anniversary at the meeting.

Harold M. Lafant, Plainview attorney who is a candidate for state representative from the 120th Representative District, was a caller in Hereford Thursday.

Voters in the county are reminded of the election on January 8 to name officers for the newly-formed High Plains Water District No. 1. All voting in Deaf Smith county will be done in one place, the county courthouse. One box will be provided for rural voters, another for urban voters. S. O. Wilson will be the election judge, according to Tom McFarland, temporary chairman for the district's board of directors.

The Hereford Safety council will not meet Tuesday. However, a special meeting will be called later in January, according to president, Bob Wear.

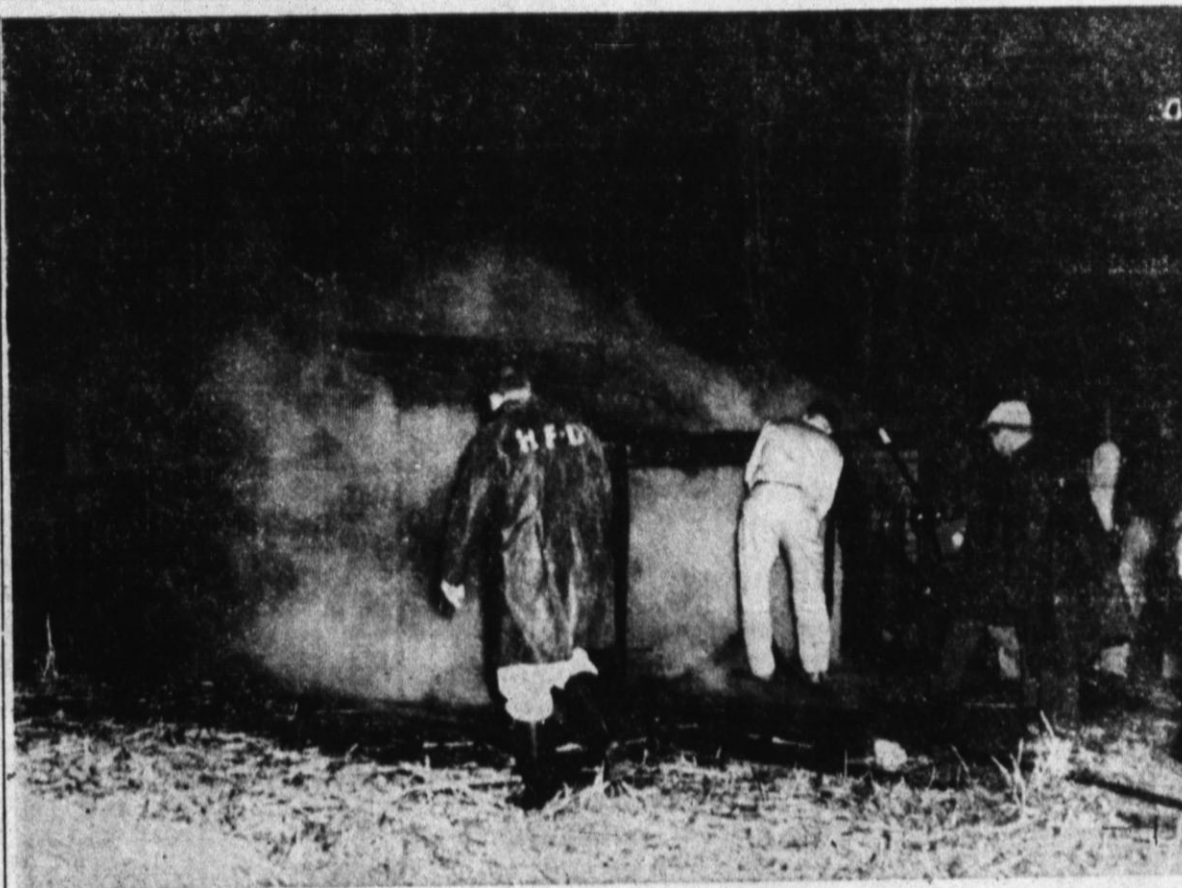
Jimmy Singer, who comes to Hereford from Dalhart, will begin work at the Gilliland Funeral home January 1.

Singer has been employed by the Blackburn-Shaw funeral home in Dalhart for the past year.

Singer, his wife and their five month old baby, will make their home on Park Avenue.

Another reminder is issued to residents of the community who are interested in a city housing project. A meeting with the Chamber of Commerce board of

(Continued on page 3)



FIREMEN BATTLE a fire which completely destroyed the small building Wednesday night. The building was used by Troy Mpoore to house a Shetland pony. —Brand Staff Photo.

"First Baby" of '52 Gifts Are Listed

The first baby born in Deaf Smith county during 1952 will start life off right with an array of prizes donated by 17 of Hereford's merchants in The Brand's annual "First Baby Contest".

Any child born in Deaf Smith county is eligible to compete for the prizes.

Rules of the contest are: have your doctor state the exact time and place of your baby's birth, sex, weight, and name, plus the name and address of the parents.

Send this information to The Sunday Brand. The baby born first after midnight on January 1, 1952 IN DEAF SMITH COUNTY, will be declared the winner of the 1952 First Baby Contest.

Babies born WITHIN THE COUNTY BUT NOT IN THE HOSPITAL MUST be reported to The Brand offices within 48 hours following their birth to be eligible in the contest.

Gifts awaiting the first baby in the county and the merchants presenting them are:

A theater gift book for the father and mother of the little tot by the Star-Texas and Tower Drive-In theaters;

An embroidered batiste christening set from the Village Sport Shop;

A soft baby blanket with satin binding and nursery design from Rutherford;

Package of Little Ducky Clothies hangers and a Johnson's baby gift box from City Drug;

An infant's set of matching spoon and blunt-tined fork in silverplate from Kester's Jewelry and Gift shop;

Gift-boxed set of famed-name infant toiletries from Haile Drug;

Pair of baby shoes from Hereford Shoe store;

Full case of canned infants' foods from Piggly Wiggly;

Heavy-gauge plastic bag with envelope for soiled diapers and

two bottle bags, dozen Birdseye diapers, two bottles, and two extra caps from C. R. Anthony;

Printed birth announcement cards from The Hereford Brand;

An oval baby bath from Western Hardware;

Seven-bottle steam sterilizer from Hereford Hardware;

A bouquet of flowers for the mother from Western Flower shop;

One week's laundry from the Vaught Laundry;

Case of canned infants' food from Hunter's Food Store;

A trainer seat from H and H Furniture store;

And last but not least, a quart of milk per day for two weeks from Hereford Creamery.

Remember, parents of the first baby must comply with the above listed rules to win. A full-page announcement of the contest and its sponsors appears in Section Two, Page 5.

Bob Millard is visiting in the home of his parents, Mr. and Mrs. George Millard.

Mr. and Mrs. Wally Cox had visiting in their home. Mr. and Mrs. A. A. Foster, Mrs. Erle Marie Brown, daughter and son, Freda and Bobbie from Lubbock, Mr. and Mrs. Sherman Morgan of Pueblo, Colo. stayed Sunday through Tuesday.

Protest State Decision On 1952 F-M Allotment

A growing storm of protest regarding the Texas Highway Department's order approving the Adrian road for 5.3 miles of Farm-to-Market surfacing during 1952 has developed in several parts of the community since the approval was announced in the Sunday, Dec. 23 issue of The Brand.

And as things stood a week later, the Commissioners Court has still not accepted the order allowing the \$68,000 worth of surfacing in the northern part of the county. County Judge Leonard H. Foster said the commissioners had discussed the matter, but no action had been taken to accept

the highway department's order on the county's pro-rated construction from state and federal funds.

Complaints on the state's designation have come in to the Chamber of Commerce office, according to Tom McFarland, secretary-manager, and also at the county judge's office.

It was reported that a delegation of farmers and businessmen from the community planned to carry their protests to the highway department's division engineer at Amarillo soon.

The road approved by the State was second choice of the Commissioners Court when the court outlined its own program for use of the 5.3-mile allotment. First choice of the court was an extension to the Wyche Farm-to-Market road.

Principal complaint of the

citizens disagreeing with the state on its first choice of roads approved for surfacing was that the 5.3 miles on the Adrian road is threading through a sparsely settled region whereas the 5.3 miles through the Wyche area would serve more people.

The road approved by the state extends north from FM 1412 (12 miles west of Highway 51) for a distance of 5.3 miles. The approv-

al by the state is subject to the condition that the county furnish all right-of-way free of cost to the state.

Further progress on the surfacing of the road is dependant upon the approval of the Commissioners Court.

No further comment on the department decision for the road has been issued by the department.

Surveyor Who Laid Out Town Died Thursday

Joe E. Keliher, 74-year-old pioneer of Hale county, died Thursday at Plainview hospital following an illness of several months.

Keliher, who surveyed the railroad from Amarillo to Roswell, was the man who helped lay out the town of Hereford. He was born in Austin and had lived in Plainview about 50 years. He worked on construction of the Santa Fe line between Plainview and Amarillo before beginning farming operations near Plainview.

Keliher was one of the first wheat farmers on the South Plains and was consistently successful at raising the crop. The success he attributed to the practice of summerfallowing and to plowing the land to prevent blowing.

He and his brother, the late W. D. Keliher of Hereford, and a sister, Mrs. Charles C. Gidney of Plainview, were among the first Catholic families in the Panhandle.

Keliher never married. Rosary was read Thursday night at the Lemons Funeral chapel. Funeral services were conducted at 9 a.m. Friday at St. Alice's Catholic church in Plainview. Interment was Saturday in an Austin cemetery.

Survivors include three sisters, Miss Katie Keliher and Mrs. J. J. Sinnott, both of Seattle, Wash., and Mrs. Gidney of Plainview; one brother, Charles J. Keliher of Sherman, and a number of nieces and nephews.

Mr. and Mrs. H. G. Robertson of Panhandle visited in the home of their son-in-law and daughter, Mr. and Mrs. Lowell Sharp.

Small Building Destroyed By Fire Wednesday

A small building which served as a shelter for a pony, was totally destroyed by fire Wednesday night.

The building which was located in the back yard of the Troy Moore home was valued at about \$100.

The children had been shooting fireworks near the building during the afternoon and it was believed that the fire started from sparks from the fireworks.

Recent freezing and thawing of the land", the board continues, "has caused puffing up and powdering of the soils and those

"March of Dimes" Starts Wednesday

Wednesday, Jan. 2 is the kick-off date for the 1952 "March of Dimes" campaign in Deaf Smith county, according to Gib Howard fund chairman. The drive will continue through the month.

The goal for the coming year has been doubled to about \$8,000 because of the increased need over 1951, Howard said.

Most of the donations will be secured through mail appeals, Howard told The Brand, although many activities similar to last year's undertakings have been planned again.

"In the mill" for fund-raising this year are a "Coffee Day", a radio program with local talent on the last Sunday of the drive

(January 27) sponsored by the Jaycees, and some sporting events.

Among committees already named are the advanced solicitation group, headed by Howard Gault and D. H. Alexander; Dick Lucas, coin collectors which will be distributed to Hereford business houses; City Patrolman Leland Alderson, in charge of distributing advertising material; Mrs. Bessie Patterson, publicity; Harry Caylor, treasurer; and Robert Thompson, assistant drive chairman.

Further information on the drive and workers will be given on Thursday, Howard announced.

SCS Maps Erosion Emergency Action

Immediate action in the form of emergency tillage to prevent serious blowing of top soil was urged for all Deaf Smith county farmers and ranchers by the supervisors of the Tierra Blanca Soil Conservation district at a recent meeting.

At the last meeting of the group, it was decided to bring to the attention of all farmers and ranchers the seriousness of the present conditions of the land in the district.

A statement by the supervisors says, "Due to droughty conditions and lack of adequate cover in this area, there is every indication that wind erosion will take a serious toll of the soils during the coming blow season."

"Recent freezing and thawing of the land", the board continues, "has caused puffing up and powdering of the soils and those areas with poor or no cover are most likely to blow."

"Therefore," the statement says, "it is the recommendation of the supervisors that each farmer and rancher take the necessary steps to prepare their equipment for use in emergency tillage."

"T. W. (Wiley) Roberson insists and rightly so, that chiseling and listing of land will go a long way in helping to control blowing. He further stated it is to the interest of each individual to be ready and take action immediately to prevent or stop soil erosion due to wind action."

John W. Teas Funeral Rites Sunday, Dec. 30

Funeral services for John William Teas will be conducted at the Avenue Baptist church at 2 p.m. Sunday, Dec. 30. Rev. H. V. Fields will be in charge of the services.

Teas died in the Deaf Smith county hospital Friday afternoon following a long illness.

Teas was born on March 11, 1869 in Illinois and was married to Sarah Agnes Cross in Iona, Okla., in 1899. They moved to Texas and Deaf Smith county in March, 1926, from Oklahoma.

Burial will be in West Park cemetery under the direction of Gilliland Funeral home.

Survivors include his wife, Mrs. Sarah Agnes Teas; four sons, Monroe Teas, Alvie Teas, and J. C. Teas all of Hereford, and Homer Teas of Amarillo; and three daughters, Mrs. Ernest Shackelford of Millcreek, Okla.; Mrs. Elmer Duncan, Winniword, Okla.; and Mrs. Jim Tucker of Pauls Valley, Okla.

News Round-Up Shows "Big" Stories During 1951

In retrospect, 1951 has been a good year for Deaf Smith county and her citizens.

Not only were advances made from an organizational standpoint and in the realm of community achievement, it was also a year of progress for the farmers who — in the face of an adverse wheat crop — proved that diversified farming was the best ally of farmers in this part of Texas.

Treated briefly, here are the most important happenings of the year just drawing to a close and the issues of the paper in which the story "broke."

January 4
Postal receipts exceed 1949 by almost \$3,000.

Wheat harvest hopes are up again as drought ends.

Work starts on oil well near Glen Rio.

January 7
Inclusive program outlined by Chamber of Commerce.

January 11
Safety council begins work; officers chosen.

Plan organization of Civil air patrol here.

January 14
\$1,000,000 bond issue for new school building up to voters.

January 18
Rural telephone co-op gets vote of confidence in Hereford meet.

Hotel operation "slightly in red" for first nine months.

Nuclear test balloon lands here.

January 21
County expenses boosted \$5,040 in salary raises.

January 25
Henry Sears chosen "Man of Year".

Rockwell Brothers, E. B. Black, Hereford Brand honored at Chamber of Commerce banquet.

January 28
Commission proposes widening of Main street north towards Park Avenue.

Co-op men and Bell-telephone company will meet here on problem.

Homer Fox, community leader since 1912 died Saturday morning.

February 1
Fire destroyed Jackson electric company Wednesday.

Label for Hereford foods is discussed at meeting.

Polio drive reaches \$2500.

February 4
Livestock show entries to exceed last year's total.

Cemetery group plans meeting to discuss perpetual care operation.

February 8
West Texas co-op, Bell reach agreement here.

January 11
Jimmie Allred new chairman of Scout district.

February 11
Commissioners to protest a proposal to discontinue the one cent per gallon gasoline tax refunds distributed to counties for

road construction purposes.

The school board warns that the Hereford schools will be hopelessly overcrowded in 1953 unless additional facilities are provided.

February 15
Telephone co-op seeks final Southwestern Associated Telephone agreements.

School bond election is scheduled for March 3.

February 18
Calf average \$55.29 in livestock auction.

Dwaine Walker shows Grand and Reserve champions

February 22
Factories and food-research discussed.

Final Farm-to-Market easements are secured.

Telephone Co-op, Southwestern Associated Telephone make area agreements.

Hereford Fire insurance premium rate changing to credit of 5%.

February 25
Deaf Smith county wins redistricting fight; moved to 95th district.

Dwaine Walker exhibits grand champ at Amarillo.

March 4
School bonds fail by 163 votes. Red Cross raises \$5,000 in five days — need \$513.69.

No promises on REA line expansion work after March.

March 8
Accept bids on Deaf Smith Farm-to-Market road until March 20.

Cutworms hit wheat fields. Whiskers, old settlers top Pioneer Day plans.

March 11
Improvement work on city area near hospital begun.

Plan Castor bean test here.

March 15
Water conservation plans topic here on March 16.

Mid-plains Pioneer Day set for May 18 and 19.

Park Avenue village digging out after Monday's \$30,000 explosion.

March 18
Dark picture painted of chances for wheat crop.

Allowed 2000 more acres of castor bean seed here.

New lingerie factory to make 3600 garments each week.

March 22
\$312,332 bid is awarded Bootleg Farm-Market contract.

Area oil interest centers around well on Oldham-Deaf Smith line.

Hotel Directors see RFC on financial situation.

March 23
Heavy planting of spuds starts soon.

Castor bean questions are answered at meeting.

March 29
Engineers will begin work for rural telephone co-op.

Face local water control problem.

April 1
Kiwanians seeking funds through program for portable

resuscitator.

April 5
Safflower will help replace wheat in area.

Organization of USDA started this week.

Cotton acreage will be from 10 to 20,000.

April 8
Schroeter, McCaslin and Wagener elected Hereford Rural School District trustees.

Wimberley heads castor bean farmer cooperative.

April 12
Firemen make emergency life-saving unit from own funds.

April 15
Two-way police radio to be completed next week.

Australian couple tour area to compare methods of farming.

Hereford POW broadcast to home folks is scheduled.

April 19
Hereford school plant scored by evaluators.

Primary functions of water board explained.

Onion market for 1951 looks good.

Rural phone plans sent to REA for release of funds.

Potato acreage to exceed 1950 by 425 acres.

April 28
Beef shortage looms as meat packer shuts doors.

Prizes for Pioneer Day events to total \$2100.

April 29
REA office recommends rural phone fund O. K.

Fourteen good to superior ratings are awarded Hereford high band.

Safflower acreage to reach 3,000 to 4,000.

May 3
Hollis Rainey appointed City sanitarian May 1.

Incumbent REA board elected over opposition slate at meet Monday.

Practically all business under new OPS regulations.

Council recommends clean-up week May 14-17, Okays through streets.

Hereford host to 387 at Lions district meet.

May 6
Loss of \$2000 from explosion at Frasers oil co. and fire in Jewell's garage during week.

Hoop skirts, big hats proper wearing apparel for Mid-Plains pioneer day.

May 10
Planting 15,000 acres cotton here.

Boy Scouts to conduct clothing drive on May 26.

May 13
Third, Sixth new "through streets".

Wiltshire, Buckner and Lomenick win HHS honors.

May 17
Hereford refiles plans for Pioneer Day event.

Friena school damage near \$100,000 in fire Wednesday.

Four inches rain falls in two days.

May 20
Pioneer Day draws 435 former residents here.

Old Ward community gets rainfall of 10.35 inches.

May 24
Tornado damage at three ranches nearly \$10,000.

Four Santa Fe cars derailed. Scouts will collect clothing Saturday.

May 27
Bootleg Farm to Market work will begin Monday.

Crews will raise Tierra Blanca bridge this week.

New REA sub-station will hike power at Black, Friena.

May 31
Corn planting at record 7500 acres.

