



Water Peels
By Robert Campbell

Ever do any tradin' with Al Smith? He's a feller who does what he says he will, when he says he'll do it and if he promises to come by your place to look at some stock better get a hustle on or he may beat you home. There is always something extra special in his parting, cheery, "Come to see us!"

We've often wondered if the Creator was rushed for time when he made little boys. Else he wouldn't have made them allergic to water in a wash basin or a bath tub, and would have surely made their ears detachable for easier washing.

Women are supposed to be the ones who misrepresent their ages but sometimes we wonder. Take for instance that feller we know who says he has just turned, fifty, we can't figure out how in a blanket anybody could get as conceited as he is, in just fifty years.

Sombody has said we always bury a part of us when we bury a friend.

One of the most pleasant weeks we have encircled on memory calendar was spent with the family of Dr. C. E. Donnell at his ranch now covered by Buffalo Lake.

Mrs. J. D. Neill has our favorite peach pie recipe too, only we use a cup and a half of brown sugar instead of the white for this Peach Pie Supreme. Will somebody tell us how to bake the pesky thing without it boiling over?



REACTIVATE USO—From the left T. E. Braniff, Campaign chairman of Texas; the late Governor Beauford H. Jester; and Harvey S. Firestone, Jr., national USO president discuss the campaign.

SUMMERFIELD NEWS

Bobbie Walser Entertains Friends At A Slumber Party Thursday Night

Bobbie Walser was hostess to a slumber party at her home in Summerfield last Thursday night. Those attending were Jean Walser, Shirley Summer, Janell Carter, Patsy Jackson, Doris Russell, and the hostess. The girls were entertained during the evening with games, and refreshments including ice cream were served.

Mr. and Mrs. Morris Roberts and daughter of San Antonio and Mrs. Robert's mother visited in the Lee Curry home Wednesday. They were en route home from a vacation trip in northern Colorado.

Fred Streun is a visitor this week in the home of his brother and family, Mr. and Mrs. Jack Streun.

Guests in the Ky Lawrence home recently were Mrs. Haraway and daughter of McKinney.

Miss Haraway has accepted a position as librarian at the public school system in Canyon.

Mr. and Mrs. Mark Burns and son, and Mrs. Ray Grodick and family of Dallas visited recently in the Carter home. Miss Naomi Carter returned to Dallas with them to spend a few days. She will return next week.

Mr. and Mrs. Marvin Noland of Hilo and L. M. Noland of Floydada were recent visitors in the J. A. Noland home here. The J. A. Nolands accompanied L. M. Noland to his home in Floydada for a visit.

O. B. Roberson cut his fingers severely last Monday afternoon while cleaning out a cement mixer. They are healing satisfactorily, it was reported.

Mr. and Mrs. Hugh Ray and

Gene visited this week in the home of Mrs. Ray's sister, Mrs. O. B. Roberson.

Visiting relatives in Lubbock this week is Miss Gayle Roberson.

Rev. and Mrs. Gordan and daughter of Springlake visited in the O. B. Roberson home one day last week.

Attending church Sunday morning were fifty-nine, and fifty were in attendance for evening services.

Mrs. Ray Hershey and Mr. and Mrs. J. W. Terry and son, of Hereford and Mrs. Arch Conklin of Charleston, Ark., and Mr. and Mrs. W. T. Gollehon of Dimmitt called on the C. E. Williams Friday.

Mr. and Mrs. Cawthon Bryant and John David spent the week end at Ralls with relatives.

Box Score . . .

(Continued from Page 1)

HEREFORD	AB	R	H
Stanton cf	5	3	2
Corbett, P. c	4	0	2
Patterson ss	5	1	3
Corbett, T. 1b	3	2	1
Engman 3b	5	0	2
Culpepper lf	5	0	2
Nunnally rf	3	0	0
Hennen 2b	4	0	2
Brock K. p	4	0	0
TOTALS	37	6	14
OLTON TOTALS	37	6	6
HEREFORD	311	000	10-6
OLTON	190	230	00-6

Every one in the United States is affected directly or indirectly by accidents to farm residents. Organizations having an interest in farm life can be greatly affected because of the economic upsets caused by accidents on the farm. The greatest grief and loss resulting from farm accidents, of course, is to the farmers themselves.



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REXALL PRODUCTS

For over 46 years Rexall has been "leading the league" with finest quality drug store merchandise. Our Rexall Drug Stores will turn in a "triple-play" for you every time, with **QUALITY • SERVICE • SAVINGS!**

So safe at home!
with **Rexall**

TAKE A HUNCH FROM STEVE CANYON! — WATCH WHAT IS GOING ON IN CHINA AND YOU'LL SEE THAT INDIVIDUAL SECURITY IS THE KEY TO THE STRENGTH OF ANY NATION!



FOR HOME AND BUSINESS SECURITY... BUILD YOUR FINANCIAL RESERVE WITH **U.S. Savings Bonds**

More for Your Money with **DAVIS TIRES** at your Western Auto Assoc. Store

FLATLUX
The wall paint MADE WITH OIL!

for a fast change!
ONLY 3.40



Point your walls with FLATLUX in the morning... use room the same day. One coat covers wallpaper, paint or plaster. Goes on smooth... no brushmarks. Leaves no odor... It's washable. Apply with the FLATLUX BRUSH.

Ask to see the Matching 3 FLATLUX • SATIN-LUX • GLOS-LUX... Three different finishes in identically Matched Colors.

BEST PAINT SOLD BY PATTERSON-SARGENT

ROCKWELL BROS. & CO.
LUMBERMEN SINCE 1898

We Have On Hand for **IMMEDIATE DELIVERY** **NEW CHEVROLET** 1-2 Ton & 2 Ton **TRUCKS** **KINSEY MOTOR COMPANY**

Watch For SPANISH SUPPLEMENT

An All Spanish Section In **The Sunday Brand**

SOON!

Furr Food Especials

Café	Botella Heliodor Gratis	52c
	por libra	
Conservas	Sabor de Durazno	15c
Tortillas	por docena	23c
Salsa de chile	Colorado	20c
Sandia	Helado por libra	1c
Jabon de Borrego	4 para	29c
Jabon de Bano	3 para	23c
Habena	Marca Mother's Con traste gratis 3 para	41c
AJO	por libra	29c
Chili Verde	libra	23c
SODAS	Sabores Various 6 para	25c
Calcetinas	3paras	\$1.00

COURTHOUSE RECORDS

Deeds of Trust
 Delmar Sigle to G. W. Newson: That portion of S 1/2 of Section No. 24, Block K-3, Deaf Smith County, located and situated North of Panhandle and Santa Fe Railway Co. right of way.

E. A. Soloman and Velma Soloman to Prudential Insurance Co. of America: Being lot No. 20, J. A. Fox Subdivision of part of Block No. 12, Evans Addition to Town of Hereford.

Dudley Green and Archie Scott to John W. Clark and Ida Clark: All of Lot No. 12 and S 1/2 of Lot No. 11, Block No. 32, Original Town of Hereford, including an undivided 1/2 interest in a party wall E and W through Center and along N line of S 1/2 of Lot 11, Original Town of Hereford.

O. A. Sterling and Oneida Sterling to Security Life and Accident Co.: Being E 50 feet of N 150 ft. of Lot 6 in Block 4 of the Womble Addition to Town of Hereford.

Warranty-Deeds
 Anna Mae Valentine to Meredith Ireland: W 1/2 of Block 35, Evans Addition to Town of Hereford, including all the W 1/2 of Hamilton Street, running North and South through Center of said block, and all of W 1/2 of Carter Street, running East and West through said block.

C. W. Parker and Monroe Parker to Otis Leroy Foster: Being all of Lot No. 34, Ralph Smith Subdivision of a part of Block No. 4 of Mabry Addition to Town of Hereford.

Irene Gilliland to Margaret Witherspoon and James W. Witherspoon: S 27 ft. of Lot No. 11, Block No. 7, Whitehead Addition to Town of Hereford; and All 1/2 of Lot No. 10 of Block No. 7, Whitehead Addition to Town of Hereford.

Bernard H. Shield to J. C. Perrin and C. S. Perrin: Section No. 8 in Block No. A, School File No. 4948, M. V. Robertson, Original Grantee.

M. J. Berryman to Lee McMurry, in S 1/2 of Section No. 54 in Block K-7, B. S. and F. Survey, Cert. No. 1/666, Abst. No. 1457, Pat. No. 535.

George W. Swarthout and Bertha Swarthout to W. J. Godwin: Being all of SW 1/4 of Section No. 23, Township 6 N of Range 3 E

of a Capital Syndicate Subdivision.

Robert Collins and Wineva C. Collins to Sumner L. Collins: An undivided 3/100ths interest in the E 1/2 of Section 80, Block K-7, Deaf Smith County.

Robert Collins and Wineva C. Collins to Edgar W. Collins: An undivided 3/100ths interest to E 1/2 of Section 80, Block K-7, Deaf Smith County.

Robert Collins and Wineva C. Collins to Joseph F. Collins: An undivided 3/100ths interest to E 1/2 of Section 80, Block K-7, Deaf Smith County.

Robert Collins and Wineva C. Collins to Guy R. Collins: An undivided 3/100ths interest to E 1/2 of Section 80, Block K-7, Deaf Smith County.

R. L. Hopson and Samantha Hopson to V. C. Hopson: Part of Block No. 65, of Hereford and Additions.

Wilma L. Carnahan to Samuel R. Suit and Emma Elizabeth Suit: A part of Block No. 53, Town of Hereford and Additions.

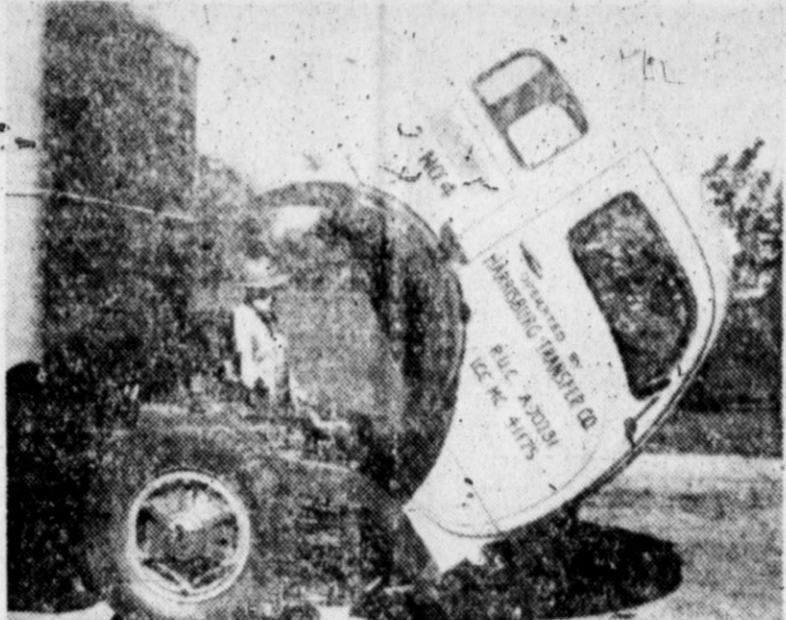
L. C. Moore and Beulah Moore to Billy Bob Moore: All of N 80 acres of SW 1/4 of Section 10, Block 7, Deaf Smith County.

Titus Mennenga and Bernard Mennenga to W. W. Laceywell: NW 1/4 of Survey or Section No. 3, Township No. 3 N, Range 1 E, of a Capital Syndicate Subdivision.

C. B. Service to O. L. Bybee: Being all that land lying S of State Highway No. 51, in SW 1/4 of Section No. 85, Block M-7, Deaf Smith County.

Mack Freeman and Billie Freeman to R. C. Childers and Earl Johnson: A strip of land running N and S across Section 13, Block K-8, Deaf Smith County, between W 1/4 40 acres

CAB TIPS FOR SERVICE



An innovation in the light pick-up and delivery truck is the new, tilting cab, model shown in the picture. Though White is an old-line manufacturer of pneumatic tire carriers, the "3000" series is something new to meet the demands of present day needs. Designed for speed, service and durability, the new truck travels on 9.00x20 General Highway tires.

The cab of the truck was placed over and forward of the engine to provide easy handling on crowded streets where parking is an ever growing problem. Another feature places the front axle in a position to spread more of an even load to all four tires thus allowing a heavier load per square foot of body space. When the motor needs servicing the cab is tilted, by an aircraft type hydraulic mechanism, giving the mechanic complete access to the motor.



ARE YOU?

ARE YOU
 ONE WHO REGULARLY DEPENDS ON OUR MARKET FOR THE BEST IN MEAT?

ARE YOU
 ONE WHO LIKES THE CLOSE-IN PARKING IMMEDIATELY IN FRONT OF OUR STORE?

ARE YOU
 ONE WHO IS ACCUSTOMED TO OUR SPEEDY SERVICE (no time wasted in trying to find the item you want)?

ARE YOU
 ONE WHO IS ACQUAINTED WITH THE CONVENIENCE OF THE IMMEDIATE CHECKING AT OUR COUNTER... without waiting in lines?

ARE YOU?
 WELL, IF YOU ARE, THEN LET US THANK YOU FOR YOUR PATRONAGE. But if you are not accustomed to our way of doing things—if you have never tried the service we give at your PARKWAY GROCERY, then we have a special treat for you... every day of the week. We're a small store... small enough to know you, big enough to please you... everything is placed in a handy place... easy to get at... you don't walk yourself till tired... we're just your friendly and complete grocery on East Highway 60.

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 Phone 429

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EAST HIGHWAY 60 TONIE EDENS, MGR. PLENTY FREE PARKING

Fired into being!

the Snake Pit

STAR THEATRE

"SPEEDY" by Hereford MOTOR CO.

WATCHA WANT ME TO HOLD UP THIS CLASSIFIED AD PAGE FROM THE TELEPHONE BOOK FOR YOU?

IM TRYING TO PICK OUT A PLACE TO TAKE MY CAR FOR REPAIRS.

OW!

DO YOU KNOW OF A BETTER WAY?

YES-GETTING A GOOD REPAIR JOB IS SIMPLY A MATTER OF DOLLARS AND SENSE.

SENSE! SENSE ENOUGH TO TAKE YOUR CAR TO

HEREFORD MOTOR CO.

THEIR QUALIFIED MECHANICS WILL SAVE YOU PLENTY OF DOLLARS BECAUSE YOU CAN DEPEND ON THEM TO TURN OUT GOOD WORK THAT WILL LAST.

HEREFORD MOTOR COMPANY

Dudley Green Archie Scott

Ford **Mercury**

HEREFORD, TEXAS

Phones: 38 & 39 • 142 Miles St.

and E 200 acres of said section. W. L. Winget and Mary Evelyn Winget to Johnston Pump Co.: All of NE 1/4 of Section No. 10, Block K-7, Cert. No. 1/128, Seal and Farwood Survey, Deaf Smith County.

Releases
 W. R. Beeble to M. J. Berryman: Vendor's lien note No. 3 on All of S 1/2 of Section No. 54, Block K-7, B. S. and F. Survey, Cert. No. 1/666, Abst. No. 1457, Pat. No. 535.

John E. Hill to M. J. Berryman: Note No. 1 on All of S 1/2 of Section 54, Block K-7, B. S. and F. Survey, Cert. No. 1/666, Abst. No. 1457, Pat. No. 535.

Deaf Smith County Wind Erosion Conservation District to George W. Swarthout and Rachel Smiley: release of assessments.

H. H. Hawkins to Glenn Boardman: S 20 feet of Lot No. 4 and all of Lots 5 and 6 in Block No. 41, Town of Hereford.

Mineral Deed
 Carroll Newsom to Wayne Newsom, John A. Newsom and Jane E. Newsom: An undivided 3-8 interest in and to all of oil, gas and other minerals in, to and under all that part of the S 1/2 of Section No. 24, Block K-3, lying North of Hiway 60.

Automobile Registrations
 L. L. Smith, 1949 Chevrolet 2 door sedan.
 Jack Higgins, 1949 Buick 4 door sedan.

Davis-McCracken, 1949 Chevrolet 2 door sedan.

Frank Brinkman, 1949 Buick 4-door sedan.
 Kenneth Coker, 1949 Plymouth 4-door sedan.

F. A. Tucker, 1949 Plymouth 4-door sedan.
 George R. Jowell, 1949 Chevrolet 4-door.

Frio HD Club Has Demonstration On Sewing Machine

Frio Home Demonstration club met in the home of Mrs. Dayton Chisholm, Thursday, July 21. Mrs. Chisholm had charge of recreation which consisted of a musical quiz, with Mrs. Owen Andrews at the piano.

