



GARCIA NEWS

Community Mourns Death Of Mr. W. Chester Lowery

By MRS. N. A. BROWN
Brand Correspondent

Mr. and Mrs. Elmer Northcutt and children visited Mr. and Mrs. Lester Wiggins and Mr. and Mrs. Elwyn Hartman of Hereford Sunday.

Mr. and Mrs. C. E. Lundry and children, Hereford, were guests of Mr. and Mrs. Bob Wylie and daughter Sunday.

Mrs. M. C. Vandegriff and Bonnie, Mrs. Wilson Wylie and Donna Faye were shopping in Hereford Wednesday.

Mr. and Mrs. Charles Hoover of Portales and Mark Williamson from Arizona visited Mr. and Mrs. Ray Pruitt and daughters Sunday.

Mr. and Mrs. W. H. Clements visited last Sunday in the home of Mr. and Mrs. Willard Pollack in Larino.

Mrs. A. R. Hoover, Portales, spent the past week visiting with her mother, Mrs. N. A. Thornton, and her granddaughter, Mrs. Ray Pruitt.

Mrs. W. E. Miller and Arba Miller visited Mr. and Mrs. Ber-

tram Jack and daughter Sunday.

Mr. and Mrs. C. F. Rickels had supper with Mr. and Mrs. Ray Pruitt and daughters Tuesday.

Mr. and Mrs. T. J. Poindexter and Joey and Paula Kay visited in Lybbock Sunday.

Porter Wylie from San Jose, and Elton Wylie from Black visited their mother, Mrs. Alta Wylie Wednesday.

Mrs. Jim Monroe and Mrs. Earl Monroe made a business trip to Hereford Wednesday.

Mr. and Mrs. S. N. Thwaitt and Mr. and Mrs. N. A. Brown were guests at the Farm Bureau Banquet at the City Hall in Hereford Tuesday evening.

Mrs. Wilson Wylie and Mrs. Elmer Northcutt entertained Saturday evening with a birthday party for their daughters, Donna Faye and Wanda. Refreshments of punch and cake were served by Joey and Paula Poindexter, Gay Wylie, Diane Jack, Jacky Clark, Johnnie Cheatum, Lynda, Ronnie and Clyde Vandegriff, James and Macky Wylie, Jerry Northcutt and Madams Bob Wylie, Alta Wylie, Bertarm Jack,

J. Clock, J. T. Cheatum, T. J. Poindexter and the hostess.

There was no "42" party at the Garcia Community Center Friday night due to no lights.

Mr. and Mrs. Eldred Brown and Mr. Clyde Shadix attended the "Hot Rod" races at the Clovis Speedway Sunday.

Mr. and Mrs. N. A. Brown and sons, Floyd and Ernest, Miss Fayce Pulliam and Miss Billie King visited Mr. and Mrs. Cecil Davis Sunday in Roswell. Sunday evening they visited the Bottomless Lakes and the Artesian Well.

Mrs. Josie Busby and Norma Jo attended Church at the Rosedale Baptist Church Sunday.

It is still dry in our community. Some people are pasturing their wheat off before plowing it up. And everyone is wishing and hoping it will rain.

Dawn Clubs To Present Musical Program Sunday

The Senior and the Junior Music Clubs of Dawn will observe National Music Week by presenting a program in the Dawn Baptist Church Sunday afternoon, May 7, at 3 o'clock. The program will be built around the National Music Week theme "Music Within the Homes."


Opening with the invocation by Mrs. Zed Stewart, the audience will follow in singing "America." Poems will be given by Mrs. Wesley Cox and Mother's Day Readings will be featured by Gall Miller with musical accompaniment by Mrs. N. R. Miller.

The musical program will include: "Home of the Range" Bernice and Sid Perkins with guitar accompaniment; "Invitation to the Dance" (Von Weber) Lucy Beth Miller; "Melody of Love" (Fellerman) Donna Althart; "Marche" (Sreabog), Mrs. Ray Kerschen, Janet and Janice Kerschen; "Beautiful Dreamer" (voice) Mrs. J. B. Caraway, and Mrs. R. T. Miller; "Rose Petals" Mrs. E. C. Reinauer and Eddie Reinauer, Jr.; "The World is Waiting for the Sunrise" (Seitz) H. V. McCabe; "Roll Mighty Billows" (Scholfield) J. D. Bruner and "The Holy City" (Adams) Rev. Coley Avender, with Mrs. Wimberley as accompanist.

In conclusion the spiritual "Steal Away" and "The Prayer Perfect" (Oley Speaks) will be sung by a chorus comprised of both the senior and junior clubs. Mrs. Carl Wimberley, director and Wanda Sue Wimberley, accompanist.

Citizens of Deaf Smith County who have investigated the ability and qualifications of Altavene Clark, and who firmly believe she has the ability and sincerity of purpose to make the best Representative, wish to present for your consideration the following platform of Altavene Clark. One reason we are for Mrs. Clark is because she does not evade issues:

1. I favor a sound and properly administered agricultural program to insure favorable economic conditions throughout the nation. I believe without a stable and prosperous agriculture, good jobs and good wages would soon vanish and the economic stability of our country would be endangered.
 2. I favor adequate price supports which will afford the farmers and ranchers of our country an honest price for their products in comparison with the price of articles they must buy. This to the farmer is comparable to labor's minimum wage and industry's protective tariff. Price supports must necessarily carry with them responsibility for adjustments in production sufficient to warrant stable prices.
 3. I favor research to find new uses and markets for our farm products, with emphasis on surplus commodities.
 4. I favor a sound program built around soil conservation and water use. The fertility of our soil is our greatest natural resource, and conservation of water where it falls is highly important.
 5. I favor adequate care for the disabled veterans and their widows and orphans. I do not favor the proposed dismemberment of the Veterans Administration.
 6. I favor adequate price supports which will afford the farmers and ranchers of our country an honest price for their products in comparison with the price of articles they must buy. This to the farmer is comparable to labor's minimum wage and industry's protective tariff. Price supports must necessarily carry with them responsibility for adjustments in production sufficient to warrant stable prices.
 7. I am opposed to the U. S. government's competing, at the expense of the taxpayers, with private business, and believe the government should not enter any business field except where and when private industry is unable or has failed to supply at fair and reasonable costs the actual need in such field, and then such entry should be made only on a sound financial basis. I am opposed to socialized medicine or any legislation under which our government becomes socialized and will control and direct our personal lives.
 8. I have always been friendly to labor. I favor the principle of settling differences between labor and business through orderly collective bargaining. Since national labor legislation has proved to be necessary, and until improved legislation can be enacted that will effectively protect the laboring man, the business man, and the public against selfish and unscrupulous leaders of either labor or business, I favor retention of our existing labor-management laws. I will carefully and faithfully consider any amendments that may be proposed.
- I consider the welfare of labor, business, and agriculture inseparable in our national economy, and I shall work faithfully for and with each of the three for our country's welfare.
- ALTAVENE CLARK, Candidate for Congress, 18th Congressional District




>Welcome To
Hereford!
and the Hereford Riders

FIRST ANNUAL

RODEO

MAY 5-6-7th



The Hereford Brand

Listen to Your Friends and Neighbors over Radio Station KPAN.
Thursday, May 4
1:00 to 1:15 p. m.
Friday, May 5
9:00 to 9:15 a. m.
7:30 to 7:45 p. m.
Saturday, May 6
7:45 to 8:00 p. m.
All talks by people from Deaf Smith County.

ALTAVENE CLARK
Candidate for CONGRESS
(Political Advertisement)

The Hereford Brand

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

Hereford, Deaf Smith County, Texas—Phone 30

JAMES M. GILBERTINE Publisher

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Notice to the Public

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



U. S. ARMS ARRIVE IN ITALY—An Italian artilleryman lends a hand as U. S. arms are unloaded in Naples harbor from the SS Exilona. The first shipment of American arms allotted to Italy under the Military Aid Pact was unloaded without incident, although heavy reinforcements had been called out in anticipation of Communist threats to block the unloading.

FRIO NEWS

Cancel Saturday '42' Party Because Lights Went Out

By MRS. OWEN ANDREWS
Brand Correspondent

With deepest sympathy and understanding, the community stood by last week while Mr. W. C. Lowery fought a losing battle for life. At some time during his five weeks illness almost every man in the community had set up with him, at the Hereford hospital. He died on Thursday morning. Funeral services were held at the First Baptist Church in Hereford Friday afternoon at 3 o'clock. Rev. R. L. Shannon, assisted by Rev. R. H. Cagle of Hereford conducted the service. Raymond White, nephew of Mr. Lowery, and Educational Director of the Central Baptist Church at Pampa, sang a special song, "I Alone," in memory of his uncle. "Won't Have to Cross Jordan" Pallbearers were W. H. Andrews, Henry Dobbs, T. L. Sparkman, Jr., W. H. Thompson, Leonard Irwin and Owen Andrews, all from this community. Flower girls were Gladys Thompson, Oma Ruth Thompson, Wynne Irwin, Veradelle Andrews, Nellie Jo Simpson and Frances Andrews.

Mr. Lowery was 60 years old last February 13th, having been born in Rockwall County in 1890. He and Miss Edna Owens were married on March 31, 1913 at Reed, Okla., and moved to Wellington where their five children were born and reared. The Lowerys moved into this community in March, 1940 and have been active in community life and in the Frio Baptist Church. Mr. Lowery was always ready to help in any community enterprise, even loaning his truck two years to pick up children to attend the Vacation Bible School. He seldom failed to be present and was always on time for Sunday School and church, when his health permitted.

The Lowery children, all of whom lived in that community at some time or other, are Mrs. W. B. McReynolds, Friona; Mrs.

W. J. Dickson and Earl Lowery, of this community; Bob Lowery and Mrs. C. E. Smith of Hereford. Fourteen grandchildren also survive. His brothers and sisters, all of whom were present with their families are: Howard Lowery, Mrs. G. E. Jones and Mrs. Audrey Franks, all of Amarillo; Ernest Lowery, Hammond, Okla.; Mrs. J. J. White, Wellington and Mrs. E. B. Berryman, Hereford. Those of Mrs. Lowery's brothers and sisters who attended the service were Julian Owens, Wellington; Mrs. A. L. Sorrels, Wellington; Mrs. Lee Newton, Amarillo; Mrs. H. Barnard, Amarillo; all with other members of their families. A brother-in-law, Mr. V. L. Long, of Borger, also attended. Two great-uncles of Mr. Lowery, C. R. Higgins, Amarillo and Ernest Higgins, Mangum, Okla., were present. A host of nephews and nieces came Thursday and Friday. His cousin, Willard Higgins, Wichita Falls, stayed with the family until Sunday. Friends of the family, Mr. and Mrs. Velman Warrick and Mr. and Mrs. Bill Hall, of Wellington, were here. Mr. Berryman's brothers and sisters who were here were Bill Berryman with his family, Plainview; Sam Berryman, Miss Marie Berryman and Mrs. Frances Holly all of Wellington. Mrs. Sammie Dee Foley, Amarillo, a close friend of the family, also came, among many, many other friends and relatives.

Miss Velma Irwin was taken to the Dimmitt Hospital Sunday with an attack of appendicitis. She was resting easier that night. It was hoped she would be able to overcome it without an operation.

Mr. and Mrs. Olin Farris and Walker, Mr. and Mrs. David Yandell and Rose Marie of Tahoka, visited Yandell's relatives at Durant, Oklahoma week end before last.

Mr. and Mrs. Owen Andrews and family, Mr. and Mrs. J. E. Andrews, Mr. and Mrs. W. H. Andrews and children and Miss Alma Andrews visited relatives, the Bill Boyds in Littlefield Sunday afternoon.

Sunday dinner guests in the H. M. Mobley home were Rev. and Mrs. R. L. Shannon, Miss Lavada Shannon, Mr. and Mrs. H. D. Robbins and family, Mr. and Mrs. Earl Cole and Mr. and Mrs. Floyd Cole and Jana.

Don Mobley entered the music contest at Canyon Friday and won second on his tuba. He played and marched with the Dimmitt band that night at the football field. This is Don's first year in band. His mother, Mrs. H. M. Mobley, took him to the festivities.

Saturday night visitors in the Shannon home were Mrs. Montgomery, Floydada, and her son, Mr. and Mrs. Floyd Montgomery of Bovina. He is principal of the grade school there. The elder Mrs. Montgomery was a neighbor of the Shannon's when their children were babies.

Mr. and Mrs. Elbert Summers and children of Hart, spent Sunday with her parents, Mr. and

Mrs. W. A. Springer. Afternoon visitors were Mr. and Mrs. Hill of Ford Community and Mrs. Earl Springer, Twila and Sue of Hereford.

Glenn and Spicer Gripp had their sheep sheared last Wednesday and Thursday.

Mrs. Hugh Smith and daughter, Patsy, arrived from San Diego, by plane Sunday a week ago to spend some time visiting her parents, the D. O. Bensons. They have been in Okinawa for a year with Lt. Smith, who has been stationed there with the Army supply service for the past two years. Pat has been in school here, and has picked up some foreign language, which is helping her much prestige at Central school here. Lt. Smith went to Louisville, Ky. to get his new Hudson car and to visit his folks.