Pilot hits highlines at edge of Clover airport.

\$43,244 REA job completed Tuesday.

Tornado hits on Gallagher farm.

June 3
County-wide rat war set. Castor bean planting to be completed soon.

See record cotton crop here despite rain loss.

Local highway 60 unit is planned.

June 7
First alfalfa cut hits good market.

Water erosion now number one problem.

Test plot on Dodson farm for Castor bean.

June 10
McFarland, Rodgers to Washington conference on industry, food labels.

Tax equalization board appointed.

Instructor course in first aid June 26-29.

Baker Castor oil and Commodity Credit corporation in agreement on 1951 crop.

June 14
Dawn-Wildorado F-M work ok'd.

Labor camp nursing program start.

Vegetable harvest labor supply OK.

June 17
Plan seal of approval for all local products.

School board hears building problems.

Auditorium, Home Ec lab repair approved.

June 21
Earth tremor in Hereford vicinity Wednesday noon.

First wheat delivered on Monday by Earl Cole.

Walking blood bank seeking 500 registrants.

Hereford Cannery seeking beef for Federal packing.

June 24
Hereford growers open season's potato harvest.

Blood typing to begin on July 2.

June 28
Wheat harvesting to get started after July 1.

(Continued on page 2)

News in '51...

(Continued from page 1)

Tornado causes \$1500 in damage at Childers farm. Fireworks display July 4 at Veteran's park.

July 1 Chamber of Commerce men seek industry, capitol.

To begin Survey of Dawn F-M this week.

Water users discuss well to determine water return.

July 5 Packer seeks pea acreage in county. Potato harvest in full swing, all sheds open. Chamber of Commerce seeks entomologist to assist county agent.

July 26 Chamber of Commerce directors to study financial problems. Plant 2000 acres of lettuce here. Natural gas reported on Ezra Norton farm.

July 29 Begin installing of \$2334 park water system. Deaf Smith county hospital showing profit following 1950 loss of \$12,000. Dr. Barnett urges local soil & products analysis for bone study.

August 2 Recover loot, break burglary ring here. Annual county 4-H bake show will be held.

August 5 Set sub-divisions for water group. End of million dollar spud harvest this week. Authorities still recovering loot in the recent house burglaries.

August 9 Castor beans will be marketed locally. 96 samples needed for first bone study test. Hereford averted labor black-listing.

August 16 VFW district encampment here. Rodgers chairman of Deaf Smith county research foundation.

August 19 Loss near quarter-million dollars from hail storm. Walcott district's new school is ready to open. Telephone co-op loan approved.

August 23 Clay Angelo named full time fireman. Bootleg Farm-to-Market road ready about October 1. Set inter-city golf championship date.

August 26 Call meeting to act on West Texas Rural Telephone cooperative loan. Hereford rural bus routes ok'd. Fourth alfalfa cutting ready for \$35-\$40 market.

August 30 Castor bean men begin planning for harvest. Wyche, Adrian highways are county's Farm-to-market choice. Acceptance of local water control urged by Chamber of Commerce. Farmers will express own ideas on USDA at Family Farm Review meeting.

September 2 Will plan concert group membership drive. Farmers OK supports program and ask realistic loan ceilings. High school pre-enrollment figure at 923.

September 6 Feed crop hurt by lack of moisture.

September 9 Entire county in welcome gain belt. Name Deaf Smith county water district advisors.

September 13 Hand pick first load of castor beans in county. Gas rate hike approved pending unanimous OK of towns served. Twin honors for initial loads of 1951 maize crop. Propose \$503,270 budget for county.

September 16 \$210,994 budget for city is approved. \$416,560 school budget approved.

September 23 Women's club building is goal of Hereford members. First two loads of lettuce for 1951 rolled to market this week.

September 27 Celebration October 5 for Farm-to-Market road 1412 and Walcott school. Truck firm seeks to serve Hereford. Water district issue to voters.

September 30 Will ask \$950,000 school bond issue. Walter Hodges Jr. brought in first 1951 cotton.

October 4 Complete plans for Walcott school and farm-to-market road opening.

October 7 Will organize Deaf Smith county unit of Christian Rural Overseas program.

October 11 Extension of city mail-delivery authorized here. Best harvest for sugar beets open.

October 14 November 17 election date for \$950,000 school bond issue. Lettuce market hits \$5-\$5.50 per crate.

October 18 A new mail route west of town should be ready in about 60 days. Estimate 250,000 acres of wheat in county for 1952.

October 21 The High Plains Water conservation district was formed this week.

October 25 Grain sorghum yield in county 3,500,000 bushels. Late planting retarded safflower experiment here. Infant oxygen lock bought by hospital.

October 28 Hereford official 1950 population 5207 persons. St. Anthony's church dedication planned.

November 1 The amount of residential street lighting approved for increase.

November 4 Weather Saturday night holds fate of lettuce crop.

November 8 Winter cover crop seeding increase almost five times over 1950.

November 11 Increased planting of vegetables in 1952 seen by vegetable men here.

November 15 RFC forecloses on Hereford community hotel corporation.

November 18 School bond issue defeated 613-491. A hearing on a petition by Miller and Miller freight lines to extend their operations north to Hereford from Dimmitt will be held.

November 22 Teachers given \$150 cost-of-living bonus for 1951-52. Beet harvest ends for county's 1400 acre crop.

November 25 Sowing of estimated 235,000 acres of wheat should be completed soon.

November 29 1952 PMA practices selected.

December 2 Start drilling on oil well, Overstreet farm.

December 6 Hotel Jim Hill sale delayed.

December 9 Deaf Smith county has almost tripled its seeding of permanent pastures. Daily delivery for rural route two will begin January 1.

December 13 Election of first permanent board of water directors announced for January 8.

December 16 An equalization of farm im-

provements on the farmsteads in the Hereford rural school district was approved by the school board.

December 20 Amarillo buys land in county as water supply for city. Selling stock in a community venture to finance local purchase operation of the Hereford cannery equipment.

December 23 Deaf Smith county is allowed 5.3 miles of Farm-to-Market road for 1952 by state.

December 27 Call for more acreage for county and state in 1952.

Among the college students home for the holidays are: Helen Markham, Earlene Phillips, Gayle Roberson, Gerry Patterson, Milton Newell, Jack McCracken, Stanley Slagle, Jerry Reece, Lola

Pitta, Bedford Forrest, Joe Hershey, and Johnnie McBroom.

Mr. and Mrs. C. A. Stewart and son Alton of San Antonio arrived Thursday for a visit with their daughter, Mrs. George McLean.



Get Gay, Attractive CARNIVAL WARE IN MOTHER'S OATS



4 Festive Colors for Mixing and Matching! What a thrill to collect the valuable, useful premiums that come inside every big square package of Mother's Oats! Start today! No waiting—no coupons—no money to send for this gaily colored Carnival Ware, or Aluminum Ware, "Fire-King" Cup and Saucer, or "Wild Rose" pattern China.

And remember, there's no finer quality, more delicious, more nourishing oatmeal for your family than Mother's Oats! Get it today!

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The Campbells Are Back in The Laundry and Cleaning Business

New Location 133 Bennett Ave., 1/2 Block North of Sears Grain Co.

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After Having Served Hereford and Trade Territory for Over 12 Years in the Past. We are Very Happy to Be Back. We Invite All Our Old and New Friends and Customers to Drop By and See Our New Plant.

OPEN NEXT THURSDAY JAN. 3

New Building All New Machinery
New MAYTAGS In Our Large Helpy Selvy Dept.

LOOK! HELPY SELFY LOOK! - FREE -

January 3, 4, and 5th

Wash Your Own in One of Our New Maytags For No Charges. Except Soap, Starch
COME ONE - COME ALL
Don't Fail To Get That FREE Washing

SERVICES FEATURED:
HELPY SELFY
WET WASH
ROUGH DRY
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FLAT FINISH
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New - Clean - Modern - Convenient. Soft Water. Steam. With the Best of Service

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F. M. Campbell & Roy

133 Bennett Ave.

Happy Holiday

1952

Let us all meet
the New Year
with a sustaining
faith in our destiny.

This fresh beginning
is everyone's priceless
gift.

We Will Be

CLOSED

Monday and Tuesday

December 31st and January 1st

CARL McCASLIN LUMBER CO.

1 Block East of Courthouse

Phone the Lumber Number 7



TEEN-AGE TANKMAN. Marine PFC Tommy D. Carnahan, 18, of Hereford, pictured climbing from the General Pershing M-26 tank, is the youngest crewman in the First Tank Battalion, First Marine Division. He is the son of C. D. Carnahan of Hereford and Mrs. C. D. Carnahan of Phoenix, Ariz.—Defense Dept. Photo. (Marine Corps).

Hospital Notes

Patients in Hospital
 Mrs. J. D. Carr, med.; Mrs. L. W. Phillips, med.; Alexandria Juarez, med.; W. P. Graham, med.; Mrs. E. S. Ireland, med.; Homer Henslee, med.; Otis Jones, med.; Mrs. G. A. F. Parker, med.; Mrs. E. C. Hewitt, med.; Mrs. M. M. Maier, med.; Mrs. M. T. Rutter, surg.; Clifford Higgins, med.; John Nathan Stark, surg.; Mrs. Ray Hulse, med.; Mrs. J. A. Derryberry, OB.

Patients Dismissed
 Linda Loerwald, T&A, 12-20; Mrs. C. R. Kropff, med., 12-28; Mrs. Clyde Coanougher, surg., 12-27; Judy Ann Harris, med., 12-27; Wayne Hastings, T-12-27; Mrs. Lee Roy Boyer, surg., 12-28; C. L. Lloyd, med., 12-26; F. H. Oberthier, acid., 12-26; Mrs. Earl Huston, acid., 12-27; Ann Wingert, surg., 12-28.

Births
 A daughter, Ricki Sue, to Mr. and Mrs. J. A. Derryberry December 28.

New CC Officers Face Busy Time During January

The Deaf Smith County Chamber of Commerce, led by Jim Bob Allison, new president, will find a busy January after the new board of director members take over their duties officially on January 1.

Probably the first action of the new board will be discussing a proposed low-cost housing project for the city at a public meeting January 4. There is nothing definite on this project and it is still in the discussion stage.

One of the main activities for the group during the first month of its tenure as the Deaf Smith County chamber will be a concentrated membership drive which is hoped will add about 100 or more members from throughout the county to its list.

Dates for the drive are not definite yet, but it will be conducted through January.

Another big item for the C of C will be its January 25 annual banquet at which time the Lions club will honor an outstanding Hereford citizen as "Man of the Year."

That selection is being made by a secret committee of the Lions club and the choice will not be

made known until banquet time. Also regarding a proposed five-discussions will be carried on county directory to be published by the Winters company of Arlillo.



Happy New Year

It gives us genuine pleasure to tell you how much we have enjoyed our associations during the year now drawing to a close.

So, in the spirit of the holidays, we join your many friends in wishing you health, wealth and happiness all through 1952, and for many years to come.

THE Vogue

Modern at It's Best!

Priced to fit **YOUR BUDGET**

PERMALUX
 2 piece living room Suite

A smartly styled suit of modern trend in the popular 2-cushion style. Designed for comfort—plus economy. Note the wide refined arms and channeled ends—the decorative fringe. Upholstered in Mohair Frieze in one of today's smart colors—makes this truly a suit for you.



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 A—Hinged front support.
 B—Chain and Helical Springs or eliminates twist tying.
 C—Spring steel anchor bands in place of webbing.
 D—Tempered double cone springs for greater resilience.
 E—Metallic anchor springs to absorb shock.
 Every Permalux™ Base & Construction is guaranteed to outlast frame or cover.

Around...

(Continued from page 1)

directors and a representative of an architectural firm will be held Friday night at 7 p.m. in the Hotel Jim Hill ballroom.

To show that appreciation is not a lost virtue, The Brand received a "thank you" note for Santa Claus Saturday. It follows: Dear Santa:

I would like to thank you for the fishing rod and reel. I'll be looking for you next Christmas.
 Love,
 Richard Ward

Informal Parties Mark Holidays

Mrs. Robert Veigel and Mrs. Louis Woodford were co-hostesses for an informal get-together to mark the holiday season Thursday afternoon at the Veigel home. Those enjoying the occasion were: Mesdames J. T. Gilbreath Jr., B. F. Cain, J. R. Allison, Wayne Evans, T. E. Seiger Jr., Troy Moore, Roy Ford, J. W. Barnett, Ora Remling, Roy Grubbs, O. L. Click, Bill Hutson, Earl Phillips, John Robinson, Leslie Martin, Bowie, Joe Brewton, Mineral Wells, Ellis Coombes, W. E. Dameron, S. O. Wilson, Lisle Woodford, Richard Barnard and Clyde Russell.

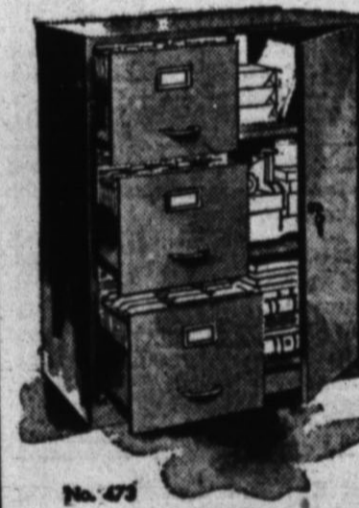
Friday Morning Party
 Friday morning Mrs. Veigel was hostess for an informal get-together which included Mesdames; Luther Lesly, O. H. Culpepper, George Graham, Troy Kelly, A. B. Higgins and Vern Hilton.

Altavene Clark

Mrs. Homer Brumley was hostess to eight friends of Altavene Clark of Washington D. C. who was in Hereford for the day Friday afternoon. Those attending the Christmas greeting were Mesdames; S. S. Dodson, A. J. Schroter, Robert Thompson, A. O. Thompson, D. H. Alexander, Wayne Evans and Cecil Guseman.

The honoree had been a guest of the Rotary Club at noon and remained for the informal talkfest given by Mrs. Brumley.

Jane Welch and Ed Crow of Fort Worth, both students at Hardin-Simmons university, are visiting in the home of her parents, Mr. and Mrs. Fred Welch.



COLE'S
 new invention
FOR HOME OR OFFICE

(IMAGINE ONLY)
\$56¹⁰

No more hunting for elusive bills or letters. Be efficient. Use Cole's new invention. Know your records are safe and orderly. The storage compartment with three adjustable sections under lock and key will more than pay for the cost of this solid steel cabinet by preventing petty pilferage. The three letter-size, ball-bearing drawers are equipped with spring compressors. Olive green or Cole gray baked enamel finish. 37 1/2" high, 30 1/2" wide, 17 1/2" deep.



"The more it bears--the better it wears"

NOW IN STOCK

1952

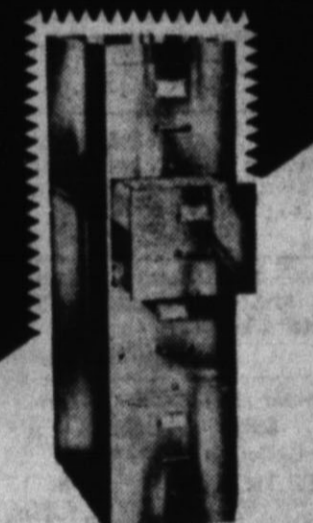
CALENDAR PADS

AND

REFILL PADS

(Be Sure To Get the Number of Your Old Pad)

STEEL FILES



\$59⁵⁰ Letter Size DELIVERED

- Grating Finish
- All Welded Construction
- Extension Slides with Roller Bearings
- Easy Drawer Operation

LOW IN PRICE, PREWAR QUALITY. This good looking STATE Steel File will provide a lifetime of trouble-free service. Check all its features, examine the file, make any comparison and you'll agree that this 4-drawer filing cabinet is "today's best buy."

E. B. Black Co.
 Since 1901

The Hereford Brand

WANT ADS Phone 30 or 31

FREE Theatre Tickets To See



WEDNESDAY - THURSDAY
JANUARY 2 - 3

Star Theatre

Be Sure and Ask for Your Free Tickets

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

1. FOR SALE Miscellaneous

GOOD HOUSEKEEPING SHOP
3rd & Main Phone 1109
CLEARANCE SALE
T-A-G*

* Tested-Approved-Guaranteed
BEFORE YOU BUY
SEE US FIRST

All of our Used Appliances have been reconditioned by our own service. These appliances are GUARANTEED TO MEET THE RIGID STANDARDS OF FRIGIDAIRE'S T. A. G. PLAN.
\$20.00 AND UP
ON USED APPLIANCES

26 - Used Refrigerators, both Gas and Electric.

12 - Used Ranges, both Gas and Electric.

USED WASHERS
2 - Easy Spindriers
3 - Bendix Automatic Washers (1 practically new)

1 - Hotpoint Automatic, a year old.