Mrs. H. E. Lindley won the penny gift. Mrs. Chisholm gave the demonstration which was on sewing machine attachments. She demonstrated using the buttonhole maker, ruffler and seven others.

Those present were: Mesdames Owen Andrews, Jack Johnson, H. F. Benson, Luther Ellis, H. E. Lindley, W. A. Springer, Henry Dobbs, Miss Alma Andrews, Janet Chisholm, Joe Edd Andrews, Larry Dobbs, Dan Chisholm and the hostess. The next meeting will be with Mrs. W. A. Springer on August 18.

THE WHITE HOUSE MARKET

WEST FIRST STREET - HIGHWAY 60

Will Continue Business

Under New Management

A FRESH LOAD OF EAST TEXAS FRUITS AND VEGETABLES WILL ARRIVE FRIDAY

Loads Arriving Every Week
 INSURE FRESHNESS And VARIETY

WE ARE YOUR MODERN **FRUIT and VEGETABLE CENTER**

Giving You **DEAF SMITH COUNTY PRODUCTS IN SEASON** and featuring

REGULAR TRUCK RUNS TO FARMS IN THE VALLEY AND EAST TEXAS TO FURNISH OUT OF SEASON ITEMS



Dan Finlan

How Many Birds Do You Know?

By JOE WING

UNLESS you plan to vacation on Broadway, why not add to your fun by giving Mother Nature and her works a breakeven second thought, don't count Broadway out.

Even there you can watch the seagulls wheel overhead, spot in occasional flocks that nests in the fastnesses of Manhattan skyscrapers, see pigeons, sparrows, assorted insects and even migratory birds.

Within five minutes walk of Broadway, moreover, you can be in New York's Central Park, an oasis in the concrete and asphalt wastes of the metropolis and one of the finest grounds in the East for observing birds. As many as 79 species have been seen there in a single day. Some have been really rare.

Almost within eyeshot of the owners of New York you can find deer, bald eagles, beaver and other denizens of the wild — if you look in the right places.

All this is no argument that you should go to a big city for a nature study vacation, but just in indication of what you can do no matter where you may be, in a suburban neighborhood, you can find a wealth of birds, plants, trees, insects and even animals for identification and observation.

You'll Find Fun In Nature Study



AS a hobby and as a vacation pastime, nature study is booming.

During the past quarter of a century, eight million school children have come to know something about birds in Audubon Society clubs. Additional millions have studied birds and flowers, fish and animals in Boy Scout or Girl Scout work or in summer camps.

That lies behind the sale of 175,000 copies of a single bird guide, and the estimate of the Audubon Society that half a million adults are sufficiently interested in birds to get out and look for them.

Looking for birds is far simpler now than it used to be. In the day of John J. Audubon, most famous of birdmen,

methods of recognizing birds in the field.

IN CHOOSING binoculars don't get an instrument that is too strong for your purpose and don't get one with too weak illumination. A 7 x 35 light-weight glass with coated lenses is hard to beat, but any in that general classification is suitable.

Modern bird guides emphasize points that can be spotted in the field. Widely used is "A Field Guide to the Birds" by Roger Tory Peterson.

There are excellent guides also in other branches of nature study. Among them are "Field Book of North American Animals" by H. E. Anthony, "Wild Flower Guide" by Edgar T. Wherry, "The Insect Guide" by Ralph B. Swain, "Field Book of American Trees and Shrubs" by F. S. Mathews.

A good camera is a useful piece of equipment. Unless you are going to shoot landscapes and trees rather exclusively you will want a portrait attachment. You may have to pose some of your subjects for best results, with due attention to lighting and background.

Better not load yourself with too much specialized equipment of any kind unless you want to work instead of vacation. A notebook is as indispensable, and compact, as anything.

If you feel in need of moral support for your endeavors you can get in touch with any number of bird clubs, garden clubs and the like. Nearly every large community has them.

There are even nature study camps — many of them for youngsters and several for adults. National Audubon Society camps at Kerrville, Tex., Norden, Calif., Hog Island, Me., and Greenwich, Conn., hold several sessions each summer for leaders.

If your nature study vacation has given you a real taste for the pastime, you will find after it's over that the resources for pursuing it further are endless. A public library of almost any size will provide more books on the subject than you can get through in a long time. One "The Book of Nature Hobbies," by Ted Pettit, gives a lot of

Rural People Must Realize Danger Farm-To-Market Road Program Adds

AUSTIN, JULY 27—(Sp1)— Hundreds of Texans are likely to be killed or injured because of the farm-to-market road program in Texas.

This will happen, the Texas Safety Association and the Texas Highway Patrol said today in a joint statement, unless rural people learn quickly to use these roads properly and to police themselves.

Last year 221 persons were killed in county road accidents in Texas. For the first half of this year, only 77 were killed, for a 37 per cent reduction in the death rate.

"This is National Farm Safety Week," said Charles A. Miller of Houston, President of the Safe-

ty Association, "and its observance centers attention on rural traffic as one of the most important of farm safety problems."

"As rural roads are improved, rural people must remember that a good farm road is a substandard highway, likely to be narrower and to have sharper turns and grades," Miller said. "Another dangerous factor is the tendency people have to think that they have the road all to themselves. This is revealed especially in failure to observe proper precautions at intersections, coming to a full stop and proceeding cautiously when entering a highway."

W. J. Elliott, chief of the Highway Patrol, said his force has

more than it can do to patrol 31,000 miles of principal highways and can not possibly patrol additional miles of farm roads.

"We're praying that rural people won't start making race-horses out of plowhorses on these roads," Elliott said. "Our only hope is that the people will be their own safety patrol, for the sake of self-preservation. Unless they do, enough blood will be spilled on these roads to paint a red stripe down the center of them from one end to the other."

Mrs. Rosa Speer returned Saturday from Bennett Springs State Park, Missouri, where she has been visiting her daughter and husband, Mr. and Mrs. Warner W. White. Mrs. Speer also visited in New York and Rochester, Lake Wales, Florida and many other points of interest while away.

Mrs. J. W. Terry and Mrs. T. G. Covington and children were Wednesday visitors in Amarillo.

Mr. and Mrs. Henry Murrell's daughter and two grandchildren from Washington were visiting here this week.

CARD OF THANKS

We wish to express our sincere appreciation and thank for the many deeds of kindness extended to us at the time of the accidental death of our father, son, husband and friend.

Mrs. Howard Massay and children
Mrs. Guyle Massay
Mrs. Clara Baer
Mrs. Bertha Yates
Mrs. Maggie Cook
Mrs. Mabel Teague
Mr. and Mrs. Pink H. Gilliland

TRY A Cramer POSTURE CHAIR AND BE SURE INVERTED BEARING ADDS YEARS OF LIFE

Scientific posture seating engineered for long years of steady service. Cramer gives you molded foam rubber cushions, microstatic adjustments, free-floating, self-aligning back rest AND the Inverted Bearing—in-genious design that virtually eliminates seat wobble sheds abrasive grime.

BRAND

That lies behind the sale of 175,000 copies of a single bird guide, and the estimate of the Audubon Society that half a million adults are sufficiently interested in birds to get out and look for them.

Looking for birds is far simpler now than it used to be. In the day of John J. Audubon, most famous of birdmen,

was to shoot it dead. Not until recent years have serious ornithologists accepted eight identifications of unusual birds by anybody other than the most outstanding experts.

The change has been the result of two things: better binoc-

art, Joyce and Gloria of McLean.

E. E. Claseby of Kansas City, Kansas arrived Sunday in Hereford to spend a week with Mr. and Mrs. E. C. Eubanks. Eubanks and Claseby are friends of 40 years, standing.

Mrs. Lee Kent and Mrs. Bill Waldrep left Monday for a week's vacation at Red River, New Mexico. They will be joined by their husbands today, and the two couples will return to Hereford this week end.

PERSONALS

Dinner guests of Mr. and Mrs. Edd Cardinal and son this Sunday were her parents, Mr. and Mrs. H. E. Sullins from Roswell, N. M., her brother, Chester Sullins and children, Patsy and Roger, from Carlsbad, N. M., Mr. and Mrs. C. P. Grimes and daughter, Betty Mae, Mr. and Mrs. N. G. Elliston and sons, Robert Owen and Pat, and L. B. Elliston, all of Hereford.

This week with Mr. and Mrs. Glenn Weir. Mrs. Jersig is Mr. Weir's niece.

Rev. and Mrs. Russell Wingert and daughter, Anna, left Sunday afternoon for an extended vacation in the middle west and east. They plan to be gone about five weeks.

Week end visitors at the T. C. Covington home were Mr. and Mrs. D. E. Wynn and daughter Paula, Mr. and Mrs. J. J. Moses, Annette, Jerry and Rita Robinson, and Tom Beeson, all of Olmiton, and Mr. and Mrs. Sid Stew-

AUTO COMPANY

Plus-Value

AUTOMOTIVE BUYS

SQUARE DEAL

- 1949 Chevrolet 2 door Styleline
- 1949 Chevrolet 4 Door Deluxe Fleetline
- 1949 Studebaker 1 ton Pick-up, Heater, \$1095
- 1949 Ford 2 Door Sedan, Heater, \$1495
- 1947 Chrysler 4 Door Sedan \$1595 Radio and Heater
- 1946 Plymouth Club coupe Radio and heater \$985
- 1946 Hudson 4 Door Sedan Radio and heater \$785
- 1941 Ford 2 Door Sedan, Heater, \$625
- 1947 Dodge 2 ton Truck, \$890

REMEMBER OUR LOCATION

3rd and MILES

L. H. McMURRAY

OUR FOOD is TOPS

OUR PRICES ROCK-BOTTOM

PEARS	Hunt's Halves No. 2 1/2 cans	3 for	\$1.00
SHORTENING	Shurfine Pure Vegetable	3 lb. can	73c
COFFEE	Shurfine Guaranteed	1 lb. can	49c
DOG FOOD	Red Heart Assorted Flavors	2 cans	25c
JELLO	Assorted Flavors	2 boxes	15c
MIRACLE WHIP		Pint jar	29c

Kraft Caramels	1 lb. bag	29c
HERSHEYS	3 for	10c
VEL, DREFT, OXYDOL, DUZ Large Boxes Per Box 26c		
SURF SUDS	2 large boxes	35c
TREND SUDS	2 large boxes	35c
SUPER SUDS	2 large boxes	43c
AEROWAX	Quart Can	45c

Lowest MEAT PRICES

CHEESE	2 lb box	79c
PICNIC HAMS	per lb.	43c
FRYERS	per lb.	55c
PORK SAUSAGE	per lb.	32c
BEEF STEAK	lb.	59c

GRAPE JUICE

Church's Qt. **35c**

PEACHES

Hunt's Halves or Sliced 2 1/2 can **25c**

Fresh FRUITS and VEGETABLES

BANANAS, Large Central America, lb. **12 1/2c**

Green Beans Tendergreen home grown, 2 lb **25c**

Fresh Tomatoes, Vine Ripened, No. 1, lb. **15c**

PLUMS, Large Red, Eating, lb. **15c**

SPUDS, No. 1, red or white 10 lbs. **35c**
Home Grown

APPLES, Winesap, Medium Size, Doz. **35c**

HOMINY LaHoma, No. 2 Cans **3 for 25c**

Hereford Super Market

107 W. FIRST GAYLORD
PHONE 117 NEWELL

Blackeyed Peas Fresh Canned, No. 2 cans **2 for 25c**

CORN Mayfield Cream No. 2 Cans **2 for 25c**

SHOP P. A. G. and SAVE EVERY DAY

WESTWAY NEWS

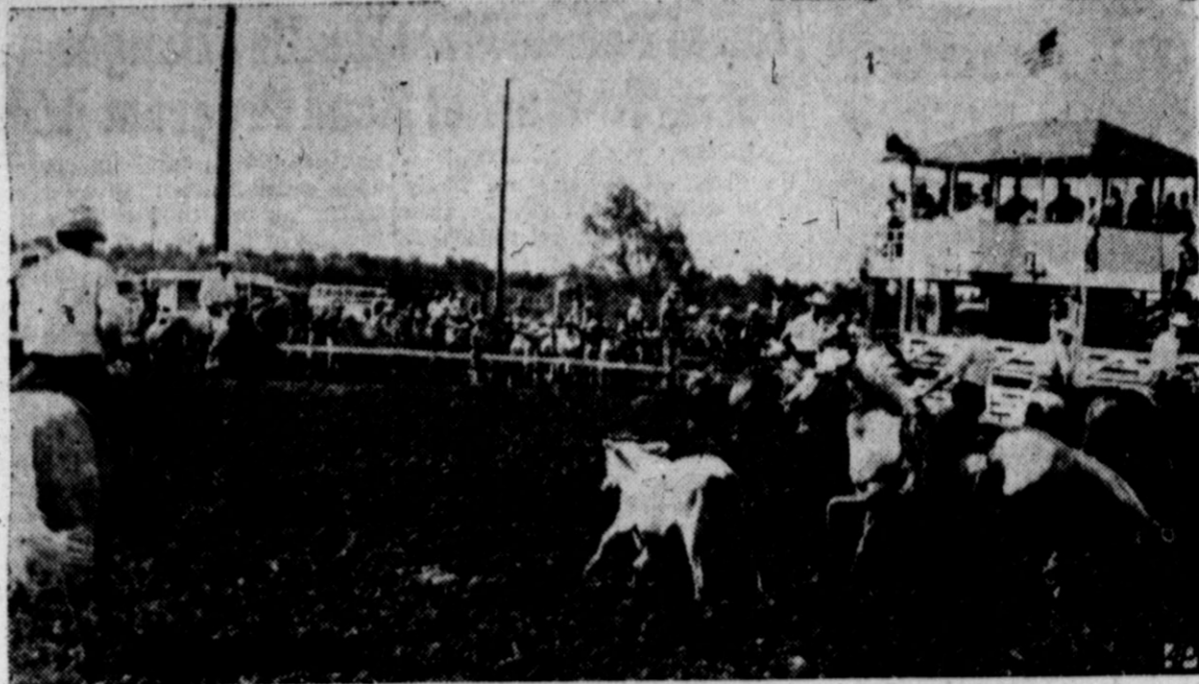
Missouri Pastor Will Be Speaker At Westway Services This Week

By MRS. MERLIN KAUL
Rev. Don Davidson filled his appointment here Sunday afternoon. The service was well attended, with Mr. and Mrs. D. H. Bryant, Mrs. Don Davidson, Donita and Rondal as visitors.

the afternoon. Rev. and Mrs. Don Davidson, Donita and Rondal, Mr. and Mrs. D. H. Bryant, all of Hereford, and Mr. and Mrs. J. C. Morrison and family were dinner guests Sunday in the Merlin Kaul home.

Hospital Notes

Patients discharged from hospital: Mrs. T. H. Myrick, accident; Mrs. Jack Boone, surg.; Mrs. Nicolas Morena, med.; Donald Hicks, surg.; Mrs. Hilton Terry, surg.; Dale Tinnin, surg.; Melinda Weemes, med.; Julia Macias, med.; Rosa Coronado, med.; Mrs. Bruce Beene, med.; Mrs. Lorn Pellam, O. B.; C. E. Parlier, burn; Mrs. Petra Gonzales, O. B.; Jackie Luck, med.; Leo Gallagher, med.; Mrs. Camille Crawford, O. B.



11-YEAR-OLD GIRL WINS RODEO TITLE—The best all-around Wharton County cowboy is an 11-year-old cowgirl Molly Jo Fargason, Molly Jo, who won the title by scoring the most points in a three-day youth rodeo held at Wharton, Tex., is shown here riding the well-known cutting horse Sessie in a muddy field during the competition. She competed against teenage youths. (AP Photo)

DR. MILTON C. ADAMS
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Farms, Ranches and City Property
Listings will be given our personal attention.
437 Main St. Hereford Ph. 854 or 902W

No experience too overwhelming!
the Snake Pit
STAR THEATRE

at the church will go on as usual, and next Sunday, for the regular morning and evening worship services Dale Pearson of Amarillo, who works with the San Jacinto Church of Christ, will be guest speaker.

and Mrs. Russell Wingert and Ann are on vacation. The Pulpit Committee of the church will have charge of supplying a guest speaker each Sunday during Rev. Wingert's absence.

One of the heights of disappointment is reached when a friend of long duration drops back into the limbo of mere acquaintances.
One nice thing about a one-way street is that you can only be bumped from the rear.