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THAT'S RIGHT ^{FROM FURRS} SERVE A STEAK

BERT PARKS, Master of Ceremonies on "Stop the Music"

"STOP THE MUSIC"
SPONSORED BY OLD GOLD CIGARETTES
OVER YOUR LOCAL ABC NET WORK
7 to 8 P.M. SUNDAY EVENINGS
For a Treat Instead of a Treatment... Smoke OLD GOLDS
Ctn. \$1.79

SUNSHINE CRACKERS
HI-HO LB. PKG. **29¢**

MAYFIELD CORN NO. 2 TINS **3 25¢**

REGAN TOMATOES NO. 2 TINS **3 29¢**

TASTY LOAF CHEESE FOOD **2 55¢**

FRESH DRESSED & DRAWN FRYERS LB. **49¢**

Assorted, Ready to Serve LUNCHEON MEAT LB. **45¢**

Sliced American or Pimento CHEESE LB. **47¢**

Finest Quality with that Good ole Hickory Smoked Flavor SLAB BACON LB. **39¢**

Filletts, No-Waste, No Cleaning FISH Ready to Fry LB. **34¢**

Fine Flavor, Quick & Easy to serve MINUTE STEAK Lb. **84¢**

Armour Star, America's Favorite BACON LB. **49¢**

Clean PINTO BEANS	5 lb. bag	35¢
Shortening JEWEL	3 lb. ctn.	49¢
Pure Cane SUGAR	5 lb. bag	35¢

Calif. or Florida, Sweet & Juicy ORANGES	Lb.	10¢
Winesaps or Delicious, Extra Fancy, Med. Size APPLES	LB.	10¢
Texas Marsh Seedless, Sweet & Juicy GRAPEFRUIT	LB.	10¢
FRESH Firm & Ripe TOMATOES	LB.	17¢
Fresh Large bunches CARROTS	2 FOR	5¢
Fresh Sweet & Tender CORN	6 EARS	25¢
No. 1 Idaho Russets POTATOES	5 LBS.	29¢

Plenty of FRESH, NICE STRAWBERRIES

SAVE ON THESE

98c Val. Blue Blades **GILLETTE** **69¢**

Helene Curtis, 1 lb. **SHAMPOO** **97¢**

16 oz. **ALCOHOL** **9¢**

\$1.00 Value Helene Curtis **SUAVE** **69¢**

Furr's Bakery Goodies

Light Fluffy Oven Fresh **Butter Flake Rolls** Pkg. **15¢**

Delicious With Peanut Butter **100% Whole Wheat Bread** Loaf **16¢**

Crispy-Tender-Delicious **100% French Bread** Loaf **16¢**

Delicious Layer Cakes Topped With Fresh Coconut Med. Size. Ea. **Cocoanut Cakes** **60¢**

Miss Wisconsin **IN PERSON**



I Will See You All
May 9th, Tues. 9 a. m. till 1. a. m. At Furr's Hereford Store

All Items Advertised in Amarillo Good in Hereford. See Furrs Amarillo Ad

NATIONAL BABY WEEK

All Varieties Baby Food GERBERS	3 For	23¢
18 oz. Box PABLUM		49¢
Meads Can DEXTRI-MALTOSE, No. 1-2-3		59¢
Lb. Can SIMIL'AC		99¢
Crystal White KARO SYRUP	5 Lb. Can	49¢
Sunshine 5 3-4 oz. pkg. ZWIEBACK		23¢
Sunshine 71-2oz. pkg ARROWROOT BISCUITS		19¢
Evaporated Milk Case PET		\$5.35

SAVE ON YOUR SPRING HOUSE CLEANING NEEDS AT FURRS

WHY PAY MORE?

Stillwell HOMINY 3 No. 2 Cans	25¢
Chase and Sanborn COFFEE LB.	75¢
Sweet Sixteen OLEO Lb.	14¢
Winter Gold 48 oz. can ORANGE JUICE	29¢
Bright & Early COFFEE Lb.	59¢
Admiration COFFEE LB.	65¢

Gem Fine Quality BROOMS Mrs. Stewart's 10 oz. bot.	23¢
BLUING 12-oz. Pair	29¢
CANVAS GLOVES Soap Pads Pkg.	12¢
BRILLO Cello Fiber	3 For 25¢
FLY SWATTERS T. A. T. Each	18¢
ANT TRAPS 15-25-40-50-60 Watt	2 For 25¢
LIGHT BULBS	2 For 25¢

Linen 10 oz. size WATER MOPS Each	42¢
MOP STICKS Oil Treated Mops No. 4 Each	35¢
O'CEDAR Dust Mops No. 9 Each	\$1.33
GLO-COAT Johnson's 1-3 More Qt. Can	\$1.49
LIQUID WAX Johnson's Pt. Can	98¢
PASTE WAX Radiant 24 oz. bottle	69¢
FURNITURE POLISH	23¢

Gold Seal Cleans & Polishes Pt. Can WOOD CREAM Gloss Starch	2 12 oz. boxes	59¢
ARGO Perfect Laundry Starch	2 12 oz. pkgs.	23¢
LINIT STARCH The Perfect Hot or Cold Starch 26 oz. bot.		25¢
FAULTLESS STARCH Water Softener large box		33¢
MEL-O Swift's CLEANSER 3 tall cans		23¢
WINDEX Glass Cleaner large bot.		19¢
For Cleaning Toilet Bowls Tall Can SANI-FLUSH Powdered 2 cans		25¢
BON-AMI Cake		12¢

Ireland's **BARBEQUE BEEF** No. 303 CAN Regular 67c **59¢**

Makes Clothes Safe For Colors **DUZ** Large Box **17¢**

Make Clothes Sparkle **OXYDOL** Giant box **69¢**

New Washing Miracle **TIDE** Large pkg. Giant box **19¢** **69¢**

Fine For Washables **Ivory Snow** Large pkg. **19¢**

Large pkg. **Ivory Flakes** **19¢**

New Milder **DREFT** Giant Box **69¢**

Attention!

Appliance Dealers

Do you sell on extended terms?
Do you have satisfactory financing?
If you are a new dealer without a financing connection, or, if you do not have satisfactory financing arrangements, we are in position to handle your paper on the usual term basis.

We desire some new accounts in towns all over this territory and are prepared to handle your business promptly and satisfactorily. Write us your requirements and we will go into the matter with you personally.

G. D. BOWIE Treas. and Mgr. **PLAINS INVESTMENT**
J. LINDSAY NUNN, Pres.
Telephone 2-019 P. O. Box 2314 **NUNN BUILDING** AMARILLO, TEXAS

WEEKLY CROSSWORD PUZZLE

AUTHOR

HORIZONTAL

- 1 Pictured author and playwright.
- 13 High card
- 14 Sides of mountains
- 15 Age
- 16 Short letter
- 18 Mast
- 19 Part of flower
- 20 Half an em
- 21 Also
- 23 Anger
- 25 One (Scott.)
- 26 Pole
- 27 Beverage
- 29 Stay upright
- 31 He has written a number

VERTICAL

- 1 Recede
- 2 Idol
- 3 Permit
- 4 Exalts
- 5 Too
- 6 Cleaning device
- 7 Health resort
- 8 Pertaining to air (prefix)
- 9 Rupees (ab.)
- 10 Still
- 11 Space
- 12 Cognomen
- 17 British school
- 19 Transact sale
- 22 Unusual
- 24 Knock
- 26 Electronic device
- 28 Simplified
- 29 Pen
- 30 Golf device
- 32 Yes
- 33 Sorry
- 37 Part in play
- 38 Observe
- 39 For
- 40 Sneer
- 43 Flesh food
- 44 Architectural unit
- 46 Bacterium
- 47 Soft mineral
- 48 Nail
- 49 Extremely
- 51 Frozen water
- 52 Beverage
- 54 Negative word
- 56 Mimic
- 58 Cubic (ab.)
- 59 Dawn (comb. form)

Here's the Answer

of

34 Scatter
35 Ocean
36 12 months (pl.)
39 Beg
41 Fish eggs
42 Bright color
43 Mother
45 Limb
47 Pedal digit
48 Book value (ab.)
50 Great Lake
52 Sicilian mountain
55 Scarce
57 Account (ab.)
58 Native of Spanish America
60 Standard of value
61 He is author

Gas Company District Receives Safety Award

R. C. McGilvray Wednesday said this district has been awarded a plaque in honor of having the fewest number of accidents in the 3-district West Texas Gas Company's area. Hereford is in the Plainview district.

The other two districts are Lubbock and Midland. Each of the districts has about 35 or 40 cars operating.

This district has only one accident charged against it, one which occurred on the road between Hereford and Dimmitt.

Any district which is able to keep the award for three consecutive years, retains permanent possession, McGilvray said. This is the first time the award has been made.

Legal Notice

THE STATE OF TEXAS

To: J. L. Underwood and the unknown heirs and legal representatives of J. L. Underwood, deceased; E. C. Underwood and the unknown heirs and legal representatives of E. C. Underwood, deceased; Addie Duke and the unknown heirs and legal representatives of Addie Duke, deceased; Ella Underwood and the unknown heirs and legal representatives of Ella Underwood, deceased; Della Eoff, and the unknown heirs and legal representatives of Della Eoff, deceased; Mary Francis Underwood and the unknown heirs and legal representatives of Mary Francis Underwood, deceased; Harrison Underwood and the unknown heirs and legal representatives of Harrison Underwood, deceased; Minnie Underwood and the unknown heirs and legal representatives of Minnie Underwood, deceased; Joseph Wesley Underwood and the unknown heirs and legal representatives of Joseph Wesley Underwood, deceased DEPENDANTS, GREETING:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House hereof, 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 19 day of June A. D. 1950, then and there to answer Plaintiff's Petition filed in said Court, on the 24th day of March A. D. 1950, in this cause, numbered 3242 on the docket of said court and styled Hereford Rural High School District Plaintiff, vs. J. L. Underwood, et al Defendants.

A brief statement of the nature of this suit is as follows, to-wit: For the title and possession of all of the following described land located in Deaf Smith County, Texas under and by virtue of the Statutory Trespass to Try Title allegations and also under and by virtue of the 5 and 10 year Statutes of adverse possession and limitation of the State of Texas in that plaintiff and its grantors in the chain of title have held the contiguous peaceable and adverse possession of all of said land since July 1, 1919 under deeds duly recorded, claiming and asserting the fee simple title thereto without molestation or interference, paying the taxes using and enjoying said land, to-wit:

West 1/4 of Block No. 4 of Welsh Addition to the Town of Hereford, less the South 60 feet thereof

Beginning at a point 60 feet North and 690 feet West of the Southeast corner of Block No. 4 of Welsh Addition to the Town of Hereford; THENCE West parallel to and 60 feet North of the South line of said Block 630 feet to a point in West line of said Block and in the North right of way line of Plains Avenue, (old Gough Street); THENCE North with the West line of said Block 600 feet to the Northwest corner of said Block; THENCE East with the North line of said Block 630 feet to a point; THENCE South 600 feet to the place of beginning, 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 as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this 3 day of May A. D. 1950.

Attest:
R. L. THOMPSON Clerk,
District Court, Deaf Smith County, Texas
By LUCILLE POSEY,
Deputy

(SEAL) 18-c

Vote For Experience -- Vote For

ALTAVENE CLARK

FOR CONGRESS

A Good One! BROOMS. EACH ONLY 69¢	Remarkable PEARS Light Syrup 2 1/2 CAN 25¢	PURETEX LIME JUICE 6 OZ. BOTTLE 29¢	Blueberry Muffin Mix Blueberries Baking cups Muffin Mix Baking Pan All For 39¢
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NO "MAYBE" ABOUT IT!

PIGGLY WIGGLY
HAS THE LOWEST DAILY PRICES!

SEE FOR YOURSELF HOW MUCH YOU CAN SAVE!

COFFEE	Shurfine None Finer LB. CAN	69¢
TUNA	California Grated Per Can.	25¢
MILK	Shurfine Small Can 5c LARGE CAN	10¢
EGGS	Fresh Country Guaranteed Per Dozen	25¢

Glory Be! extra special MEAT VALUES, too!

Wilson's Layer-Sliced BACON	LB.	32¢
Channel Cat FRESH FISH	LB.	65¢
Fresh Daily! Choice Beef HOT BAR-B-Q	LB.	65¢
Nice To Chicken Fry VEAL CUTLETS	LB.	85¢
Sugar Cured - Small Size BACON SQUARES	LB.	23¢

FRESH FRUITS and VEGETABLES

DIRECT From neighboring farms

Large Golden Fruit BANANAS	2 LBS.	25¢
Rome Beauty—For Cooking APPLES	3 LBS.	25¢
Tender, White, Well Filled FRESH CORN	6 EARS	29¢
Small Green FRESH OKRA	LB.	25¢
Young & Tender YELLOW SQUASH	2 LBS.	23¢
Cello Pkg. Guaranteed TOMATOES	PKG.	23¢

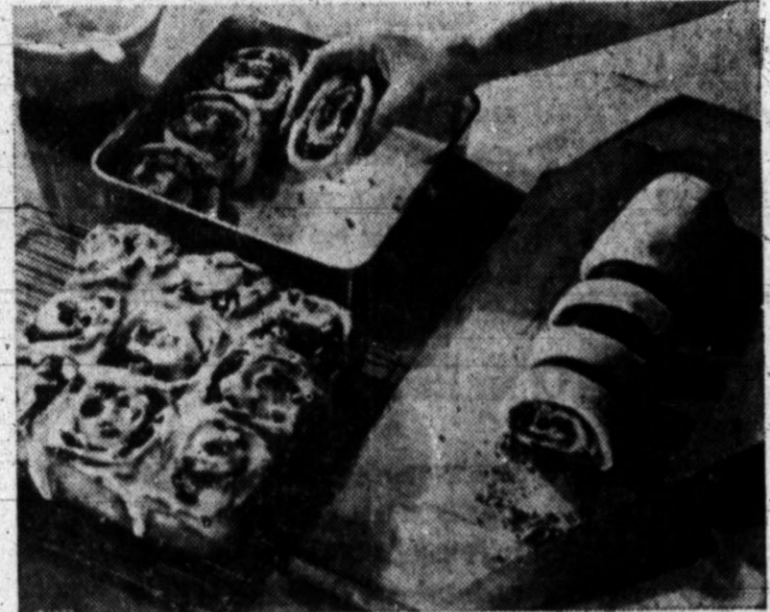
SHOE POLISH	White Ace, 25c Size	15¢
TOILET TISSUE	Ambassador 650 Sheet Roll	5¢
ORANGE JUICE	Shurfine, 46 oz. can	37¢
PEACH PRESERVES	Hunt's, 16 oz. jar	19¢
WHOLE PICKLES	Sour or Dill Qt. jar	25¢
PEANUT BUTTER	Swift's 12 oz. jar	29¢

CRISCO  **SUGAR**

3 LB. CAN **79¢** **PIGGLY WIGGLY** POWDERED or BROWN PER BOX **10¢**
Highest Quality at Lowest Prices

Hereford New Potatoes No. 2 Cans 2 for 19¢	Gold Medal FLOUR 50 LB. BAG \$3.59	Dessert MY-T-FINE All Flavors PER BOX 5¢	Admiration COFFEE Save Coupons For Free Pound PER POUND 73¢
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SWEET BUNS STEAL THE SHOW



Try a basket of rolls at mealtime and see which go first—hard, soft or sweet ones. Nine times out of ten, the sweet rolls will disappear first. Everyone just naturally reaches for these tasty, attractive goodies. Whether hot cross buns, brioche, or fruit twists, they always steal the show.

Sweet rolls and breads came to us from the Old World where everyone had a complicated recipe for her specialty. But now Americans have streamlined these old world skills and come up with easy-to-follow recipes for all sweet dough goodies.