1 - Thor
1 - ABC
B-1-52-2c

FOR SALE or Trade almost new Serval Butane refrigerator. B. E. Brumley
B-1-12-19-tfc

FOR SALE: Registered Scotch Shorthorn bulls, 7 miles south of Dimmitt Hwy. Tom Draper. Box 671.
B-1-16-6-tfc

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

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

We Have III FEED MOLASSES Any Quantity
FRASER MILLING CO.
B-1-30-tfc

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

PRAIRIE HAY
BRADLEY GRAIN CO.
Phone 360 Box 889
B-1-11-9-tfc

FOR SALE: 33 Spartan Royal Morsan Trailer House. 129 Avenue E. or call 1028-M
B-1-14-51-4p

LUMBER
Utility Grade
2x4s and 1x8s
\$45 Fir
\$65.00
Per Thousand Feet
Carl McCaslin Lumber Co.
1 Block East of Courthouse
Call the Lumber Number 7
B-1-27-tfc

FOR SALE: Hampshire hogs. All sizes and ages. Registered and common. 2 mi. south on Hiway 51. Ed Dziuk.
B-1-19-27-3p

FOR SALE: Assortment of Roses, Flowering shrubs, fruit trees shade trees, hedge and bulbs. Mrs. J. F. Ward, North Main.
S-1-19-20-tfc

YOU CAN GET Your Copy of Panhandle Cooking, the Cookbook put out by the St. Thomas Episcopal Auxiliary by calling 484 and leaving your name and address.
B-1-27-21-tfc

FOR SALE: 30 tons heavy grained Kafir bundles. J. B. Snead 7 miles west out Harrison, 2 1/2 north.
B-1-16-26-tfc

FARMERS - RANCHERS
We have RANGE CUBES Feed 1/2 to 1 pound a day. Immediate delivery on any amount.
Call 360 or 1635
B-1-26-11c

2. FOR SALE Farm Equipment

NEW & USED Heavy Duty Case Tandem Disc
Jacobson Bros.
137 N. Miles Hereford
B-2-17-tfc

3. FOR SALE Automobiles

HEREFORD MOTOR CO. INC.
Ford & Mercury Dealers
SPECIAL PRICE ON 1 1951 MERCURY DEMONSTRATOR (NEW CAR GUARANTEE)
1-1951 Ford Victoria.
1950 Mercury 4 dr. Loaded.
1950 Ford 2 dr. O. D., heater, permanent antifreeze, original black finish, good w/w tires, exceptionally clean.
1951 Dodge 4 dr., like new, fully equipped.
1949 Chrysler Windsor 4 dr., whitewall tires, loaded, 27,000 actual miles.
1949 Oldsmobile 2 dr., exceptionally clean. R-H, Hydro-matic Drive.
1948 Ford 4 dr., R-H, one owner car, really nice.
COMMERCIALS
2-1951 Ford 1/2 ton pickups, fully equipped. New car guarantee. SPECIAL PRICE THIS WEEK ONLY.
NICE SELECTION OF '40 and '41 CARS TO CHOOSE FROM. ALSO HAVE NICE SELECTION OF COMMERCIAL VEHICLES.
Phone 38 or 39
B-3-20-tfc

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

4. REAL ESTATE

FOR SALE: Modern home, carpeted throughout. Immediate possession. Phone 470-J
B-4-10-23-tfc

FOR SALE - Five room house on 104ft. front lot on pavement Adjoining high school playgrounds. Call 1219. Genevieve Guseman.
B-4-19-11-tfc

4 1/2% MONEY On

FARMS - RANCHES
METCALF & BRALY
632 W. First St., Hiway 60
Ph. 854 P. O. Box 845
Hereford, Texas
B-4-2-36-tfc

FOR SALE: Two bedroom home on 104'x200' lot. Recently re-decorated garage with room attached. Small barn with cement floor and electricity. Call 810.
B-4-23-50-tfc

CHOICE
Irrigated and Unirrigated Farm Land. City Property
P. O. Box 506 - 338 Main
E. B. POSEY, REALTOR
Hereford, Texas
B-4-15-tfc

WANTED TO RENT
320 acres or more for row crop or wheat. Have 4 row equipment and late model wheat equipment.
Send all information to Box 673, Hereford Brand.
B-4-1 1/2-21-13p

FOR SALE
748 acres, 600 in cultivation. One 8" irrigation well, 185 ft. to water, 36x40 barn, 12x14 granary, new 3 bedroom house. 140 acres grass, 1/2 mineral rights. \$100.00 per acre
GLENN WEIR
104 Main
Res. 452 Office 200
B-4-22-tfc

FOR SALE
30 acres good smooth land right near town, clean as a hound's tooth, \$8,500.
GLENN WEIR
109 Main
Res. 452 Office 200
B-4-49-tfc

HEREFORD HOMES
Very nice 2 year old home with \$5100.00 FHA loan, located at 109 Ave. D. Living room carpeted, venetian blinds, 2 bedrooms, large kitchen. Must have all cash difference.
Price \$9,500.00
SAM NUNNALLY
136 Main
LONE STAR INSURANCE AGENCY
B-4-49-tfc

HEREFORD FARMS
100 acres, 5 miles from Hereford, 8" irrigation well on natural gas.
Price \$25,000.00
SAM NUNNALLY
LONE STAR INSURANCE AGENCY
B-4-47-tfc

FOR SALE
Irrigated 320 acres, 280 in cul. 2-8" wells, 3 bedroom home 3 room tenant house, all modern, grade A dairy barn 32x60, new barn, 1-6000 bus. granary, 2-2000 bus. granaries and other imp. Price \$200 an acre.
Nice irrigated 330 acres, 295 cul., 2 bedroom modern house, 2 room tenant house, barn, chicken house and other imp. 4 miles of Hereford, 1 mile off paving. Price \$225 acre, \$19,800 loan.
Nice clean 80 acres in good irrigation water. Price \$12,000, some terms.
Good 160 acres in good irrigation water, price \$24,000.
254 acres, 130 cul., in good irrigation water, on paving. Natural gas available. Four room house and barn, near Hereford. Price \$80.00 acre. Good loan.
Other good buys in farms from 5 acres up. Also good buys in houses, lots all sizes.
J. M. Hamby Real Estate
South of Courthouse Phone 701
B-4-4-52-4p

FOR SALE: Small four room house on 82'x150' lot. Has furniture. See or call Gerald Wilson, Hereford Brand.
B-4-18-21-tfc

WANTED-WANTED-WANTED
We need more listings on land and City property. Let us help you find a buyer.
Alderson & Ridgway
238 Main Street
Phone 397
B-4-50-tfc

HAVE 1/4 Section irrigated land to rent for cash. L. J. Counselman, 5 miles south Summerfield.
B-4-15-27-2p

HAVE ONE HOUSE and 2 apartments. Will trade equity for a house to be moved or for farm equipment.
B-4-19-27-4p

WANTED TO RENT: 80 or 160 acres of land for cotton. Have 4-row equipment. Phone 1430 Hereford.
B-4-17-27-4p

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

5. FOR RENT

FOR RENT: Nice 2 room apartment. Bills paid. 407 Ross, Phone 207-J, M. M. Beavers.
B-5-14-27-tfc

FOR RENT: Furnished apartment for adults with garage. 307 Roosevelt.
S-5-10-27-1p

FOR RENT: Unfurnished Apt. Call 152. Very Nice.
B-5-8-27-2p

FOR RENT: Large 3 room furnished Apt. Private bath. and garage. Call 1035-W. 607 Park Ave.
S-5-16-27-1p

FOR RENT: Furnished apartment for couple. Call 43.
B-5-8-27-2k

FOR RENT: 2 room apartment. Partly furnished. J. L. Fevley, 3rd and Lee.
B-5-13-27-2p

FOR RENT: 3 rooms and bath. Unfurnished Apt. Call 357-W or 113 Ave. G.
B-5-14-52-3p

FOR RENT: Furnished upstairs Apt. Private entrance. Call 590-J.
B-5-9-52-2k

FOR RENT: Furnished light housekeeping rooms. Hereford Camp Phone 678.
B-5-10-52-2p

FOR RENT: 3 room house with bath for small family. J. M. Hamby. Phone 701.
B-5-14-52-2p

FOR RENT: Furnished apartment. A Petersen. Call 1484-W or 839.
B-5-10-25-tfc

FOR RENT: Two room furnished apartment. Modern, bills paid. 901-A Union.
B-5-11-25-tfc

FOR RENT: Four room furnished Apt. with garage. Mrs. John Jacobsen, Jr.
B-5-12-26-tfc

FOR RENT: 310 McKinley. Clean spacious, three room efficiency, nicely furnished, electric box, private bath and entrance. Close in, bills paid. Adult couple. Phone 1092.
B-5-23-51-tfc

FOR RENT: Bedroom. Close in. 509 Ross. Phone 847-J.
B-5-9-42-tfc

FOR RENT: Nicely furnished six room house Three bedrooms 239 Lee. See J. B. Elliston or phone 179 or 86.
B-5-20-46-tfc

Store Building for Rent-126 East 3rd. See J. B. Elliston or Phone 179.
B-5-14-31 tfc

FOR RENT: Unfurnished four room duplex. Apply 501 Jackson or Phone 738-W
B-5-12-22-tfc

FOR RENT: Furnished and unfurnished Apts. Private Bath 115-B Street Call 569
B-5-12-22-tfc

6. WANTED

WANTED: Custom Bundle Threshing, Oneway and a Listing. Floyd Stivers, Phone 930-J
B-6-11-23-tfc

SHELLED CORN
We Are Paying
\$1.85 bu. - No. 2 Yellow
\$2.10 bu. - No. 2 White
Rogers Grain Co.
Down, Texas
Phone Hereford L. D.
B-6-17-tfc

WANTED: Stalk field or other field grazing for cattle. Will also buy bundled feed. O. G. Hill or O. G. Hill Jr. Phone 1310 or 93.
B-6-18-40-tfc



WANTED: TO RENT: 1/2 section cotton land. Cecil Barrett. Rt. 1 Earth, Texas. Phone 3515.
B-6-15-52-4p

7. Dressmaking-Ironing
SEWING and ALTERATIONS:
Mrs. Ross Fuller 306 West 6th
Phone 1546
S-7-11-22-tfc

8. HELP WANTED
WANTED: Middle aged lady bookkeeper. Phone 64, Business hours.
S-8-8-27-1k

WANTED: Experienced grocery-man. See Joe Andrews at Furr Food.
B-8-9-26-tfc

10. NOTICE

KPAN LOG WEEK DAYS

A. M.
7:45 World News
8:00 Local & Texas News
8:10 Bob & Boob Show
8:30 Rangers Quartet
8:45 Organals
9:00 World News
9:15 Music with Streu
9:25 Interlude
9:30 Church of Christ
9:45 Between us Girls
10:00 Major Lively
10:15 Dan Malloy
10:30 KPAN JAMBOREE
11:00 Man on Street
11:15 Morning Devotional
11:30 Sons of Pioneers
11:45 Hymn Time

P. M.
12:00 Texas News
12:05 News Commentary
12:10 Interlude
12:15 Trading Post
12:30 World News
12:45 Music Remote
1:00 Dimmitt Hour
1:30 Dimmitt Hour
2:00 Western Jubilee
2:30 Western Jubilee
3:00 June Christy
3:15 Music in Mello Mood
3:30 Music in Mello Mood
4:00 860 Club
4:30 860 Club
4:45 Uncle Remus
5:00 Marine Band
5:15 Music at Twilight
5:25 Sports Review

11. Business Services

AUCTION
Your Farm - Dairy Cattle and Machinery
Contact Hugh Bookout Realty.
Res. Ph. 1270-W
Office Ph. 1674
933 East 1st on Hiway 60
Representing
Hi-Plains Auction Co.
B-11-26-tfc

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

J. C. "SLIM" TULFER
Licensed Auctioneer
Farm Sales a Specialty
Phone 207, Dimmitt, Tex.
or Book Sales at the Brand Office
B-11-1 1/2-47-8x

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1092.
B-11-27-8-tfc

DOLLS REPAIRED, Dressed, Have Shoes, Hats, Wigs, Doll Hospital. Canyon Texas. Box 191. 2007 8th. Ave. Phone 198W
B-11-18-44-16c

SIGNS
PAINTED - NEON
GLENN BOARDMAN
407 Lee Ave. Ph. 456-W
T-11-16-tfc

13. LOST

STRAYED North of Joel Switch, one whiteface steer, branded Lazy B on right hip. Notify Jack Bradley. Phone 360.
B-12-19-25-tfc

STRAYED: From L. B. Godwin farm. 1 black steer branded S on left hip. Notify S. H. Slagle
B-12-16-28-3c

Household Scrapbook

By Roberta Lee

To Prepare Javelle Water
Dissolve one pound of washing soda in one quart of boiling water, and 1/2-pound of chloride of lime in two quarts of cold water. Pour the clear portion of the lime solution into the soda solution and allow to stand for setting. Decant the clear liquid into bottles, cork tightly, and keep in a dark place.

Painting Blackboards
First paint the blackboard with ordinary glossy black paint. Then, when this is dry, apply a coat of black paint mixed with turpentine instead of oil; this will dry a dead black.

A Little Paraffin
It has been said that if a few drops of pure paraffin are applied to a cut, it will give instant relief and also assist it to heal.

Serge
To renovate a shiny serge garment, sponge it with boiling hot vinegar until the stains and grease marks disappear. Then thoroughly press on the wrong side with a fairly hot iron. For spots on blue serge, rub with a cloth wrung out of coffee.

Care of Mirrors
When washing mirrors or pictures be careful that no water runs down between the glass and the frame. The mirror will be ruined if its back is wet. Use a chamois wrung out of warm water until quite dry.

Table Linen
It is not a wise practice to put the table linen through the wringer. Creases will form that are very difficult to remove with the iron.

Killing Trees
To kill or get rid of a tree, cut it down close to the ground and from then on prevent growths from developing on the stump or suckering from the roots. Bore holes in the stump and fill these with salt and water, and this will hasten the decay.

Eyelashes
Promote the growth of eyelashes by dipping a soft brush in PURE lanolin and touching the edges of the eyelids with it. The application should be made before retiring for the night.

The Goldfish
If the goldfish become ill, the probability is that it is either due to overfeeding or lack of fresh water.

Chamois Gloves
To clean chamois gloves make a strong suds of white castile soap. Dissolve 1 teaspoonful of borax in 1/2-pint of hot water and

add this to 1 quart of the suds. When cold, put gloves on hands and wash gently in the same manner as washing the hands. Rinse in the same way. When dry, rub between the hands to soften.

Mr. and Mrs. Charles Dye visited in the home of his mother, Mrs. George Pace on Christmas.

Mrs. L. M. Sullins has returned to her home in Roswell after visiting here for over a month.

Herschell Miller Jr. has been home several times during the Christmas holidays.

Twenty-one guns constitute a presidential salute

Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y
J. B. NOLAND, W. M.
MASONIC BULLETIN
Hereford Lodge 549

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

Veterans of Foreign Wars
Meets Every
Thurs. 8 P.M.
V. F. W. CLUB HOUSE

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

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

Lions Club
meets each
Wednesday, 12 noon
Hotel Jim Hill

FARM LOANS

LET US TELL YOU ABOUT OUR JOHN HANCOCK FARM LOAN SERVICE. FREE, PROMPT AND LIBERAL APPRAISALS. NO STOCK TO BUY, NO COMMISSION TO PAY. LONG TIME TERMS - LOW RATES OF INTEREST.

INSURANCE

WE HAVE A COMPLETE INSURANCE SERVICE ON FARM IMPROVEMENTS, LIVESTOCK, CROPS, CARS AND TRUCKS. LET US TELL YOU HOW WE CAN SAVE YOU MONEY.

WESSON REAL ESTATE

LOCATED WEST OF COURTHOUSE
HEREFORD TEXAS



Grandstand Gropings

By Kent Squire

Tuesday tells the tale. It is purportedly the last big Bowl day, as well as being, the fact finder of who wins the chips. After scanning the selout population total's of the man New York tussler, I am certain that the trembling step I took a few skulks back, should have been a running takeoff in the direction of the premise, that the qualifiers won't let that cash income elude them... to tag it, they have sold an aggregate number of ducats (cash on the line and if you don't show we lose only the parking overcharge) at sundry festivals... Rose Bowl, 103,048; Sugar Bowl, 82,000; Cotton Bowl, 75,349; Orange Bowl, 65,153; and that amasses to 325,530 payers at four bucks a head aggregates \$1,302,120 and that considers only the biggies. The minor frays include the Gator Bowl, 36,000; Salad Bowl, 20,000; Sun Bowl, 14,000; Tangerine Bowl, 10,600; that reaches to \$2,600 head and an influx of \$325,000 above whiskeys take... I don't think any of the reformers have had the temerity to attack the East-West Shrine game or any other direct charity benefit tilt... and they won't find a receptive audience or tolerance if they attempt it. I not where "Old Fearless" Fraley has started a movement to reform the reformers... He may have a landslide on his hands... I understand that

LIABILITY INSURANCE

How much do you pay in YOUR town?

| PLACE | Bodily Injury (\$5,000) | Property Damage (\$5,000) | TOTAL |
|----------------------|-------------------------|---------------------------|----------|
| New York City | \$86 | \$29 | \$115.00 |
| Rochester, N. Y. | 43 | 18 | 61.00 |
| Chicago | 36 | 22 | 58.00 |
| San Francisco | 34 | 20 | 54.00 |
| Kansas City, Mo. | 31 | 15 | 46.00 |
| Philadelphia | 30 | 20 | 50.00 |
| Minneapolis-St. Paul | 29 | 17.50 | 46.50 |
| Miami, Fla. | 26 | 20 | 46.00 |
| Los Angeles | 25 | 18 | 43.00 |
| Seattle | 24 | 18 | 42.00 |
| Escanaba, Mich. | 24 | 13 | 37.00 |
| Detroit | 18 | 18 | 36.00 |
| Huntsville, Ala. | 18 | 13 | 31.00 |
| Hot Springs, Ark. | 18 | 12 | 30.00 |
| Muncie, Ind. | 17 | 15 | 32.00 |
| Wichita Falls, Tex. | 16 | 14 | 30.00 |
| Guthrie, Okla. | 15.50 | 8.60 | 24.10 |
| Albuquerque, N. M. | 14 | 12 | 26.00 |
| Cedar Rapids, Iowa | 14 | 12 | 26.00 |
| Prairie City, Ore. | 13 | 12 | 25.00 |
| Denver | 13 | 12 | 25.00 |
| Powder River, Wyo. | 13 | 10 | 23.00 |
| Jamestown N. D. | 12 | 7.50 | 19.50 |
| Dodge City, Kan. | 10 | 9 | 19.00 |
| Hereford, Texas | \$15 | \$10 | \$25 |

Private Passenger Cars

Lone Star Insurance Agency
 Sam Nunnally
 Hereford, Texas
 136 Main

DIMMITT NEWS

Thirty-Seven Attend Community Christmas Party Thursday Night

By Mrs. C. J. Mapes

The annual Community Christmas party was well attended at the Dameron home Thursday night. The Christmas tree was loaded with gifts. Every adult and child participated in exchange of gifts and fun. Games of "42" was the diversion of the evening. Refreshments of cake, coffee and pie were served to 37 guests.

Mr. and Mrs. Bob Mapes were hostesses for a "drop in" party at their home Tuesday night. About 50 guests dropped in and enjoyed games, visiting and refreshments.

Mr. and Mrs. George Jones and son Bill, from Silverton, Tex. and Mrs. Wallace, had dinner Christmas Day in the home of Mr. and Mrs. Elzie Teague. Mrs. Wallace is Mr. Teague's mother. Mrs. Jones is a sister.

Mr. and Mrs. C. J. Mapes Jr. left Thursday morning for Rockport Texas, to spend a few days. Mrs. Mapes' mother Mrs. Garland Brown will accompany them home.

It's a girl and a Christmas Eve gift for Sgt. and Mrs. M. R. Smith. Debra Gale will make her home in Lubbock with her mother. Her father, Sgt. Smith is on his way to Korea. Mrs. Smith is the former Melba Johnson, of Dimmitt.

Dimmitt friends of Mr. F. H. Oberthier, Sr., regret to hear of his misfortune and traffic mishap in Hereford Monday. Mr. Oberthier was a former rancher in Castro county.

Mr. and Mrs. Fred Mapes and daughters, Linda and Janet of Clapham, N. M. spent the holidays in the C. J. Mapes home.

Report from Guy R. Zeigler is that after a 28-day voyage he has arrived in Japan.

Mr. and Mrs. Curtis Tate were surprised Christmas Day to have Mrs. Tate's mother and father, Mr. and Mrs. Kay, and three married sisters drive in from Vici, Okla.

Johnny Thomas Bagwell, son of Mrs. Lorene Bagwell, and Charles Thompson, son of Mr. and Mrs. Joe Thompson, departed for San Antonio Thursday to enlist in the Air Force. They will receive their basic training there.

Harold Key, who has just finished his basic training at Sheppard Field, Wichita Falls, is spending the holidays visiting relatives and friends in Dimmitt.

B. A. Fuller was removed from the Plain Memorial hospital to his home on Christmas Eve, but was returned to hospital on Christmas Day because of pleurisy pain. His many friends regret the relapse.