Cut Back Trees Now Or Wait For Winter

COLLEGE STATION, July—If you plan to cut back overgrown trees or shrubs, do it now or wait until winter. Large limbs removed later may lead to winter injury.
Sadie Hatfield, extension specialist in landscape gardening of Texas A. M. College, says cutting back a plant during the growing season starts new growth and this new growth does not have time to harden before frost. Then the tree or shrub is killed back. Heavy frost often kills large shrubs or even trees.

Churches

Elder G. A. LaGrone of Amarillo will be guest speaker at the Seventh Day Adventist Church Saturday for the regular services at 11 o'clock.
At the Avenue Baptist Church, the Youth Revival starts tonight with a prayer service at 8 o'clock, followed by the Song Service at 8:30. This will be the regular schedule for the four day revival program, which closes with evening services Sunday.

More Weight in Less Time
Yes—your birds will grow faster, develop weight earlier, with Dr. Salsbury's Ren-O-Sal in their drinking water.

A Complete Line Of OFFICE SUPPLIES

PLEASE BE SEATED IN COMFORT
OFFICE CHAIR CUSHIONS
A comfortable rubber chair cushion will increase office efficiency.
SEE OUR STOCK TODAY!

IT'S LIKE AN EXTRA HAND!
FONEHOLDER
Price Only 75c

HEAVY GAUGE STEEL CASH BOXES
Ideal For HOME OFFICE STORE
check your office needs at The BRAND OFFICE --PHONE 30

ATTENTION! THIS IS KERRY DRAKE WITH A BRIEF BUT VITAL MESSAGE!
BUY U.S. SAVINGS BONDS!

TRY Cramer POSTURE CHAIRS AND BE SURE
INVERTED BEARING
ADDs YEARS OF SERVICE
The more it bears--the better it wears

ANNOUNCEMENT of the FORMAL OPENING of the new HEREFORD SHOE STORE S-O-O-N

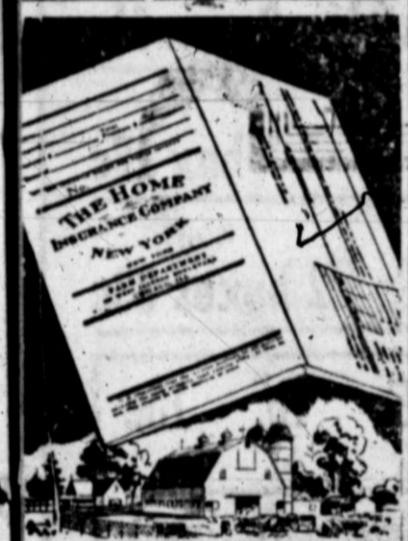
LEGAL NOTICE

(First publication July 8, 1949)
THE STATE OF TEXAS
 To: R. L. Roland; I. Fulton; Otho H. Yardeaman; L. A. Hough; Austin D. Rogers; Emma Rogers; Mrs. J. R. Harrah; Louise Atwood; A. J. O'Brien; J. D. Curtsinger; W. O. Taylor; J. W. Garrett; A. G. Jenkins; Alice G. Jenkins; L. M. Jewell; Blanche Dessery; Robt. Barrett; J. B. Phillips; Norvin C. Downer; S. S. Evans; Mrs. Augusta Garnet; H. L. Evans; F. C. Reece; C. C. Reece; J. H. Cardwell; Emmett Cardwell; J. W. Garnet; R. W. Seagrt; and the unknown heirs and legal representatives of each and all of said persons, deceased; the unknown spouses of each and all of said persons if living; and the unknown heirs and legal representatives of the unknown deceased spouses of each and all of the above named persons, deceased. Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 5 day of September A. D. 1949, there and there to answer Plaintiff's Petition filed in said Court, on the 1st day of July A. D. 1949, in this cause, numbered 166 on the docket of said court and titled Anna Mae Valentine, Plaintiff, vs. R. L. Roland et al, Defendants.

A brief statement of the nature of this suit is as follows: To-wit: That Plaintiff has title to the following described land, to-wit: Beginning at a point in the south line of 4th street of Evans Addition, being the center point in the north line of Block 35, Evans Addition, and being also a point in the center of the north and south street shown in a plat of Yardeaman and Hough's subdivision; Thence east with the south line of 14th street to the northeast corner of Block 36, Evans Addition; Thence South with the east line of said Block 36, Evans Addition, to the southeast corner of said block; Thence West with the north line of 13th street to a point, being the center point of the south line of Block 35, Evans Addition; Thence north parallel with the east line of said Block 35, dividing said Block 35 into equal parts to the place of beginning, being upon the 10 year statute of adverse possession and limitation, by reason of the continuous, peaceable, open adverse possession of all said land, for over a period of 10 years and under claim and assertion of fee simple title hereto by Plaintiff as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return to the law directs. Issued and given under my hand



With One Policy Insure Against
FIRE
 PLUS
 LIGHTNING WINDSTORM HAIL EXPLOSION RIOT AND CIVIL COMMOION FALLING AIRCRAFT VEHICLE DAMAGE SMOKE DAMAGE
 Phone or write for an on-the-premises survey and estimate for your own farm.
SEE OUR WINDOW DISPLAY
John McLean Agency
 PHONE 181 or 273 Hereford, Texas

Days Of Lost Work Cost Farmers Most

One resident out of every six farms in this country had an accident involving one day or more lost from regular activities during 1948. Were you one of the injured? If you were, says E. C. Martin, assistant state agent of the Texas A. & M. College Extension Service, and chairman of the State Farm Safety Council, you know what it costs to be out of circulation for a few days. Farm people, last year, spent 36 million dollars for medical, dental and hospital care because of injuries and this does not include the cost of accidents to those who were killed, or who suffered directly from the care of injuries. Insurance covered about one-fourth of the medical costs.

The big cost, says Martin, was the 17 million days lost from regular activities. Accidents always seem to happen when you are busiest and are needed most. This is the time, he adds, when you should be most careful. Don't rush a job—the minute you save may cost much more in time lost if something goes wrong. The most common causes of farm and home accidents are falls, machines, animals, motor vehicles, handling objects, hand tools, stepping on or striking against objects, falling and flying objects and burns or shock. It's easy, says Martin, to find plenty of scars in your neighborhood left there by one or more of these causes.

Martin suggests that a community-wide project be started to clean up, and eliminate these accident hazards. You'll be proud to live in a community that can boast of having no serious farm or home accidents or fires during the year. You and your neighbors can do just that, concludes Martin. If every citizen, young and old, will make it his or her responsibility to remove causes and then be careful and thoughtful every minute. This will develop a community attitude that can make your farm and home the safest place on earth.

Being Safe Is Family Affair

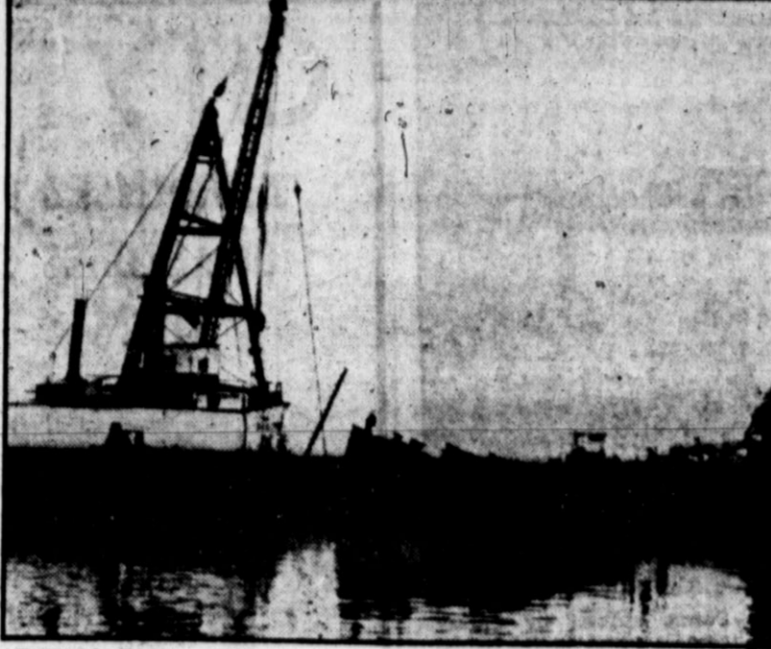
Farm and home safety is a family affair, says Mrs. Eloise Johnson, extension specialist in family life education of Texas A&M College. It involves everyday habits of living, working and playing and there's no safety engineer on the job to remove hazards and prevent acts of thoughtlessness and carelessness, she adds. "We must realize that the human element and our own attitudes play a big part in our own actions. Likewise, the home atmosphere can be partly responsible for many of the farm and home accidents," she says. Some of these contributing causes are worry, dissatisfaction, annoyance, anxiety and unhappiness. Mental conditions may cause one to take unnecessary risks, be thoughtless in doing a task or even cause the development of wrong attitudes toward safety.

The home atmosphere, she says, should be cheerful; calmness should prevail, there should be understanding between all members of the family and all should work toward the development of a safety attitude for the family. "All accident hazards cannot be eliminated so we must learn to live safely with them. We teach our children by the examples we set and remember," she cautions, "don't teach by fear but by logic."

Farm safety is a family responsibility and it offers a challenge to every member of the family. Those who succeed will reap a harvest of happiness and satisfaction, concludes Mrs. Johnson.

Mr. and Mrs. Bob Wear and son John left the first of the week for a ten-day vacation in Alabama, where they will visit Mrs. Wear's relatives. They planned to return next Thursday.

and the Seal of said Court, at office in Hereford, Texas this 21st day of July A. D. 1949.
 Attest:
 R. L. THOMPSON, Clerk,
 District Court, Deaf Smith County, Texas 30-4c



TEXAS CITY, TWO YEARS AFTER—Two years after a series of violent explosions rocked Texas City, Tex., salvage crews are still at work with floating cranes raising the bow section of a sunken ship from the harbor bottom.

Pamphlet To Help New Businessman Released By U. S. Dept. Of Commerce

Persons about to go into business for the first time should have reliable information on the different types of capital that are needed, how much on each type are required for various kinds of business, and where they may be able to obtain such capital, the U. S. Department of Commerce, said Saturday. To provide a better source of information for the several hundreds of thousands of small business men who undertake new enterprises each year, the Department has just issued a pamphlet entitled "Financial Considerations in the Establishment of a New Small Business." Copies may be obtained from the Dallas office, 1114 Commerce Street at 15 cents a copy. This booklet discusses the importance of having the proper amount of equity or risk capital in the business to assure stability and to provide a basis for borrowing from one or more of the sources of loan capital. It also emphasizes the importance of managing the capital accounts in order to maintain a good balance between fixed and working capital. Several of the sources of capital most frequently available to small business are also discussed. In addition to its usefulness to individuals planning new small businesses, the booklet will be of use to individuals who have recently undertaken new businesses, and to professional counselors. With two other publications of the Department—

"The Small Businessman and His Financial Statement," at 5c a copy and "The Small Businessman and His Bank" at 10c a copy, the new booklet rounds out a valuable series of the more important principles of financial management, Miller said.

Peewees Play Amarillo Here Friday Afternoon

David Stanton will take the mound Friday afternoon for the Hereford Peewees against the Bivins Oilers from Amarillo as the local nine of 13-year-olds or less, try for that elusive first win. The team has lost 2 out of 2 so far this year. Tommy Woodford will be behind the plate to complete the battery with Lynn Bybee on first, Billy Paul Knox on second, Tommy Weems at shortstop, either Richard Hager or Johnny McEnes, Iver at third and any of six players in the outfield; Milton White, Chick Weems, Edwin

Schrader, Taylor, Danny Elliott, and Raymond W. S. The game starts at 5 o'clock on the softball field north of the High School.

A bowlegged man can always be thankful he wasn't born a girl.

NOTICE OF MEETINGS

ODD FELLOWS
 Each Monday Night
REBEKAHS
 Each Tuesday Night

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

WE GIVE Gunn Bros. THRIFT STAMPS WITH EVERY PURCHASE

The Rush is on to FURR FOOD STORES For Savings, Quality, Service

Hunts GREEN BEANS 4 No. 2 Cans 1.00	Hunts TOMATO SAUCE 2 8 oz. bots. 11c
Hunts PEAS 9 10 oz. cans 1.00	Hunts CATSUP 3 14 oz. bots. 49c
Hunts CORN 10 10 oz. cans 1.00	Hunts SPINACH 8 No. 300 cans 1.00
Hunts TOMATOES 8 No. 300 cans 1.00	Hunts POTATOES 9 No. 300 cans 1.00
Hunts ASPARAGUS 3 10 oz. cans 1.00	Hunts Pork and Beans 9 No. 300 cans 1.00
Hunts TOMATO JUICE 10 No. 2 cans 1.00	Hunts Cider/VINEGAR Quart bot. 26c
Hunts TOMATO JUICE 5 46 oz. cans 1.00	Hunts White VINEGAR Quart bot. 24c

California
ORANGES lb. 15c
LEMONS 19c lb. | **RHUBARD 10c**
TOMATOES 15c lb. | **CELERY 10c**
ENGLISH PEAS 25c
COLORADO GREEN BEANS lb. 15c
HOME GROWN POTATOES 10 lb. 35c
Watermelons BLACK DIAMOND lb. 1c

Libbys VIENNA SAUSAGE 2 cans 35c

Shop Every Day At Your Friendly Furr Food Store -- 117 West Third St.

Hunts Fruit COCKTAIL 6 NO 300 CANS \$1.

Tuxedo Grated TUNA FISH can 29c

Nabisco Honey Graham lb. box 29c
CRACKERS

Sta-Flo LIQUID STARCH box 21c

Knife of 100 Uses

Allsweet MARGARINE uncolored lb. 29c colored lb. 39c
Zest PINK SALMON No. 1 tall can 49c

Ma Brown GRAPE JELLY 2 lb. jar 47c
Ma Brown SWEET PICKLES pint jar 35c

BAKERY TREATS
 Lge. size, uniced Lemon Flavor, the Better Summer Dessert ea. 49c
 Delicious for Easy Summer Breakfasts, or Snacks ea. 20c
 For Your Picnics or outings pkg. 12c
HAMBURGER BUNS pkg. 12c
Golden Brown HOT DOG BUNS pkg. 12c
 Fine to Pack for Lunches pkg. 12c
DINNER ROLLS

FRYERS Fresh dressed and drawn lb. 55c
SAUSAGE Pure Pork Country Style lb. 32c

FRANKS All Meat large cello lb. 39c
BACON SQUARES Wilson cello-wrapped lb. 29c
CHEESE Armour Star, full cream longhorn lb. 39c
BACON Wilson's Sliced 1 lb. layers lb. 43c

WHY PAY MORE?
 50c Val. Dental Cream COLGATE 29c
 \$1.00 Val. Shampoo HALO 57c
 50c Val. Hair Tonic VASELINE 29c
 60c Val. ALKA SELTZER 37c

IVORY FLAKES LARGE 26c MEDIUM 7c
IVORY CRISCO 3 lb. tin 89c

Northern Paper Towels roll 15c Delsey TISSUE 2 rolls 27c Pinto BEANS 5 lb. bag 45c Jewel Shortening 3 lb. ctn. 57c Schillings COFFEE lb. tin 51c Armour's LARD 3 lb. ctn. 43c

Wheat Drills ON THE WAY!