Why not treat your family. Make them some delicious cinnamon buns.

SWEET CINNAMON BUNS
(Makes about 18-24)

3/4 cup milk
1/2 cup sugar
1 1/4 teaspoons salt
6 tablespoons shortening
3/4 cup lukewarm water
2 tablespoons sugar
2 packages dry yeast, or 2 cakes yeast
3 eggs, beaten
6 cups sifted all-purpose flour
Scald milk. Add sugar, salt, shortening. Cool to lukewarm. Put lukewarm

water and remaining sugar into large mixing bowl. Sprinkle or crumble in yeast. Let stand until dissolved (10 minutes for dry yeast.) Stir well. Add lukewarm milk mixture and eggs. Add 3 cups flour, beat until smooth, add remaining flour and stir until mixed. Knead 8 to 10 minutes. Place dough in greased bowl and brush top with melted shortening. Cover with towel. Let rise in warm place, free from draft, until doubled in bulk, about 1 1/2 hours. Punch down and turn out on lightly floured board. Divide in half and roll each half into an oblong 1/4 inch thick. Brush with melted margarine or butter. Mix together 2 cups sugar, 1 tablespoon cinnamon, 1/2 cup chopped nuts, and 1/4 cup raisins. Sprinkle on oblongs of dough. Roll up lengthwise as for jelly roll. Cut into 1 inch slices. Place cut-side up in greased shallow pans. Cover with towel. Let rise in warm place, away from drafts, until doubled in bulk, about 1 hour. Bake in a hot oven, 425° F., about 20 minutes. Ice while warm with 1/2 cup sifted confectioners' sugar mixed with 2 teaspoons milk and 1/8 teaspoon vanilla extract.

Often Misunderstand Meaning Of Energy

To the nutritionist as to the engineer, energy means power from fuel or heat and it is often measured in calories or heat units. The more popular definition of the word energy includes such terms as vim, vigor, vitality and even spirit.

A homemaker may then conclude that the more energy foods her children eat, the more energetic they will be, says Louise Mason, extension foods and nutrition specialist of Texas A&M College. That is not necessarily the case. Starches, sugars and fats are the high energy foods for they are the chief sources of fuel or calories for the body. If used in excess, these foods are stored as fat and may make a person feel less energetic, says Miss Mason. Likewise, too many of these foods in the diet may cut down on other nutrients, such as vitamins or protein, needed by the body for nutritional well-being and normal vim and vigor.

Miss Mason says the term fuel food might be a better word than energy food since the term describes the foods that supply the fuel for bodily activities. The fuel food needs of the body depend upon its size and activities. A good indicator that fuel food needs are being met is a constant body weight. Overweight indicates a surplus and the supply should be reduced.

The active and fast-growing youngsters in the family may need more fuel than older members of the family, but their choice of calories should be

carefully watched says Miss Mason. Too many sweets, or sweets between meals, may interfere with their appetites for substantial meals which are needed to provide the nutrients for growth, health and vitality.

Mrs. Roland Matthews Is Club Hostess Tue.

South Home Demonstration Club met in the home of Mrs. Roland Matthews May 2 with 16 members present and two visitors.

Mrs. Earline Manning gave a demonstration on making corages.

Mrs. Enda Heard, Tacoma, Washington, was a guest.

Those present were Mesdames John Draper, Ray Hurshey, E. L. Gross, Ronald Mathers, Lowery Walker, Julia Sowell, Carroll Hager, Steve Williams, O. H. Bryant, John Staton, Ethel Laymon, Adam Flowers, Oren Russell, Harry Schultz, Franklin Miller and Miss Evelyn Bell.

The next meeting will be held May 16.

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1950 CENSUS
HAVE YOU BEEN COUNTED

The Census is nearing completion. If you have not been counted here or anywhere else, please fill out the form below and mail it immediately to the U. S. Census District Office at the address shown.

My address on April 1, 1950 was: _____ Apt. No. _____

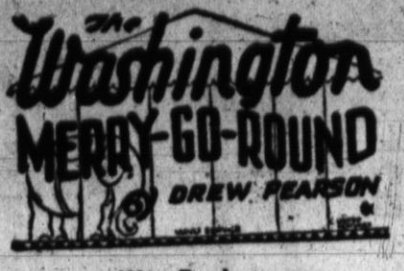
House Number and Street _____
(Or description of location) _____

City, town, village _____ State _____

NAME OF EACH PERSON WHOSE USUAL PLACE OF RESIDENCE WAS IN THIS HOUSEHOLD ON APRIL 1, 1950	Relationship of this person to the head of the household, such as head, wife, son, roomer, etc.	M or F	Colors or Race	Age at Last Birthday
(Last name) (First nr) (Initial)				

CUT OUT THIS FORM AND MAIL TO: DISTRICT SUPERVISOR
U. S. Bureau of the Census
ROOM 310 FEDERAL BLDG.
Amarillo, Texas

Mail this report now!



Truman Hits Back

PRESIDENT TRUMAN really poured it on mud-slurging Sen. Joe McCarthy in a long-distance phone conference from his vacation headquarters at Key West with congressional leaders in Washington.

"What's wrong with that fellow, anyway?" exploded Truman. "Doesn't he know that he is doing irreparable harm to his government by all this loose talk?"

The President commented that McCarthy's unsupported charges that the state department is "loaded with pro-Communists" already had seriously undermined the morale, and perhaps the efficiency of this vital branch of the government.

"Think of the great numbers of loyal personnel in the department who have given their whole lives to their government," he said, "and think what McCarthy has done to the spirit of these people. It wouldn't surprise me if many of them were thinking of resigning. They probably figure that they'll be next on McCarthy's list and they don't want to have their families dragged through such an ordeal."

The effects of McCarthy's character assassination and reckless rantings were even more damaging on U.S. prestige abroad, Truman emphasized, particularly in western Europe, where we must keep our heads high in the cold war with Russia.

McCarthy has played right into the hands of Russian propagandists who are doing everything to sell their satellites and other western European countries the idea that the United States is divided against itself, the president declared.

He added that McCarthy had made the job of our foreign diplomats "doubly difficult" because they are afraid to be seen talking to anyone who might be accused of pro-Communist leanings in France, Italy and other countries, even in the course of their duties.

As a result, the President said, our embassies and legations in some countries had become "virtually isolated" and our foreign-service personnel in these places seriously demoralized.

Inside Facts

Things most people don't know about alleged "Commies" in government: Chairman of the state department's loyalty review board charged with weeding out Communists is a Republican—Gen. Conrad Snow of New Hampshire. He was appointed on the recommendation of GOP Sen. Styles Bridges, a back-stage brain-truster for Senator McCarthy's attacks. Chairman of the top loyalty review board is also a republican, Seth Richardson, who served under Hoover. Most of the lawyers under him are also Republican.

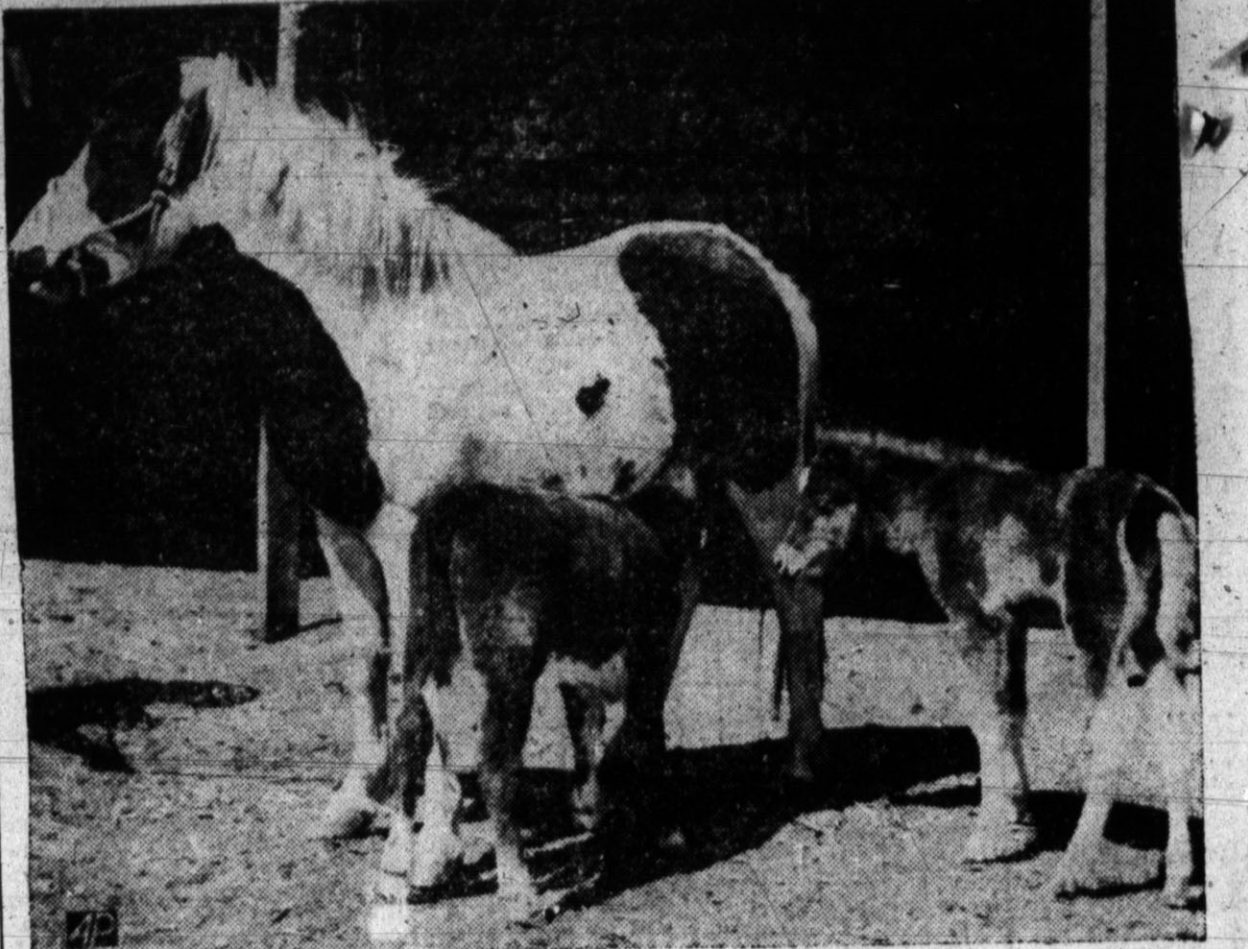
Neither Truman nor anyone else can overrule them... only the courts... Actually, Acheson has fired more state department employees than any other secretary of state... McCarthy's attacks have been almost as vitriolic as Moscow's. Here is its latest diatribe against Acheson. "This Fassel-like diplomat... a truly incorrigible liar... swindler... a hired lackey of the instigators of war who spent his scanty brains to belle truth, freedom and peace... Acheson's true masters are the banks and concerns who dream of looting the globe."... Acheson's family is worried over his terrific strain.

He is wondering whether he has not become a liability, that for the good of U.S. foreign policy he should resign... Writes another secretary of state, Henry L. Stimson, in the Hoover cabinet, about Senator McCarthy: "The man who seeks to gain political advantage from personal attack on a secretary of state is a man who seeks political advantage from damage to his country."

"Flying Saucers"
Harassed over flying saucers, the air force now refers queries to the first chapter of the phobep Ezekiel who saw a living wheel in the heavens. Airmen are not arguing with Ezekiel and cast no doubt upon what he saw. But they do cast doubt on modern prophets. They say they have tracked down every flying-saucer report, and there ain't no such animal.

The Brotherhood of Railroad Trainmen, slightly gleeful at presidential seasickness, remind him: "Mr. President, modern streamliners, manned by competent union crews, run daily between Washington and Florida. And no little brown pills are required."

Two great Bible fans are fighting for the Republican senatorial nomination in New Hampshire. Sen. Charles Tobey and challenger Wes Powell are doing their best to outquote each other... Bradley Nash has written a book on Herbert Hoover's reforms.



FIRST COME, FIRST SERVED—Dark Star is a sad Shetland colt as she stands by, helpless and hungry, watching Skeezix, a calf, steal her dinner. Trixie, the mama, doesn't seem to mind who answers the dinner call. The animals belong to Carl Dupreist, who lives near Amarillo. Dupreist found the calf stealing the colt's food after Dark Star became weak and didn't attain normal growth. Now, Skeezix is tied up at dinner time. (AP Photo)

Bridal Shower Honors Mrs. Imogene Garrett At Black Club House

Mrs. Imogene Garrett was honored with a bridal shower Friday afternoon at the Black Club

house. She is the recent bride of Buddy Barrett from Black. Hostesses for the shower were Mrs. R. E. Barrett, Mrs. J. C. McLean and Mrs. F. W. Barnett. Mrs. Louise Roberson gave a reading, "I Love My Husband." Zelma Allmon rendered a piano

selection, "Over The Rainbow." Several games were played before refreshments were served from an attractive lace-covered table, centered with a floral arrangement of tulips, irises and narcissus and flanked with white candles.

Guest were the honoree, Mrs. Imogene Garrett, and Mesdames Rickman, J. R. Braxton, Ralph Price, H. Elmore, D. Rockey, K. E. Deaton, T. J. Presley, R. Garrett, T. I. Denson, B. Parr, G. Roberson, B. Murphy, L. L. Deaton, O. Hinds, H. Aven, W. Hodges, Jr., O. B. Sumner, E. G. Houston, G. Cobb, D. C. Allmon, A. G. Schiabs and Zelma Allmon.

Death has a puzzling method of approach and arrives when we least suspect the end.

You can understand some of the events of 1950 by reading what happened in the United States in 1910.

Who remembers the good old days when neighbors used to share their good fortune with each other?

ATTEND THE RODEO

In a political year, one can expect to hear almost anything and to believe what one wants to believe.

ATTEND THE RODEO

With the baseball season about to begin, the people of the nation might get control the people of the nation.

ATTEND THE RODEO

1901 1950
E. B. Black Co.
FURNITURE

Dimmitt Garden Club Sponsors Follies Monday and Tuesday

DIMMITT, May 3—Special to The Brand.

Final plans are under way for the Dimmitt Garden Club Follies of 1950, sponsored by the Dimmitt Garden Club, and under the direction of Mrs. Rosy Bates of West Texas State College, Canyon, and Mrs. Joe Cowen of Dimmitt. Accompanist will be Mr. Roy DeWolfe, teacher of piano in the Dimmitt Public Schools.