Mr. and Mrs. J. W. Skipworth celebrated their golden wedding anniversary on Sunday in the parlor of the Methodist church at

Club Group Entertains

The Hobby club members entertained their families at a Christmas dinner party given December 21 at the club house. The dinner was served buffet style from tables decorated with greenery and holly branches.

A tree and Santa Claus and exchange of gifts were featured and Gladys Lee and Sandra Jo Caraway entertained with piano selections. Games of Canasta completed the evening's entertainment.

Those attending were Mr. and Mrs. Otis Lee and daughter, Mr. and Mrs. Jack Johnson and son, Mr. and Mrs. W. C. Rose and daughter, Mr. and Mrs. Jimmie Mercer and daughter, Mr. and Mrs. Ray Howell, and son, Mr. and Mrs. Travis Caraway and daughters and Mr. and Mrs. Hollis Rainey and children.

School Lunch Room Menus

January 2-4 Wednesday
 Frankfurters with Cheese
 Black-eyed Peas
 Cabbage and Apple Salad
 Bread - Butter - Milk
 Cherry Cobbler

Thursday
 Hamburger Patties
 Sliced Tomatoes - Lettuce
 Onions - Pickles - Mayonnaise
 Buns - Stewed Prunes
 Peanut Butter Cookies - Milk

Friday
 Pinto Beans - Onion Wedges
 Seasoned Turnip Greens
 Carrot & Celery Sticks
 Cornbread - Butter - Milk
 Baked Apples

Family Get-Together

For the first time in several years all four of Mrs. Nona Jowell's children and their families were home for Christmas. They included Mr. and Mrs. Charles (Sandy) Jowell and children Carolyn and Chuck of Sweetwater, Mr. and Mrs. A. D. Hooper and Kay Lynn of Plainview, Mr. and Mrs. Jerry Jowell and Jerry David of Clovis, N. M. and Mr.

and Mrs. Robert Gentry and Bobby, also of Clovis.

Elizabeth Benson spent Christmas with her parents, Mr. and Mrs. George Benson. She is employed by a commercial art concern in Abilene. Also in the Benson home for Christmas were her father, W. E. Davis, her sister, Mrs. Forrest Sawyer and Mr. Sawyer and their son

Edward of Clarendon, and Jack Stovall of Abilene.

Mr. and Mrs. A. L. Chambers and daughter of Canyon spent Christmas Day with his sister, Mrs. Elmer Patterson and family. Mrs. Patterson's sister, Miss Frances Chambers of Amarillo, was also a Christmas guest in the Patterson home.

Mr. and Mrs. Colby Con-

wright and son Jimmie spent the Christmas holidays in Sherman with her parents, Mr. and Mrs. J. J. Flanery.

Mr. and Mrs. Fred Welch, Jane and Wendell and Ed Crow of Fort Worth visited in the home of Mrs. Welch's sister, Mrs. Truman Reid on Sunday in Roswell. They went on to Ruidosa, N. M. for a few days.



HERE ARE CHILDREN of Hereford Kiwanians who attended the club's Christmas party at Hotel Jim Hill Thursday.—Alex Thompson Photo.

Family Get-Together and Mrs. Robert Gentry and Bobby, also of Clovis.

Elizabeth Benson spent Christmas with her parents, Mr. and Mrs. George Benson. She is employed by a commercial art concern in Abilene. Also in the Benson home for Christmas were her father, W. E. Davis, her sister, Mrs. Forrest Sawyer and Mr. Sawyer and their son

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Mr. and Mrs. Colby Con-

NEW LOW PRICE!

RONDO PERCALE

39¢ yd.

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now down to just

- SPARKLING NEW SPRING PATTERNS AND COLORS... NO REMNANTS OR SHORT LENGTHS!
- Every wonderful yard is perfect quality!
- Penny's own smooth, high count percale... easy to sew with!
- Dash in... start your Spring sewing NOW... and SAVE!

HELLO FOLKS!

I'm moving to Hereford very soon. And am I happy about it! I'm looking forward to knowing you real well.

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 "Your Friendly Ford Dealer"

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JOIN THE MARCH OF DIMES
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS - FRANKLIN D. ROOSEVELT, FOUNDER

FIGHT INFANTILE PARALYSIS

Personals

Sgt. and Mrs. Lester Hoggins and children of Wichita, Kans. visited in the home of her sister, Mrs. Charles Dye last week.

Mr. and Mrs. Cawthon Bryant and John David are visiting in the home of her mother, Mrs. J. D. Smith of Ralls.

Visitors in the home of Mr. and Mrs. D. H. Bryant over the Christmas holiday were their children: Rev. and Mrs. Noel Bryant and children of Borger, Rev. and Mrs. L. B. Taylor and children of New Home, Rev. and Mrs. Orin W. Carter of Pampa. Also visiting in their home for Christmas dinner on Wednesday were her sister, Mrs. Joe Greer and husband, of Amarillo and Mr. and Mrs. Lem Carlisle of Hereford.

Family Affair

Members of the late John L. Wilson family held a Christmas get-together at the home of Mrs. Jeff Gilbreath Christmas Day. They included Mr. and Mrs. Claude Morris of Vega, Mr. and Mrs. Cliff Estes, Mr. and Mrs. John Estes, Mrs. Florene Seitz of Pilot Point, a cousin Mr. and Mrs. Gilbreath and Karl and Thornton Shirley.

Attend Funeral

Mr. and Mrs. Joe L. Hoffman, Mr. and Mrs. L. J. Kuper, Mr. and Mrs. Anthony Hoffman, and Henry Hoffman were in Amarillo Thursday to attend funeral services held there for J. W. Horn, 52, who died Christmas Eve from a heart attack. Mr. Horn was an old-time friend of the Hoffmans.

Mr. and Mrs. Arden Brame of Abilene have returned to their home after spending the Christmas holidays here with her parents, Mr. and Mrs. E. J. Grady. Mrs. Brame is the former Miss Mary Louise Grady.

Capt. and Mrs. L. F. Hansen of Lubbock spent the Christmas holidays with her parents, Mr. and Mrs. Ray Johnson. Mrs. Hansen was formerly Miss Billee Ray Johnson.

Mr. and Mrs. Dave Grimes were hosts at a Christmas reunion of their family which included C. P. Grimes of Circle, Montana, Mrs. Irene Sellers and two sons, Mr. and Mrs. Billy Wall and sons and Mrs. Grimes mother, Mrs. P. A. Turnbow.

Mr. and Mrs. J. I. Lueb have returned to their home in Boulder, Colorado after spending the Christmas holidays with her parents, Mr. and Mrs. Joe L. Hoffman, and other relatives.

Miss Elizabeth Coconougher left Friday following a Christmas visit with her parents, Mr. and Mrs. Clyde Coconougher. Miss Coconougher is completing her internship for a dietician at the University of Iowa, Iowa City.

Mrs. Florene Seitz of Pilot Point was a guest of her cousins, Mrs. Cliff Estes and Mrs. Jeff Gilbreath, during the holidays.



By JIMMIE GILBERTINE

One more day and the New Year comes into being. Wonder how long it will take to get into the habit of writing 1952 instead of 1951? Generally a week or 10 days and I get into the swing.

Understand Floyd Reeves, Hereford police chief, is about to leave here. I sure hope he will reconsider. Mr. Reeves doesn't do a lot of talking or boasting, but he has been doing a good job. Petty thieves have looted most of the neighboring towns over the Panhandle — even to stealing the safes from Amarillo Churches — but Hereford has been most fortunate along this line. A lot of credit, I am sure, is due Mr. Reeves and the night patrol system in Hereford. Also Chief Reeves' reputation is widely known and this contributes a lot toward a peaceful community, especially in the case of small-time habitual criminals. Besides, Mr. Reeves has talked horse-sense with a lot of boys around here, and he has helped them to become better citizens. Even if he does leave, he can certainly do so with feeling that he has done a good job and that he has a lot of friends in the community.

Chief Reeves is bound to have made some mistakes along, but when compared to some of the police chiefs we have had he is an outstanding peace officer — and they are hard to find.

Another \$64-Question bound to crop up in 1952 is that of home-rule City Government. Being more than 5,000 in population, Hereford is entitled to vote on this type of government and to have, if we desire, a City Manager plan. Some communities have followed this route with unhappy results; others have found in the plan, an answer to the problem of growth and expansion. The time has come when every citizen of the community should carefully study the situation, pro and con. Naturally, the opinion of the present administration should be carefully considered, because they are in a position to know details. However, it is asking far too much for the mayor to serve as administrator of city affairs for a mere song. We have been fortunate during recent years in having a man who could and would contribute his time and ability to the community, but we should not ask or expect the impossible from our mayors. The office should include a City Manager — or we should pay the Mayor for

his time, effort and ability. There will have to be a change somewhere along the line.

There heart attacks are getting too common. Some people say that folks are eating too much. Bob Wilson and Homer Henslee are two of the skinniest fellows in town. They couldn't be such heavy eaters. Bob is back on the streets, but will not be able to work for several months. Bob says he believes few, if any, of us find time to go fishing enough. Always in a big, big hurry. Never time to relax and sure enough enjoy life. Maybe he is right, too. Back in the "good old days" it took a lot of time to bring in coal or cow-chips and to cut the kindling. Now we merely turn a valve to get our heat — but we have less time to relax than ever before. New fangled washing machines have saved hundreds of hours each year for the women, but they still rush around and, like the old adage, their "work is never done".

O. E. Dixon was telling me the other day that heart-attacks were predicted in the Bible — close to the final days. He didn't remember where, but says it is there. I personally figure a lot of it is due to the fact that the new miracle drugs, penicillin and sulfa, are curing so many of our former ailments. The pharmaceutical houses and research scientists are doing a remarkable job along this line. Besides, deaths can be attributed to "heart failure" due to the lack of any other reason. It is a broad term.

F. H. Oberthier, one of the grandest men the Panhandle has ever known, is also in the hospital, but as the result of an accident. Mr. Oberthier has done a lot for this community during his long residence here, but I shall always remember when he got a sign and started picketing the pickets around the telephone office. So dignified that he seemed to have stepped from the doorway of an old Southern mansion, he gingerly marched behind the paid picketers, carrying his own box sign demanding that they send the picketers to Korea. Very few people have such character and fortitude that they are willing to stand up for the principles they believe just and right. He has hundreds of friends who miss him and looking forward to the time when he will again be "Around Town."

Another thing about 1952, may-

be we will get a wheat crop. While we can't say much for the weatherman earlier in the year of 1951, he did right well by us this fall and winter. Some good, hard freezes in January and February — and maybe we can get another old-fashioned bumper wheat yield. It sure would help the country a lot. These new crops and proceeds from cattle have kept the wolf from the door, but a good wheat yield would be a "plus" factor, one that would make 1952 really shine. A good wheat crop next year, long with our other resources, could make 1952 the banner year of all time for Deaf Smith County.

Otis Bull was in the other day and when asked what he needed, he quickly answered "Money". I told him if he would get Travis Bain and Ed Hedrick to go on his note, I would sure take care of him. He hasn't called the bluff yet — and I think I am fairly safe.

It's tiring and over-worked, I know — but it's the way I feel: "Best Wishes for a happy, prosperous 1952". P. S. Don't forget your black-eyed peas on New Year's Day.

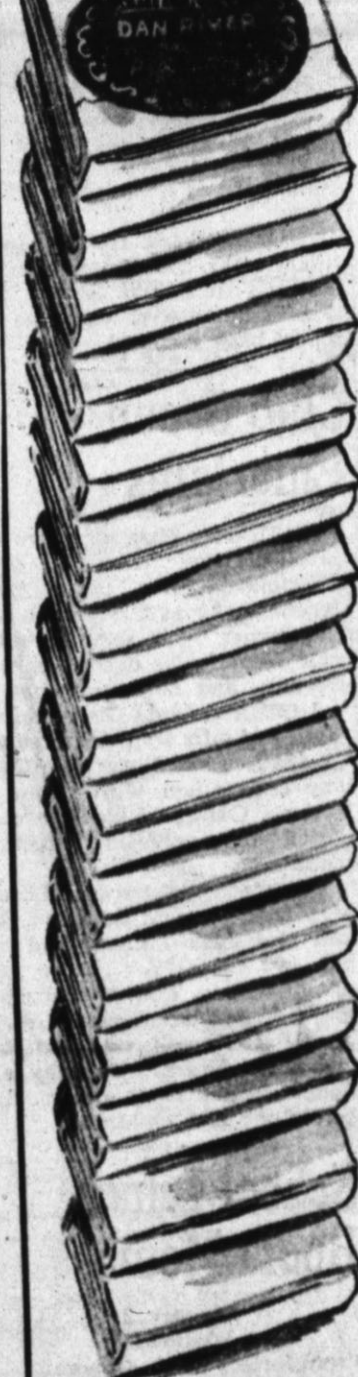
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6 MORE DAYS TO SAVE

HOUSEHOLD DOMESTIC NEEDS
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TYPE 128 MUSLIN
DAN RIVER SHEETS



Size **219**
81x99

72x108 **2.19** 81x108 **2.39**

Matching Cases **49c**

Muslins the way you like them! These Dan River sheets are good to look at. Smooth to sleep on. And actually much easier to take care of. They stay white-as-new through countless launderings. Firmly woven to dry faster, iron easier, wear longer. Stop in today for the sheets you can depend on for looks, wear, easy care — Dan River sheets.

EXTRA STRENGTH TYPE 140
SHEETS & PILLOW CASES

81x108 **2.79** 72x108 **2.69**

Matching Cases **59c**

Muslins with all the "extras" you'd expect from famous Dan River Mills, Extra-white... these sheets stay snowy white as long as you have them, as often as you wash them. Extra-sturdy... they're firmly woven with 140 threads to the square inch to give years of service. Extra-beautiful, too... you'll be proud to use Dan River sheets in your home.

TYPE 180 PERCALE SHEETS
81x108 **3.29**

Matching Pillow Cases **69c**

Everything — absolutely everything — you could ask of a sheet! These Dan River percales are soft, smooth, luxuriously textured... woven of the finest, strongest, combed cotton yarns. And oh, how they wear. These lovely sheets actually improve in appearance and texture with repeated launderings.

36-inch BLEACHED MUSLIN. Strong pure white durable cotton muslin. **25c** Yd.

36-inch BLEACHED MUSLIN. Closely woven 80 square white muslin. **39c** Yd.

81-inch BLEACHED MUSLIN. Full sheet size durable cotton muslin sheeting. **98c** Yd.

81-inch BROWN MUSLIN. Repeated washing will strengthen and bleach. **89c** Yd.

81-inch BLEACHED SHEETING. Extra strength type 140 white sheeting. **\$1.10** Yd.

81-inch BROWN SHEETING. Durable, unbleached sheeting, 140 threads to square inch. **98c** Yd.

40-inch BROWN MUSLIN. Good quality wide unbleached muslin. **29c** Yd.

40-inch BROWN MUSLIN. Better quality strong cotton muslin. Bleaches white. **39c** Yd.

36-inch BROWN MUSLIN. World Wide quality med. weight unbleached muslin. **25c** Yd.

42-inch PILLOW TUBING. 128 threads to square inch. Hand torn for straight hemming. **59c** Yd.

82-inch ACA TICKING. Feather proof heavy 8 oz. fast colored striped ticking. **59c** Yd.

82-inch ACA TICKING. Washable fast colored 6 ounce ticking. Pre-shrunk. **45c** Yd.

82-inch ART TICKING. Fancy floral art ticking. 8 ounce weight. Fast colors. **79c** Yd.

Chenille BED SPREADS

A real value. Made with full 99-inch sheeting.

Good, full cover of chenille all over. **\$3.88**

Special White, American Beauty, Blue, Dusty Rose, Chartreuse, Orchid, Gold, Blush Pink, and Forest Green.

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ESTROGENIC HORMONE CREAM... regularly 3.50
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No wonder millions of women anxiously await this great once-a-year beauty event! You save almost 50% on Helena Rubinstein's famous beauty preparations containing Estrogenic Hormones — nature's own "youth" substances. Use them to help retard signs of drying and aging skin. See how much younger, fresher, firmer your face, neck, throat look when you use Helena Rubinstein Hormone Twins daily — the cream at night, oil during the day.

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Gabardine

Prices Range up to \$16.75

Every Dress in
the Group Goes at . . .

1 / **2 Price**



Anthony's
THE G. B. ANTHONY CO.

BLONDIE

by
CHIC YOUNG



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See This Beautiful Stationery
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The Brand

The Sunday Brand

Hereford, Texas

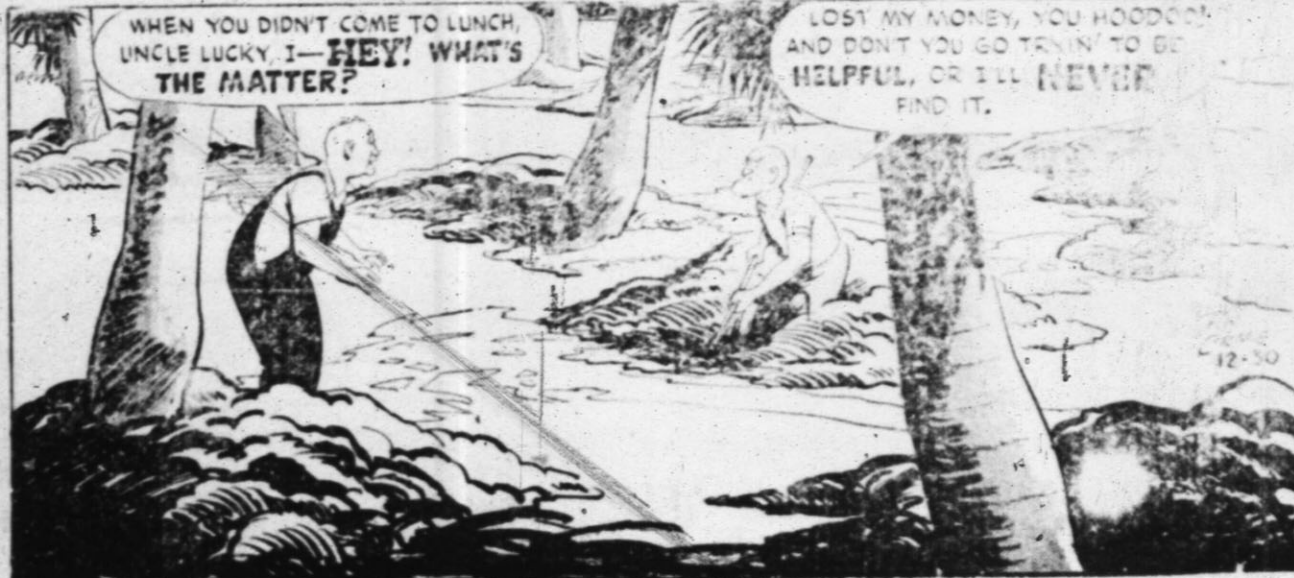
Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, December 30, 1951

Registered U. S. Patent Office.

BUZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE



KING

of the

ROYAL MOUNTED

by
ZANE GREY

IT TOOK ONE OF THE FEW SHELLS WE HAVE, BUT AT LEAST WE EAT!

LET'S HOPE THE SEARCH PLANE FINDS US BEFORE THE BLIZZARD STRIKES!

FOLLOWING A CRASH IN THE WILDERNESS, KING AND NURSE DALE TRACK TOWARD THE NEAREST SETTLEMENT IN A RACE AGAINST TIME, COLD, HUNGER, AN ONCOMING BLIZZARD AND WOLVES!

BETTER FREE ME FROM THIS CRIPPLE IN CASE A WOLF PACK ATTACKS!

NO, SLADE! EVEN IF I COULD TRUST YOU! THE KEY IS LOST AND WE CAN'T SPARE A BULLET TO SMASH THE LOCK!

KING! THERE ISN'T ENOUGH WOOD TO KEEP THE FIRE GOING ALL NIGHT!

KEEP AWAY FROM THE PRISONERS-- I'LL GET MORE TO KEEP THE WOLVES OFF!

JIM GARY
12-30

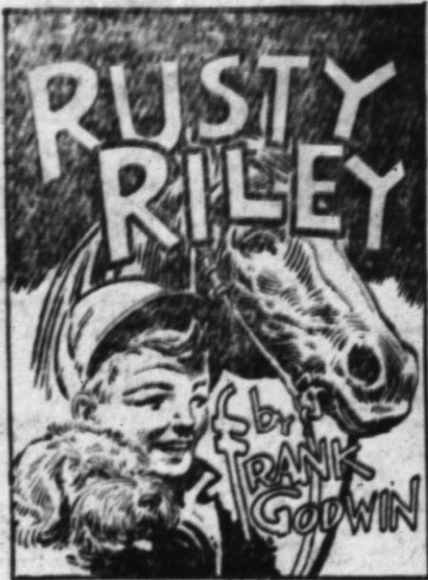
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OH, KING! I THOUGHT THEY WERE GOING TO TEAR YOU TO PIECES!

I HAD TO SHOOT ONE-- AND WE'VE ONLY FOUR SHOTS LEFT!

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THE HEREFORD BRAND
Phone 30






WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE

BRAND

PHONE 30

GRANDMA
by
CHAS. KUHN-

WHEE! I AWOKE GOOD AN' EARLY-



NOT A CLOUD IN TH' SKY!! IT'S GONNA BE A DANDY DAY T' WARSH!



SHUCKS, I'LL GET THIS PILE O' CLOTHES CLEANED UP IN NO TIME-



TRA-LA-LA---



BET I'M TH' FIRST FELLER ON TH' BLOCK T' GET MY WARSH ON TH' LINE THIS MORNIN'!!



THEY'VE GOTTA GET UP PRETTY EARLY T' BEAT OL' GRANDMA ON WARSH DAY, AN' -



HELLO, GRANDMA!

HI, ALFRED!! YOU'RE TH' FIRST NEIGHBOR I'VE SEEN THIS MORNIN' -



I PICKED UP YOUR PAPER, GRANDMA! GOT TIME T' READ ME TH' COLORED FUNNIES, LIKE YOU ALWAYS DO?



FUNNIES? OH, GOLLY!!



HOW DID I GET SO MIXED UP? NO WONDER NO ONE ELSE HAS CLOTHES ON TH' LINE -



12-30 CHAS. KUHN-

GOSH, WHAT WILL TH' NEIGHBORS THINK? THIS ISN'T MONDAY, IT'S **SUNDAY!!**

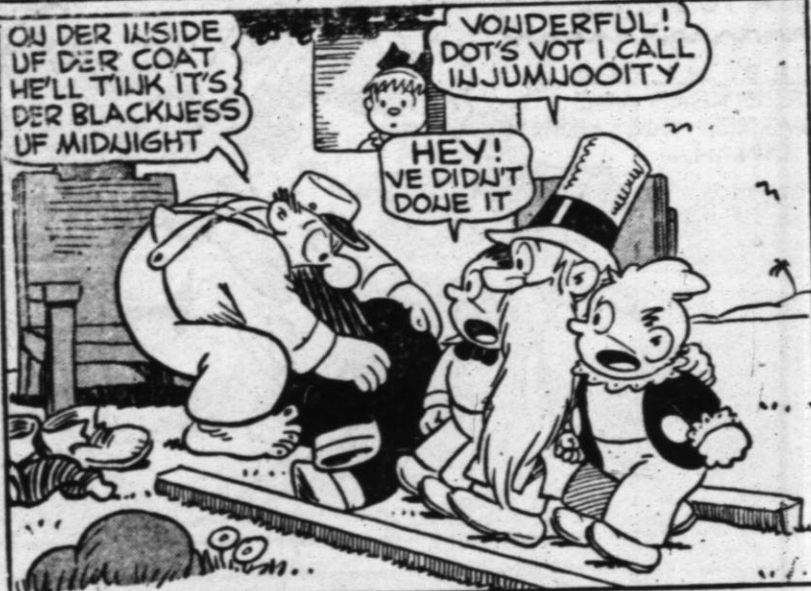


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THE HERFORD BRAND

THE KATZENJAMMER KIDS



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WINNER 12-30

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CLARK OZARK DIKE

by RAY GOTTO

**WHALES-3
PANTHERS-0**
AND A FIRST-
QUARTER FIELD
GOAL LOOMS
LARGER AND
LARGER AS
THE GAME
MOVES INTO
THE FINAL
SECONDS...



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- REMOVABLE COVERS
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EXCELLENT FOR OFFICE - AUTO - TRACTOR!

THE HEREFORD BRAND

THIMBLE THEATRE :: Starring POPEYE

By TOM SIMS and BILL ZABOY

Registered U.S. Patent Office



POPEYE, I KNOW WHAT I'LL DO---I'LL RESOLVE NOT TO LOSE MY TEMPER FOR 366 DAYS!!

IT IS A GOOD RESOLUTION!!



OH, GOODY!! THERE IS A LAMP LIKE I BOUGHT YESTERDAY!!

ONLY THE PRICE IS MUCH CHEAPER!!



ANOTHER RED TRAFFIC LIGHT! THEY ALL SEEM TO BE RED TODAY!!

WELL, I ENJOY WAITING!!



HM?? I WOULD LIKE TO WAGER A HAMBURGER THAT MISS OLIVE DOES NOT KEEP HER RESOLUTION FOR 366 MINUTES!!

SHE CAN BE STUBBORN WHEN SHE MAKES UP HER MIND!!

OKAY, WIMPY, --- ONE HAMBURGER!!



GREETINGS, MISS OLIVE, I SUPPOSE YOU REALIZE YOU ARE BECOMING MORE LIKE A BEAN POLE EVERY DAY!!

THANK YOU, WIMPY, YOU LOOK QUITE WELL, YOURSELF!!



I JUST SAW WIMPY AND HE DELIBERATELY TRIED TO INSULT ME-- I WONDER WHY??

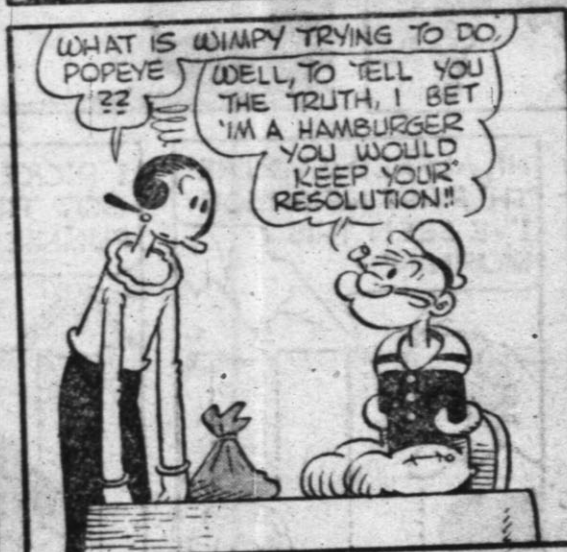
DON'T PAY ANY ATTENTION TO HIM!!

YOU MUST REMEMBER YOUR RESOLUTION!!



MISS OLIVE, I DARE SAY YOU KNOW POPEYE IS MEETING A LOVELY BLONDE AT ROUGH-HOUSES??

THANK YOU, WIMPY--- I THINK THAT IS NICE!!



WHAT IS WIMPY TRYING TO DO, POPEYE??

WELL, TO TELL YOU THE TRUTH, I BET I'M A HAMBURGER YOU WOULD KEEP YOUR RESOLUTION!!



MISS OLIVE, DO YOU BELIEVE FOR ONE MOMENT THAT I WOULD STOOD TO SUCH TRICKERY??

YES, I DO, AND WHAT'S WORSE--- YOU ARE TRYING TO DENY IT!!



THERE WAS NO LOVELY BLONDE, AND I AM NOT A BEAN POLE!!

THANK YOU, MISS OLIVE!!



AND YOU CAUSED ME TO BREAK MY RESOLUTION!!

AHOY, TAKE IT EASY!!



UM!! LUSCIOUS!!


IT IS WORTH A HAMBURGER TO KNOW SHE IS HER NATURAL SELF AGIN!!

TOM SIMS & BILL ZABOY 12-30
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Read The Want Ads

LITTLE ANNIE ROONEY
by
BRANDON WALSH
AND
DARRELL McCLURE




Check This Paper For Bargains

MANDRAKE

THE
MAGICIAN

BY LEE FALK & PHIL DAVIS

RUMORS COME FROM THE SECRET-PRACTICE SESSIONS OF THE TIGERS' PRO FOOTBALL TEAM! A NEW STAR--THE JUNGLE FULLBACK!



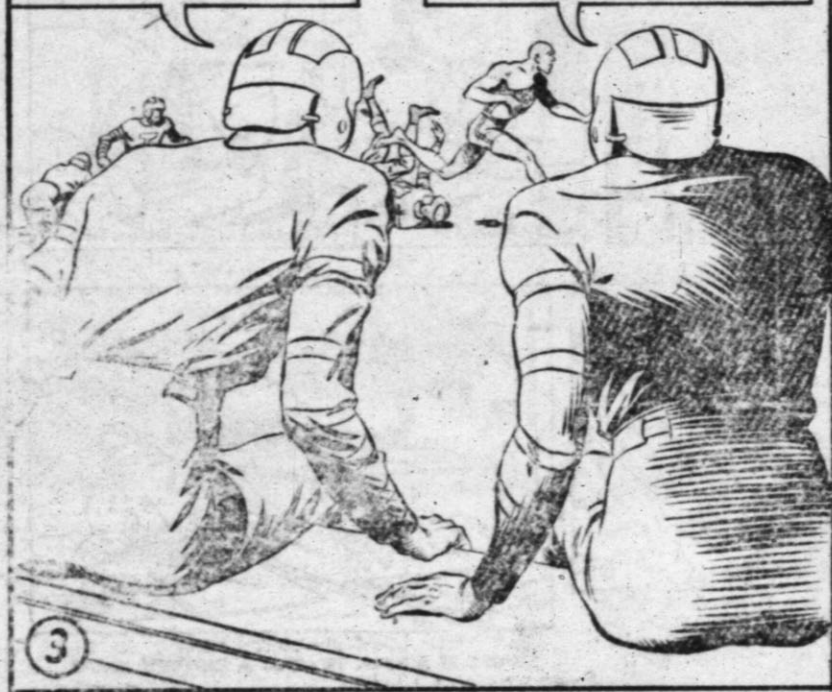
A BRICK WALL ON DEFENSE--



A TORNADO ON OFFENSE--

LOOK AT HIM GO! NO SHOES --NO SHOULDER PADS--

HE'S GOT BUILT-IN SHOULDER PADS--ALL OVER! WOW!



EVEN MANDRAKE AND NARDA ARE SURPRISED.

LOTHAR, WHERE DID YOU LEARN TO PUNT LIKE THAT?

US PLAY GAME LIKE THIS IN JUNGLE WHEN BOY. ONLY NOT USE BALL-- USE COCONUT.



I DON'T LIKE THE SOUND OF THIS JUNGLE FULLBACK!

ME NEITHER, SINCE WE GOT ALL OUR DOUGH ON THE OTHER TEAM NEXT WEEK.

WHY, HE MIGHT RUIN US! WE BETTER TALK TO HIM!



HEY, YOU-- WE DON'T THINK YOU OUGHTA PLAY THIS FOOTBALL GAME. IT'S DANGEROUS.

YEAH, YOU MIGHT GET HURT--BY US!

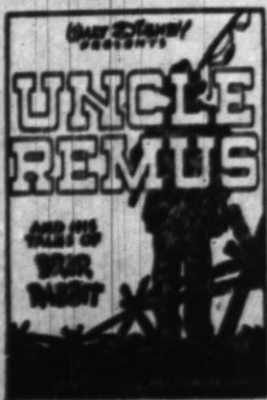
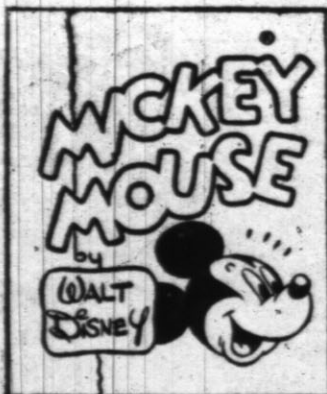


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THE HEREFORD BRAND

Phone 30



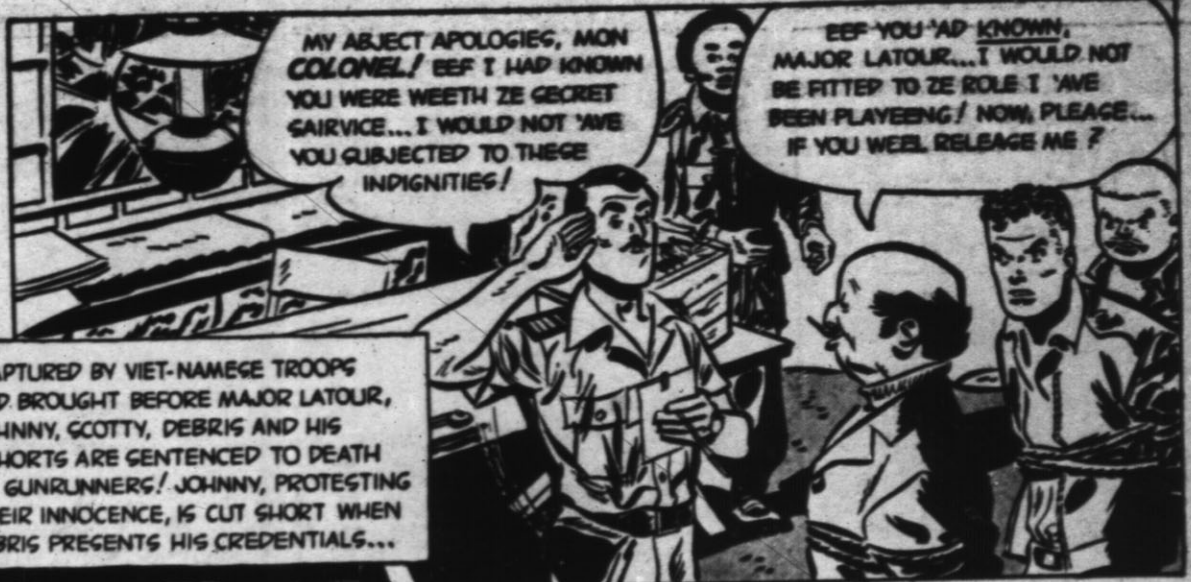
SOMETIMES BRER RABBIT'S MAGNANIMITY MESSSES UP HIS COMMON SENSE.



Check This Paper For Bargains

JOHNNY HAZARD

by FRANK ROSSIN



CAPTURED BY VIET-NAMESE TROOPS AND BROUGHT BEFORE MAJOR LATOUR, JOHNNY, SCOTTY, DEBRIS AND HIS COHORTS ARE SENTENCED TO DEATH AS GUNRUNNERS! JOHNNY, PROTESTING THEIR INNOCENCE, IS CUT SHORT WHEN DEBRIS PRESENTS HIS CREDENTIALS...



TRADE WITH YOUR NEIGHBORS ---

The Friendly Merchants Of Hereford

Friendly, Courteous Service
Nationally Advertised Brands
Complete Stocks Always

For The Name of the Dealer of Your Preference
In Mercandise, Shop the Ad Columns of This
Paper!

This Message Sponsored In The Interest
Of A Bigger & Better Hereford By

THE BRAND

PHONE
THIRTY

Couple Marks Golden Wedding Anniversary At Family Gathering

It was not quite the same as it was 50 years ago when R. A. Freeman again slipped a wedding band on the third finger, left hand of Mrs. R. A. Freeman on Christmas Day to celebrate their golden wedding anniversary, and the intrinsic value of the five-dollar platinum band probably doesn't equal that of the three-dollar gold band placed on the finger on that long-ago date.

The young couple were married late in the evening December 25, 1901 in the home of the bride's parents and were honored at a Christmas dinner afterwards. This Christmas as the Freemans and their six children and their families gathered to commemorate the event, they gathered around a huge table prepared to seat them all in the big recreation room in the basement of the home.

Yet there is one thing that has hardly changed at all — that is the fact that they are alone together now, keeping house just like they did when he brought his young bride to Texas 50 years ago.

Both Mr. and Mrs. Freeman were born in Melbourne, Ark. where they grew up together, played together, for they lived on adjacent farms, went to the

same school and enjoyed the same good times with young people of the community.

She was 17-year-old Miss Maude Jacobs and he was a handsome, curly-haired youth of 21. He had moved to Godley, Texas with his parents the year before, and, as he recalled the time, he said, "I couldn't stand it any longer without her — I had to go back and get her".

But she reminded him, "Don't you remember — I was the one who couldn't take the separation — I told you to come and get me."

They farmed near Godley for three years but things didn't go too well and they decided to move back to Arkansas. But once a Texan, always a Texan, Melbourne wasn't home any more. (Continued on page 2)

The Sunday Brand SOCIETY

Hereford, Texas, Sunday, December 30, 1951

Section Two



MR. AND MRS. R. A. FREEMAN

Bill Patton Photo



MR. AND MRS. JACK WILLIER

Elmer Patterson Photo

Lee Etta Morton Marries Jack LeRoy Wilder in Church Ceremony

Nuptials for Miss Lee Etta Morton and Jack Leroy Willier were read Sunday at 3 p.m. in the Assembly of God Church with the pastor, Rev. S. E. Eldridge, officiating.

The bride is the daughter of Mr. and Mrs. Bill Morton and the bridegroom's parents are Mr. and Mrs. Noble Willier.

White gladioli with greenery and white wedding tapers formed an altar background for the double-ring ceremony. Mrs. S. E. Eldridge, organist, played the traditional wedding marches and accompanied Miss Sue Nell Summers who sang "Always" and "I Love You Truly". "Indian Love

Call" was played softly as background for the ceremony.