Finest in Farm Machinery

H. E. MILLER OLIVER CO.
 YOUR OLIVER DEALER
 HIGHWAY 60 PHONE 195

OLIVER SALES SERVICE

FRIO NEWS

J. E. Warrick Returns From Dallas HD Club Meets In Chisholm Home

By MRS. OWEN ANDREWS
 Mr. and Mrs. J. E. Warrick returned to Amarillo by train from Dallas, on Monday night. Mr. Warrick has been in a Dallas hospital for the past two weeks for examination. He is some better at the present time. Their son, Velman Warrick of Wellington, was with them at Dallas. Messrs. McClure, Lindley, Berryman and Lowery met the train at Amarillo Monday night to bring the Warricks the rest of the way home.
 Mr. and Mrs. Pool of Cordell, Okla. are visiting the Herbert Schmidts while looking for a year round job here. They planned to return to Cordell last week end for some of their belongings.
 J. E. Andrews, W. H. Andrews and T. L. Sparkman, Jr. spent from Thursday through Sunday on the South Plains in the Lamesa vicinity, looking for help for potato harvest. On Sunday night, several Mexican people came to work in this area.
 Mr. and Mrs. C. W. Parris of Fort Worth, visited Saturday

Simpson homes. They are cousins of J. H. Simpson.
 Mr. and Mrs. Vernon Leveret and sons of Dumas, visited from Monday until Wednesday in the home of Mrs. Leveret's sister, Mrs. Robert Simpson.
 Mrs. J. C. Simpson had her parents, brothers and sisters, the Austins of Longview, visiting her week end before the last.
 Mr. and Mrs. E. H. Little attended funeral services Thursday for his aunt, Mrs. John Winters of Enid, Okla. Also, they attended services for a cousin, Mrs. Howard Stafford at Wilson, Okla. The women both died on Sunday.
 The Robbins family, Mr. and Mrs. Frank Robbins and Carol and O. W. Robbins visited the family of Mrs. Rhea Robbins in Canyon on Thursday. O. W. Robbins left from there for his home in Sparta, Tenn. He has spent the past week visiting his brothers and their families in this section of the country.
 Luther Dowdy came Sunday afternoon to spend a few days with his sister, Mrs. Leonard Irwin and family. He is here on business, also.
 Mrs. Floyd Cole, Don Mobley and Raymond Mobley were honored with a birthday dinner at the Raymond Mobley home on Sunday. Others present besides the families of the honorees, were Mrs. Raymond Mobley's parents, Mr. and Mrs. R. V. McMahon, Sr. and Mr. and Mrs. Darrell Kenmore, all of Dimmitt.
 Enjoying an outing at Buffalo Lake Wednesday night were the Earl Coles, the Floyd Coles, the Harold Coles and Mrs. Media Owens. The Harold Coles are from Duncan, Okla. and were spending the week with their relatives here.
 Mr. and Mrs. Joe Moore of Okla. City, and George Hess, of Hereford, were Thursday morn-



FLORIDA SCENE? IT'S PHONY—Palms stirred by balmy ocean breezes frame a picturesque semi-tropical scene as the famed Bok Singing Tower is silhouetted against the early morning Florida sun—or so it seems. The palm trees are real enough—transplanted—but the tower is just a replica. And the "ocean" in the background is actually Lake Michigan. It's all part of the Chicago and Eastern Illinois exhibit at the Railroad Fair in the Windy City.

ing callers at the Earl Cole home. Mrs. Albert Williams, of Dallas, visited her sister, Mrs. Thurman Cole and family last week.
 Mr. and Mrs. Owen Andrews, Jerry King and Mrs. Elmer Jones visited the Charles King home in Amarillo, Sunday, and brought home Veradelle and Frances Andrews, who've been visiting the Kings the past week.
 Mrs. Bill Dickson and Dale and Mrs. Brooks of Hereford, visited Mrs. Dickson's parents, the Lowerys on Sunday.
 Mr. and Mrs. Clarence Smith and children visited in the parental Smith home at Black on Sunday.
 The Baptist Brotherhood of the Association met at Dimmitt on Tuesday night. Frio was represented by the following men: J. H. Dobbs, James Dobbs, Lest-

CITY FOOD STORES

ADVERTISED PRICES ALWAYS ARE GOOD AT BOTH OUR STORES. SHOP THE ONE MOST CONVENIENT TO YOU.

No. 1 at Second and Main, Phone 15
 No. 2 on East First, Phone 430

We take this opportunity to express our deep appreciation to the Hereford Fire Department who, by its speed and evident complete efficiency, probably prevented large fire loss Monday night at our No. 1 store. We direct this as a personal message of thanks to each of you fire boys who answered the call.

J. W. Thomas
 L. C. Thomas

SALT, Carey or White Swan 2 boxes 17c

Macaroni or Spaghetti, Skinners 2 boxes 21c

COFFEE, Magic 1 lb. 41c

SPINACH, Del Monte No. 2 cans 2 for 33c

Fresh Crowder Peas Kimbell No. 2 cans 2 for 17c

Grapefruit Juice, Kimbells 46 oz. cans, 2 for 39c

CUT AOKRA, Creole 2 No. 2 cans for 19c

Cream or Whole Grain Corn, Stokely's 2 No. 2 cans 51c

EMBOSSED NAPKINS, 60 count box 16c

TREND 2 boxes 33c

Del Haven CUT GREEN BEANS
 No. 2 Cans
 2 for 27c

Diamond Tomatoes
 No. 2 Cans
 2 for 27c

Snider's CATSUP
 2 14 oz. bottles 39c

BUD SYRUP
 5 lb. jar 33c

PEACHES, Fancy Elberta, 3 lbs. for 29c

Beef Roast lb. 52c

Sliced Bacon lb. 46c

Bacon Squares, lb. 29c

Elkhorn Cheese lb. 43c

Ground Beef lb. 49c

Pork Chops lb. 65c

LETTUCE lb. 10c
 Firm and Crisp

TOMATOES 2 lbs. 35c
 California, Fancy Pink

CUCUMBERS 2 lbs. 19c
 Colorado, Fancy Long Green

GRAPES 2 lb. 21c
 California, Thompson Seedless

LEMONS 6 2 lbs. 35c
 California Sunkist

Del Monte PEACHES
 In Heavy-Syrup Halves or Sliced
 No. 2 1-2 Can
 33c

JELLO
 Assorted Flavors
 3 for 24c

Packard's Best FLOUR
 25 lb. bag 1.57

1901 1949
E. B. Black Co.
 FURNITURE

ALL SUMMER MERCHANDISE SENSATIONALLY REDUCED FOR... final clearance!

END-OF-MONTH SALE



All Spring and Summer
DRESSES

About 100 of these regularly priced 9.95 to 29.95

SALE-PRICED

5.

All Children's SUMMER DRESSES
 PINAFORES
 CATALINA BATHING SUITS
 (Ladies and Children)
 SHORTS
 PEDAL PUSHERS
 SUMMER SLACKS

SPECIAL at

1/2 PRICE

GROUP
SKIRTS \$ 3

Cottons
 Crepes
 Gabardines

Odd Sizes, Values to 17.95

THE Vogue
 "For the Lady of Fashion"

Smart Shoppers Save on These!
BUSHELS OF CUT-PRICE Foods



Charlie E. GOURLEY
 HIGGINS HIGHSCHOOL SUPER COACH—PLAYING FOR HIGGINS IN TEXAS—OKLAHOMA LEAGUE—BATING .577 FOR SEASON—WITH 12 YEARS COACHING EXPERIENCE IN NORTHWEST OKLA AND WEST TEXAS—AT REYDON, DACOMA, LAMBERT, FT. SUPPLY, OKLA. AND HIGGINS, TEXAS—AND A RECORD IN SPORTS OF 348 WINS & 73 LOSSES IN BASKETBALL AND BASEBALL—A GRADUATE OF H.M. STATE COLLEGE (ALVA, OKLA.)
 PLAYED AND LETTERED IN BASKETBALL & BASEBALL 4 HIGHSCHOOL YEARS—2 COLLEGE—PLAYED SEMI-PRO BASEBALL 10 YEARS—
 HE TURNED DOWN A BONUS OFFER WITH THE SELOUS CARDINALS AT AGE 16, FOR A COLLEGE EDUCATION & COACHING CAREER—AT 35 YEARS OF AGE HE IS HAPPILY EMPLOYED AT HIS LIFELONG AMBITION—HE PREDICTS HIS TEAM TO WIN BASKETBALL DISTRICT & REGIONAL FOR THE NEXT TWO YEARS—HE ADVOCATES PHYSICAL EDUCATION FOR BUILDING GOOD CHARACTER—

HEREFORD'S NEW GOLF COURSE
 OPENS AUGUST 6TH WITH GRASS GREENS AND IRRIGATION SYSTEM A SPORTY 9-HOLE COURSE INSTALLED BY ITS PRO—

Jim TERRY
 AT AGE 77 A FORMER 1ST. PRO UNDER BALL KEITH AT HILLCREST AMARILLO
 PROING 5 YRS. WITH 12 YRS EXPERIENCE
 WINNER OF GOLF TOURNAMENTS WHILE IN MILITARY AIR STATION AT PENACOLA—RETURNING FROM SERVICE AS 1ST. PRO TO CHUCK ELLIN AT AMARILLO'S CROSS ROGERS
 A COMPETENT INSTRUCTOR TEACHING A LARGE GOLF CLASS—
 10 MONTHS AT HEREFORD HE BEGINS COACHING HEREFORD HIGHSCHOOL'S FIRST GOLF TEAM THIS SPRING



SQUARE YOUR NAT. MAC!
 SHUTTER-BUG INSIGNIA OF PENACOLA PHOTO SQUADRON

FAMOUS LAST WORDS IN THE LIFE OF A COACH

WERE GIVING YOU A PAISE THIS YEAR, COACH—

AHEM—WE EXPECT REGIONAL AND STATE WINNING TEAMS IN FOOTBALL—BASKETBALL—BASEBALL—TRACK—TENNIS—GOLF AND PHYSICAL EDUCATION. I'M SURE YOU CAN HANDLE A LIGHT LAB OR SCIENCE COURSE WHILE YOU'RE RESTING—AND... BOYS AND GIRLS, AND

WOULD YOU SETTLE FOR A LITTLE OL' DISTRICT? SIR, GWP



Tech Reserved Seat Reservation Notice Have Six Home Games

Texas Tech football fans desiring to have the same seats this fall that they had in 1948 have only until Aug. 10 to reserve them. Morley Jennings, athletic director, has announced.

Jennings said reservations may be made by writing or telephoning his office in Jones Stadium and that seats not reserved by the deadline will be assigned to others.

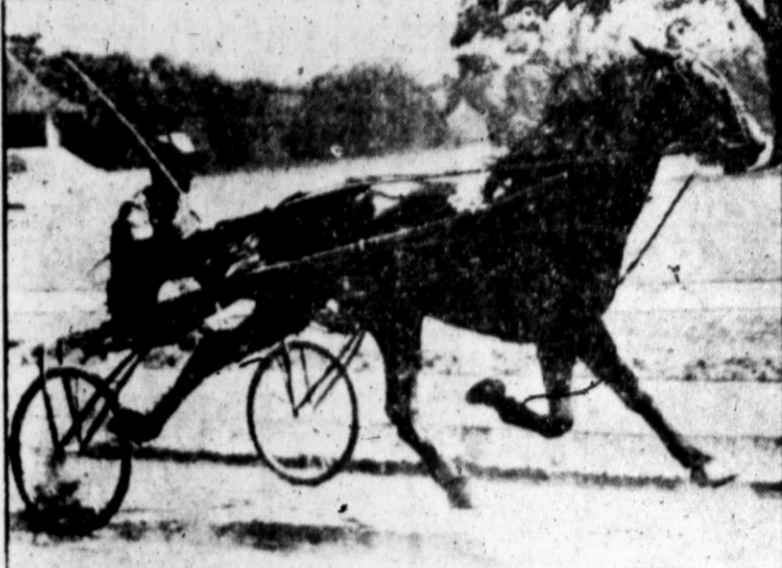
Jones stadium has 16,800 permanent seats and upwards of 4,000 semi-permanent and temporary seats in end zones. Sellout crowds are expected for most of the six home games this fall.

Tech will open its season the night of Saturday, Sept. 10, against Abilene Christian College in Jones stadium. Other home games include West Texas State, Baylor, Tulsa, Arizona and Hardin-Simmons. Tech also will meet Texas, Texas A&M, Rice, Texas Western and New Mexico away from home.

Fall football practice is to start Sept. 1 with indication that the Red Raiders will be stronger this fall than in 1948.

The Hereford Brand
 Thursday, July 28, 1949 Section Two

SPORTS



TROTGING TOWARD HAMBLETONIAN—Guy Ambassador gets a brisk workout at the hands of trainer-driver Harry Fitzpatrick at Goshen, N. Y., in preparation for the forthcoming \$67,000 Hambletonian. The colt is given a good chance in the trotting classic, which was won in 1942 by his sire, The Ambassador.

UMBARGER, HART TIE FOR FOURTH

Schedule Narrows Down To Struggle For First Division Spots In League

League play in the Central Plains loop is narrowing down to the final scrap for the top division and playoff positions. Vega and Hereford have clinched a playoff berth, that is mathematically. Vega has and Hereford would have to lose every remaining game while teams lower down would have to win every game to force a playoff for fourth place in that event.

Vega added another notch to their string of wins taking Canyon 12-2 Sunday behind pitcher

HEREFORD 9—TULIA 2

VFW Hands Tulia A Whipping To Tighten Hold On Second

TEAM	W	L	Pct.
Vega	11	0	1000
Hereford	9	2	818
Canyon	5	4	555
Umbarger	5	5	500
Hart	4	4	500
Nazareth	4	5	444
Tulia	2	9	181
Dimmitt	0	11	000

HEREFORD AB H R

Higgins 1b	5	2	2
Stengel 3b	4	3	3
Lueb 2b	5	2	2
xG. Loerwald ss	3	1	0
xx L. J. Clark cf	3	1	1
Robinson lf	5	2	0
H. Loerwald rf	3	0	0
Howard c	3	0	1
Winkler p	2	0	0
x Burdine	2	0	0
xx Carroll	2	0	0
Anderson	2	0	0
TOTAL	39	11	9

TULIA AB H R

A. Schulte 2b	4	0	0
G. Love p	5	0	0
Mills c	4	0	0
V. Davis 3b	4	2	0
W. Ward cf	4	0	0
Jeep Webb rf	2	0	0
Paul Webb ss	4	2	1
C. Spears lf	3	2	1
D. Bryant 1b	4	1	0
TOTALS	34	7	2

Second Guessing

By JERRY STOLTZ

Two C. T. Guesman horses placed during La Mesa Park's opening day of racing Saturday. Bob-Shade came home in front in the Raton Inaugural Handicap for 3-year-olds and up. Bob-Shade carried 117 pounds, paid \$5.90 and won a \$575.74 purse. The largest Pari-Mutuel handle of the day, \$9,058, was on this race. Tapadero was the other Guesman horse in the money. She ran third, winning \$56.64 in the fourth race for 3 years maidens. The total handle for the day was \$81,208. The purse Bob-

Shade won was top money for the day by more than \$100.

Lubbock Junior American Legion knocked off Wichita Falls last week 3-1 to advance to the area playoff. The four area winners go to the double elimination state tournament at Bryan Aug. 2-5.

High winds didn't stop Hereford golfers from getting in a few links over the week end on Amarillo courses. Wayne Phillips and Bill Davis both shot respectable 82's. Dr. Hendricks, Doc Channer, Raylan Evans and De-ward Robertson also played. De-ward has an 88 and hit a couple of those shots that make you want to go back. He drove both the third and sixth greens. The

From The Grandstand

By WILBUR MARTIN

Texas A&M's new athletic director may decide to continue as freshman football coach. If he does, future farmer full-oaks will be getting a break.

It's quite an experience to play for Barlow (Bones) Irvin. It's a good experience and Southern University's Matty Bell probably wishes Bones were still at Thomas Jefferson High School in San Antonio.

Bell's bid for a third straight Southwest Conference football title this fall will be enhanced by Dick McKissack, Pat Knight, Kyle Rote, Eric Lipke, etc., all products of Irvin at Thomas Jefferson.

Texas' Clyde Littlefield no doubt wishes Irvin were still a high school track coach, for Charley Parker and Perry Samuels developed into star sprinters under his guidance.

Bones compiled a terrific record in football and track while at San Antonio.

His football teams from 1942 through 1947 won 53 games, lost 11 and tied three. His track teams were always tough to beat and for a couple of years nobody did.

April fool's day Parker showed up at school with his leg heavily bandaged and on crutches. "Don't think he'll be able to run again this year," one of the boys told him.

Irvin is only 44 now, but he aged 20 years before Parker broke down and admitted it was a joke.

It's no joke that Irvin takes his coaching seriously. Sometimes he'll even forget he's chewing tobacco and swallow excitedly.

An All-Southwest Conference tackle at A&M in 1925, he's made a habit of turning out strong lines.

Bones coached at A&M once before, under Bell. He also was

head coach in all sports at St. Mary's University in San Antonio from 1929 to 1937.

Every coach has a game he'd rather not mention and in Bones' case it is probably that 1943 quarter-final meeting with Goose Creek.

Irvin's Thomas Jefferson eleven was about five touchdowns behind and the big tough ganders were battering his players all over the field.