Dates for the show are Monday and Tuesday, May 8 and 9 at 8:0 p. m. in the High School Auditorium. Tickets will be on sale at the City Drug Store, Wilson Food Store and by Garden Club members. Tickets will also be available at the door. Proceeds of the show will be used toward Civic Improvement and Beautification.

Approximately 75 people will take part in the show. The General Outline for the show includes:

First Act, Theme, "Memories." 3 Song and Dance Chorus appearances by Dimmitt Garden Club members and their subs. (husbands), 3 Children's Specialty Acts, starring Neil Honea and Sandra King. Songs by High School Choir and Boy's Quartette. Songs by Barbershop Quartette (Business Men). Tap Dance by Rosy Bates.

Second Act, Theme, "Cowboy's Dream." Songs by Mr. Nolan Froehner, Dimmitt High School Band and Choir Director; and by Miss Guydell Ekelund of West Texas State College of Canyon. Twirler Corps of West Texas State College presented under direction of Rosy Bates. Al Jolson impersonation by Miss Dona Lou Rice. Tap Dancing by Joy Cox. Fat Morgan, Judy Roberts, Rosy Bates. Pantomime Act with local cast, starring Mr. O. T. Lloyd. Narration for Entire show by Jim Bill Caldwell of Canyon.

Only 8 More Days Of Our Unique "Cheaper By The Dozen" Event!

There are only 8 more days remaining of our dozen days! During this event, because we have them by the dozens, we are offering children's and baby's items at huge reductions in price.

FREE THEATRE TICKETS... We will give each child under 12, who visits our store with a parent, a ticket to see "Cheaper By The Dozen" which will be shown at the Star Theatre May 14, 15, and 16.

- Save On These And Other Items Now!**
- Vanta Bath Sets, \$1.00
 - Vanta Towel Sets, \$1.00
 - Plastic Pants, 3 for \$1.00
 - Diaper Pants, \$1.00
 - Handmade Pillow Slips, \$1.50 to \$2.50
 - Curly Diapers, doz. \$3.00
 - Toddler Dresses, \$1.50, \$3.75
 - Handmade Infant Dresses, \$1.50 and \$2.50
 - New T-Shirts, each \$1.00 to \$1.50
 - Cowboy Shirts, each \$1.50
 - Boys Suits, 1 to 12, \$3.95 to \$6.95
 - Girls Dresses, each \$2.95 to \$4.95
 - Girls Hats, each \$1.95
 - Boys Seersucker Pants, ea. \$2.50
 - Skirt and Blouse Sets, 8-14, \$5.95
 - Pique Coat-Bonnet Sets, \$5.55 to \$6.95

501 PARK
Wonderland
TOT & GIFT SHOP
PHONE 1027

COMFORT-CONDITIONED FOR STRAWS

for Particular Men

Official Straw Hat Day
SATURDAY, MAY 6th

STETSONS \$7.50 to \$10.00
STEVENS \$1.95 to \$7.00

Fox Man's Shop
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GET A COOL HEAD START
STRAW HAT DAYS

with a **STETSON**

with regular oval wide-oval and long-oval heads.

Better Panamas and Bakus... as only Stetson can style them. Band styles to blend with your suit.

Stetson knows that head shapes vary. So Stetson hats are made in regular oval, wide-oval and long-oval shapes to give you truly comfortable, "custom" fitting. Why not drop in, now, for the best hat fit of your life?

Rutherford & Company



COWBOYS AND COWGIRLS, CENTRAL SCHOOL STYLE, 1950—Six of the roughest and readiest of the group of Central school cowhands last week pictured are (from the left) Billy Luck, Roger McQuigg, Gene David Dean, Zell Crump, Carroll Martin, Bob Jackson, Peggy Barclay, Leldon Womble

Cowboys

(Continued from Page 1) barbed wire played in the settlement of our land." Kenneth Waiser drew the chuck wagon and Garland Sandford added one of the important objects when the question of how to feed the stock came up. He drew a windmill. Some Kids Were Inside Cowboy Day was observed a few days prior to Friday in Mrs. Boneslo's room. Her students spread the news around that some thing good was coming up. By the time the other rooms got around to taking up the project interest was high.

Although they were not in the picture, the others, who had already finished their studies, were peeking wistfully through the doors while the photographer worked. "If we don't arouse this interest in the cowboy and his horse while the children are still young and in the early grades, the folklore of our great West will surely die out," was the opinion Mrs. Kaul expressed. Two other first grade classes, those of Mrs. Lucille Smith and Miss Vida Hicks, also participated in the western day.

ATTEND THE RODEO

Around Town

(Continued from Page 1) fterman and S. O. Wilson, were sworn in and bonds were offered and approved at the meeting. Attending the Panhandle Grain Dealers Association meeting in Amarillo from Hereford this week were Mr. and Mrs. J. A. Pitman, Mac Pitman, Genevieve Eberle, Mr. and Mrs. Henry Sears, Mr. and Mrs. Alton Fraser and Mr. and Mrs. D. E. McWhorter.

ATTEND THE RODEO

Esther Johnson Will Appear Here Monday

Music lovers of Hereford will enjoy a program on Monday, May 8 when the Music Study club will present Esther Johnson, world renowned pianist, in a concert at the high school auditorium at 3 p. m. Miss Johnson has appeared in Hereford on two previous occasions and will be remembered, not only for her talent, but for her gracious manner. She is the daughter of the late Mrs. B. V. Blackwell of Amarillo. She has studied abroad and has traveled all over the world. She is the only outsider who was accorded the privilege of playing with the Mozart Society in Vienna. She studied the manners and customs of the children there and learned to interpret them in her music, which delights the young people in her audiences. For several years she was head of the music department of the University of Arkansas, but is now making her home in Amarillo.

Tickets may be obtained from any member of the Music Club or at the door.

A financier is an individual who does not believe that a poor man should borrow money at less than seven per cent.

HOSPITALIZATION INSURANCE

First Day Coverage With Self Service, Claim Drafts

Commercial Travelers Casualty Company
For Info—Write Box 673
LeRoy Riegel—Hereford



Attend Hereford Riders RODEO
MAY 5
MAY 6
MAY 7
Hereford!

PEACHES RED AND WHITE Sliced or Half, No. 2 1/2 **19c**

Brimfull, Lb. Can **SALMON 39c**

Walco, No. 2 Cans **BLACKBERRIES 2 for 39c**

Brimfull Crushed, No. 2 Can **PINEAPPLE 27c**

Brimfull, Quart **PRUNE JUICE 29c**

Marco, Vertical Pack No. 2 Can **WHOLE GREEN BEANS 29c**

Big M, 1 lb. cans **PORK & BEANS 3 for 25c**

Red & White PEANUT BUTTER

FULL LB. JAR **29c**

WASHO LARGE BOX **19c**

Red and White Cream Style, No. 303 Cans **WHITE CORN 2 for 29c**

Brimfull, No. 303 Cans **PEAS 2 for 29c**

Brimful Fancy Solid Pack No. 2 Can **TOMATOES 17c**

Brimfull Fancy, Large Lb. Pkg. **DRIED PEACHES 33c**

Sunspun, Pint Jar **SALAD DRESSING 28c**

Brimfull, 14 oz. bottle **TOMATO CATSUP 19c**

Red and White Lb. Can **COFFEE 73c**

Kellogg's, Large Box **ALL BRAN 23c**

Red and White, Large Pkg. **MARSHMALLOWS 23c**

Marco **CRANBERRY SAUCE 2 cans 29c**

Brimfull Tiny Tot, 12 oz. jar **SWEET PICKLES 39c**

Large Bars **Crystal White Soap 3 for 21c**

TOMATO JUICE Red & White 46 oz. Can **25c**

Red & White **Palmolive Soap 2 reg. bars 15c**

Large Box **SUPER SUDS 24c**

Large Box **VEL or FAB each 24c**

Foaming Cleanser, Per Can **AJAX CLEANSER 12c**

2 Bath Size 23c **Cashmere Bouquet Soap 2 reg. 17c**

Red and White **VINEGAR qt. 18c**

TUNAFISH TOMMY TINKER PER CAN **27c**

SLICED BACON 30c WILSONS QUALITY, LB.

BACON SQUARES 20c CURED AND SMOKED LB.

STEAK 52c CHOICE CHUCK, LB.

BEEF RIBS 26c NICE & LEAN LB.

CARROTS 15c FANCY-LARGE BUNCHES, 2 For

LETTUCE 10c LARGE, SOLID, CRISP, HEAD

CUCUMBERS 12c FANCY SLICERS, LB.

SQUASH 12c YELLOW, TENDER, LB.

HUNTER'S RED & WHITE STORE

WELCOME

TO HEREFORD
And The Hereford Riders
First Annual Rodeo

\$1000.00 In Attendance Prizes
Given By Hereford Merchants

POPULAR STORE RODEO SPECIALS

Stetson Hats 7.50 to 20.00
STYLES FOR LADIES — GIRLS — MEN — BOYS

ROCKMONT RANCHWEAR
WESTERN SHIRTS IN WASH AS YOU PLEASE-FABRICS



PENDELTON TROUSERS SHIRTS
ASK TO SEE OUR TUCSON TROUSER

NOCONA COWBOY BOOTS
Complete Stock Sizes & Widths

LEVIS SHIRTS PANTS
MEN — BOYS — GIRLS — LADIES

STRAW HAT DAY
SATURDAY APRIL 6TH

The Popular Store

SINCE 1921

Dr. Clyde Rush Speaks On Combating Cancer To Lions

Citing cancer as a hazard especially among people over 40 years of age, Dr. C. E. Rush Wednesday told members of the Hereford Lions Club points to watch in combating spread of cancer.

Dr. Rush listed the following six points, which might indicate cancerous condition: appearance of lumps on the body, irregular bleeding, appearance of sores which do not heal in reasonable periods, persistent indigestion, rapid growth rate of moles and warts, change in regularity of bowels.

He also said that persons beyond 60 years of age were more subject to malignant cancer and that lengthening of the life span could well be responsible for increase in the number of cancer cases.

"Deaf Smith County is fortunate, however," Dr. Rush added; "we find only 10 cases here within the past three years, a fact which I believe speaks well for the community and which may be connected with the low rate of dental decay."

He also said that cancer appears to run in families, but that appearance of cancer in the family need not indicate or alarm other members unduly.

However, he advised persons with cancer in their families to have periodical medical examinations.

"There are four ways to treat cancer," Dr. Rush continued, pointing to surgery, X-ray, radium, and radio isotopes. "Most important, however, is finding that most cancer when discovered early and treated properly showed a cure ration of 75 per cent, whereas cases found late showed only 20 per cent cure."

"Be optimistic about cancer," Dr. Rush concluded. "It is not a social disease. It is not catching and above all, it is not a disgrace. If people will use horse sense, much can be done toward curbing one of the nation's killers."

It is a new procedure for Americans to convict a man on the basis of an accusation without requiring some definite proof.

What may be presumed to be true words come from an economist who says that the income tax is becoming a family expense.

If you are satisfied with your own conclusions, as to life and its problems, why not let other people solve their own puzzles?

Ticklers

By George



Brand Want Ads Get Results

CITY FOOD STORE

For Every Day Low Prices Shop Your CITY FOOD STORES every Day!

Nu-Maid Table Grade
Oleomargerine lb. 23c
Peaches Stokley's 3 TALL CANS 42c

- IVORY SOAP** 2 bath bars 25c
- FLOUR** 25 lb. bag \$1.65
PACKARD BEST
- KRAFT DINNER** 2 boxes for 27c
COOKS IN 7 MINUTES
- PURE LARD** 4 lb. carton 57c
PINKNEY'S

Toilet Tissue 2 rolls 17c
Fort Howard

COFFEE 1 lb. can 73c
Chase and Sanborn

Soap Flakes, 2 lrg. boxes 36c
Breeze

Ivory Flakes Large box 19c

FROZEN FOODS
COMPLETE STOCK OF VEGETABLES, FRUITS & FISH

TUNA 6 oz. can 29c
Walco Light Meat

Bisquick, 43c
Large Box

GREEN BEANS 2 NO. 2 CANS 29c
STILLWELL - CUT

PAPER NAPKINS 2 PKGS. 31c
TEATEX - 80 Count

BABY FOOD 2 FOR 17c
GERBER'S ASSORTED

FRESH MEATS

BEEF RIBS

Lean Tender, Good For Bar-B-Que or Stew
 LB. **29c**

Hamburger ALL MEAT Nothing Added

LB. **39c**

BACON

Cello Wrapped
 LB. **19c**

Bolegna ALL MEAT

LB. **42c**

FRESH VEGETABLES

New Potatoes
California White
5 lbs. 21c

LETTUCE
U. S. No. 1, Calif.
Crisp - Tender
Per HEAD **11c**

ORANGES
California Sunkist
5 lb. Mesh Bag **47c**

CORN - ON THE - COB
Fresh - Yellow
3 EARS **13c**

Welcome Riders

It is with Great Pleasure we anticipate your coming to Hereford for the 1st Annual Rodeo of the
HEREFORD RIDERS CLUB

WE CONGRATULATE

The Hereford Riders Club On Their Work in Building the New Arena and in Bringing This Event to Hereford.

Fraser Milling Co.

Hereford, Texas

WE GIVE S & H GREEN STAMPS

CITY FOOD STORES

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





Diggin' Divots

Qualifying Starts Sunday For Handicap Tournament

Qualifying for Hereford's first handicap tournament on the new grass greens will start Sunday and continue through the following Sunday, tournament committee chairman Erb Jordan announced Monday.

The tournament will be divided into two flights by the qualifying and players will compete in match play on the handicap differences. Entry fees of \$1 per player will be divided among winners with all prizes consisting of golf merchandise of the winner's choosing.



Second-Guessing By JERRY STOLTZ

SCOTCH INFLUENCE—There's no lavish waste of material in this trim swim suit modeled by Mary Brown at Miami Beach, Fla. A touch of the Highlands is also evident in the plaid "kilt" effect formed by the ballerina ruffles at the bottom. Designed by Margaret Newman, the suit has a simple, strapless bodice.

The rest of the Sweepstakes scores were pretty good, even though they didn't win a ball. Ted Young had an 80-8, 72; B. Shackelford 94-21, 73; O. F. Lange 88-13, 75; Tom Howard 92-15, 77; S. G. Stoltz 82-6, 76; Jerry Stoltz 77-4, 73; Frank Latimer 90-15, 75; Earl Stagner 88-12, 76; W. L. Edelman 81-9, 72; Joe Kerr 93-15, 78; J. M. Layman 106-21, 85; Gerald Wilson 97-22, 75.