Given in marriage by her father, the bride wore a gown of white bridal satin designed in princess style and closing in the back with tiny self-covered buttons. The nylon tulle overskirt fell in apron effect in the front,

ending in a long train in the back. Her finger tip veil of illusion was fastened to a tiara of orange blossoms and she carried a white Bible topped with a single white orchid surrounded with feathered carnations. For something old she wore a ring belonging to her maternal grandmother and her only ornament was a single strand of pearls.

Mrs. Aubrey Jackson, sister of the bride, was matron of honor. She wore bronze taffeta with matching bonnet and carried a bouquet of white chrysanthemums and bronze carnations.

Bridesmaids were Lorraine Morton, cousin of the bride; Peggy Willier, sister of the bridegroom, who wore rose taffeta frocks; Patsy Morton, cousin of the bride; Patsy Jackson, cousin of the bridegroom, wore pale yellow; and Sue Brooks and Ida Rae Brunson dressed in orchid taffeta. All wore bonnets to match their dresses and carried arm bouquets of gladioli in colors to match their dresses.

Janeen Glenn and Carol Jan Tackett wearing mint green taffeta dresses scattered pink rose petals from white satin baskets along the bridal aisle. Candlelighters were Linda Kay Morton sister of the bride and Nancy Eldridge. Ted Freeman carried the rings on a white satin pillow.

Legrand Morton served as best man and ushers were J. B. Glenn of Bronte and Jack Wederbrook.

The bride's mother wore a royal purple dress with black accessories and a pink carnation corsage. The bridegroom's mother wore navy blue with pink and black accessories and a white carnation corsage.

The reception was held at the home of the bride and at the bride's book was Beverley Eldridge. Mrs. Jack Wederbrook assisted guests in registering at the wedding. Assisting in the house party were Mrs. Oscar Altman, Mrs. J. B. Glenn of Bronte, Mrs. Mack Freeman of Belle Fourche, S. D., and Mrs. Frank Tackett Jr.

The bride's table was laid with lace and the three-tiered wedding confection was topped with a miniature bridal couple. Appointments were in crystal and silver.

For the wedding trip to points in Oklahoma the bride chose a gray woolen suit with black accessories. Upon their return the couple will reside in Hereford.

Both Mr. and Mrs. Willier attended the ceremony. (Continued from page 2)

Lee Currys Celebrate 40th Anniversary Sunday

A newspaper clipping, yellowed with age, was on display Sunday at the open house held by Mr. and Mrs. Lee Curry in Summerfield to celebrate their 40th wedding anniversary. The clipping read: "Miss Ethel Davis and Lee Curry of Claude were married in a double wedding ceremony with Miss Florence Walton and Fawn Heath, December 23, 1911, at the country home of Miss Davis' parents, Mr. and Mrs. W. A. Davis" and was written for the Claude News by Miss Laura V. Hamner, close friend of Miss Davis.

The reception last Sunday was held at the Curry home with

Mrs. Guy Walsler and Mrs. Pat Morse of Fort Worth, the couple's daughters, and Mrs. Luther Faust a niece who was reared by the Currys, Mrs. J. H. Black, Mrs. A. A. Baker and Mrs. S. L. Bruce of Amarillo as hostesses. It was attended by many out-of-town friends as well as their Summerfield neighbors and associates of a quarter century. Seven of their friends present at their wedding were guests of honor at the open house. They included Mr. and Mrs. R. M. Franklin, and Mrs. and Mrs. Oscar Davis of Plainview, Mrs. J. A. Black, a bridesmaid, Mrs. R. A. Baker and Mrs.

S. L. Bruce, all of Amarillo. The anniversary celebration began with a Christmas dinner at the home of their daughter, Mrs. Guy Walsler with relatives from Fort Worth, Amarillo and Plainview attending. A total of 132 guests were registered at the open house in the Curry home during the calling hours of 3 to 5 p. m.

Bobbie Walsler, the couple's 16-year-old granddaughter greeted the guests wearing her grandmother's wedding dress of white satin and marquisette. Betty Walsler and Kay Morse, also granddaughters of the couple, assisted guests in registering.

The refreshment table was laid with lace over ruby red and in keeping with the yuletide season, the anniversary cake was topped with red rosebuds and "Lee and Ethel-1911-51" was inscribed in sugar spun icing across the top. The table was centered with a white plastifoam square with "40" in large white numerals rising from a bouquet of red carnations. Graduating red tapers gave candleglow for the setting. Appointments were in cut glass and in hand painted china, most of which had been their wedding gifts.

To complete the day, the couple was feted at a buffet supper in the Guy Walsler home with the Christmas tree and exchange of gifts climaxing the evening.

Lee Curry was born in Ellis county, near Waxahachie, and Mrs. Curry was born in Collin county, near McKinney. They met in Claude and after the wedding continued to live on her father's farm until 1924 when they moved to Summerfield.

(Continued on page 2)



MR. AND MRS. LEE CURRY

Bill Patton Photo

R. L. Elliston Family Reunion Christmas

After 10 years, children of the late Mr. and Mrs. R. L. Elliston held a family reunion here Christmas Day at Veteran's Memorial park.

Fifty members of the family attended. Lunch was featured at the noon hour, gifts were exchanged, pictures were made and a program enjoyed in the afternoon.

Mr. and Mrs. Elliston were pioneer farmers in Deaf Smith county, making their home for years in the Wyche community. The children were born and reared in Hereford.

Those attending were: Mr. and Mrs. Curtis Elliston, Mr. and Mrs. Bert R. Feather and children Custer Reed and Marianna, Mr. and Mrs. E. M. Gifford and children, Margaret Jean and Marilyn, all of Lubbock; Horace

Sullins and Leora Sullins, Roswell; Mr. and Mrs. B. D. Fortner, Bernita, Donnie and Garry Dee, Happy; Mr. and Mrs. Milton Greer, Hagerman, N. M. Mr. and Mrs. L. D. Lee, Martha Louise and Virginia and Erwin Elliston of Endee, N. M.; Mr. and Mrs. J. W. Flynn, Idalou; Mr. and Mrs. Edd Cardinal and Lonnie, Mrs. R. W. Elliston and Ivogen, Georgia, Evelyn and Wayne; Mr. and Mrs. N. G. Elliston and Robert Owen and Pat; Hubert Elliston, Mr. and Mrs. George Cantrell, Mr. and Mrs. Victor Elliston and Mrs. C. P. Grimes and Betty, all of Hereford.

All of the brothers and sisters and their families were present except one brother, R. W. Elliston who suffered a broken arm in an accident at his farm Christmas Eve.

Couple...

(Continued from page 1)

more at all. So they started back to Texas again in a few years, making the trip in a covered wagon, one of six in a wagon train. One of the teams ran away and the family belongings were strewn along the country-side but the other wagons waited while things were gathered together again and they proceeded on the journey to Texas.

The Freemans were the last couple to stop—locating at Eldorado.

They farmed there for four years and then they decided to move to the Panhandle. They purchased a farm near Tulia and there they found the contentment and prosperity they were seeking.

It was while they were living at Tulia that the family started to church in a Klondike hick. There were six children then and the team was going at a brisk

rate of speed in order to get to the church on time. When the tongue broke it frightened the horses and when they started to run, Mrs. Freeman jumped.

"When it was all over I had a broken arm and there were children scattered along the road for half a mile," she said.

He picked up some cheap land near Adrian, so the family moved there, farming until he retired in 1946 and bought their present home at 114 Avenue B. He thought he was through farming for good, but his love for the land is still strong and last year he bought a half section southwest of Hereford which he intends to operate, with help, next year.

"I have never been sick a day in my life—haven't been to a doctor in 50 years—and besides, farming isn't what it used to be when we farmed with Georgia stock instead of power machinery. I'll never forget the first double-shovel I used—it was a marvel to me then," he recalled.

Both Mr. and Mrs. Freeman have been active in the Church of Christ for many years and both are interested in keeping up with the world by reading newspapers and listening to the radio.

"We have had wonderful luck with our family, have reared all our six children. We have 18 grandchildren and nine great-grandchildren. We fought the drought and the dust storms along with everybody else in the Panhandle, but the years have been good all along the way and rich memories crowd our hearts



THIRTY-THREE OF THE 34 relatives in the Jeff Gilbreath family attended the Christmas Eve reunion held at the home of Mr. and Mrs. Lisle Woodford Monday evening. One granddaughter was unable to attend. The group included eight children and their families with 13 grandchildren attending. After the dinner and exchange of gifts, games were enjoyed.

Shown in the picture are: first row left, Gary Peterson, Lubbock; Jeff Rhodes, Tucumcari; Ann Kirby and Royce Gilliland. Second row: Bill Woodford, Sallie Sue Kirby, Zay Gilbreath, Dimmitt; Peggy Ann Gilbreath, Dimmitt; Carolyn Kirby. Third row: Mrs. J. T. Gilbreath Jr., Mrs. J. M. Posey, Rebekah Kirby and her mother, Mrs. J. E. Kirby, Mrs. L. H. Rhodes II, and her son, L. H. Rhodes III, Mrs. Richard Peterson, Lubbock; Mrs. Lisle Woodford, Mrs. L. H. Rhodes Tucumcari. Back row: Tommy Woodford, Robert Rhodes, Tucumcari; John Gilbreath, Dimmitt; J. T. Gilbreath Jr. Mrs. Woodrow Gilbreath, Dimmitt; the honoree, Jeff Gilbreath, J. E. Kirby, J. M. Posey, Mr. and Mrs. J. C. Gilbreath, Dimmitt; L. H. Rhodes II, Roswell; Richard Peterson, Lubbock; L. H. Rhodes, Tucumcari; and Lisle Woodford.—Burdine Studio Photo.

Lions Club Has Christmas Party

The Lions club's annual Ladies Night Christmas party was held Friday night, Dec. 21, at Hotel Jim Hill.

There was a lot of glow and glitter and bright lights to provide an appropriate setting and a program of fun highlighted by music presented by Weldon Bright's quintet of Amarillo, furnished entertainment.

W. J. Stanford introduced special guests.

Robert Thompson was master of ceremonies and D. C. Kinsey served as program chairman. Gifts were presented to Boss Lion Ray Cowsert, George McLean, club secretary and Beverly Barkley, club sweetheart. Places for the ladies were marked by gifts from the club.

Weldon Bright presented organ selections as dinner music and introduced Al Evans as master of ceremonies for the musical pro-

gram which followed the dinner. Those performing were Patsy Lindsey, vocalist, Dorothy McGee, pianist, Bert Edwards, bass violin and Bill Chavey, drums. Solos, duets and ensembles, themed to the spirit of the season, were presented by the group and Al Evans climaxed the evening's performance with a superb rendition of "The Littlest Angel"

In conclusion Boss Lion Cowsert paid a tribute to his club members and the work they are doing, and the party ended on a note of "Merry Christmas to all" and a happy New Year.

Assisting with arrangements for the party were D. C. Kinsey, Robert Thompson, V. P. Powell and Mrs. George Graham, chairman of the decorating committee.

Mr. and Mrs. Arnold Hershey and children spent Christmas in the home of her aunt, Mrs. Box, at Abilene.

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as we remember today." All their six children and their families were present for the celebration, except one son-in-law and the husbands of two of their granddaughters. The six children include; Mrs. Lillie Mae Vaughn, Indio, Calif.; Mrs. A. M. Childress, Tulia; J. D. Freeman, Prescott, Ariz.; Mrs. Roy Hobbs, Reserve, N. M.; Mrs. Paul Kuhnley, McIntosh, N. M.; and Mack Freeman, Belle Fourche, S. D.

Lee Etta...

(Continued from page 1)

tended Hereford Schools. She is employed in the office of Dr. J. W. Barnett and he is employed at Palo Duro Sales company.

Out of town guests included, Mr. and Mrs. J. B. Glenn and children of Bonte, Mr. and Mrs. Mack Freeman and children of South Dakota; Mrs. Lillie Vaughn of Indio, Calif.; Mr. and Mrs. Harold Vaughn of Albuquerque; and Cpl. and Mrs. G. W. Guthrie, Fort Worth.

Lee Curry...

(Continued from page 1)

They have lived on the same land ever since and continue to operate the farm. They are members of the Methodist Church and

have had a vital part in the community life of Summerfield since moving there. Mrs. Curry was instrumental in organizing the Deaf Smith County Federation of Women's Clubs and last year was honored by the Summerfield Study club for her part in its organization. She is a member of the Order of Eastern Star and an active worker in the Order.

Both have been active in groups working for the improvement of the community, and altho it was requested that there be no gifts, many gifts were presented by the community and the Summerfield Study club in appreciation of the couple.

Consumers of the Deaf Smith County Rural Electric Cooperative who have been connected for at least five years will have their minimum bills cut to \$5 in cases where they are higher, according to a plan accepted by the REA board of directors at a recent meeting.

The new minimum is effective January 1, 1952. Each consumer will, on the January 1 following his 5th anniversary as a patron, have his minimum set at \$5 if it is higher at the time of his patronage anniversary.

This new minimum was set by the board because of the sound financial condition of the cooperative.

This procedure will assure the people in the thinner-settled areas that the large minimum bills will apply for a five-year period only, according to the REA management. "Of course," and REA statement says, "it takes more money to retire the line than would come in from the reduced minimum, but the experience has indicated that after a person has secured enough appliances to use the higher minimum, it would be safe to reduce the minimum as, in a number of cases, the amount of electricity used will remain the same, or will continue to increase. Consideration was given to irrigation rates, and it was felt that

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unless the period of irrigation could be extended, there was a likelihood that our peak load would be so great that an additional substation would be needed. As an example, in August of this year our maximum demand was some 25% above our capacity, and it was suggested that something had to be done to leave part of the peak loads.

It was further decided that an irrigation short course would be held on February 4, at which time specialist in irrigation and the application of water would be present and all farmers would be invited to attend this meeting in order to see if the types of crops they are growing would benefit by winter irrigation. It being felt by the group that the

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Happy New Year
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FOR THE FIRST TIME in 14 years, the J. J. Lindsey family was all together at a Christmas reunion. A dinner at the Lindsey home followed by a Christmas tree and Santa Claus gifts highlighted the Christmas Day celebration. Members of the family, shown in the above picture, are, from left, front row: Gerald Lindsey, Dale Lindsey, Theda Lou Lindsey, Jimmy Brantley, Sharon Lindsey, Nancy Boyer, Doyle Dean Lindsey. Second row—Patricia Ann Lindsey, Harvey Lindsey, holding Birdie Mae Lindsey, Annabelle Lindsey, J. J. Lindsey, holding Danny Boyer, Mrs. J. J. Lindsey; back row—Lee Roy Boyer, Mrs. Lee Roy Boyer, Weldon Lindsey, Harold Lindsey, Mrs. Harold Lindsey, Jana Sue Brantley, Mrs. J. W. Brantley, and J. W. Brantley. One daughter-in-law was unable to attend.—Brand Staff Photo.



IT WAS A HAPPY Christmas Day for the Joe L. Hoffman family when all of their nine children were home for a family reunion. It was the first time in eight years that a reunion has been held and all of the 45 members of the family were present except two grandsons—one in the Navy and one in Korea. Mr. and Mrs. Hoffman came to Texas from Indiana in 1923, locating in Slaton. They came to Hereford from Happy and at one time he owned seven sections of land in Deaf Smith county. Four years ago he disposed of all his land except 240 acres and moved to Hereford. The couple has been married 46 years and Mrs. Hoffman is confined to her home most of the time because of a heart ailment. Shown in a family picture taken on Christmas Day are, front row, from left: Anthony Hoffman, Hereford; R. L. Hoffman, Claremore, Okla.; Mr. and Mrs. J. L. Hoffman; Alfred Hoffman, Hereford; back row, from left: E. M. Hoffman, Hereford; Mrs. Vincent Guggemos, Inola, Okla.; Mrs. Joe Schulte, Hereford; Mrs. W. D. Isbell, Hereford; Mrs. Albert Schulte, Nazareth; Mrs. J. I. Lueb, Boulder, Colo.—Brand Staff Photo.

Mr. and Mrs. Ezell Patterson and daughter Patty of Amarillo were guests of his parents, Mr. and Mrs. H. R. Paterson Christmas Day.

Mr. and Mrs. Stanford Knox and children have gone to Shreveport, La. to visit her parents, Mr. and Mrs. J. E. Lenington, during the holidays.

Mr. and Mrs. Hank Williams left last Friday for Clinton Okla. where they visited her family. They went to Oklahoma City to visit his family later in the week.

PROGRESSIVE NEWS

Christmas Reunion Held Sunday By Members of Parson Family

By Mrs. Ira Ricketts

A Christmas reunion of the Parsons family was held Sunday, Dec. 23, in the home of Mr. and Mrs. T. J. Parsons. Those present were: Mr. and Mrs. Lewellen Hooper and Dwayne, Mr. and Mrs. Aubrey Talley, Plainview; Mr. and Mrs. E. J. Parsons, Annette, an Bobbie, Mrs. Pauline Webb, Evelyn, Betty, Jimmy and Miss Joan Parsons, Amarillo; Mrs. Ella Mae Childers, Jimmy and Jo Harold; Mr. and Mrs. Grady Parsons and Jack; Mrs. E. O. Parsons and Oren.

Mr. and Mrs. R. E. Bean and Juanita enjoyed having an aunt, Mrs. Eva Coy and cousins, Mr. and Mrs. Millard Murphy of Tucumcari, in their home Christmas Day.

Mrs. Gilbert Donovan and two children of Texhoma, Okla., spent several days recently with her parents, Mr. and Mrs. J. L. Park.

Mrs. I. W. Scott of Canyon visited several days with her son-in-law and daughter, Mr. and Mrs. V. E. Dodson.

Mrs. Wiley Reynolds and Mrs. C. W. Daniel and Wayne, Neil, Bill, Allynda and Jane Ann Dougherty of Clovis were supper guests in the home of their aunt, Mrs. Clyde Russel and family Wednesday evening.

Allynd and Jane Anne Dougherty are spending the week with Linda Russell while their parents make a trip to California.

Miss Edah Parker of Denver, Colo., arrived Monday to spend the holidays with her parents, and Mrs. J. L. Park and other relatives.

Mrs. Virginia Bussell and two daughters of Springfield, Colo., are here through the holidays with her parents, Mr. and Mrs. C. C. Bowman.

Helping celebrate with an early Christmas dinner December 23 in the home of Mr. and Mrs. Archie Dougherty of Clovis were: Mr. and Mrs. Ira Ricketts, Mr. and Mrs. Jim Ricketts, Mary Beth, Ralph and Fred; Mr. and Mrs. Clyde Russel, Robert Doris and Linda and Collin Ingram. Collin is spending the holiday leave from Chanute Air Force base with the Jim Ricketts family.

Mr. and Mrs. Don Enders have moved to the Virgil Dodson farm where Mr. Enders will assist with the farm work. Mrs. Enders is a niece of Mrs. F. J. Walterschied and moved here from Muenster, Texas.

The Progressive Home Demonstration club will meet Tuesday, Jan. 1 for an all day meeting in the home of Mrs. T. J. Parson. There will be a covered dish luncheon at noon.