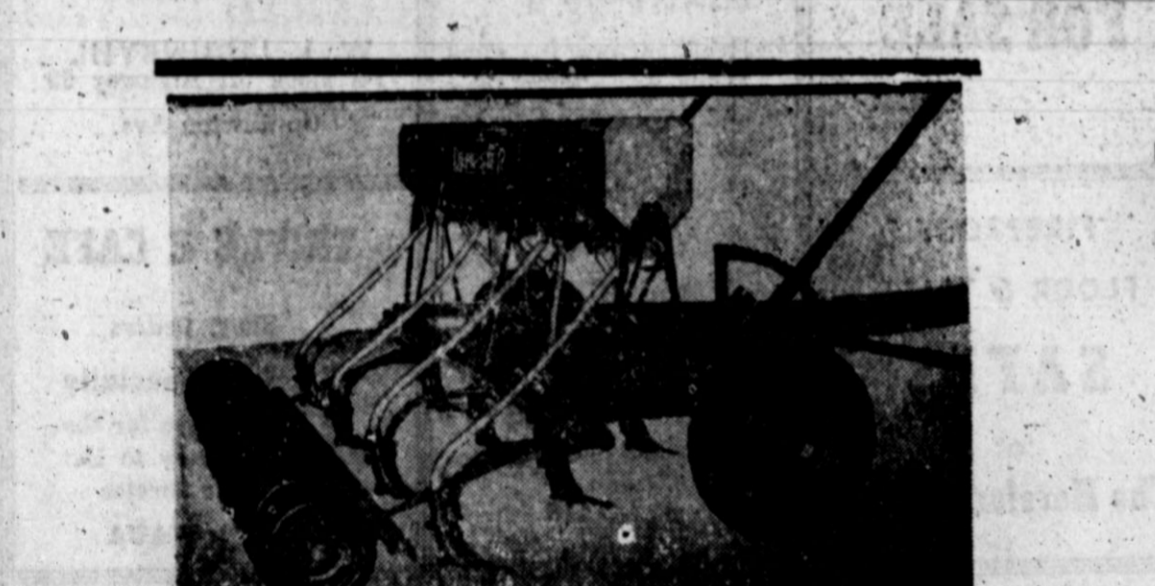
It was an agonizing sight for Bones and a handful of San Antonio fans who made the trip to watch. A fourth-string tackle didn't help Irvin's feelings any when, in the last quarter, Bones ordered him into the game.

Taking a look at the bouncing around his predecessor was getting the tackle mournfully said: "Aw, Bones, if you don't mind, I'd rather not."

The Veterans combined 11 base hits and 4 walks for 9 runs, four of them coming in the ninth. J. W. Robinson came through with a sizzling single into center field with the bases crammed in the ninth to drive in Bill Stengel and Raymond Lueb with Hereford's final two runs. Bill Stengel led the Veterans at the plate with 3 singles for 4 turns at bat and scored 3 of the VFW total of 9 runs.

Only three Veteran batters went down via the strikeout route from the righthanded slants of the Tulia pitcher, "Grubby" Love. Love walked 4 Hereford batters. Tulia committed 3 errors afield while Hereford played flawless ball.

JEOFFROY TAKES A BIG STEP FORWARD



Now: A SEEDING ATTACHMENT MADE BY DEMPSTER FOR JEOFFROY

The makers of the famous Jeffroy Chisel Plow now offer a valuable attachment for all Jeffroy models as well as other makes of chisel plows—the Dempster Seeding Attachment: "simple to attach or detach from plow beams; "seed tubes and openers attach to the regular chisel plow shank; "special shoes spaced 12" apart give 4" seed spread; "press wheels work independently; "does good work in either clear or trashy seed beds; "adjustable run feed makes possible the seeding of all kinds of small grains; "plants certain types of row crop such as sorghum crops and soybeans with 24" or 26" rows; "seeding mechanism has positive drive from the ground wheel; "throw-out clutch disengages seeding mechanism when machine is raised. This is the attachment for which all chisel plow owners have been asking, and like all other Jeffroy equipment, it can be purchased at a reasonable price.

Giving You The Dempster Grain Box

backed by nearly half a century of grain drill experience

DRILL SHOES

The Special "JEOFFROY 4" DRILL SHOE IS available for those who prefer a closer spacing and greater seed spread than can be obtained with a 2" chisel. Planting behind these shoes results in a seed placement which is actually equivalent to an 8" or 9" drill spacing.

PRESS WHEELS

The JEOFFROY RUBBER TIED PRESS WHEEL available as optional equipment is adaptable to all conventional grain drills regardless of spacing. Equipped with a special semi pneumatic rubber tire, it is self cleaning—assures uniform pressure or packing so soil will not dry out before germination.



This year's stubble makes next year's crop.

But not if you burn it or plow it under. Straw or vegetation left on the surface protects your valuable top soil against the destructive forces of the rain, wind, and sun. While acting as a shelter its gradual decay enriches and revitalizes your soil.

AVAILABLE NOW, THE NEW "BIG CLEARANCE" JEOPFRÖY FOR WORK IN ANY KIND OF STUBBLE.

Shown at the left in picture is the long spring steel shank in comparison with the ordinary shanks (plow at right) used on other chisel plows.

Pictured below is the Jeffroy wing model shown working in heavy stubble.

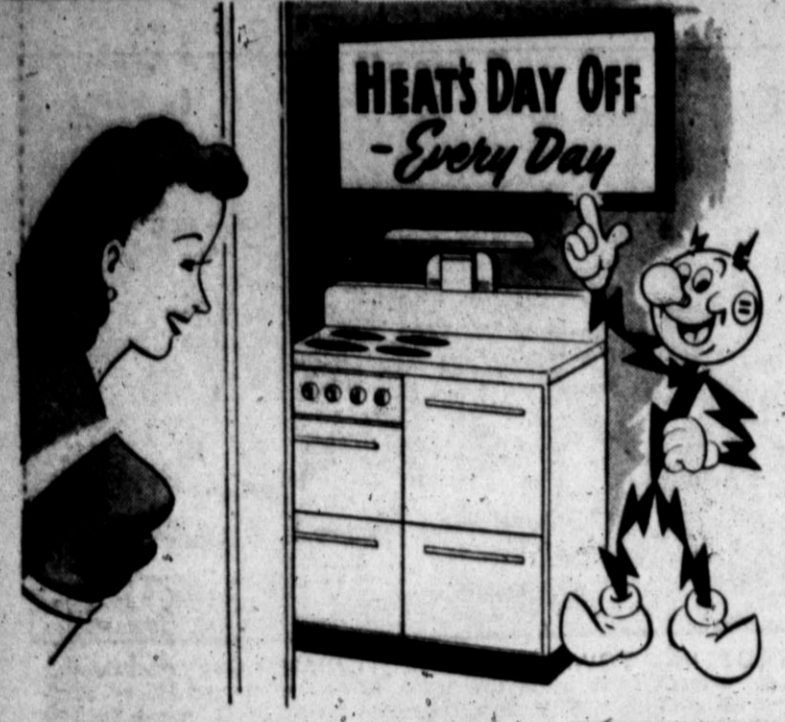
THE SEEDING ATTACHMENT FITS ALL JEOPFRÖY TYPE CHISEL PLOWS

FARMERS EQUIPMENT COMPANY

R. G. (Bob) Lewis

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TAKE A VACATION from a hot kitchen today and every day. Dependable, low-cost electric cooking is so much cooler that you'll be amazed at the difference...delighted at the comfort and convenience of your kitchen...even on hottest days.

Cooking on your electric range can be such a pleasure that you'll actually look forward with new interest to planning and preparation of summer menus.

So don't swelter in your kitchen another day...see your favorite appliance dealer now for a demonstration of the handsome new electric ranges...you'll want one.

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



TEXAS HANGS OUT THE WELCOME SIGN—Members of the Texas delegation stand under a sign in New York's Madison Square Garden in which Kermit, Texas, invites the Lions International to its 1950 convention. At right foreground is Sheriff Will W. Watson of Abilene, Texas, who uses a cane to point to the sign (AP Wirephoto)

Texans in Washington
By TEX EASLEY

AP Special Washington Service
WASHINGTON — (AP) — Texas Congressman W. R. Poage was born in Waco and that's his home now, but he comes by his nickname "Farmer Bob" honestly.

During the course of his 48 years he has picked up a lot of farming knowledge.

As a youth he tugged a sack down many a row of Throckmorton County cotton. He had to miss school the fall of 1912 to help get the crop picked. He's rounded up cattle, too, for his Dad moved out there from Waco to Ranch, then later he became one of the first in the county to plant cotton.

After service in the Texas State Legislature, Poage came to Congress in 1937 and has become recognized as one of its best informed men on the complicated laws that affect ever dirt farmer.

His ability to explain those laws in down-to-earth language that even a city dweller can understand accounts for his prominent role in debate on the new farm bill.

Forthright, and sincere, the Texan informed Agriculture Secretary Brannan that some of the features of his legislative program were pretty good and there were some he didn't like. That was when the cabinet member came before the House Agriculture Committee on which Poage serves, and hearings were started on the farm bill which came before the house this week.

As finally reported favorably by the committee, the bill reflected some of the opinions of the Waco Legislator. For instance it provided that the Secretary of Agriculture could test out his new price support ideas only on perishable crops.

"I see no point in changing the existing program on storage crops such as cotton, corn and wheat," he says.

"They have worked well and haven't cost the government anything. In fact, we've made about \$230,000,000 (M) off the cotton the Commodity Credit Corporation has taken over as security in loans."

With regard to those crops which can't be held by the government over long periods of time, Poage adds: "That's different."

"Take Irish potatoes," he says. "The CCC has been taking them up from farmers at about \$1.62 a bushel. They sold lots and gave some away to charitable institutions but a lot remained on their hands. They couldn't dump them on the market cheap to get rid of them, because that would drive the prices down even lower."

"The result was that great quantities spoiled, because they couldn't be stored, and the government lost about \$220,000,000 (M) or nearly the same amount as made off of cotton."

"Under the Brannan plan the farmer would sell these potatoes at whatever the market price will bring. The cheaper they get in the stores, the more your wife and mine will buy."

"At the end of the season the secretary would determine what the average market price has been, then pay the farmer the difference between that figure and the new parity payment rate provided in the bill, amounting to \$1.59 per bushel."

Poage is unhappy about one aspect of the Brannan plan even in regard to potatoes and other perishable crops.

"You're giving the farmer some money without his giving the government anything in return," he elaborated.

"This is too much like a dole. And farmers are men with a lot of pride."

"Personally, I would prefer to see the program arranged on a kind of insurance basis with a processing tax levied against everything he takes to market. Then let the government put up a matching two or three percent."

"It could be worked just like the unemployment insurance program for industrial workers."

has been here talking politics with his friend, Senator Robert Taft of Ohio, and other party leaders.

He said he would watch with interest the August primary election in Virginia to see how the Republicans fare. It will be the first time since the Civil War that the GOP has participated in primary balloting in the Old Dominion State. If it does all right there, the party likely will move to enter primaries in other southern states, Creager, said.

Still, if a woman doesn't have a strong sense of intuition, how is it that she knows long before a man does, what he is going to do?

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

Evening:
Young People..... 7:15
Worship..... 8:00

Daily Radio Program 4:45 P. M.
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We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE and PRACTICE.
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Hurry up the day when you'll own your home -- save for the down payment and remember it's to your advantage to make as large a down payment as possible, since it saves you interest. Come in today

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STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL DIRECTORY

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

<p>Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!</p>	<p>THIS SPACE FOR SALE</p>	<p>MOORE'S are —Open 7 days a week —Open at 6:30 A. M. and Close at 9:00 P. M. —Headquarters for good Meats, Fresh Vegetables and a complete Grocery stock. —Headquarters for Gas and Oil Needs.</p>	<p>24-Hour Service WESTERN BOILER & WELDING WORKS Portable Equipment W. L. LUGINBYHL 1-2 block off Highway 60 On Lawton Ave.</p>
<p>THIS SPACE FOR SALE</p>	<p>FIREPROOF FLOOR & WALL SAFES at The Hereford Brand</p>	<p>MOORE'S GROCERIES GAS AND OIL Intersection Hiways 51 and 60 Phone 156</p>	<p>TRIPLE E CAFE Short Orders Steaks a Specialty A Nicer Place for the Whole Family to Eat 24-Hour Service ROY and ADA</p>
<p>CARGRAY Butane & Propane GASES Complete service on all Butane & Propane systems. Appliances of all kinds. Ensign Carburetors</p>	<p>A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.</p>	<p>HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"</p>	<p>For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station and Hiway Cafe Highway 60</p>
<p>PARKER BROTHERS PLANING MILL AND CONTRACTORS We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.</p>	<p>McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23</p>	<p>THIS SPACE FOR SALE</p>	<p>WILKINS SHEET METAL AND ROOFING All Kinds of Tin Work Air Conditioning and Heating Combine Repair FREE ESTIMATES — WE GO ANYWHERE Hereford and Tulsa Located on East Hiway 60 in Hereford Phone 64</p>
<p>ACME CLEANERS All Garments insured 308 N. Main Hereford MADE-TO-MEASURE CLOTHES</p>	<p>PICK-UP AND DELIVERY SERVICE PHONE 111 ACME CLEANERS All Garments insured 308 N. Main Hereford MADE-TO-MEASURE CLOTHES</p>	<p>WILKINS SHEET METAL AND ROOFING All Kinds of Tin Work Air Conditioning and Heating Combine Repair FREE ESTIMATES — WE GO ANYWHERE Hereford and Tulsa Located on East Hiway 60 in Hereford Phone 64</p>	<p>WILKINS SHEET METAL AND ROOFING All Kinds of Tin Work Air Conditioning and Heating Combine Repair FREE ESTIMATES — WE GO ANYWHERE Hereford and Tulsa Located on East Hiway 60 in Hereford Phone 64</p>

Bond Drive Quota Deaf Smith Exceeds

Deaf Smith County exceeded its quota by 35 per cent in the Opportunity Drive for the sale of Series E Savings Bonds. Total sales were \$75,737.50, as compared to the county quota of \$55,000, according to J. C. Ricketts, county Savings Bonds chairman. He received the final report of the drive today in a letter from Nathan Adams of Dallas, chairman of the Treasury Department's advisory committee for Texas. Harry Owens of Dallas, state

director of the Savings Bonds Division of the Treasury Department, said that the Opportunity Drive was an outstanding success throughout the state also. Sales for Texas were \$46,235,853.75, or 128 per cent of the state quota of \$36,950,000. The drive was held throughout the nation from May 16 through June 30, with bond purchases through July 18 being counted in the final totals. Mr. Owens said that Texas sales during the drive were \$3,293,530.50 more than Series E sales during the similar period in 1948.



REMEMBER THESE GIRLS?—They are dancers in the famed Casa Manana show in Fort Worth in 1936. Here they are in playsuits, lined up again just as a stunt in connection with the centennial celebration of Fort Worth, July 16-23. All these Casa Manana girls are married and live in Fort Worth. All together they have eight children. Left to right they are Helen Hollifield Enright, Bonnie Bell, Robert Schenck, Marie Kelly, DeGoff Deroth, Murray Mefford, and Joyce Paschal Griffin. (AP Photo)

Faust Collier local ACA manager Collier said the farmer pays a premium for this protection which means in effect that he makes a small increase in his operating costs to protect the money and labor that he invests in the crop's production against the losses which no farmer can control. Applications for the protection can be made through the County ACA office.

Some people wake up and find themselves famous; others remain out of sight and become notorious.

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FREE ESTIMATES
LIGHTING FIXTURES—APPLIANCES
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Special Introductory... Limited Time
2 permanents
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NUTRI-TONIC
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Deluxe Set Plus Refill... Both for

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in factory packed combination unit



DELUXE SET including 32 professional plastic curlers Regular price \$2.25
REFILL Complete except for curlers Regular price \$1.25

During introductory, get Deluxe Set and one extra permanent for \$2.25. Use one permanent. If not finer than any given yourself at home previously, return Deluxe Set complete with empty bottle and purchase price will be refunded.

But you will be delighted. You will then have one permanent to give to another member of the family—or a friend.

Hereford Churches

Johnnie Linn will preach Sunday morning at the First Christian church in the absence of Rev. Roy Ford who is on vacation. Glenn Ricketts preached last Sunday. No Sunday evening services are scheduled during Rev. Ford's absence.

Backyard Fellowships are scheduled for five weekday evenings this week by the First Baptist Church. Rev. John B. Hunter is teaching "What the Baptists Believe." Fifty boys and girls from the local church returned from the Plains Baptist Assembly at Floydada last week and several children between the ages of 9 and 16 from the Labor Camp attended the camp this week with Lisea Garido Hayne, pastor at the Mexican mission. They left Monday and will return Wednesday.

Revival services continue all this week at the Church of the Nazarene, according to an announcement by Rev. Ray Bickford, pastor. Rev. Joe Norton of

Hamlin is guest speaker, conducting services each evening at 8:15. His topic for the next regular Sunday morning service at 11 o'clock will be the work with the Comanche Indians.