Twenty-four entered the sweepstakes out of the 71 players out Sunday. "Preach" Edelman eagled number two both of his rounds Sunday. Several out-of-towners played Sunday, including Sam Stoltz from Hobbs, N. M., R. V. Miller of Tulla and Clyde Posey of Clarendon. Some new faces turned up from Dimmitt and a couple who haven't been around recently. They were Joe Benson, E. Jones Jack Ziegler and Keith Taylor. A new ground rule has been added because of the wind blowing the sand out of the trap on two. From now until grass is

SPORTS

The Hereford Brand

Thursday, May 4, 1950 Section Two

Funk Bounces Poor Referee Curtis Stretches Detton Out

The Dory Funk-Frankie Murdock was so rough Saturday night, they had two referees working the main event. What came off between the two hellions was anticipated by wrestling officials who decided both wrestlers must have their own referee in these pitching. As usual, Funk got into trouble. He won one fall, the second, honestly, with an old-fashioned, Spinning Toe Hold. This was as far as his legality went. Guss Eddy, Beaumont, represented Murdock and Billy Weidner, Amarillo, represented Funk as referees. As might be expected, Funk got to thinking Eddy was making decisions which were a little more in favor of Murdock than Funk. Funk stood it all through the first two falls but his patience ran out in the last fall and he just had to hit the referee. He almost disabled Eddy within the first eight minutes of the last fall. He won his other fall in 15 minutes. Murdock took 11 minutes to stop Funk in the first fall with a Murdock Body-Smasher. George Curtis won two falls while Glenn Detton was winning only one in the other half of the main event. Detton won the first fall in 14 minutes with a Reverse Standing Toe Hold. Curtis came back and took 12 minutes to win with a Drop-Kick and Body Jack Knife to even the score. Curtis took the last fall to win the bout with a Body Stretch. He took 10 minutes to do the trick in the last fall.

VFW Opens Season With 15-0 Win Over Vigo Park

The strong right arm of Johnny Winkler and the big bat of Buddy Anderson turned the trick Sunday afternoon, hammering out a 15-0 baseball win for Hereford over Vigo Park at Veterans Park to officially open the play this season. Anderson hit four for five, clouting two doubles and two singles to lead the Veteran team in batting. Exhibiting mid-summer form, Winkler worked through the first seven innings, giving up four hits while holding Vigo Park scoreless. He permitted three singles and a double during his stint on the mound. Winkler retired at the end of the seventh and Stan Barrett took over and continued through the next two innings, giving up a single and no runs. A pair of stragglers in the first inning started the rout which didn't stop until 15 runs had crossed the plate. Burdine and J. Anderson both hit safely before Clark fled out to Preston. Lueb worked Vigo Park pitcher Kennedy for a walk, filling the bases with one out. Barrett doubled two runs across but Lueb was thrown out trying to reach third. Carroll was thrown out to end the inning. Hereford rolled on to score four in the second and three in the sixth before showering six runs in the seventh to assure the first

HEREFORD (15)	AB	R	H	E
Burdine, J.	5	2	2	0
B. Anderson, 3b	5	4	4	0
C. Clark, 1b	6	1	2	0
Lueb, 2b	5	2	2	0
Barrett, ss	5	2	1	2
Carroll, lf	3	0	0	0
Lee, if	3	1	1	0
Clark, if	4	2	2	0
Howard, c	4	0	0	0
Corbett, c	1	1	1	1
Winkler, p	3	0	0	0
TOTALS	44	15	15	4

Women Golfers Elect Officers And Organize
Fourteen women were present for the formation of a Women's Golf association Friday night at the club. The group elected officers, set dues and made plans for playing as well as setting Thursday as Ladies Day. Mrs. Jim Terry was elected president, Mrs. J. M. Posey is vice-president and Mrs. Paul Conaway secretary. They plan to play the first couple of Thursdays just to get hands and then have events after that. Dues of \$3 a quarter will be spent in buying prizes. They were also enthusiastic about a traveling bracelet which is awarded to the member winning the most events during the year. Around 20 members are expected to join in the activities of the organization. They will play in two groups, a. m. and 5 p. m. for the working girls every Thursday. The group has already received an invitation to attend the annual Women's West Texas Golf Association tournament, June 13-18 on the El Paso Country Club in El Paso. Those present including the officers were Barbara Burney, Genevieve Eberle, Ruth Loerwald, and Mesdames Alton Frasier, Urlin Streu, C. C. Rockwell, Jr., Bill Howard, Harold Loerwald, D. B. Roberson, Clyde Cave and John McClesky.

FRIONA (6)	AB	R	H	E
Hadley, 3b	4	1	3	1
Remmer, ss	4	1	0	0
Petty, 2 b	4	1	1	1
D. Petty, if	4	1	0	1
King, cf	4	0	1	2
Reeve, rf	2	0	0	0
Bainum, c	3	1	0	1
Allen, lf	3	1	1	0
Houlette, p	2	0	0	0
Loyd, p	3	0	0	0
Marshall, p	0	0	0	0
	33	6	6	6

CENTRAL (24)	AB	R	H	E
Knox, 2b	1	1	5	0
Hollis, rf	6	4	4	0
Parsons, 1b	5	3	2	2
Acton, 3b	5	2	2	1
Escquivel, p	5	1	2	0
Bryant, cf	4	3	3	0
Jones, c	5	3	3	2
Palmer, if	5	2	2	1
Ruland, ss	4	1	1	0
Holmes, p	1	0	0	0
	40	19	24	6

Central Nine Blasts Friona 24-6 On Local Field Friday

Central coasted to a 24-to-6 softball win over Friona Friday afternoon on the Central diamond with the aid of the relief pitching of Junior Holmes who came in in the seventh and prevented runs which wouldn't have made much difference anyway. Jerry Houlette was the Friona hurler who took the 19-hit beating. He gave way, finally, in the seventh when Charles Loyd had to be called to try anything to break up the 11-run, 7-hit festal Central notched in that frame. None of the batters on the Friona team could hit safely more than once. Ruland, pitching a winning brand of ball for Central held the Friona team to six hits. Richard Hollis was the big gun at the bat for Central getting four for six, and scoring four runs. Bryant got three for four and Parsons got three for five. The Central team game batting average was .475 as compared to .200 for Friona. Both teams committed six errors.

ed to 200 for Friona. Both teams committed six errors.

Johnny Winkler's arm was in



TOWEL SCOWL — European middleweight champion Tiberio Mitri, takes time out from his workout at Sullivan's gym in New York to strike a sinister pose with the aid of a turkish towel and a well-placed light. Mitri is in the U. S. to line up some good bouts. Anybody wanna fight?

GROUND CONDITIONING DEMONSTRATION

TOMORROW - FRIDAY - MAY 5 - CONTINUOUS FROM 10 A.M.

EARL SPRINGER PLACE ONE MILE SOUTH OF HEREFORD ON US HIGHWAY 51

INTERNATIONAL DIESEL CRAWLERS BUTANE GAS and DIESEL W-9's DIESEL M FARMALLS

10 DIESEL, GAS and BUTANE UNITS IN OPERATION!

INTRODUCING: NEW 15 FOOT SQUADRON DISK NEW No. 3 HIGH STUBBLE UNIT CARRIER

EVERSMAN HYDRAULIC LEVELERS NO. 489 - 50 FOOT NO. 289 - 33 FOOT



NO. 2 UNIT CARRIER with SUBSOILERS 42 INCH DITCHER

HEREFORD IMPLEMENT COMPANY

EVERSMAN AUTOMATIC LAND LEVELERS and HYDRAULIC SCRAPERS

Combining in ONE Machine

- AUTOMATIC LEVELER
- FIELD PLANE
- HYDRAULIC SCRAPER
- SEED BED FINISHER

Special hinged frame levels in the corners and between borders

One-man field operation to large capacity hydraulic scraper

Fast and easy loading for transportation on rubber tires

Home Demonstration Week To Be Observed To May 6

During the week of April 30 to May 6, Texas home demonstration club members will be busy showing and telling the world just what they have done and what they expect to do. Their activities for the week, says Miss Martin, will be built around their state theme, "Better Homes Make For a Better World."

Home demonstration clubs in 56,000 American communities will join in the observance of their fifth annual national week. Their national theme for the week is "Today's Home Builds Tomorrow's World" and their meetings, tours, achievement days, radio programs, exhibits and articles in the press will all feature the theme, says Gladys Martin, acting vice director and state home demonstration agent of Texas A&M College.

From a small beginning in 1913, the home demonstration program of the Cooperative Extension Service has grown to the point where more than 3 million women are now participating. According to Miss Martin, approximately 43,000 women were enrolled in home demonstration work in Texas last year. Helping the county home demonstration agents spread information on nutrition, food production and preservation, home management, use of equipment, family relations, clothing the family, community activities, consumer buying and many other interests of rural families is being done by the thousands of volunteer leaders in the local clubs. Miss Martin reports that some 9,400 leader training meetings were held in Texas last year by local leaders. Home demonstration work was munity.

conducted last year in approximately 170 Texas counties and 2,122 local home demonstration clubs. In the United States, Puerto Rico, Hawaii and Alaska, there are home demonstration agents conducting programs with homemakers in about 2,500 counties. These agents are cooperatively employed by the local county government, state agricultural college and the United States Department of Agriculture.

In Texas, as in other states, the rural homemakers are working to improve their own homes and to keep their families well and at the same time are joining with their neighbors to make their communities more desirable places to live. They are broadening their horizons and developing a better understanding of national and international affairs by actually participating in activities and programs that know no boundary lines.

Personals

Charles Wang, just arrived in the United States from Hong Kong, China, was a guest in the R. W. Elliston home Saturday. Also visiting in the Elliston home was I. V. Stonebrook and his daughter from Amarillo.

Mr. and Mrs. George Cantrell and Mrs. C. P. Grimes and her daughter, Betty, spent Saturday in the home of Mr. and Mrs. A. B. Fortner of the Arney Com-

West Texas Band Will Greet Gov. At Tulia

Gov. Allan Shivers will be greeted by the West Texas State College Band of Canyon when he appears in Tulia, May 19.

The band includes Jeanette Euler, Leta Springer, Emma Brown, Wanda Walker, Betty Wade, Doris Jean Hastings from Hereford.

Governor Shivers will address a banquet honoring soil conservation officials from 55 counties servation program.

Tickets for the banquet go on sale May 1 at Bagley-Goodman Motor Company in Tulia and at the Tulia Chamber of Commerce office. They are priced at \$2 each. They will remain on sale through May 6. All friends of the soil conservation program are invited to attend, said Dick O'Daniel,

chairman of ticket sales. More than 500 people are expected. Advance mail reservations, now being made, indicate the ticket supply will be exhausted rapidly. Gov. Thomas J. Mabry, of New Mexico, has indicated he will be in Tulia to meet Governor Shivers and to appear at the dinner which will be held in the new high school gymnasium.

Mrs. Daisy Turnbow is visiting with her boys and their families in Phoenix, Arizona. She plans to be gone about a month or six weeks.

Maybe the white races will be saved, after all, by the sudden spurt of a smart civilization somewhere else in the world.

There may be scandals still uncovered, but the modern reporter is writing on subjects that were taboo a few decades ago.

TIERRA BLANCA SCS NEWS

Will Determine Needs Of New District At Meeting

Mr. W. M. Stewart, recently elected chairman of the new Tierra Blanca Soil Conservation District reports that at the regularly scheduled meeting on April 24, (being the 4th Monday in each month), all the supervisors were present. These include Mr. Stewart, T. W. Roberson, Vice-chairman, Carl T. Wimberley, Secretary-Treasurer and Phillip Miller and C. F. Rickles, mem-

I. Morris, James M. Morris, Ben Bush, Chris Renfro, Jno. D. Alkin, Pete Cowart, Lawrence Carlson and R. R. Jackson.

New conservation agreements were approved for: H. W. Engle, Harry Schulz, J. W. Brown, Dr. J. L. Johnson, Morris & Morris, Baker Womble, Benny Womble, Doyle Hinricksen & Womble, and Mrs. Wilda Womble and Alfred Smith.

Recent Conservation work performed through cooperation of the Soil Conservation Service technicians includes: Topog maps for W. R. Moore, Morris & Morris, Conour Farming lines for Buren Sowell and J. F. Nix, and G. T. Higgins on the farm of Vera Byrnes. Irrigation ditch lines for Harry Lookingbill, F. E. Walton, Claude D. Goldsmith, Mark Benefield, Carl Wimberley, and D. C. Walsler. A Diversion and elevated ditch for Joe Reinauer and a Diversion and waterway for Claude D. Goldsmith and Chas. E. Hood.

At this meeting it was decided that all agencies interested in Soil Conservation would be invited to send representatives to a meeting to determine the needs of the new District as to equipment and materials. This meeting will be held on a date to be determined later.