Mr. and Mrs. Leon Coffin entertained their three sons and families with a family dinner Christmas Day. Those attending were: Mr. and Mrs. Parker Coffin of Houston; Mr. and Mrs. Bert Coffin, Myrna Lou and Judy and Mr. and Mrs. Harry Coffin and children and Mrs. Grogan, mother of Mrs. Coffin, of Albuquerque.

Mr. and Mrs. T. J. Parsons, Lloyd, Don, Nancy, and Doris spent Monday night and Tuesday

with Mr. and Mrs. W. H. Stephenson of Claude. Mrs. Parsons came home Wednesday.

Mr. and Mrs. Ira Ricketts drove to Dalhart and Texline Monday and had Christmas dinner with their daughter, Mrs. Howard Higgins at Texline and spent Tuesday night and Wednesday with another daughter, Mrs. L. L. McBrayer and family.

Mr. and Mrs. Ira Ricketts visited in the Jim Ricketts home Thursday evening.

Personal

A family reunion was held in the J. C. Allred home Sunday, when the Allred's children gathered for dinner and to exchange Christmas gifts. Those attending were: Mr. and Mrs. Cecil Allred and children of Amarillo; Mr. and Mrs. D. W. Henry of Plainview; Mr. and Mrs. Garland Mays of Amarillo; Mr. and Mrs. Jimmie Allred and Mr. and Mrs. R. C. Anderson of Hereford.

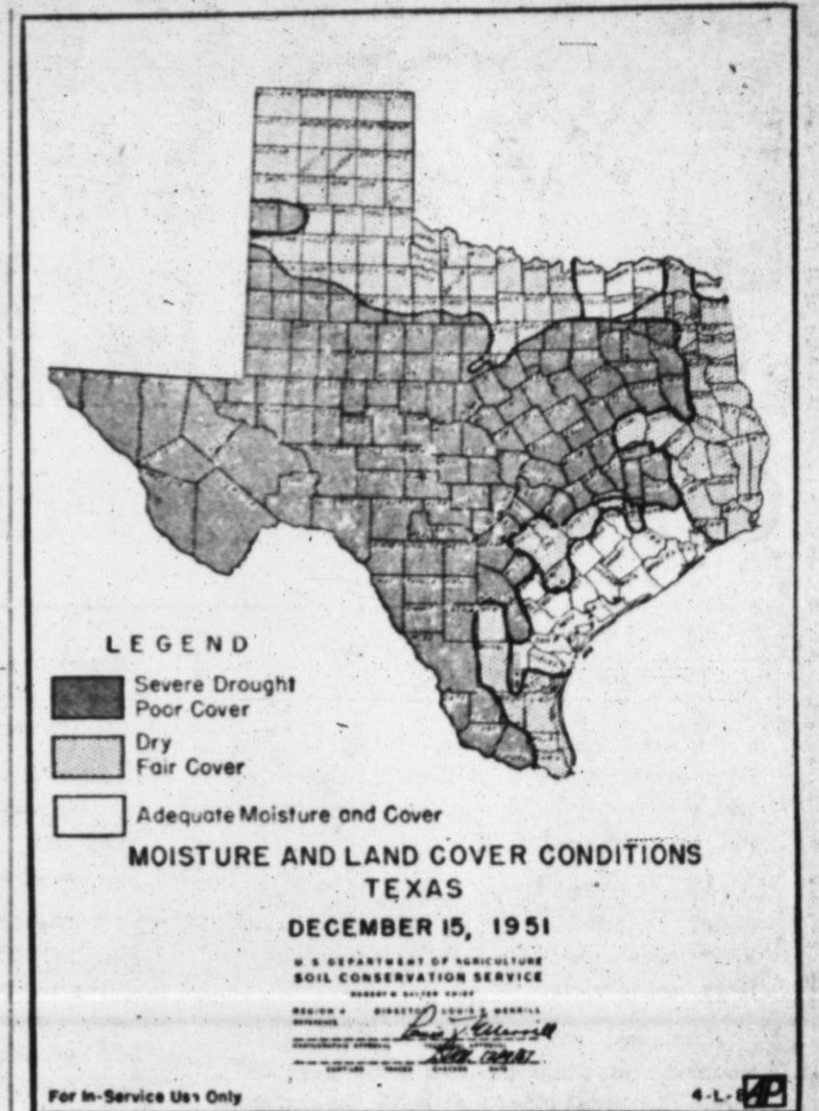
Mr. and Mrs. J. C. Allred, Mr. and Mrs. R. C. Anderson ate Christmas dinner in the home of Mr. and Mrs. Cecil Allred in Amarillo.

Members of the Ray Hershey family gathered Christmas Day in the home of Mr. and Mrs. Jim Ricketts. Following the dinner they exchanged gifts. Those attending were: Mr. and Mrs. Ray Hershey, Mr. and Mrs. Dudley Buzzard, Mollie and Jerry; Mr. and Mrs. Euel Luce; Mr. and Mrs. Howard Hershey, Laoma and Elmer; Mr. and Mrs. Don Sorgenfrei; Mr. and Mrs. Dempsey Alexander, Mr. and Mrs. Horace Hershey, Joe and Homer; Mr. and Mrs. Sam Hershey, Mr. and Mrs. John Hunter and children; Collin Ingram, Mr. and Mrs. Jim Ricketts, Mary Beth, Forrest, Ralph, Fred.

Ben Conklin and Albert Ricketts are spending the Christmas holidays in the home of Mr. and Mrs. Arch Conklin at Charleston, Ark.

Mr. and Mrs. L. H. Rhodes and children of Tucumcari visited with the J. T. Gilbreath Jr.'s over the Christmas holidays.

Mr. and Mrs. E. B. Posey Jr. of Sweetwater visited in the



TEXAS DROUGHT CONDITIONS—Drought-ridden areas of Texas are shown on the above map released by regional headquarters of the U. S. Soil Conservation Service. Director Louis P. Merrill said the drought is the worst in the state in three decades. Farmers and ranchers in nearly 130 Texas counties are suffering damage from the prolonged dry weather. Poor plant cover is exposing agricultural land to damage from both winds and water in the shaded area. (AP Photo Map)

home of his parents, Mr. and Mrs. E. B. Posey during Christmas. Mr. and Mrs. Bill Roberson of Amarillo were also visitors in the Posey home.

Mr. and Mrs. Jim Kirby, Sally Sue and Carolyn, left Thursday for Carlsbad to go through the caverns. They returned on Saturday.

BIG WESTERN DANCE
SATURDAY NIGHT, JANUARY 5th
JIM HILL HOTEL
Music By
SUNSHINE TRIO & BAND
of Lubbock
8:30 til ?

Vogue Employees Are Entertained

Mrs. C. F. Moore entertained employees of The Vogue in Dimmitt and The Vogue in Hereford at a Christmas dinner party Sunday evening at her home on East Third St. Turkey and all the trimmings were featured and later gifts were exchanged.

Those attending were Mrs. Eargle Twiner and Jackie and Mr. and Mrs. Elmo Bell and daughter of Dimmitt, Mr. and Mrs. Dave Beavers, Mrs. Ettie Mathis, Mrs. Ernestine Sanders and Mr. and Mrs. W. R. Hair of Hereford. Special guests were Mr. and Mrs. Ernest Booth of Lubbock. Also attending and assisting their mother were a son Gene, a student at Eastern New Mexico University, Portales, and three daughters, Joan, Charlotte and Paula.

CARD OF THANKS

We want to thank Mr. Harvey at Anthony's, Mr. McLallen at Penny's and Matt Gilliland for their kindness and assistance in helping with the families we took care of for Christmas. The American Legion and American Legion Auxiliary

Audrey Hood, daughter of Mr. and Mrs. Charles Hood, has been visiting in Hereford. Mr. and Mrs. Moore of New Mexico have also been visiting in the home of her parents, Mr. and Mrs. Charles Hood.

Mr. and Mrs. N. C. King of Panhandle, Mrs. Edna Lee Collier and two sons of Amarillo, Richard Lee and Skeet, and Mrs. Ross Wilmath and two daughters, Ione and Mary of Ft. Sumner, were Christmas visitors with their mother and grandmother, Mrs. E. J. Williams.

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Editorials

"March of Dimes" Drive Open From January 2-31

"This Fight Is Yours."

So read the campaign posters for the 15th annual "March of Dimes" fund drive which will be conducted for four weeks this year, January 2-31.

Never before in the history of the National Foundation For Infantile Paralysis have the words "This Fight Is Yours" been more appropriate.

This year, more money is needed for treatment of polio patients than ever before. The goal for the drive has been doubled because the incidence of polio in the past four years has tripled.

In addition to research and study into the causes and effects of polio, the national foundation aided 67,800 patients in 1951. This included 45,000 cases carried over from previous years.

The "March of Dimes" incurred a \$5,000,000 debt during 1951, when four out of five patients stricken required aid.

The "March of Dimes" job has grown in the past few years through the increased rate of incidence as well as the increased cost of treatment plus a growing list of carry-over patients from previous years.

"This Fight Is Yours." It is up to each and everyone of us to aid in the treatment of our fellowmen who fall before this onslaught.

The treatment your donation helps pay for may eventually save the life of someone near or dear to you. The research fi-

nanced by donations in your community could well find the answer to the polio question and spare thousands of lives.

Polio is an ever-increasing problem. Better treatment of polio patients through advanced methods are gradually tempering the once-ravaging effects of polio.

In the first major epidemic of the disease in 1916, 27,363 cases were reported in the nation. Of these, 26.2% of the patients died. In the nation's largest epidemic in 1949, there were 42,366 cases. Of these, only 6.4% died.

Great strides, yes, but the job is far from being done. Not until the causes of polio are found and the shadow of fear is lifted from the lives of our youngsters will the job be completely through.

Once the cure is found, there is still clinical work to be done for the thousands still under treatment.

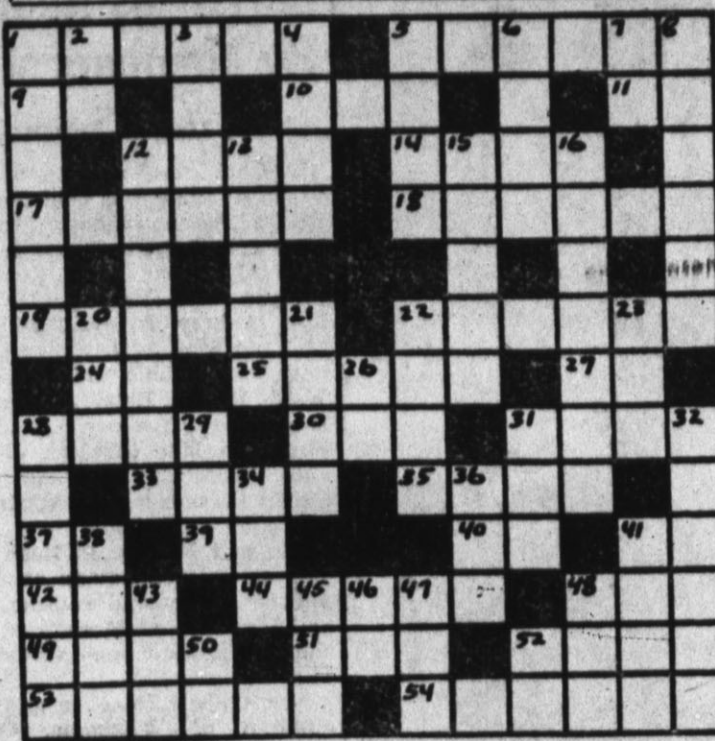
Polio is no respecter of persons. Polio knows no race, creed or economic barriers.

The "March of Dimes" is another typical American crusade, kept alive by the donations of the masses. Your donation will not be measured alone by the size, but also by the spirit in which it is given.

Even a small donation shows that you recognize the importance of this life-and-death struggle and are doing your little bit to fight this killer.

Don't try to shift the responsibility of the crusade on someone else's shoulders. "This Fight Is Yours."—W. W. K.

CROSSWORD By A. C. Gordon



Back to Nature

- ACROSS**
- 1—Nature's bloomer
 - 2—Kind of hunting dog
 - 3—Ancient sun god
 - 4—Cereal
 - 5—Parental nickname
 - 6—Flat-topped rocky hill
 - 7—Well-known volcanic mountain
 - 8—Dull grey
 - 9—To taper
 - 10—Dispensary
 - 11—Furc animal (pl.)
 - 12—Chemical symbol for gallium
 - 13—Familiar American bird
 - 14—Rudimentary Ornithology (abbrev.)
 - 15—Important crop
 - 16—To furnish with new grass
 - 17—Long, slender weed
 - 18—Poetical valley
 - 19—Squashed out
 - 20—Preposition
 - 21—East
 - 22—Theretical force
 - 23—Thoroughfare (abbrev.)
 - 24—Precious stone
 - 25—Autumn flower
 - 26—National organization for American cat owners (abbrev.)
 - 27—Extent of space
 - 28—Unrefined mineral
 - 29—Prefix for "half"
 - 30—Plants with long, cylindrical, hollow stems
 - 31—Tree whose foliage was once used to crown athletic winners
 - 32—The self
 - 33—Poplar flower
 - 34—Rise of the sea
 - 35—Fish eggs
 - 36—Bacterial Order (abbrev.)
 - 37—Member of the cat family
 - 38—To seize suddenly
 - 39—A predominant flower color
 - 40—Item
 - 41—Meadow
 - 42—Ancient Hebrew measure of capacity
 - 43—Country of Western Hemisphere
 - 44—Identical
 - 45—Combining form meaning "in the middle"
 - 46—Distress signal
 - 47—Chymical symbol for terbium
 - 48—Combining form meaning "air"
 - 49—Exclamation of satisfaction
 - 50—Abbreviated Dutch
- DOWN**
- 1—A gathered, crimped edge of lace (pl.)
 - 2—Musical note
 - 3—Unwelcome addition to the flower bed
 - 4—A certain colored horse
 - 5—Pace
 - 6—Deep-sea fish
 - 7—Printer's measure
 - 8—Glossy black bird (pl.)
 - 9—Wild duck
 - 10—To disunite
 - 11—Restless
 - 12—Enraged

I'll Never Forget

(Ed. Note—This week's feature is some random reminiscences dealing with old graves plowed under in the county. It was written by an early settler who wishes to remain anonymous.)

In the exact center of Section 89, Block 7 in the center of Deaf Smith county is a large pile of rock which marks the place where the second Deaf Smith county courthouse stood.

About a mile north of this landmark is an old cemetery that is partially plowed under. It is the old La Plata cemetery.

Contrary to the belief of most historians that there was a Boot Hill portion to the La Plata cemetery, old-timers say that there was only one person buried in the cemetery who died with his boots on.

Early in 1891 a man named Cook went out in the country to arrest a coal miner from New Mexico for some trivial violation of the law. He accidentally—or otherwise—shot Nix, the miner. Nix was the first person to be buried in the La Plata cemetery and the only one who died with his boots on.

The second person to be buried in the cemetery was a man by the name of Gooch, who died in old La Plata.

Soon after Gooch died, his brother-in-law died supposedly from too much sleeping powder and was the third person to be buried in the La Plata cemetery.

Some men who were working on the Deaf Smith county water well had an accident in which William Stovall was killed. Stovall was the fourth person to be buried there.

A baby in the Billy Bell family was scalded by hot coffee several years later and was the fifth person to be buried in the old cemetery.

Later, a Miss Barnett, who was living near La Plata was buried there. She was the sixth person to be buried in the La Plata cemetery.

Sometime in 1896, Mr. Beard, a one-armed man, who carried the mail between Amirillo and La Plata, was the seventh person to be buried there.

A Miss Moffitt was also buried in the La Plata cemetery but was later moved to Hereford.

All these graves, with the exception of Mr. Stovall's, Miss Barnett's and Mr. Beard's, have been plowed under. Miss Barnett's and Mr. Beard's graves were marked with marble headstones but the stones are no longer standing.

Personals

Mrs. A. M. Aiken of Paris is visiting in the home of her son and daughter-in-law, Mr. and Mrs. John Aiken. She plans to be here about a month.

Mr. and Mrs. Archie Tusha and daughter of Long Beach, Calif., arrived in Hereford last week to visit with his sister, Mrs. Dale Tinnin. The two families went to Elida, N. M. on Monday to visit her parents, Mr. and Mrs. R. E. Tusha.

Mr. and Mrs. Bruce Woodell had her parents, Mr. and Mrs. May of Clovis as dinner guests on Christmas Day.

The Sunday Brand

Established 1948
Published every Sunday at 336 Main St.
Hereford, Texas

James M. Gilentine,
Editor and Publisher

Subscription Rate: Zone 1, 4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.85 per year; Zone 2, \$6.15 per year. Carrier delivery, 50c per month. Single copies, 10c each.

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

Hereford, Deaf Smith County, Texas
News Editor W. W. Khief
Adv. Manager Melvin Young
Shop Foreman Jim O'Hair

Panhandle Paragraphs

JUNIOR LIVESTOCK SHOW
Hemphill county's annual Junior livestock show will be held in Canadian late in January or early in February. The date of the show has been set tentatively for either February 1 or 2. The show will be held sometime prior to the Pampa show which will be held on February 4 and 5. The Hemphill county show will be sponsored by the Chamber of Commerce. —pp—

BUDGET APPROVED
The city commissioners of Weslaco approved a \$350,800 budget for the city of Weslaco at a meeting recently. There will be increased rates in the sewer department to make up for the \$21,000 deficit in that department. —pp—

NEW POWER PLANT
The manager for a new Southwestern Public Service power plant near Earth has been appointed. The plant which is known as "Plant X" is to be finished sometime in mid-53. —pp—

HEDLEY ROAD
The Texas Highway department announced this week the approval of a Farm to Market road out of Hedley. Work will begin as soon as right of way and construction funds are secured. The road is approximately five miles long. —pp—

NEW OFFICERS FOR C OF C
New officers of the Littlefield Chamber of Commerce were chosen Wednesday at a meeting of the directors. Four new directors were chosen earlier by members of the Chamber of Commerce. —pp—

PICKUP FOR FFA GROUP
The Lockney Lions club is taking up a donation to buy a new Ford pickup for the Lockney chapter of the Future Farmers of America. The truck was to be presented on Thursday or Friday. —pp—

MAN OF THE YEAR
The Dumas Man of the Year was announced last week at a Lions club ladies night. The man of the year is chosen by secret ballot by members of the Dumas Lions club each year. He was presented with a German-made clock which requires winding only once every 400 days. —pp—

FIRST TELEVISION IN CLAUDE
The first television set to be installed in Claude was put in last week. Several programs have already been seen over the set although the picture isn't complete any time. —pp—

FORM ORGANIZATION
Dumas new car dealers formed an association there in early December. President is Steve Johnson. —pp—

WHAT'LL BING THINK?
The Dalhart weather station has never recorded a "White Christmas." In the past five years, records show no record of snow on Christmas Day. —pp—

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher in his farm near Bootleg has a brain storm this week, his letter reveals. Dear editor:

I found a week's supply of newspapers out here the other day, somebody had rolled em all up and thrown em out in a ditch, must have gotten em mixed up with a bunch of circulars, and took em home and have been readin steadily for two days and have noticed that in nearly every issue there was a report of a new atomic explosion out in Nevada. As I understand it, the experts have been testin out every kind of atomic bomb we got, usin the desert for a practice ground.