Evangelist and Mrs. Walter Lane will continue Revival Services each evening at 8:15 at the Assembly of God Church. The Revival will be concluded next

Sunday at the regular service hours.

Federal Crop Insurance Available In ACA Office

Federal Crop Insurance which is now available to county wheat farmers in the ACA office provides the farmer protection against what can happen to his crop investment according to

Little Man, What Now?

Mann's MALTED MILK BREAD

Haile Drug - City Drug

PITMAN SERVICE STATION



MAIN STREET & HIGHWAY 60
Phone 588
"WE FIX FLATS"

A Change is in Order...



Change to OIL-PLATING!

Revealed!... You'll be amazed at the smooth performance your car can give with Conoco Nth Motor Oil! Because there's an exclusive ingredient in Conoco Nth that fastens an extra shield of lubricant to the moving parts. That's wonder-working OIL-PLATING!

Guards Your Engine!... Another additive in Conoco Nth lessens power-loss due to carbon and sludge. It combats combustion acids, too. Conoco Nth guards your engine.



Stays Up!... OIL-PLATING holds fast to metal parts. It can't all drain down, not even overnight. No gouging, rasping "dry-friction" starts with OIL-PLATING.



A Bargain!... Conoco Nth is tough. It doesn't break down under summer driving. You can't afford ordinary oils when you get so much from Conoco Nth Motor Oil!



Oil-Plate today at your Conoco Mileage Merchant's!

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Preferred by more users
than the next two makes combined!*



Again... NEW LOWER PRICES!

Yes, it's true! Truck users are buying more Chevrolet trucks than the next two makes combined. What more convincing proof could there be that Chevrolet Advance-Design trucks give more value! Come in and let us discuss your truck requirements!

*According to latest official truck registration figures, January through April, 1949.

ADVANCE-DESIGN TRUCKS



KINSEY MOTOR COMPANY

224 E. THIRD

HEREFORD, TEXAS

PHONE 740



MOVIE STARS—These nine polio victims from the Gonzales, Tex., Warm Springs Foundation were flown to Dallas to appear in a polio fund-raising movie to be shown throughout the state of Texas. Domingo Ornelas, San Angelo, and Jessie Reese, Tennessee Colony, Anderson County, are seated on box. The others, left to right, are Jo Nell Luce, Rock Springs; Larry Chadwell, Kenedy; Janice McIntyre, San Angelo; Joyce Wiley, Austin; Nurse Bernice Engert, Mrs. Kay Garner, San Antonio, to be featured as narrator, in her lap is Francis Flores, Potet, and Bill Heil, Jr., San Antonio. Cameraman Bruce Jamieson gives the group instructions. Gov. Allan Shivers also will take part in the picture. (AP Photo)

USO Campaign in Texas is Dedicated As Memorial To Late Governor Jester

DALLAS—The \$500,000 campaign in Texas for the reactivation of the U. S. O. will be dedicated as a memorial to the late Governor Beauford H. Jester who actively was heading the campaign as its general chairman. T. E. Braniff, campaign chairman, announced.

"We are proud to dedicate this program, which will mean so much to our Texas youths in the armed forces, to Governor Jester who as our state Commander-in-Chief was so strongly moved by the need for this appeal," Mr. Braniff said. "He saw in this U. S. O. re-organization a challenge to Texas and its people, and now in this memorial campaign, his spirit will guide us to its successful conclusion."

The half-million-dollar figure is Texas' quota in the U. S. O.'s national campaign for \$10,100,000.

"Texas has 98,000 men in the armed forces, and this state's subscription of \$500,000 will mean just a few more than \$5.00 toward the comfort and happiness of each of these men—whether they be in this country, on foreign duty, or in one of the Veterans Administration hospitals," Mr. Braniff reported.

The U. S. O. is being reactivated at the request of the President and the Secretary of Defense to do the same kind of job which it performed during the war. The U. S. O. will perform services which the Armed Forces could not undertake. It will fill its traditional role of supporting centers, lounges and area workers at all the principal army, navy and air force establishments both at home and overseas. It will, at the request of the President's Committee on Religion and Welfare in the Armed Forces, join with other agencies in helping communities adjacent to military establishments organize their local resources to take care of the military personnel. And U. S. O. will also continue to finance camp shows in the 120 Veterans Hospitals across the country, including many in Texas.

"Where ever possible, we hope to see the U. S. O. included in the budgets of the Community Chests of Texas," Mr. Braniff said, "but where this is out of the question and in cities where no chest organization exists we will conduct our own campaigns through local leadership."

—Buy It In Hereford—

Young People Of Church Enjoy Picnic At McGee's

Mr. and Mrs. Lawrence McGee were hosts at a picnic and party given for young people of the Church of Christ Friday night. A back yard supper party was featured followed by games and contests.

Mr. McGee conducts a class for the young people on Sunday morning and Elmer Patterson conducts the class on Wednesday evening.

Enjoying the get-together were: Betty White, Nelda Guy Lawrence, Julia Conklin, Joyce McGee, Dorothy Hendrick, Joan McGee, Barbara McGee, Floyd McGee, Betty Wester, Jerry Reese, Zelma Allmon, Clara Jane West, Naomi McGee, Ronnie Durham, Alma Faye Knox, Doris Jean McGee, Delores Wester, Joe Hershey, Phyllis Allmon, Lola Vern Pitts, Joan Witherspoon, Tommy Carnahan, Alex Schroeter, Gerry Patterson, Jack Davis, Mr. and Mrs. Bob Wear and son John, Mr. and Mrs. Elmer Patterson, the hosts and their children.

If the meek inherit the earth very soon, they will inherit enough debt to keep them meek for a long time.

In less than six days after birth you learn to open your mouth and it takes 60 years to unlearn the trick.

Out-Of-State Vets Reminded Of Bonus

County Veterans Service Officer Ralph Smith reminds all out-of-state veterans in this area to apply for their state bonuses immediately if they have not already done so.

Sixteen states are paying bonuses at this time. They are Connecticut, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Minnesota, New Hampshire, New York, North Dakota, Ohio, Rhode Island, South Dakota, Vermont, Washington, Alaska, Hawaii and Canada. Canada is paying bonuses to all U. S. residents who served in the Canadian forces during the war.

Payment of bonuses has already expired and has been renewed for a few months in Illinois, Rhode Island and Michigan. In several of the states mentioned, bonus payments will expire during this year, Smith warned.

Applications for bonuses may be obtained through the County Veterans Service Office at the Court House. States not mentioned have never made any provision for veterans bonuses.

Hugh Clearman, County Agent, is spending his vacation this week with his mother, relatives and friends at his former home in Lamesa. He plans to be back in his office next week.

Mr. and Mrs. Lorin Crietz and children Terry and Paula Madeline, of Adrian, were Sunday visitors at the home of Miss Della Stagner and Mr. and Mrs. Fritz Cristman.

HOW TO HEM NET CURTAINS

When you have a large amount of windows for which curtains must be made or at least hemmed, instead of basting the hems, use small wire hairpins. You will find that they will not fall through the coarse net as common pins will do, and they are easily and quickly removed from the material.

—Santa Fe Almanac

AROUND THE CAPITOL

Each Wednesday the Texas Congressional delegation holds a luncheon in the Speaker's Dining Room in the House wing of the Capitol.

Summers, or announcements, are mailed out by Rep. Omar Burleson of Anson. He is serving his turn as delegation secretary. The reminders he sends his colleagues, are no stereotyped notices.

Two examples: June 13—Leave us face it! Reality must at times be recognized. June has no "R"—therefore, oysters cannot be expected at the open meeting of the Texas delegation on Wednesday.

June 21—At the closed luncheon of the Texas delegation tomorrow we will have opportunity to offer gripes of wrath, reports of unreported train wrecks, methods of putting wheels on carriages, and other items of individual interest.

**SEARS
GRAIN
COMPANY**

SAYS

THANK YOU

to every customer
and friend
who used our facilities
in the 1949 harvest

**LOW-COST, LONG-TERM
Local Money
for the
Business of Farming**

Why deal with someone 50 or 100 miles away when you need a long-term real estate loan?

Now, through our special arrangement with The Equitable Life Assurance Society, you can obtain long-term farm loans right here at this bank.

CHECK THESE ADVANTAGES

1. Prompt, friendly, local service—No red tape—confidential.
2. 4% guaranteed 40 years—There are 14 different plans... tailor-made to your needs.
3. Pay any amount at any time from farm income... the famous Farm Income Privilege.
4. Save time and money—make the payments on your loan here at this bank.
5. No extra charges—No stock obligations. No fees and no commissions to pay... only the usual abstracting or title policy and recording expense.
6. Save interest on your extra payments while they are held in the Payment Reserve to tide you over lean years.

NO Stock Obligations
Application Fee
Appraisal Fee
Closing Fee
Commission

You improve your credit standing by having all your loans under one roof. We can handle your personal loans, crop, livestock and equipment loans—and now, your long-term real estate loans at this bank. Ask us about this modern and complete service. No obligation.

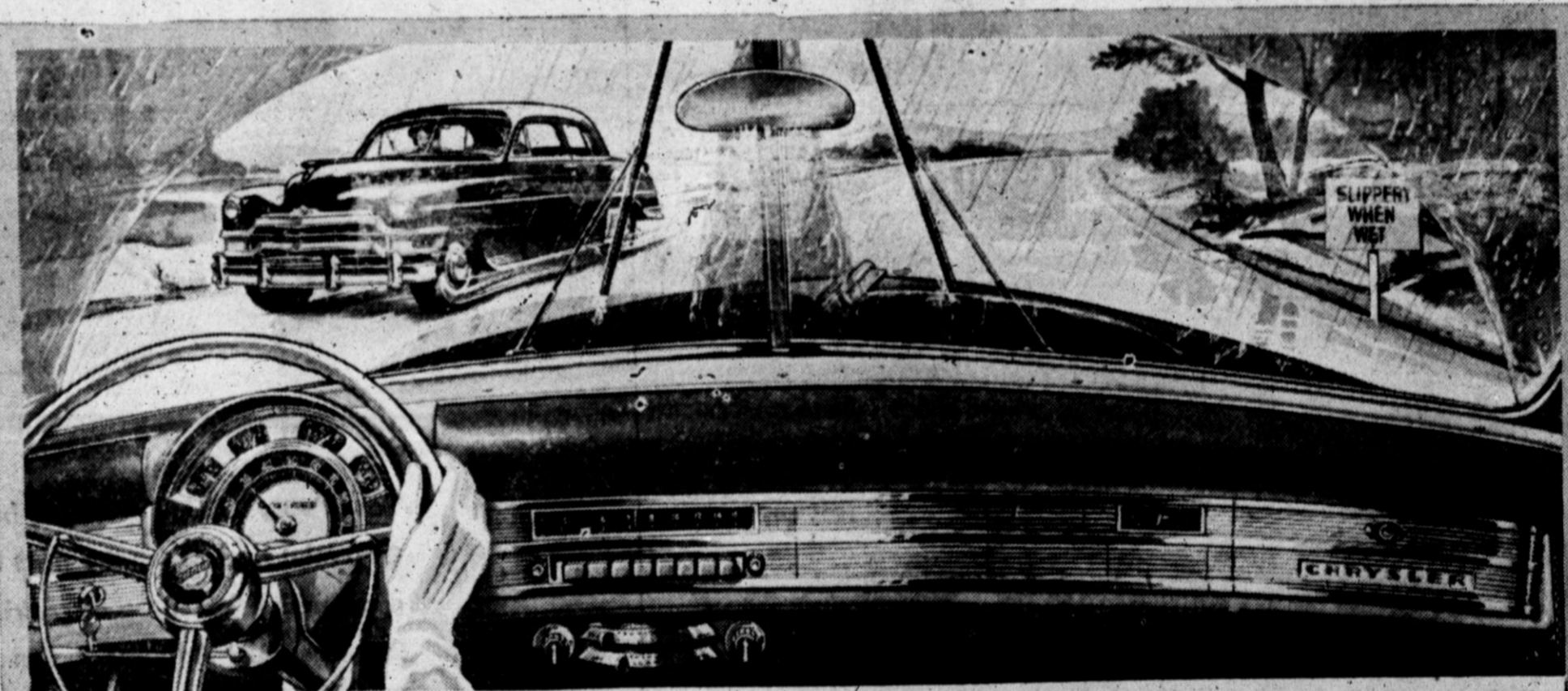


**The First National Bank
OF HEREFORD**

Member:
Federal Reserve System
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Joined for LEADERSHIP in service to farmers

Now... Chrysler Offers



1—Safer Driving! Through the years, the greatest advances in driving safety come to you first from Chrysler. Now there's a great new advance in steering... Chrysler's exclusive "center control" steering! Your days of fighting a wheel are over. There's greater road stability, easier handling, less road shock. Even the leather covered foam rubber Safety-Cushion dash, the new "Bull's-Eye" headlight lenses, and the Safety-Eye instrument cluster were all designed to give you extra protection.

2—Safer Design! Now the engineers who pioneered the first all steel car bodies have developed a still safer body and frame design—23% more rigid. Again, you have full control of your automatic gear shifting car. With Prestomatic Fluid Drive Transmission, the Safety Clutch enables you to take over in emergencies and select the gear you need.

3—Safer Vision! When Chrysler engineers introduced 4-wheel hydraulic brakes 25 years ago—they brought to the automobile industry a new idea. The idea of design that begins with safety, then builds beauty, comfort, performance! You can't appreciate the difference until you actually drive this car. Come find out how much more confident you feel in this Chrysler with its mighty High Compression Spitfire engine. Even the non-stop constant speed windshield wiper, operated electrically so power applied to the engine won't slow its speed—demonstrates greater built-in safety.

Prestomatic Fluid Drive* Transmission... drive without shifting

*Optional Fluid Drive

A Safer Car to Drive

BENEFIELD MOTOR COMPANY

411 WEST FIRST STREET

Mr. and Mrs. Bill Bradley of Canyon were visitors in Hereford the first of the week.

Thirty Register With Draft Board

Thirty 18-year-olds registered with the local Draft Board during the month of June. These registrants include boys from Deaf Smith, Randall, Parmer and Castro Counties, the four counties that comprise the local Board Area 18.

They include Max C. Steinbock, Route 1, Muleshoe; Billy L. Thomas, Hereford; Carroll D. Gregory, Dimmitt; Jerome T. Birkenfield, Nazareth; W. Mitchell Jones, Jr., Canyon; Larry G. Sanford, Canyon; Bob R. Tucker, Amarillo; Roy E. Jordan, Castro County; Tommy C. Spillar, Amarillo; Joseph B. Blythe, Amarillo; Conrad N. Clark, Dimmitt.

Noel W. Smith, Dawn; Jimmy V. Tedford, Friona; Werner G. Fluegel, Amarillo; Willie C. Adams, Hereford; Truett A. Mills, Friona; Morris E. Deen, Canyon; Paul G. Ashby, Amarillo; James L. Britton, Amarillo; Glenn A. Wilson, Hereford; Wilbur C. Thompson, Dimmitt.

Phebean Class Party For Families Friday

Phebean Class of the First Baptist Church entertained at a family night party held in the back yard at the home of Mr. and Mrs. Bob Lawrence Friday night.

After the outdoor picnic supper games were enjoyed.

Those attending were Messrs. and Mesdames Harold Meacham, Wayne Williams, Jesse Maxey, J. B. Harlin, J. T. Wood, Claud Weathersbee, Gerald Wilson, Jason Luck, Dennis Baker, Hulen Richardson, R. A. Daniel, Jr., J. L. Graham, the hosts and their families.

VISITORS FROM JAPAN

Guests in the home of Mr. and Mrs. Earl Plank Monday and Tuesday of this week were his parents, Mr. and Mrs. C. E. Plank of Panama and his sister, Miss Esther Plank of Yokohama, Japan. Miss Plank, who is a civil engineer in Yokohama, is in the States for a month's visit with her family, the first in two years. She will return to Japan the first of September.