The Supervisors expressed approval of the work done by the Deaf Smith County Wind Erosion District. Applications for conservation work were approved for: George Benson, Herbert Haseloff, John

Elect Ben Guill To Congress



Ben H. Guill

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

Ben Guill Is FOR Ben Guill Is AGAINST

Lower income taxes and greater economy in government.
An Intelligent farm program which will embody the ideas of the Panhandle farmers themselves. Ben Guill thinks it is high time the farmer starts telling Washington what to do instead of vice versa.
A firm and consistent policy in international affairs.
A tighter labor-management law which will prevent such individuals as John L. Lewis from ever again successfully defying the United States Government.
A two-party system in the Panhandle.
GOOD SOLID AMERICANISM

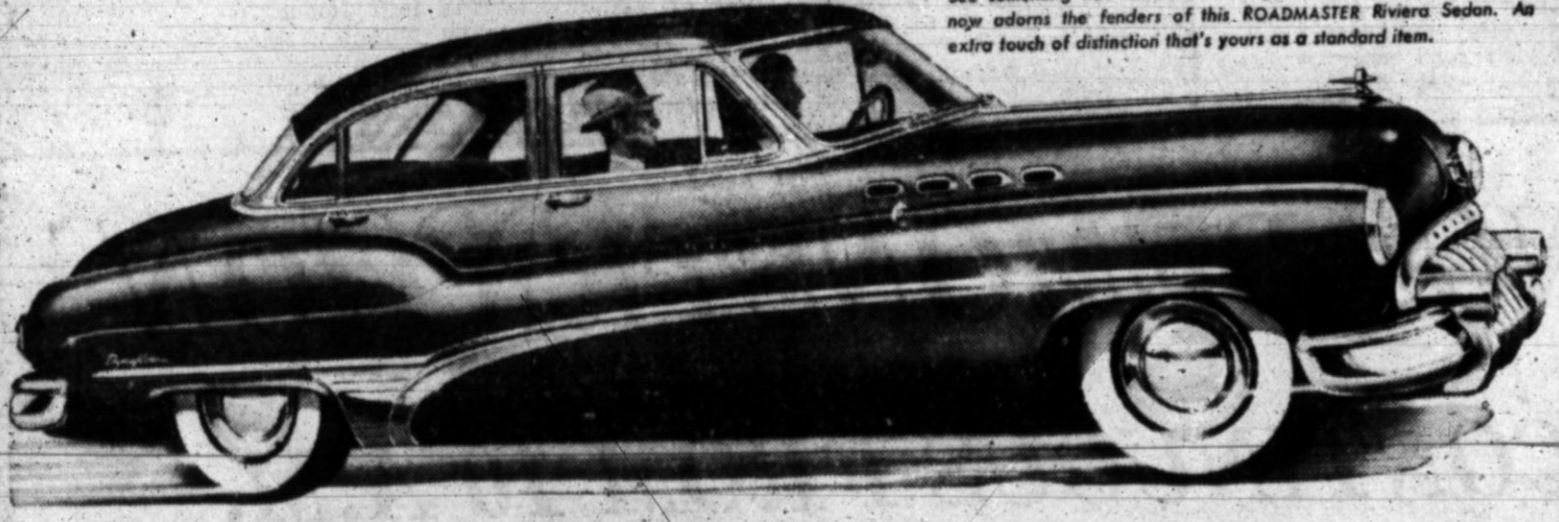
Socialized medicine and socialism in every form.
The present Administration, which cold-bloodedly stabbed the ordinary citizen of the Panhandle in the back through the Presidential veto of the Kerr natural gas bill.
Excessive governmental interference with and dictation to the farmer and the businessman.
The coddling of Communists at home and the courting of Communists abroad.
The Federal Government's treacherous seizure of the Texas tidelands.

Special Congressional Election - May 6

DR. MILTON C. ADAMS
OPTOMETRIST

140 West Third Hereford, Texas
Phone 37 Office hours—8:30 5:00.

BRIGHT NEW TOUCH TO A BIG BOLD BEAUTY
See something new here? That's right—the gleaming sweepers now adorn the fenders of this ROADMASTER Riviera Sedan. An extra touch of distinction that's yours as a standard item.



What's the secret of the "UNRUFFLED" RIDE?

SOME car makers say springs make the ride—and so we give every Buick four of the soft, gentle coil springs practically all cars use on front wheels only.
Some say the drive is important—how power is transmitted to the rear wheels.
We agree—and use a torque-tube drive, that takes up all the thrust, freeing rear springs of driving pulsation.
Some stress tires—so you'll find low-pressure casings on every Buick, mounted on our own kind of Safety-Ride rims. Some play up shock absorbers—we make ours fast, soft and sure in action, to wash out all "after-bounce!"

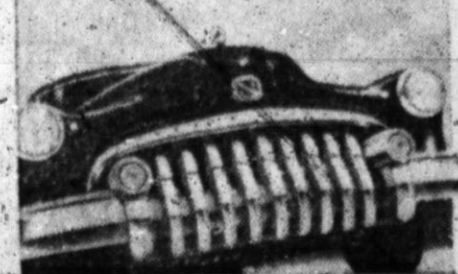
Then there are frames—and car weight—and engine mountings, which on Buick are a very special kind used nowhere else.
They're all important—yet the plain truth is no one of these things—or two or three—gives a ride you can truly call "unruffled."
We feel it takes all of them—springs, tires, shock absorbers, drive, engine mountings—carefully and precisely brought into balance with each other.
You can see why we think so in any Buick—SPECIAL, SUPER or ROADMASTER.
You can feel it on cobblestones

and car tracks, washboard gravel and weather-pocked macadam, country lane and city street. You even feel it on boulevards, which grow still smoother when you travel them in a Buick—especially when it has Dynaflo Drive.
So we would like you to try a ride that is truly "unruffled." Free of harshness—undisturbed by jounce and jitter—level—steady-going—smooth—
Just ask any Buick dealer for a chance to try out any Buick. You'll find it "the ride of a lifetime"—and the buy of a lifetime too!

FOUR-WAY FOREFRONT
This rugged front end (1) sets the style note, (2) gives on-repair costs—vertical bars are individually replaceable, (3) avoids "locking horns," (4) eases parking and garaging poster.

Only Buick has Dynaflo—and with it goes:

HIGHER-COMPRESSION Fireball valve-in-head power in three engines. (New F-263 engine in SUPER models.)
NEW-PATTERN STYLING, with MULTI-GUARD forefront, taper-through fenders, "double-bubble" taillights • WIDE-ANGLE-VISIBILITY, close-up road view both forward and back • TRAFFIC-HANDY SIZE, less over-all length for easier parking and garaging, short turning radius • EXTRA-WIDE SEATS cradled between the axles • SOFT BUICK RIDE, from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube • WIDE ARRAY OF MODELS with Body by Fisher.



Buick Roadmaster
Phone your BUICK dealer for a demonstration—Right Now!

Cogdell Motor Company
Hereford, Texas
322 North Main
When better automobiles are built BUICK will build them



3 DAY RODEO

May 5th and 6th Nights at 8 P.M.

Sunday May 7th Afternoon 2 P.M.

HEREFORD, TEXAS

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\$1500⁰⁰ IN PRIZES

Stock Furnished by Wise and Branscum for these Events:

CALF ROPING

BULL RIDING

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Adults \$1.20 Including Tax

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RIDERS

**ENTRY FEE 15.00 FOR EACH EVENT
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WINNER TAKE ALL



COME ONE!

COME ALL!

Here Is Your Chance To See

The Pride Of The Panhandle Do Their

Stuff For Prizes

YOU TOO CAN BE A

WINNER!

OVER \$1000⁰⁰ In Merchandise To

Be Given Away As Attendance Prizes!

There Will Be Hundreds Of Items Given Away

At Each Show Donated By Hereford Merchants

This Message Sponso red By The

BUSINESSMEN of HEREFORD

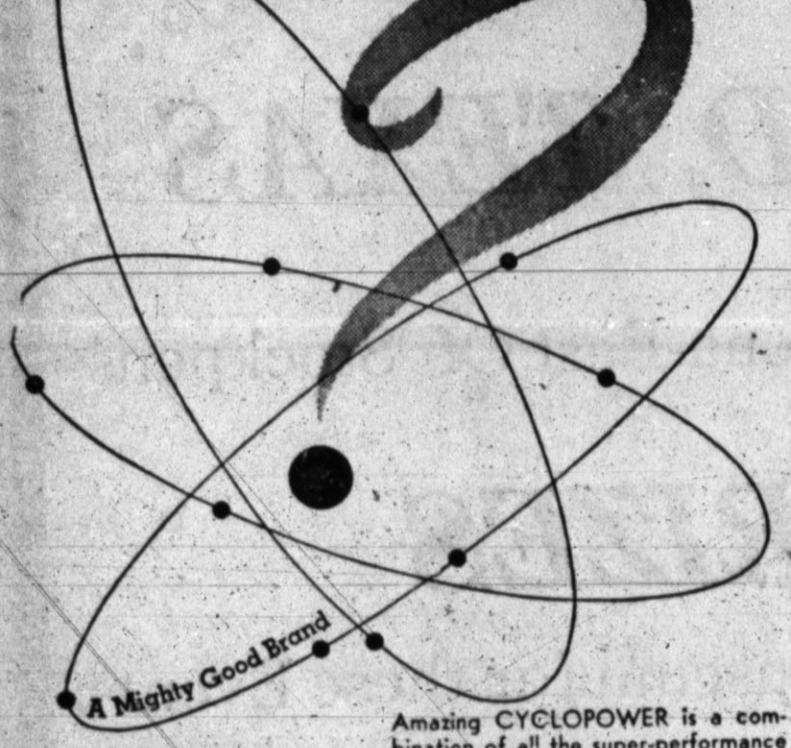
THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 4, 1950

Florence Goldston Is Class Parliamentarian
 BELTON — May 3, Florence Goldston of Hereford has been elected parliamentarian for the senior class of 1951 at Mary Hardin-Baylor College.
 Miss Goldston, who is a former student of Wayland college, is a member of Historical-Phila Literary society. Her parents are Mr. and Mrs. H. D. Goldston.

Personals
 Mr. and Mrs. Albert Ross and son of Lubbock were visiting the Jim Blacks over the past week end and looking up old friends here. They are former Hereford residents.
 Mr. and Mrs. Dave Hodges of White Deer spent the past week end in Hereford with relatives.

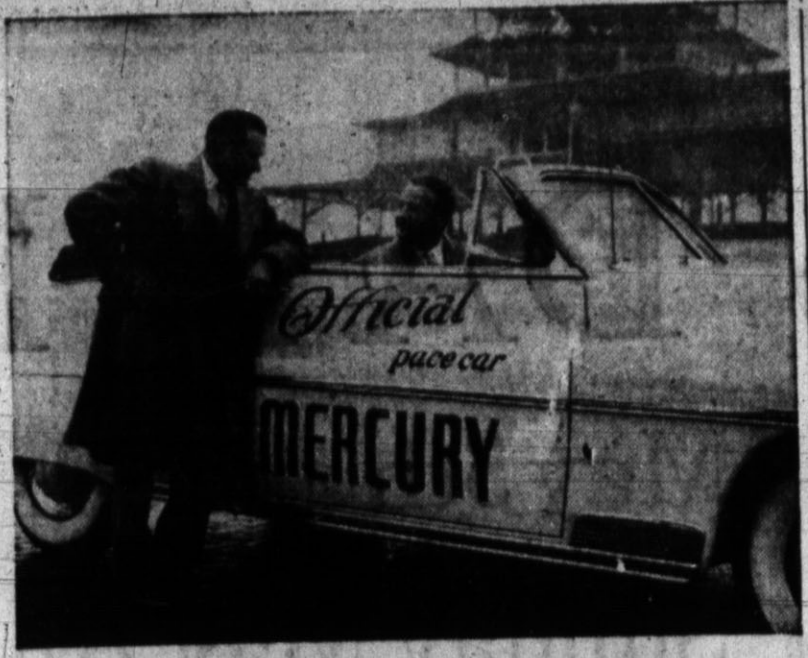
ATTEND THE RODEO ATTEND THE RODEO

What is this thing called CycloPower



Amazing CYCLOPOWER is a combination of all the super-performance qualities you get in Shamrock's new, improved motor fuels for 1950.
 It's the higher octane, richer blending and cleaner burning properties of Trail Master and Cloud Master gasolines. It's the added pep and power Shamrock now gives your car, truck or tractor motor.
 CYCLOPOWER is the result of miraculous Cycloversion processing equipment recently installed at Shamrock's modern refinery.
 It's something new and better in gasoline. It's worth trying—today!

THE SHAMROCK OIL AND GAS CORPORATION
 AMARILLO, TEXAS



A stock Mercury convertible driven by Benson Ford (right), vice-president of Ford Motor Company and general manager of the Lincoln-Mercury division, will pace the 34th International 500-Mile Race at Indianapolis, May 30. Wilbur Shaw (left), three-time winner of the 500 mile race and now president and general manager of the Indianapolis Speedway, will ride with Mr. Ford as passenger. In announcing the selection of Mercury to pace this year's race, Mr. Shaw said that Mercury had made an important contribution to the advancement of the automotive industry in winning the recent Grand Canyon Economy run with the remarkable average of 26.52 ton miles per gallon of fuel.



DOGIE DONOR—“Queenie,” a sad-eyed mongrel, is the heroine of an animal hospital in Springfield, Mo. Shown with attendant Hubert L. Marler, “Queenie” has given her blood to more than 200 other animals needing it. The tiny black puppy at the right has just received some of her canine corpuscles.

High Plains Water Conservation Ass'n Urges Forming Districts

Editor's note: This is one of a series of articles prepared by the High Plains Water Conservation and Users Association, of which the Deaf Smith County Water Conservation Association is an associate member.
 A recent article in Reader's Digest, written in connection with the current New York water shortage, that repairing leaky faucets alone would save 100 million gallons of water daily in that city.
 If a single precaution against waste can save so much water, how much more could be saved by practicing not one but several proven water-saving rules.
 A tremendous amount of water—more than is used by New York's eight million residents—is pumped from irrigation wells out here on the High Plains of Texas. New Yorkers use 1.2 billion gallons a day. Plains farmers use about 10 times that much in pumping season.
 A good irrigation well will pump 1,000 gallons a minute. That's 60,000 gallons an hour and 1,440,000 gallons a day, for one well. Multiply that by 12,000 wells on the High Plains and the figure zooms to more than 17 billion gallons a day. Of course, some allowance must be made for the fact that all wells don't pump 1,000 gallons a minute, and all of them don't pump 24 hours daily.
 In 1948, 97 per cent of the water pumped from the underground water reservoirs on the High Plains was used for irrigation, about 1.4 million acre-feet were used.
 With the privilege of using the water goes the responsibility of protecting the supply and conserving it so that it will last as long as possible.
 Our underground water supply, where it exists, can be made to last forever, if use is soon enough made of the Texas Underground Water Conservation Law. Enacted in 1949, this law makes it possible for water users to band together in local, independent districts to protect, preserve conserve and re-charge the

Cultural Club Meets In A. F. Hargett Home

Cultural Home Demonstration Club met with Mrs. A. F. Hargett Friday afternoon with Mrs. R. N. Cooke leading the opening club song “Men of the Soil.” Roll call was answered by members giving reasons for planning clothes purchasing.
 Mrs. Tom Draper, CHDA, gave pattern demonstrations and reports were given by committee chairmen.
 Refreshments were served to Mesdames R. N. Cooke, Tom Draper, C. S. Barclay, E. W. Hobson, Wayne Johnson, Earl DeHart, Ed Adams, Raymond Palmer, R. C. Childers, George Parker, and the hostess, Mrs. J. A. Pool was a visitor. Mrs. E. W. Hobson will be hostess for the meeting on May 12.