Now I'm not a military expert, don't know any more about what's happenin in Korea than Washington does, but I've been thinkin.

Here we've got all these different types of atomic bombs and naturally we want to see how they function, if I had a new plow more'n likely I'd like to see it work once anyway, and while I have always been one to recommend tradin at home, it looks like to me like it's a waste of desert sand to set these things off in Nevada.

Why blow up good sand out there when we got North Korea? As I understand it, the experts spot guinea pigs and various other animals around in the vicinity to see what happens when the bomb goes off, but I say why waste our guinea pigs when there's plenty of good Communists in North Korea?

I will appreciate you takin this up with Washington. You understand, it would be purely for practice, we wouldn't be actually testin to drop the atomic bomb as a warlike measure, it would just be that from a scientific standpoint the conditions are more favorable for experimentin in North Korea than Nevada, ain't so many window panes over there to shatter, not so many photographers around, not many reporters, very few Congressmen, etc. If the peace terms ain't agreed on by the time this gets to you, suggest we just move our equipment from Nevada to over there. Am sure the Communists will understand.

Yours faithfully,
J. A.

Coming Year Holds Many Challenges For Farmers

The year 1952 will present many challenges to the farm families of Deaf Smith county as well as all over the nation.

Perhaps the most vital challenge facing them is that of greater production of food for the world market basket as well as more feed for livestock.

New and higher goals for agricultural production have been made by the U. S. Department of Agriculture. Goals that will require not only a greater number of acres worked but higher yields per acre as well.

That in itself presents the challenge of better planning and more efficient production.

All these problems must be met in the face of farm price levels which are edging downward while the cost of machinery, materials, labor and other things the farmer

uses are edging upward.

As the pressures in international affairs become more and more pronounced, the ever-increasing importance of farm production is brought home to us.

Not only must the farmers of America provide for our all-time high domestic consumption, they are again called upon to aid the rest of the free nations, too.

The problem is comparable to that faced during the days of World War II, but magnified to take into account the record high levels of production set by our government.

Once again, the farm families of the nation are being called upon for that extra effort for the welfare of our nation. Once again their resolve will help attain the needed goal.—W. W. K.

Hungarian Episode Shows Soviet's True Color

The recent arrest and trial of four United States airmen should leave no doubt in the minds of Americans as to the type of rulers we're dealing with in Soviet-dominated nations in Europe.

They have no understanding of right unless it might serve their greedy purpose.

That America should be forced to pay blackmail for the release of four of her citizens arrested on trumped up charges is an unfortunate situation.

But if that's what it takes, it was the right move to make in the immediate predicament. The \$120,000 is nothing. The pathetic part of the episode is that the world's largest nation has to pay ransom

to protect her citizens.

The fact that the blame can be placed in this place or that for past mistakes makes no difference.

We should be sure that our future dealings with the Communist nations leaves no doubt in their minds as to how we intend to deal with any future breach of the rights of our people.

The Communists understand nothing but force or threats of it. It's late, but not too late, for our State Department to "get tough" with the Communists.

They'll have the moral backing of the entire nation if they refuse to dance to the Red tune.—W. W. K.

SUNDAY'S CURRENT QUESTION

No Labor Strikes Should Occur During Emergency, Readers Feel

Do you think labor unions in essential industries such as steel, coal, rail, etc. should use a strike threat as a bargaining device during a state of emergency? Why?

DARRELL HARKINS—No, I really don't. For one reason they draw pretty good wages now and another reason is they don't help themselves a bit by striking. If they are out of work for a month, even if they do get a raise, they lose more money than they gain. It isn't helping them and it isn't helping defense either.

HOMER BRUMLEY—No I sure don't. They are getting a living wage as much as anyone is. During critical times I think they should try to do their best to get along without striking.

JOHN ESTES—Definitely not. There should be no threat of any kind during a state of emergency as far as producing materials essential to the nation is concerned.

RAY DOWNEY—No. The way I consider strikes is that they are like an epidemic of disease—if one industry gives in to a strike then the strikes will spread into the other industries just like an epidemic. I think that a strike should be an act of treason during a state of emergency. If John L. Lewis calls a strike of coal miners in mourning for 119 men, that many if not more will die from lack of fuel. If the coal supply that we have has to be used for fuel then the steel industry would have to shut down because of lack of coal. If the steel industry shuts down—it is the basis of almost everything. It looks like a serious thing to me. It would not be any worse if the Communists dropped a bomb on one of our industries over here. A lack of essential materials on the front lines in Korea could kill several hundred men in just a matter of minutes so I don't think that the coal miners should be allowed to strike in mourning of those 119 men.

"Tater Peelin's"

By Roberta Campbell

We've never been convinced that younguns' are gain' to the dogs but we know for sure that old dogs are gain' someplace. At least our old Joe dog who has served us faithfully as guard dog for thirteen years, and is barely able to walk, wandered off last week and after we had combed the neighborhood for a couple of days, he came up the road from the north almost starved for water but had eaten somewhere. He's a big white and black bird dog, very thin, and almost blind, and in case he gets any more ideas let us know and we'll come and get him. —pp—

Well, this is the week that we take down the tree, read our cards before we mail them to the Cerebral Palsy Center (United Cerebral Palsy 50 West 57th Street New York 19, N. Y.) and go through every drawer and closet on the place where we dump every thing we find unfinished into a box to be finished before we can start anything else.

This is also the time of year that our mother spends some time with us and it is surprisin' how soon the two of us can reach the bottom of that box. —pp—

All in all, 1951 has been a very good year for us in spite of green bugs and hot weather. We've finally located the hoe we lost in the careless weeds last summer, have replaced the rake we wore out cleaning the yard and have our poll tax receipt so we can vote against mismanagement and mink coats, so we can begin 1952 with the only New Year's resolution we ever make—that we will be a better mother to our boy—and a sincere wish that when it is time for the bells to ring at the year's end, they will not be muffled by the squawk of politicians and the guns of combat.

HAPPY NEW YEAR everybody.



WHO'LL BE **FIRST** IN '52?

First Baby Contest



WIN

AN ARRAY OF VALUABLE GIFTS

RULES OF CONTEST . . . Have your doctor state the exact time and place of your baby's birth; sex, weight, and name, plus the name and address of the parents. Send this information to the Sunday Brand. The baby born first after midnight on January 1, 1952, in Deaf Smity county, will be declared the winner of the 1952 First Baby Contest. Watch this newspaper for the announcement of the winner.

Babies born within the county, but not in the hospital, must be reported at The Brand offices within 48 hours following their birth to be eligible in the contest.

Our Gift For A Good, Healthy Start

For 2 weeks we will deliver 1 quart a day of our nourishing vitamin enriched milk free of charge to 1952's first baby—for a good start to life!

Hereford Creamery



Let's Be Different!
WEEKS OF HAPPINESS
 This year's Theatre Gift Book
 Our gift will be a Theatre Gift Book for the father and mother of the little tot.
 STAR-TEXAS and TOWER DRIVE-IN THEATRES

CHRISTENING SET
 for BABY'S BIG DAY
 The First Baby in '52 will receive a lovely embroidered, batiste christening set, as our gift!
 Village Sport Shop

A Snuggly Blanket
 For the Winter
 We will give the winner a soft blanket with satin binding; cute nursery design.
 Rutherford & Co.

A GIFT SET OF BABY'S NEEDS
 A gift-boxed set of famed-name infants' toiletries for the proper care of baby's tender skin will be presented by Haile Drug to 1952's first baby.
 Our gift to the first baby of 1952 is a package of Little Ducky Clothes Hangers and a Johnson's Baby Gift Box.
 CITY DRUG STORE

A Gift of Silver
 For Baby . . .
 An infant's set of matching spoon and blunt-tined fork in a lovely pattern of gleaming silverplate—is our salute to little "52"!
 Kester's Jewelry & Gift Shop

When the Winner Starts To Crawl
 He (or she) will be wearing a pair of our famous-make shoes—our gift to the first baby in '52. Washable white leather with non-slip leather sole.
 Hereford Shoe Store
 Home of Weatherbird Shoes

When Baby Goes Visiting . . .
 Mother will love our gift of this heavy-gauge plastic bag with envelope for soiled diapers and 2 bottle bags. Adjustable shoulder strap.
 Also one dozen Birdseye Diapers, 2 bottles and 2 extra caps.
 C. R. Anthony

An Oval Baby Bath
 Will be presented to the winner by the Western Hardware

As our gift to the winner, the Western Flower Shop will send a bouquet to the Mother.
 WESTERN FLOWER SHOP
One Week's Laundry FREE
 We will do the laundry for one week as our free gift.
 VAUGHT LAUNDRY

A full case of our famous brand canned infants' foods will be presented by Hunter's Grocery Store. Our gift of good health and good nutrition for baby.
 Hunter's Food Store

A 7-Bottle Sterilizer
 Hereford Hardware Co. will present the winner with a steam sterilizer that sterilizes 7 bottles and nipple jar at once. Mother can use it as a steam cooker!
 Hereford Hardware

THE HEREFORD BRAND
 Will Furnish Printed Announcement Cards As Our Gift To the First Baby of '52.

A TRAINER-SEAT
 Is our gift to the first baby of 1952
 H & H FURNITURE COMPANY



CHILDREN OF THE R. L. Elliston family held a reunion—their first in 10 years—Christmas Day at the Veterans clubhouse in Memorial Park. Members of the family are shown above, front row, from left: Mrs. C. L. Grimes, Hereford; Mrs. Nick Chatfield, Crowell; Mrs. George Cantrell, Hereford; Mrs. J. W. Flynn, Idalou; Mrs. L. D. Lee, Endee, N. M.; and Leora Sullins, Roswell; back row, from left—Victor, Ervin, Hubert, Nelia, and Custer Elliston. One member of the family, Raymond Elliston, was unable to attend because of a broken arm suffered in a farming accident Christmas Eve.—Brand Staff Photo.

Beauty at Home

By Lynn Carter

Q. What is a good home remedy for excessive freckles?
A. One recommended treatment consists of one ounce of lactic acid, one ounce of glycerine, and six ounces of rosewater, mixed together and applied with a bit of fresh cotton two or three times a day.

Q. Is it possible to camouflage rings under the eyes with rouge?
A. Yes; by blending the rouge up past these circles. If it stops just below them, it will only emphasize the hollows.

Q. How does one go about making an egg shampoo?
A. The whites and the yolks of two eggs are beaten separately, and then combined. Add one cup warm water. Then moisten the hair with warm water, massage the eggs into the scalp, rinse well, and dry.

Q. How should eyeshadow be applied if the eyelids are heavy or thick; or if they droop?
A. Apply beneath eyebrows and blend downward toward eyelashes.

Q. What is a good astringent for oily skin?
A. One of the best is buttermilk.

Q. What are some of the things to be done while reducing?
A. Eat all meals regularly. Go to bed at as nearly the same hour as you can each night. Get at least seven hours of sleep. Exercise daily, walking being one of the best. Keep the bowels open; don't drink water with the meals. Eliminate sugar from the diet. Abstain from liquor and beer. Avoid eating between meals.

Q. How should rouge be applied to the face that is long and thin?
A. Blend from the cheekbones outward towards the ears, and up towards the temples. A tiny bit on the chin helps, too.

DR. MILTON C. ADAMS
 OPTOMETRIST
 140 West Third Hereford, Texas
 Phone 37 Office Hours—8:30 5:00

MRS. JOE SMITH Turkey, Chicken Curry Uses Left-Over Holiday Fowl

Turkey means hospitality—on the days after Christmas as well as at a full course holiday dinner. It can mean convenience, too—easy to serve when the practical cook looks with discouragement at Christmas left-overs in the refrigerator. Eminently suited to this festive season is turkey or chicken curry which uses up the odds and ends of the meat, even after the traditional hash dish has utilized most of the bigger pieces, or it may be used in place of the hash.

Mrs. Joe Smith prepares both turkey and chicken curry often for her family and her recipe is also good using roast beef or pork left-overs. Here it is—

Turkey or Chicken Curry
 1/3 cup fat
 1 1/2 cups chopped onion and 1 cup chopped celery
 2 cups chopped apples
 2 tablespoons curry powder
 1 teaspoon salt
 1/4 teaspoon pepper
 1/2 teaspoon ginger
 1/3 cup flour
 1 cup water (use coconut milk if fresh coconut is available)
 2 cups evaporated milk of light cream
 4 cups diced turkey or chicken
 Boiled rice to serve eight
 shredded coconut — India Chutney
 chopped peanuts
 hard boiled eggs
 Heat fat in heavy kettle, add onions, apples and celery and cook until onions are clear. Add curry powder and other seasonings and allow to cook slowly for five minutes. Sprinkle flour over mixture, stirring to blend well, add water or coconut milk and cook until thickened. Add milk, then turkey and heat thoroughly. Serve on fluffy hot rice with shredded coconut, peanuts, chopped eggs and commercial India chutney sprinkled over.

A tossed green salad and fruit complete the meal. Hot rolls go well with the meal for people who like bread with everything, and coffee adds the perfect touch for the coffee drinker.

NORTHWEST HEREFORD NEWS Holiday Visits, Guests Highlight News Events From NW Hereford

By Mrs. R. C. Childers

Reports of holiday visitors are still coming in, and more will probably come in later as folks return around New Years. Every one in the community either went somewhere or had a house full of company over the holidays.

Sgt. Verdell Pitts of Sheppard Air Force base of Wichita Falls spent the Christmas holidays in the home of his sister Mrs. Fred Wolfington.

Mr. and Mrs. Jim Mayfield of Erick, Okla., were also holiday guests in the Fred Wolfington home.

Mrs. Leona Packard had all of her children home for Christmas. They were Mr. and Mrs. Foy E. Cook and family, Mr. and Mrs. James Packard and family, Mr. and Mrs. Donald Packard and family, Mr. and Mrs. Ralph Packard, and Leroy Packard. They are all from Springlake, Tex.

Mr. and Mrs. A. H. Inman of Plainview were guests in the home of her sister, Mrs. R. C. Childers and family Wednesday.

Mrs. G. F. Witherspoon and son Neil were callers in the R. C. Childers home Wednesday morning.

Mr. and Mrs. J. A. Wolfington and boys of Plainview were Sunday visitors in the Fred Wolfington home.

Mrs. Mattie Baggett of Erick, Okla. is spending a while with her daughter, Mrs. Fred Wolfington while she is recuperating. She is feeling just fine and is looking well, too.

Mr. and Mrs. Marti Mason and

Dickie spent Christmas with relatives at Lubbock and Levelland. The Wayne Johnsons and the R. N. Cooke family are expected home this week-end. The Johnsons went to Odessa and the Cookes went to Houston to have a checkup on Carolyn's condition.

Prescriptions

Crutches Rented

We invite you to visit this modern Prescription Shop.

EDWARDS PHARMACY
 Wayne Edwards
 Next Door to Hereford Clinic

1952 NEW YEAR greetings

When the old year departs, may all your cares go with it.

Plains Insurance Agency
 Jno. H. Patton — W. H. Patton
 Mrs. N. E. Moore

Bob Wright New Service Manager At Good Housekeeping

Bob Wright, 29, formerly of Childress is the new service mgr. at Good Housekeeping Shop according to Ray Downer, owner.

Wright was refrigeration mechanic at West Texas Utilities in Childress for the past six years.

A World War II veteran, Wright is married. He is the father of a two-year-old boy and a five-year old girl.

The Wrights are members of the Baptist church. They make their home at 214 Avenue D.

Frank Cogdell
 Income Tax Service
 Office Above Brand
 Telephone 1383

Year-End Clearance SALE
 Fall

COATS & SUITS

| | |
|-----------------|--------------------|
| Values to 39.95 | \$24 ⁹⁵ |
| Values to 49.95 | \$29 ⁹⁵ |
| Values to 59.95 | \$35 ⁹⁵ |
| Values to 69.95 | \$39 ⁹⁵ |
| Values to 75.00 | \$45 ⁹⁵ |
| Values to 79.00 | \$49 ⁹⁵ |

One Group Dresses
 Gabardine, Crepe, Woolen, Corduroy

| | |
|-----------------|-------------------|
| Values to 17.95 | \$9 ⁰⁰ |
| Values to 14.95 | \$7 ⁰⁰ |
| Values to 10.95 | \$5 ⁰⁰ |

Other DRESSES Value to 39.95 **1/2 price**

| | |
|--|---|
| CORDUROY WESKITS Values to 5.95 \$3⁰⁰ | CORDUROY JACKETS Values to 14.95 \$6⁰⁰ |
| BLOUSES Values to 8.95 Jersey \$5⁰⁰ | ALL WINTER HATS \$3⁰⁰ |

the Little fashion shop
 "Smart Clothes for Smart Women"

You'll Talk ... Your Friends Will Talk
 The Most Compelling Film of the Season
NOT DESIRABLE FOR CHILDREN

WHEN IT CAME TO THINGS MEDICAL HE WAS REALLY QUITE ETHICAL—But...

CARY GRANT
 A Doctor with a Delightful Manner

JEANNE CRAIN
 A Prudent Student

PEOPLE WILL TALK

From the men who gave you "All About Eve" DARYL F. ZANUCK and JOSEPH L. MANKIEWICZ

STAR SUNDAY MONDAY

HILARIOUS Enough to Make Even a HORSE LAUGH!

LEO GORCEY and THE BOWERY BOYS

CRAZY OVER HORSES

with HUNTZ HALL · GLORIA SANDERS · ALLEN JENNINS · TED DE CORSIAN

TEXAS SUNDAY MONDAY

NEW YEAR MIDNITE PREVUE

YOUR BIG MUSICAL DATE OF THE YEAR!

BETTY GRABLE

with MACDONALD CAREY · EDDIE ALBERT · LOIS ANDREWS

STAR TUESDAY WEDNESDAY

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY

Anniversaries from Sunday, Dec. 30-Wednesday, January 2

| | |
|-----------------------------|------------------------------|
| Mr. & Mrs. W. J. Stanford | Mr. & Mrs. E. Bernice Harris |
| Mr. & Mrs. I. W. Denton | Mr. & Mrs. Alvis W. Anthony |
| Mr. & Mrs. George Bippus | Mr. & Mrs. Chris Wagoner |
| Mr. & Mrs. Doyle Rose | Mr. & Mrs. R. L. Axe |
| Mr. & Mrs. Jack France | Mr. & Mrs. Todd Herrington |
| Mr. & Mrs. Walter E. Dunlap | Mr. & Mrs. Lyle Blanton |
| Mr. & Mrs. George G. Heard | Mr. & Mrs. Aubyn Earl Hodges |

Flaming out of the vast African Desert... and a great BEST-SELLER!

THE DESERT FOX

JAMES MASON
 with CEDRIC HARDWICKE · JESSICA TANDY · LUTHER ADLER

3 BIG DAYS STAR THURSDAY FRIDAY SATURDAY