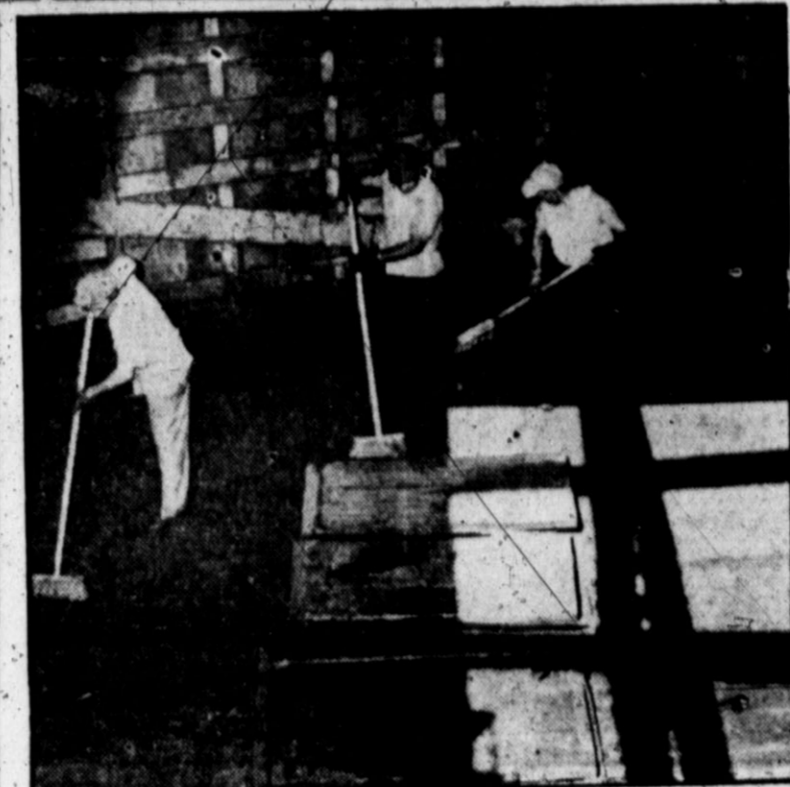
Delmo Williams spent last week end visiting with friends in Stamford. He left last Friday and returned Monday morning.

Mr. and Mrs. Jack Geffken, Mrs. John Geffken, and Jackie, and Dr. and Mrs. Jack Russell and son Bill all of Lubbock were week end visitors in the W. H. Russell home.

Mr. and Mrs. Richard Winget and children, Craig and Pamela, and Mrs. J. O. Newell spent Monday in Canadian visiting with Mrs. Newell's sister, Mrs. Estelle Todd.

Recent week end visitors in the D. F. Mathis and Frank Drury homes were Mrs. E. H. Mosteller and Jean Finley of Adrian.

Walter W. Belknap, Dimmitt; Raby J. Wallen, Canyon; Bobby G. Wilson, Hereford; Howard W. Hill, Vega; Harold DeLozier, Summerfield; Eugene T. Kern, Nazareth; Charles W. Bainum, Friona; Vernon R. Byrnes, Dimmitt; Troy McWhorter, Wildorado.



FLOATING GRANARY—Workmen sweep down the hold of the Liberty Ship Benjamin Hawkins for use as a grain storage bin. The Hawkins was taken from the mothball fleet along with other liberty ships. They're being converted at Weehawken, N. J., to help solve the storage problem for this year's bumper crop.

Labor Camp Infant Funeral Thursday

Four and a half month old Arthur Lucero, infant son of Mr. and Mrs. Sequiel Lucero, was buried Thursday morning in the Catholic Cemetery in Hereford. Last rites were conducted at St. Anthony's Catholic Church Thursday.

The child was stricken this week and died Wednesday morning. His father and mother, here with the labor harvesters, are from Chaperito, New Mexico.

Birthday Surprise For Mrs. Brumley

Mrs. George Brumley was honored at a surprise birthday luncheon given at her home Thursday at one o'clock. In the afternoon informal conversation made up the diversion.

Those attending were Mr. and Mrs. J. C. Hensley, June and Jimmie of Berger, Mesdames Edna Bovee, J. S. Orr, H. G. Conkright, J. R. Allison and children, F. W. Lambert, J. D. Bourn, Louise Olson and the Honoree. Also attending was G. W. Brumley and Mrs. Ida May whose birthday was also being celebrated.

Week end guests in the home of Mr. and Mrs. Tom Howard were his sister and husband, Sgt. and Mrs. Kenneth P. Risler, Sgt. Risler, of the Army Air Corp. is on furlough from the Air Base at Topeka, Kansas. After visiting relatives in Clovis and other points in the vicinity, the Rislers returned to Hereford to spend Wednesday night, leaving for their home today.

Mrs. Norman Whisenand is a new employee at the Hereford Potato Growers' Association, having started work there last week.

Texas Employment Office Opens Here

Tom McFarland, manager of the Texas Employment Commission office in Hereford, officially opened the local office for business Monday morning. Offices are in the Lone Star Insurance building. However, McFarland said he intends to spend considerable time in the field for the next few weeks to acquaint himself with the local situation.

Coming here from the Littlefield office, McFarland is most familiar with the cotton employment problem, and intends to get first hand information on the local agriculture employment picture which mainly concerns vegetables at this time.

Mrs. McFarland and 3-year-old son, Jim, have already moved to Hereford although they have not found a house so far to live in.

In some of the modern steps, the dancers exercise everything but discretion.

VISIT DETTMANS

Mr. and Mrs. Art Allen of Los Alamos, New Mexico were overnight guests Saturday at the home of her brother, Emil Dettman and Mrs. Dettman. The Allens were enroute to their home following an extended vacation tour of the South, during which they visited in Tennessee, Louisiana, Florida, Havana, Cuba, where they spent three days, Virginia, other points in Texas, and Hereford. In Tennessee they made a tour of the Oak Ridge Atomic Plant. Allen is construction engineer of the atomic plant at Los Alamos, having served there in that capacity since the fall of 1945. For six years during the war he was with an engineering unit in Hawaii.

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Auction Sale
Wednesday, 11:00 A. M.

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ROPER "America's Finest Gas Range"
for homes beyond City Gas Lines

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Regardless of weather... during wintry blizzards or summer cloudbursts... Liquefied Petroleum gas is on the job. Throughout the years, it has proven beyond question of doubt that it is the ideal fuel for rural or suburban homes.

Automatically supplied to you, it assures a clean, fast, convenient, low cost cooking service. Used with a modern ROPER gas range, it places at your fingertips the finest of cooking features. We invite you to stop in and get all the facts.

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COME IN AND SEE HOW MUCH YOU SAVE ON THE NEW SERVELS

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"A Beauty

1949 MERCURY SPORT SEDAN
White side-wall tires and rear wheel shields optional at extra cost

-inside and out"

THAT'S WHAT OWNERS CALL THIS POWERFUL NEW 1949 **MERCURY!**

FROM massive hood to luxurious interior, this big new 1949 Mercury was designed to be the best-looking car on the road—by far! And it is! It's far and away the thriftest, too! And the biggest value with all these features:

- A powerful new 8-cylinder, V-type engine with plenty of "get-up-and-go"! Front coil springing! A restful "comfort-zone" ride! Easier steering! "Super-safety" brakes! Plus the luxury of foam rubber-cushioned seats!

So make your next car Mercury! Liberal trade-in! Easy terms!

Make your next car **MERCURY**
the proven 1949

Hereford Motor Company
Archie Scott Hereford, Texas Dudley Green

ONLY SERVEL STAYS SILENT LASTS LONGER

... because only Servel freezes with no moving parts

All over the country, folks are discovering that there is one different, simpler refrigerator. Its freezing system has no moving parts at all. So—it stays silent, lasts longer. It's the Servel Gas Refrigerator—choice of families who've had experience.

Only Servel has no machinery to cause noise, no motor to wear, break down or need fixing. That's because a tiny gas flame does the work. And many thousands of Servel's almost 3,000,000 owners have enjoyed silent, dependable performance for 18 and 20 years!

You'll say the new models are beauties! Latest conveniences include a big frozen food compartment, plenty of ice cubes, dew-action fresheners for vegetables. Come in today and see the new Gas Refrigerator models.

STAYS SILENT... LASTS LONGER
Servel
The GAS Refrigerator

FROZEN FOODS—ICE CUBES
BIG FLEXIBLE INTERIOR
NO NOISE—NO WEAR

COMMERCIAL OIL CO.
HUGH BOOKOUT, Mgr. HEREFORD, TEX.

Personals

HERE ON FURLOUGH

Chief Warrant Officer Robert Horton, Mrs. Horton and daughter, Patricia Lee, left Hereford the first of the week for Illinois, where they will visit her relatives before he reports to San Francisco on August 8 for reassignment. The Hortons, who landed in New York City on June 23, after spending three years in Germany, have been visiting his mother, Mrs. R. J. Naylor and his sister, Mrs. C. I. Rudd and family for the past week. They will also visit in New Jersey with his brother, Edgar Horton, who is a former Hereford resident. Mrs. Horton and Patricia Lee will remain indefinitely with her people in Illinois until Horton has been reassigned. In Germany he served as a band instructor, having received his earliest training in music with the Hereford High School band.

Rev. and Mrs. Harold Hicks and family of Little Rock, Ark. have returned to their home after visiting for a week with her parents, Mr. and Mrs. J. E. Beyer. Enroute home they stopped at Garden City, Kansas, for a short stay with his mother, Mrs. W. E. Hicks.

Mr. and Mrs. William Robertson of Amarillo spent Saturday and Sunday in Hereford. They were guests of Mrs. J. F. Ward.

FAMILY REUNION

Holding a get-together in the home of Mr. and Mrs. John Draper over the past week end were their son and his family of Slaton, Mr. and Mrs. Dave Draper, Peggy and Gerald; Mrs. Dave Draper's mother and father, Mr. and Mrs. Bill Gilland, also of Slaton and, her sister, Mrs. Joe Childers and daughter Beverly, of Amarillo; the John Draper's daughters and their families who include: Mr. and Mrs. F. H. Edwards and daughter Charlotte of Clovis, N. M. Mr. and Mrs. O. J. Huff and daughter Joyce of Amarillo, and a nephew and his family of Driscoll. Mr. and Mrs. Charles Scruggs and two sons.



COMBINE COMBINES OPERATIONS—This machine is the latest idea in speeding up the harvesting of the nation's biggest peacetime wheat crops. A standard automatic twine-tying baler was joined with a combine to do several jobs at once. With the arrangement, a two-man crew can cut the ripe wheat, thresh it, bag it, and bale the leftover wheat straw in one continuous operation. At the left an automatically twine-tied bale is shown ready to drop from the baling chamber.

Miss Irene Crawford, a former teacher in Hereford High School, visited friends in Hereford over the past week end. Miss Crawford is a member of the Amarillo High School faculty.

Mr. and Mrs. Ernest May have gone to Colorado to spend two or three weeks sightseeing and fishing.

GARDEN CLUB COUNCIL TO MEET FRIDAY

The Hereford Council of Garden Clubs will meet Friday afternoon at 4 o'clock in the home of the president, Mrs. Homer Brumley. The meeting is the regular session scheduled on fifth Fridays.

Five Hereford couples went square dancing at Elwood Park in Amarillo Saturday night. They were: Mr. and Mrs. Lyle Blanton, Homer Brumley, Troy Moore, Bill Wolfe, Mr. Arch Dobbins and Essie Cardwell.

Sunday guests of Mr. and Mrs. J. T. Melver were Mr. and Mrs. Lewis Fields and Truett of Amarillo.

SPORTSMEN INVITED
Panhandle outdoor sportsmen clubs are getting together to entertain the state meeting of the Texas Wildlife Federation in Amarillo Saturday at 6:30 p. m. on the City Auditorium grounds. Outstanding movies and several surprise events have

been promised. Tickets are \$1 each and they will be glad to have you. It will start with a John Snider barbecue.

Mr. and Mrs. C. P. Grimes and family spent Monday in Amarillo.

Mrs. Clay Angelo and Mrs. Marie Angelo attended a bridal shower in Canyon Monday night, honoring Miss Jo Ann Bullard, the bride-elect of Travis White of Breckenridge. The shower was held in the home of Mrs. Richard Gideon.

ON MONTHLONG TRIP

Mr. and Mrs. Frank Brinkman and children, Sharon, Weldon, and Ila Jean left Wednesday morning for a month's sightseeing trip and visit with relatives. They plan to spend two days in Denver, and to visit in Yellowstone Park and the Grand Canyon. In Idaho they will visit with her parents, Mr. and Mrs. Herman Canipstra of Twin Falls, and with his mother, Mrs. Elizabeth Brinkman and other relatives in Idaho Falls.

Carl Huckert of Portland, Oregon, arrived last Thursday by plane to visit with his brothers,

Louie and Antonio Huckert here. Carl is his first visit with his brothers in sixteen years. He will leave tomorrow for his home in Portland.

Mr. and Mrs. Nick Chatfield and children, Sharon Lorraine and Wayne Nicky, returned to their home in Crowell last week end, after a week's visit in Hereford with Mr. and Mrs. C. P. Grimes and family.

Mr. and Mrs. Dick Miller spent several days last week in Vega visiting in the home of his daughter and family, Mr. and Mrs. Ward Hook, and with his brother and family, Mr. and Mrs. June Miller.

Mr. and Mrs. Sam Nuhnally left for Carlsbad Caverns, Ruidosa and a three day trip to see points of interest in New Mexico with Mr. and Mrs. J. B. Ester of Sapulpa, Okla., Monday morning. Mr. and Mrs. Ester arrived in Hereford Sunday afternoon.



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Enjoy our delicious sandwiches, hamburgers, ice cold drinks, courteous service, etc. in the privacy and comfort of your own automobile.

PLENTY PARKING SPACE

Just drive up and honk your horn. No need to bother with crowding your car into a small parking space.

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For relaxing refreshment free from the heat, come inside for air conditioned comfort.

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WESTERN WHEEL INN

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Your assurance of **FINER ICED TEA FLAVOR**

WHITE SWAN TEA

Here's extra value! With every quarter-pound of White Swan Tea, a 16-ounce full-pot tea glass! Start your set today—get White Swan Tea!

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STOP AT DAWN INDEPENDENT OIL CO.

Larry Loerwald

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"It's the Best — Cheaper!"

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Our full efforts are always directed to better serve you . . . in bumper yields or short crops.

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How to keep cool — and carefree

This time of year there's one place a lot cozier and cooler than your favorite spot around the house.

That's in your Buick—finding a breeze along dusk-cooled highways, or following those little roads that lead to inviting "loafing grounds."

Either way, whichever pleasure trail you follow, you'll find more fun on the way if your Buick is in top-flight shape to take the miles in its steady stride.

How about letting us put it in that shape for you?

Get one of our conscientious motor tune-ups, and one of our thorough-going Lubricare treatments. We'll put the bounce back in your motor—while we're taking the bounce out of your ride.

We do this well because we're Buick men. We know your Buick, we've studied correct factory methods for each operation, we know the factory specifications your car was built to. We use genuine Buick parts—even special Buick tools!

Yes you don't pay a penny more for all these extras. Stop in this week, won't you?

HOW HIGH IS A TUNE-UP?

Our Buick tune-ups go far beyond adjusting your spark and carburetor. We cover a long list of things—your valve tappets, voltage regulator, fuel pump filter, coil, hose connections, and so on.

We even tighten the cylinder head and clean off your battery terminals—and do all this at a low, low flat-rate price that will surprise you!



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Hereford

Sixty-two Years Ago 19 Farm People Supported One City Dweller Things Have Changed A Lot

By ROBERT E. FORD
Associated Press Staff
COLLEGE STATION, TEXAS.
(AP)—It took 19 farm people to support one city dweller in 1887. Today, 19 farm people support themselves, 56 other Americans and 10 persons abroad.

It just goes to show how far farming methods have improved, says Texas A&M College's extension in a recently published booklet. The handsome, illustrated publication is called "The New Agriculture."
"There is no practical limit to what American Agriculture can produce," says the booklet.
But as important as is this boost in production, the extension service claims, are two other gains.

1. Farm families now can live as well as city dwellers.
2. Farm people have gained self-confidence. They have grown in stature in our society.
The agricultural service credits the progressiveness of Texas farmers—willingness to learn—for the improvements.
The booklet has divisions on mechanization, living conditions, poultry, livestock, eating, the war against insects, harvesting, con-

servation, family life, and "the new confidence." The facts are illustrated by relating incidents from the lives of Texas farmers and ranchers and their families.

"The welfare of farm families no longer depends entirely upon their thrift, how long and how hard they work, nor upon such things as the virgin fertility of their soil, climatic conditions and markets," says the extension service.

"Today the degree of success is influenced a great deal by how much they know, how well they keep up with technical advances and how efficiently they apply what they know."

The booklet adds: "The trend is toward a greater dependence upon non-row crops and livestock; toward intensive development of pasture lands and increased production per man and per unit. Farm families are planning balanced farm programs adapted to market opportunities and wide land use."

"The end product is that farm families can enjoy the same standard of living as do city families. True, all farm families have not yet reached that point,

but it has been done often enough to show that opportunity exists."