One trouble with business is that everybody has something to sell without being ready to buy.
 It's about time for us to get over the idea that there's a Communist lurking under every bed. Those who bemoan the money spent for defense ought to try to estimate the cost of another war. Subscribers who pay their subscriptions in advance are entitled to class themselves among not the elect.
 When parents try to control their grown-up children it is a sign that the parents have not grown up.
 Recent events throughout the world indicate that the money we are spending for defense is not apt to be wasted.

E. T. BURK for CONGRESS

- * Honest, Dependable, Experienced
- * Not tied by any individual or group
- * Pledged only to represent every citizen
- * Not asking the voters for a career or a hand-out
- * Believes in common sense, fairness to all.

DON'T BE CONFUSED BY PROMISES!
 Don't let the iron curtain of professional politicians, political planners and selfish groups fall on your representation in Washington.

BURK CAN BE TRUSTED!
BACK BURK FOR CONGRESS
MAY 6th

Why HUDSON'S recessed floor means Most Room! Best Ride! Safest!

Hudson's "step-down" design brings benefits in room, riding qualities and safety not obtainable in any other car at any price!

HUDSON
 "Step-down" design, with its recessed floor, uses space between frame members that other cars waste. The result is America's lowest center of gravity (and full road clearance), while providing more head room and seating room than any other car.

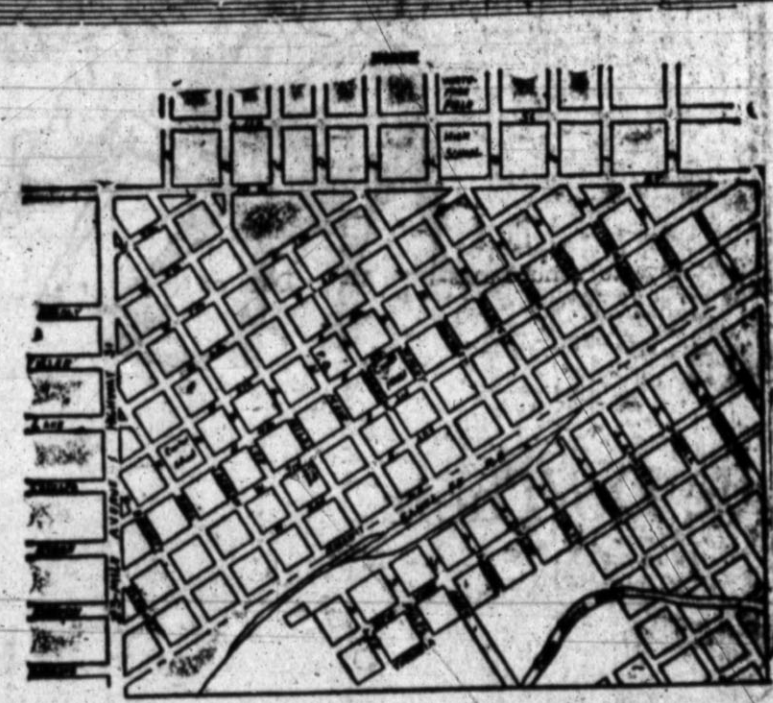
OTHER CARS
 All other cars have floor on top of frame, so they fail to utilize the vital space between frame members. Result is a higher center of gravity and either a high roof line or insufficient head room. Seats are narrower, passenger space is less.

WHEN you try Hudson's "New Step-Down Ride," we believe you will find it a delightfully new experience. For Hudson is the only motor car with a recessed floor ("step-down" design). This results in the lowest-built car of them all, with true streamlining and magnificent beauty.
 It provides full road clearance and the most room in any automobile at any price! It creates America's lowest center of gravity, which brings you the best and safest ride ever known. Won't you accept your Hudson dealer's invitation—enjoy "The New Step-Down Ride" soon?
 The new, lower-priced Pacemaker brings you all of Hudson's exclusive advantages for just a few dollars more than the lowest-priced cars!



NOW... 3 GREAT SERIES
 Lower-Priced Pacemaker • Famous Super • Custom Commodore
 Hudsons, with recessed floors, their great array of high-quality, long-life features, and advanced design, are leaders in resale value, as shown by Official Used Car Guide Books!

Hereford Hudson Co.
 1221 E. FIRST PHONE 723



STREET MAP OF HEREFORD, TEXAS

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

<p>PARKER BROTHERS PLANING MILL And BUILDERS SUPPLY Paint Wallpaper Linoleum Builders Supplies Phone 719</p>	<p>Day Phone 951 Night Phone 148-J Gililand Funeral Home AMBULANCE Day and Night Service 181 East 2nd St.</p>	<p>IKE'S CAFE We Specialize in STEAKS and MEXICAN FOOD 1st at the Highway</p>	<p>For INFORMATION REGARDING THIS DIRECTORY PHONE 30</p>
<p>L. BASKIN INVESTMENTS List Your Holdings With Us For Quick Sale OFFICE JIM HILL HOTEL East Door Ground Floor</p>	<p>THIS SPACE FOR SALE</p>	<p>PICK-UP AND DELIVERY SERVICE PHONE 111 ACME CLEANERS Now is the time to Clean your Winter Clothes & Blankets and store them in Cedar Bags. 308 N. Main Hereford MADE-TO-MEASURE CLOTHES</p>	
<p>GARGRAY 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 Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!</p>	
<p>WEST SIDE AUTO New & Used Cars REAL ESTATE On Highway 60 West of 51 Phone 997 RUDD NAFZGER</p>		<p>SHARP-EDWARDS MOTOR COMPANY 5th & Main "The Best Place in Town to Buy New or Used Cars and Trucks" FINANCING</p>	

Big Spring Ad Manager Buys In Scurry Times

Snyder, Tex. (AP)—Herbert Feather has acquired an interest in the Scurry Times here as publisher and business manager.

Feather came to this growing oil area from the Big Spring Herald where he had been advertising manager since 1941.

The new publisher is a "third generation" newspaperman. His grandfather, James F. Feather, was a printer in England, and his father, W. H. Feather, learned the craft before coming to this country.

He is 38 and a native of Brantford, Alabama. He grew up in Oklahoma, finishing high school at Hinton. He got his journalism degree from Oklahoma A&M in 1936. Before going to Big Spring, he worked on newspapers Guthrie, Pauls Valley and Ardmore.

During the war he served in the Pacific as a liaison pilot and artillery observer with the 10th Army.



A TEXAS INVITATION TO THE PRESIDENT These Texans dropped in at the White House in Washington to invite President Truman to take part in the dedication of Big Bend National Park in Texas Oct. 11. Left to right standing are Rep. Ken Regan (D-Texas); of Midland; William J. Hooten, Editor El Paso Times; Conrad L. Wirth, of the National Park Service; State Senator Hill Hudson (D-Texas); County Judge Felix McLaughy, Alpine; James E. Casner, Alpine; Rep. Wingate Lucas (D-Texas); Amos G. Carter, publisher, Fort Worth Star-Telegram; Secretary of the Interior Oscar Chapman; State Rep. T. J. Rutherford, Odessa; Dr. R. M. Hawkins, president, Sul Ross College, Alpine; Wendell Mayes, Austin, representing the Governor of Texas; C. C. Woodson, publisher, Brownwood Bulletin; Newton Drury, Director National Park Service; Dr. Ross Maxwell, superintendent of Big Bend Park. (AP Wirephoto)

When electronic brains operate our factories will labor or management lose the jobs?

If the world had no fanatics, eccentrics and partisans, life might be rather dull and tiresome.

Almost every ambitious young American is ready to lead his people some where.

ATTEND THE RODEO

BREAKFAST LUNCH DINNER

7 am. 'til 9 pm.

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



NEW PRESIDENT—Dr. William C. Finch (above) has been named president of Southwestern University at Georgetown. Before taking over duties of the president in a temporary capacity last October, Dr. Finch had been head of the Bible department at Southwestern. (AP Photo)

The Law—You

By BOB KIRK

DO YOU KNOW how the Golden Rule is expressed as a legal phrase?

The rule of law which sets out the teachings of the Golden Rule is expressed legally in a Latin phrase as follows: "Sic utere tuo ut alienum non laedas." Translated this means, "So use your own as not to injure another's property."

DO YOU KNOW what "caveat emptor" means? This is a Latin phrase which means "Let the buyer beware." As applied under the common law, it meant that the burden was on the buyer to examine closely and to find any defects in whatever he bought, and that anything that he purchased he did so at his own risk. This principle condoned and encouraged the driving of "sharp bargains." At the present time, the courts have drifted away from this doctrine to some extent.

Comments On Sports

By ED SIMS

BASEBALL... Though the season has just started, a few interesting baseball developments have occurred, in each Major League. Over in the American, the Yankees are showing awesome bat power. They are exploding for more big-run innings than some had expected. They are going to be tough to unseat. The Red Sox are off to no great start either way.

From their recent history it might be considered an achievement that they are not off as slowly as they were in 1948 and 1949. But the Red Sox aren't going to be able to move up as swiftly as they did last year.

Many exceptions to it have been made, and the courts have established certain warranties which go with the sales of property, particularly where the defects are of such a nature that the buyer could not readily discover them at the time of the purchase, or where the purchaser had no opportunity to examine the item before purchase, but relied upon the judgment and representations of the seller.

For further information on these matters, see your local attorney.

grapefruit power, and the Giants are a flop; thus far, if the Durocher gang doesn't get going, it will be curtains for Lee. The Dodgers are strong, but the Braves are the dark horse threat. Southworth is firing his team along, and they and the Phillies are teams to be heard from. But the Braves, Dodgers and the Cards might wind up to be the big three.

Mr. and Mrs. John S. Albracht returned from Greeley, Nebr., Sunday. They went up to attend funeral services for Mrs. Ed Harp, Mr. Albracht's sister, and then spent the rest of ten days visiting relatives.

ATTEND THE RODEO

See **LUTHER PEVLEY** about Real Estate

Res. Phone 524-W

Altavene Clark

Admittedly the Best Qualified to Render Effective Service **NOW!**

Support-- **ALTAVENE CLARK FOR CONGRESS**

PITMAN SERVICE STATION MAIN STREET & HIGHWAY 60 Phone 588 "WE FIX FLATS"

It's New... It's Super!

Here it is... the amazing new motor oil you've heard so much about... new Conoco Super Motor Oil... proved by a punishing 50,000-mile road test!

It is a motor oil so tough that in this killing 50,000-mile test, engines lubricated with Conoco Super Motor Oil showed virtually no wear at all... in fact, an average of less than one-thousandth of an inch on cylinders and crankshafts!

In this same 50,000-mile test, gasoline mileage for the last 5,000 miles of the run was actually 99.77% as good as for the first 5,000 miles.

Yes—Conoco Super Motor Oil has definitely proved that it can keep your new car new.

CONOCO Super MOTOR OIL

OIL-PLATES YOUR ENGINE

CONTINENTAL OIL COMPANY

Come in and let me tell you about "50,000 miles no wear!"

PALO DURA SALES, INC. Highway 60 at Funston Conoco Gas-Lubricants **PHONE 100**

It's the TOPS!

1. Tops in Economy! (Sweetstakes winner of the Mobilgas Grand Canyon Economy Run.)
2. Tops in Performance in its class!
3. Tops in Value!
4. Tops in "Deal"—the best in town!

Drive the "better than ever" **MERCURY**

THE 1950 MERCURY SPORT SEDAN. White side-wall tires and rear wheel shields are optional at extra cost.

It's the easiest handling car in its class! Try it yourself—and see!

Hereford Motor Company

Senior Class Attends ENMU Rodeo At Portales Friday

By MRS. A. L. CROSS
 Brand Correspondent

Friends of Mr. and Mrs. Arlin Brown Saturday night met in the home of Mr. and Mrs. Westie Brown for a post nuptial shower. During the evening, games of "42" and canasta were played at a late hour. Mr. and Mrs. Brown opened their many lovely gifts.

Refreshments were served to Mr. and Mrs. Bill McGary and Dean, Mr. and Mrs. Tom Burnett, Mr. and Mrs. Claude Potts and Jan and Terry, Mr. and Mrs. George Messenger, Mr. and Mrs. A. L. Cross and children, Mr. and Mrs. Buster Seals and family, Mr. and Mrs. B. B. Blackburn, Mr. and Mrs. C. J. Hughes, Mr. and Mrs. Guy Morris, Mr. and Mrs. Cecil Clayton and family, Mrs. Margaret Powell of Grady, Mr. and Mrs. Richard Baggett of Portales, Mr. and Mrs. Ray Powell and boys of Grady, Kathryn Sutton and the honoree, Mr. and Mrs. Arlin Brown and Mr. and Mrs. Westie Brown.

Gay Mitchell, daughter of Mr. Sam Mitchell, gave a party Friday evening in honor of her eleventh birthday.

Moving pictures of the group were taken while they jumped the rope, played jacks, rode the bicycle and roasted weanies and marshmallows. Mr. Mitchell showed moving pictures to the group.

Then ice cream, cake and pop were served to Carolyn Adams, Sherry Burnett, Glynna Pulliam, Sherriann McInturff, Carol Lofton, Clarawona Harrington, Rita Chandler, Sandra Jean Tompkins, Carylen Ann Potts, Marylan Hutchens, Novella Northcutt, Martha Jean Miller and the honoree, Gay Mitchell.

The Senior Class went to Portales Friday to attend the rodeo at Eastern New Mexico University. Freddie Chandler and Edsel Ford entered the steer riding and mule riding.

Marylan Hutchens, Novella and LaRue Northcutt, Gay Mitchell, Donnie Lee Lofton and Gerry Ray were presented in a musical recital Monday night at the Clovis Senior High School music room as students of Mrs. W. A. Newell. There were 44 students taking part. Marylan Hutchens won the award for record music time.

Mrs. A. L. Cross was hostess to the Bellview Sunshine Club Tuesday. A covered-dish luncheon was served at noon.

Mrs. Daughtery, C. H. D. A, gave a demonstration on the upholstering of a chair. A chair was upholstered in blue plastic for the hostess. The business meeting was conducted by Mr. Ralph Burnett. Plans were made to serve the Junior-Senior Banquet May 5. Roll call was affected by "how many pieces of furniture have you upholstered?"

Members present were Mesdames J. R. Burnett, Cecil Clayton, E. E. Ford, T. E. Burnett, Cecil Colwell, E. F. Hughes, Glen Pulliam, Windsor Lacerwell, W. P. Ridley, Gibbs Luckers, J. A. Smith, W. E. Brown, J. J. Spurling, and three visitors — Mrs. Daughtery, Mrs. Marres and Mrs. Claude Potts.