The report tells of 4-H club members poise before crowds as they tell about their projects. Then adds the report, when a farmer nowadays sees a banker about a loan:

"He talks to him as one man to another, because he is not asking for money to tide his family over until the next harvest on a subsistence basis; he is asking for financial backing, and he can show how he can not only repay the loan and interest but increase his income. He has the confidence of a substantial citizen of the community; he's not asking a favor; he's talking business."

The book deals at length with the use of labor saving devices to make work and home life more pleasant. One example is the growth of rural electrification. It is called "perhaps the greatest force for the improvement of rural living."

In 1930, the report relates, only 4.6 per cent of Texas farms were electrified. By 1940 the figure had jumped to 22 per cent and by the end of 1948 to 78 per cent. If the present rate continues, 95 per cent of all farms homes in Texas will have electricity by 1951.

For the field work, the report cites the great increases in tractors and other labor saving equipment. The extension service estimates that 211,799 tractors were on Texas farms by the end of 1948.

Alongside mechanization has moved increased yields of crops through new varieties and other methods, and soil improvements and fertilizer use.

A decade of prosperity gave agriculture the income to put tractors, equipment and power to work, the report points out.
It also declares that "the greatest single influence has been the research findings of the state and federal agriculture ex-

periment stations and the development of the county agent system through which these findings are brought to the farms and ranches."

Ide P. Trotter, now dean of A&M's graduate school and extension consultant, writes in the report:

"But in the end it is the receptiveness of farm people to new ideas that has brought about the change. And it is here that the extension service and its county agricultural and home demonstration agents have played a major part in the development of what we call the new agriculture."

He writes further, "the farmer of a half century ago resisted change. He wanted to farm the same way his father did before him and we was suspicious of book learning. When Dr. Seaman A. Knapp came to Kaufman County, Texas, in 1903 as agent of the U. S. Department of Agriculture to fight the cotton boll weevil, no one was willing to run the risk of farming upon his advice. Finally businessmen of Terrell made bond to guarantee the farmer against loss, and so the first extension service demonstration was set up on the farm of Walter C. Porter. The 100 acres of cotton farmed by him under Dr. Knapp's direction that year averaged \$8 more profit per acre than the community average."

"Today, after 45 years of demonstration work, farm and ranch people are eager to adopt any new practice that represents progress—so much so that part of the work of county agents is to caution them against the large-scale use of new insecticides, herbicides, hormone preparations and other products before they have been fully tested by research."

The booklet text is by Louis Franke, Frances H. Kivlehen and Douglas Lancaster. Picture selection was by Jack T. Sloan.
Vacationing in Pagosa Springs, Colo. last week were Mr. and Mrs. Preston Hagans and daughter, Janice Lynn. The Hagans returned to Hereford Sunday after a five-day stay at the Colorado resort.

Today is The Day

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CRACKERS - GRAHAM or Plain Salted 2 Box 36c
Brimfull - 1 lb. pkg. 19c

COFFEE Mission Vacuum Packed Tin 1 lb. Can 45c	Van Camps PORK & BEANS 2 No. 2 cans 29c SUN SPUN SALAD DRESSING Highest Quality pint 25c WOLCO BLACKBERRIES No. 2 can 19c Red & White Diced CARROTS 2 No. 2 cans 27c	LAUNDREX THE PERFECT BLEACH 2 quart Bottles 25c
---	---	--

FLOUR Robin Hood Guaranteed All Purpose Crystal bowl free 25 lb. bag **\$1.65**

OYSTERS Brimfull can 43c	APRICOTS Brimfull Halves In Heavy Syrup No. 2 1-2 Can 27c	DOG FOOD Ideal lg. 2 can 25c
HERRING Tilgham can 15c	TAMALES Morco can 24c	WESSON OIL Quart 63c
SARDINES Tall Can 19c	MACKEREL Tall Can 21c	SOAP White King Large Box 25c
BEEF AND GRAVY 34c		WESSON OIL Quart 63c
		COCONUT Shredded 2 4 oz 25c
		CATSUP Brimfull 2 bottles 31c

SHORTENING Red and White Hydrogenated For Better Baking. 3 lb. Tin **73c**

HOMINY La Homa 2 No. 2 Cans 15c	CORN Brimful — White or Golden 2 No. 2 Can 33c	VIENNA SAUSAGE Can 10c
	SPINACH Brimfull 2 No. 2 Cans 29c	
	PRESERVES Brimfull — Peach Apricot 2 ib. jar 39c	
	PICKLES Brimfull — Sour or Dill Quart 33c	

Cudahy's Puritan — 6 to 8 lb. Average lb. **42c** Wilson's or Cudahy — Quality Sliced lb. **36c**
PICNIC HAMS **BACON**

OKRA Frosted pkg. 33c	LIVER Beef Lb. 49c	CUCUMBERS LB 7 1/2c
GREEN PEAS Frosted 31c	STEAK Choice Arm Round Lb. 64c	SQUASH Yellow, lb. 6 1/2c
BROCCOLI Frosted pkg. 39c		RADISHES Large bun. 5c
BEANS Green — frosted pkg. 31c		BEANS Green Fancy lb. 12 1/2c

Pumpkin 2 Brimfull - Golden No. 2 1-2 Cans **23c**

Proof that Furniture Prices are DOWN!

Here's What We Mean . . .

WHEN WE SAY:

CUT RATE

STUDIO COUCHES \$35 up

2-Piece LIVING ROOM SUITES **\$50**

4-Piece BEDROOM SUITES **\$75 to \$187.50**

NEW ICE BOXES BELOW COST

SEWING MACHINES, GAS RANGES
REFRIGERATORS, LOTS OF OTHER ITEMS
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IT'S TIME TO INSULATE!
We Do a Complete Job ECONOMICALLY!
WE WILL GLADLY GIVE YOU A FREE ESTIMATE, WITHOUT OBLIGATION, ON ANY COMMERCIAL OR RESIDENTIAL NEED
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Watch for Date of BIG FURNITURE AUCTION

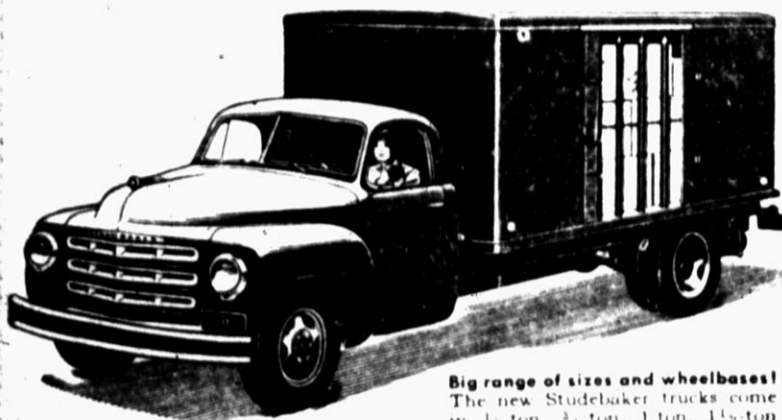
CUT RATE FURNITURE STORE

IN THE BIG STUCCO BUILDING — 2nd at Sampson

Mr. and Mrs. Fred Fogg and son, Joe Donald of Abilene left home after spending several days visiting her sister, Mrs. Lama Beavers in Hereford and the middle of the week for their other relatives in Amarillo.

**New conveniences!
New handling ease! Less fatigue!**

STUDEBAKER TRUCKS



Big range of sizes and wheelbases! The new Studebaker trucks come in 1/2-ton, 3/4-ton, 1-ton, 1 1/2-ton (illustrated) and 2-ton capacities—they're all outstanding trucks in ruggedness and low cost operation.

- First in comfort—and first in performance—that's why Studebaker trucks are selling sensationally!
- Now, there's new big power, too, in Studebaker's medium-duty trucks—the 16A and 17A series. Studebaker's 100 h.p. "Power Plus" engine delivers 200 lbs. ft. torque.
- Get America's most progressive truck designing—get the utmost in solid dollar value—get a Studebaker truck!

John Wood Equipment Co.
EAST FIRST STREET

Long Time Ago

25 Years Ago

A real old-fashioned Hereford picnic was decided upon by the business men at the Cordova Hotel last Monday. The date selected was the second Sunday in August, and the reason for that date was the fact that the county Singing Convention is scheduled to be held on the east side of the courthouse lawn on that day—the Brand for the week of July 31, 1924 announced. The churches were asked to hold no morning services but to join the picnic at the Couthouse dawn.

Primary election returns were announced in this issue of the Brand. Only races in Deaf Smith County were for county judge and county commissioners, with Earl W. Wilson winning the county judge nomination and J. E. Hill and J. C. Allred coming out ahead in the commissioners race. The gubernatorial contest was close that year with results indicating that Judge Felix Robertson and Mrs. Miriam Ferguson would hold respective first and second places on the runoff ticket.

That week the Panhandle Pen Women's Association took over the Tuesday edition of the Amarillo Globe, filling four sections with the "well-handled, well-written stories from the pens of the various members of the organization." The Hereford page carried the pictures of Mrs. B. F. Guthrie and Miss Ina Gregg and a picture of the Hereford cotton gin. Mrs. Guthrie contributed an article on the history of the various women's clubs and the civic and business activities of the city and Miss Gregg wrote a story entitled "The Knocker and the

Climber."

From the society column comes this story: "An outstanding event of the social season and one of the most beautiful home weddings in Hereford for many years was that of Miss Pauline Halslip and Buford Farmer, solemnized at the residence of Mr. and Mrs. H. H. Hawkins." A lengthy description of the ceremony followed and those taking part were Mrs. Trussell of Dallas who sang "I Love You Truly" accompanied by Dessie Mae Steele, piano and Miss Maurine Beyer, violin; Helen Ann and Jean Snyder, Virginia Earle Reed and Frances Borden, ribbon-bearers; Miss Nell Farmer, Maid of Honor; Mrs. D. H. Connell, matron-in-honor; Evelyn Williams, "lower girl"; D. H. Connell, who gave the bride away; Richard Dixon, best man; Dr. W. P. Garlin who officiated; Master Dene Dunlap, ring-bearer. Serving at the reception were Misses Kathleen Hawkins, Eloise Pitman, Mary McDonald and Hazel O'Brien. In charge of decorating and home arrangements were Mesdames Homer Wilkinson, H. H. Hawkins, W. S. Williams and A. C. Thompson.

Local items included "Mr. and Mrs. W. O. Fox drove in last Sunday from Los Angeles, Calif., where they have been for the past several months. They have a good word for California but stated that "home" looked awfully good to them." T. F. Reid of Canyon came in Saturday evening to spend a few days with his daughter, Mrs. George Guinn of this place." Miss Luella Poole, who has been visiting in



TWO FINE HORSES—This is Uncle Jack Lee. He's been a familiar sight around town for the past eight years, although people don't know his name. The 76 year old ex-hobo drove into Hereford just before the war, with a flimsy little "light wagon" drawn by two meekly little horses. In the ensuing years prosperity has come to Uncle Jack. Now he owns two of the best-looking draft horses around here, the white one is Babe, the dark one is Pink. He also has a house and two lots south of the tracks all paid for. (Photo courtesy, Anna H. Taylor)

Dimmitt Lions Hear Ga. Graham

George L. Graham, speaking at a meeting of the Dimmitt Lion's Club Tuesday at noon, outlined the work of the 51st legislature, the longest legislative session in the history of Texas, and one in which 1,501 bills were introduced.

Graham, superintendent of Hereford Rural Schools, particularly emphasized recent school legislation and how it would affect Panhandle schools.

"When the legislature adjourned July 6 after 177 days in

session, they had passed 633 bills, 58 of which directly affect Panhandle education in Texas," he said.

Many of the other bills introduced will have an indirect effect upon public school education, he pointed out, and declared that most of the educational legislation was passed up in the legislature on the 4,000 members of the Texas State Teachers' Association.

Every one of the 21 members of the Board of Education has received the 20th legislative session which the people will be asked to ratify. Constitutional amendments submitted by this session of the legislature.

Any person desiring to become a candidate for the State Board of Education should file his application with the Secretary of State in not more than 60 and not less than 30 days to the election. Those elected

members will select the State Commissioner of Education, the first three days this week. Linda S. is a national business journalism society.

PERSONALS

Mr. and Mrs. Dick Lucas and family Sunday afternoon and to the Varsity with Mr. and Mrs. Bill Keenan and family to the Arizona Pageant.

Mr. and Mrs. Bob Pickens, Mr. and Mrs. Albert Blush and family Sunday. They were stopped over in Amarillo.

Mr. and Mrs. Paul Allen attended the Theta Sigma convention in Dallas the first three days this week. Linda S. is a national business journalism society.

Former Hereford residents, Mr. and Mrs. Keith McElroy arrived in Dallas to visit a few days in the home of Mrs. Boyd London and Mrs. Robinson homes. They are on a vacation trip.

Give a child a pad and pencil and he will soon learn to draw on the walls.

A "kit" is a garment which is always too short, too long, too tight or too loose.

Right on the Button...for LAFES!
BLONDIE'S BIG DEAL
HENRY SINGLETON • LAKE

TRUCOLOR ROY ROGERS THE FAR FRONTIER
Andy DEVINE

Star FRIDAY SATURDAY

STATE DEPARTMENT - FILE 649
COLOR BY CINECOLOR
WILLIAM LUNDIGAN VIRGINIA BRUCE
AN INSIDE STORY OF THE SILENT SERVICE!

Texas FRIDAY SATURDAY

CONGRATULATIONS
Anniversaries from Thursday, July 28, through Saturday July 30.
Mr. and Mrs. J. W. Gilchrist
Mr. and Mrs. Jim E. Young
Mr. and Mrs. Anthony J. Hoffman
Mr. and Mrs. Riley E. Caddell
Mr. and Mrs. Wendie Allen
Mr. and Mrs. Noah Ewton
Mr. and Mrs. R. L. Burns
Mr. and Mrs. Henry Trefel

upon the occasion of your wedding anniversary



Don't Risk Loss of Your Investment

PROTECT IT---

With a Federal Crop Insurance Policy

Check This Table... Then Check With Us

1950 COVERAGES PER ACRE AT SPECIFIED STAGES OF PRODUCTION FOR ACREAGE				
Type of Insurance	Released And Seeded To a Substitute Crop	Released And Not Seeded To A Substitute Crop And Not Harvested	Harvested	1950 Premium Rates Per Acre
(1)	(2)	(3)	(4)	(5)
	(dollars)	(dollars)	(dollars)	(dollars)
Irrigated	1.80	8.00	9.60	0.80
Summer-fallowed	3.80	6.00	7.60	1.10
Continuous Cropping	2.80	4.00	5.60	1.10

A two percent credit on premium will be made for each 100 acres of wheat seeded and five percent if the premium is paid by February 28, 1950, and seeded acreage reported by December 31, 1949. Credits limited to twenty-five percent.

DEAF SMITH COUNTY AGRICULTURAL CONSERVATION ASSOCIATION

Office in County Courthouse

NO OTHER INSURANCE PLAN PROTECTS AGAINST ALL LOSSES!

Coming

WATCH FOR DATE

THE ONE AND ONLY **SUPERMAN**

CLEAN RAG MATINEE AND FREE POPCORN

Anything to give you thrills
Two hillbilly critters from the Arkansas Hills
In a Shot-Gun Wedding, golly gee
It's the corniest kind of fun come and see
ON THE STAGE
TUESDAY NIGHT ONLY

SHE'S A DILLY!
The most lovable, laughable hill billy that ever came out of the creek. Judy at her best... Full of rascality... packed with hilarity.

Judy CANOVA PUDDIN' HEAD
FRANCIS LEDERER

Raymond Walburn - "Slim" Summerville
Eddie Foy, Jr. - Astrid Allwyn
Alma Kruger - Hugh O'Connell
"Chick" Chandler

A REPUBLIC PICTURE

It's the rootiest tootiest kind of fun.
Two corn fed critters are married by gun.
You haven't seen anything corny until you see this Big Hillbilly Shot-Gun Wedding— ON THE STAGE

Star TUESDAY NITE ONLY DOORS OPEN 7:00

Filmed with all the mighty impact of the great novel!

the Snake Pit

Olivia de HAVILLAND Mark STEVENS
Celeste HOLM - Glenn LANGAN
Beulah BONDI - Leo GERN

STAR SUNDAY-MONDAY TUESDAY AFTERNOON

Shot-Gun Wedding
TUESDAY NITE ONLY
DOOR OPENS at 7 o'clock

THE NEW OUTLAW QUEEN!
George MONTGOMERY Rod CAMERON Ruth ROMAN
BELLE STARR'S DAUGHTER
with WALLACE FORD

Texas SUNDAY MONDAY