Willard Patterson, Arnold Cross, Jack Patterson, Willie Wall, Glen Shadix and Herman Chandler left Thursday for a fishing trip to Conchas Dam. They plan to return Sunday.

The Rosedale Juniors gave a play, "Good Gracious Grandma," Thursday evening. The play was a comedy which was enjoyed very much.

Larue Northcutt had a slumber party last Thursday night. Those attending were Lunell Harrington, Margulita Madale, Nola Deane Lofton, Mona Rae Campbell and Johnny May Foster.



THREE LEGS NO HANDICAP—"Peggy," a calf on the William Steward ranch near Sacramento, Calif., manages to get around just as well as a normal animal, despite the fact that she was born with only three legs. The calf receives more than her share of affection from her mother and from the Steward family, who have adopted her as their personal pet.



20 YEARS OLD, FELINE FINE—"Mary Ellen," a cat belonging to Martha Ellison of Hempstead, L. I., N. Y., gazes appreciatively at a cake baked for her on her 20th birthday. The cake, appropriately enough, was decorated with sugar "Mrs. Mary Ellen" has lived eight years beyond the average life span of a cat.

BIPPUS NEWS

Third And Fourth Grades Attend "Cinderella" Show

By CHRISTIE FORTENBERRY
 Brand Correspondent

Mrs. E. K. Pinnell accompanied the Third and Fourth Grades to Amarillo to the show "Cinderella" and at lunch at Elmwood Park.

Mr. and Mrs. Reno, Miss Chilton and Mrs. E. K. Pinnell accompanied the Freshmen and Sophomores to Amarillo and went swimming at the Youth Center Tuesday.

Jean Finley spent Friday with the Elmo Pinnell family and accompanied them to Amarillo and Hereford.

The Adrian boys went to Lazz-buddy Friday to play ball. The score was 3-to-6 in favor of Lazz-buddy.

Mrs. Dee Banks was an Amarillo shopper Wednesday.

Those in Hereford Saturday were Mr. and Mrs. Frank Rickels, Mr. and Mrs. E. H. Pinnell and family, Mr. and Mrs. E. J. Homfeld and children and Mr. and Mrs. J. G. Fortenberry and Christine.

Mr. and Mrs. Herman Sifford and family went to Wheeler to visit her mother last week end.

Miss Anna Kate Fortenberry visited with her folks, Mr. and Mrs. J. G. Fortenberry Friday and Saturday.

Richard Evans from Tulla was a visitor in this community Saturday.

Mr. and Mrs. C. F. Homfeld and children were in Clovis Tuesday.

The Bippus Home Demonstration Club met with Mrs. E. K. Pinnell Wednesday at 2:30. Roll call was answered by telling "Reasons I Plan My Clothing Purchases." Mrs. Tom Draper gave a demonstration on clothing construction. Those present were Mesdames Tom Draper, Julian Pinnell, Herbert Hoover, C. F. Rickels, Jack Fortenberry, Miss Christine Fortenberry and the hostess, Mrs. E. K. Pinnell.

Those attending the "42" party at the Bippus Community



Your INSURANCE insures their future

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

OUR ADVICE COSTS YOU NOTHING

JOHN McLEAN Agency



HOME ELECTRIC LAUNDRY takes the hard work out of Washday

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

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



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



We Welcome You

CHURCH OF CHRIST

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

Evening:
 Young People . . . 6:45
 Worship . . . 7:30

Daily Radio Program
 9:30 A. M.

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

Church of Christ

Admiration Coffee

A COUPON WITH EVERY POUND — THE WHOLE YEAR 'ROUND

From The Grandstand

By WILBUR MARTIN
 Associated Press Staff

Talk of a new Class AAA division for school sports program high school football league has been heard again. The latest on the proposed new division was at a meeting of the athletic directors in a City Conference in Dallas. Fort Worth is definitely in favor of abolishing the City Conference.

Dallas would kinda like to see it go by the boards. Houston and San Antonio would not mind but would be satisfied but would like to see whatever plan is proposed for the City Conference.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 4, 1950

FAME!
HORY!

"ROCKET 8"

MORE THRILLS PER MILE...
 MORE MILES PER GALLON!

MAKE A DATE WITH A "ROCKET 8"!

OLDSMOBILE

PHONE YOUR NEAREST OLDSMOBILE DEALER

BUY WITH CONFIDENCE FROM AN AUTHORIZED NEW-CAR DEALER!

Kinsey Motor Co. — Phone 740 or Visit 244 E-Third

Big Spring Ad Manager Buys In Scurry Times

Snyder, Tex. (AP)—Herbert Feather has acquired an interest in the Scurry Times and has joined the newspaper here as publisher and business manager.

Feather came to this growing center from the Big Spring Herald where he had been advertising manager since 1941.

The new publisher is a "third generation" newspaperman. His grandfather, James F. Feather, was a printer in England, and his father, W. H. Feather, learned the craft before coming to this country.

He is 38 and a native of Brantford, Alabama. He grew up in Oklahoma, finishing high school at Hinton. He got his journalism degree from Oklahoma A&M in 1935. Before going to Big Spring, he worked on newspapers at Guthrie, Pauls Valley and Ardmore.

During the war he served our city as a liaison officer along the Pacific as a liaison officer on artillery observer with the Army.

He is also an athletic director. He was talking about the athletic director's position as a liaison officer with the conference.

"When I ruined us here," said our town. He was talking about his interest in high school sports which has sagged badly in Fort Worth since the City Conference was created.

Clark was host for the City Conference basketball tournament recently. He did an excellent job of presenting the tournament. The brand of basketball was—in the opinion of many Southwest Conference coaches—better than at the three-division state tournament at Austin.

But less than 5,000 persons at-



HERBERT FEATHER—Eye-opening Gene Tierney is something special to see and serves to illustrate the American Cancer Society's Post Office arrangement for receiving contributions. Simply address your letter "CANCER," care of your Post Office.

tended the two day tournament. A total of 42,000 turned out at Austin in three days.

"There's no tradition behind it when you hold it in one town every four years," he said.

Why not, he suggested, hold the Class B and Class A tournaments at a certain time at Austin and the Class AA and City Conference at another?

The idea for the Class A A A division would be to limit it to schools with 750 enrollment or more.

That would include practically all of the members of the City Conference, plus such schools as Amarillo, Corpus Christi, Austin, Waco, Odessa and others.

STATUE

HORIZONTAL 60 It is one of the most famous classical sculptures. — De Milo

5 Jeers

10 Ages

11 On account (ab.)

13 Verbal

14 Bite

15 It is an outstanding example of the fine

17 Standing room only (ab.)

18 Dined

19 Within

20 Father

22 Female sheep

24 Measure of cloth

25 Musical note

27 Stunt

30 Was concerned

33 Type of tree

34 Beam of light

35 Send in payment

37 Come in

39 Therefore

40 Bone

41 Roof finial

44 Us

46 Exists

47 American writer

49 Also

51 Track

54 Animal's foot

55 Bit of news

57 Calcium (symbol)

58 Mountain lake

59 Aristocratic

Here's the Answer



24 Genus of vipers

26 Deserves

28 Girl's name

29 Dogma

31 Rodent

32 Organ of sight

35 Fish eggs

36 Pull after dawn

38 Cereal grain

42 Ache

43 To the inside

45 Erbium (symbol)

46 Symbol for Iridium

47 Recreation area

48 Possesses (ab.)

50 Debutante (ab.)

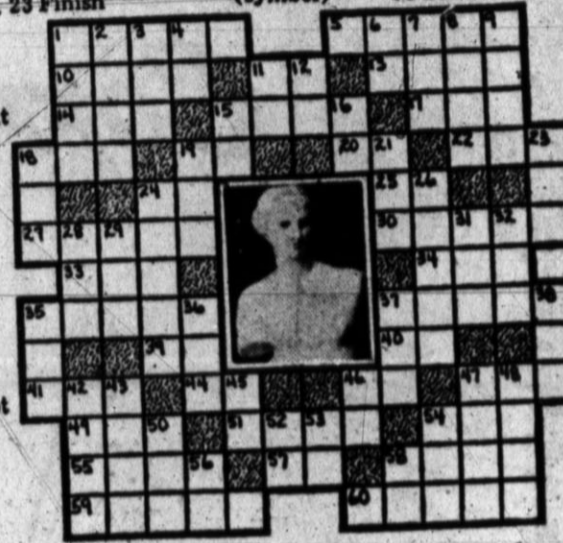
52 Alternating current (ab.)

53 Indian army (ab.)

54 Standard of value

56 Milliliter (ab.)

58 Toward



Are you Romantic?

To the first ten (10) persons answering the following questions correctly, each will receive FREE theatre pass. Simply bring your answers to the box office of the Star Theatre Saturday, May 6. The answers will be posted in front of Star Theatre not later than Sunday noon.

1. Who was the "Great Lover" of the silent screen?
2. What famous Shakespearean lovers had the family names of Capulet and Montague?
3. Where is the Honeymoon Capital of the world?
4. Where is the film "The Great Lover" going to be shown?

Last Time Tonight - Star Theatre

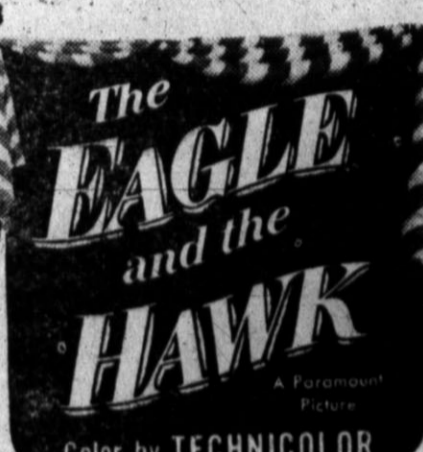
PRINCE OF FOXES



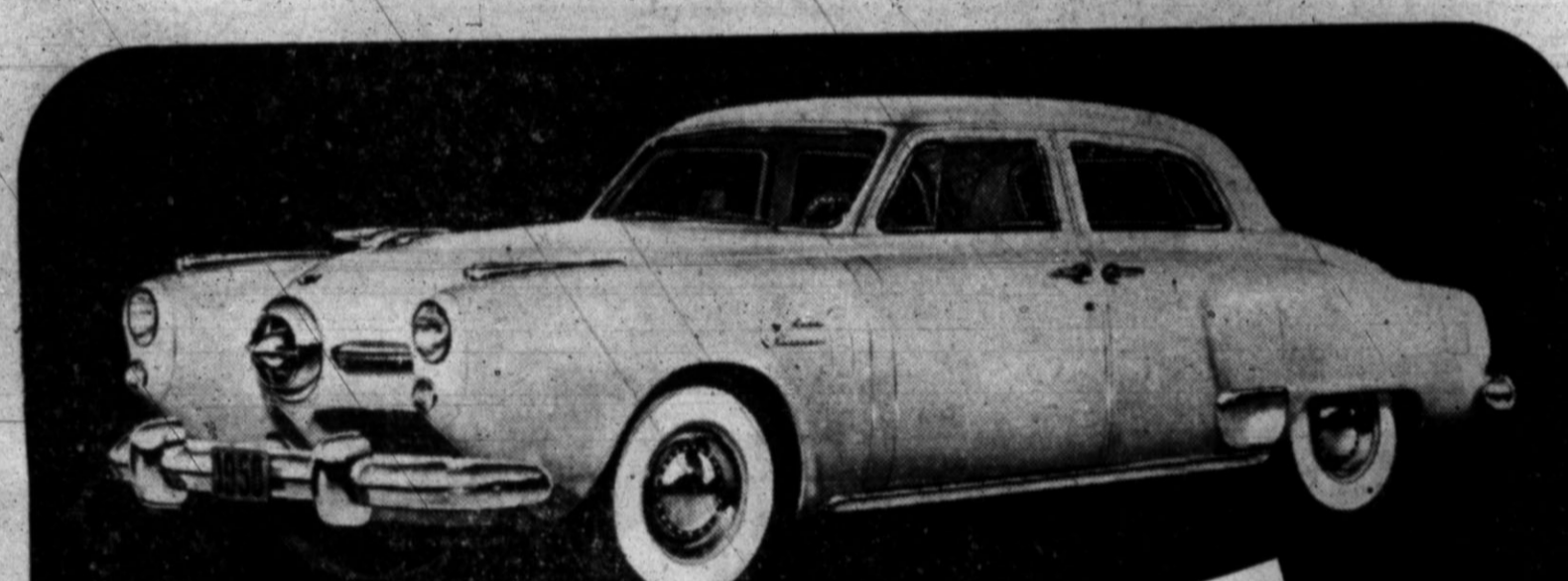
ONE DAY
After Houston
WORLD
PREMIER!



Ripped From The Pages Of America's Mightiest Chapter!



Now a new Studebaker dealer is "at your service" in Hereford



Presenting the "next look" in cars
THE NEW 1950 STUDEBAKER

Presenting a full line of revolutionary
NEW STUDEBAKER TRUCKS



Studebaker announces the appointment of a new dealer in Hereford

FRANK CRAIG MOTOR & IMPLEMENT CO.

345 E. 1st St.

Stop in and see the distinctive new 1950 Studebakers—paced by a Studebaker Champion that's one of the 4 lowest price largest selling cars in America!

See the husky, handsome, powerful new Studebaker trucks—stand-outs in performance and low operating cost!

Finest kind of car and truck maintenance service—complete stock of authorized Studebaker parts and accessories!



Chapter No. 13
CONGO BILL

Congratulations
Anniversaries from Thursday, May 4, through Saturday, May 6...
Mr. and Mrs. A. H. Swigart
Mr. and Mrs. W. E. Dameron
Mr. and Mrs. C. E. Shepard
Mr. and Mrs. O. M. Dickey
Mr. and Mrs. Garland Campbell
Mr. and Mrs. J. C. Mercer
Mr. and Mrs. Owen Stagner

upon the occasion of your wedding anniversary. If you have married or moved to Hereford in the last year please call 363 to give us your anniversary.



COMING STAR THEATRE
Thurs.-Friday-Sat. May 10, 11, 12



"All The King's Men" - 1950 Academy Award Winner

ENTERTAINMENT UNDER THE STARS

HEREFORD	Thurs. & Friday "PARDON MY SARONG" Abbott & Costello	Located West Of Town on Hwy. 60	Sunday & Monday "SO PROUDLY WE HAIL" Claudette Colbert Paulette Goddard	DRUMMEN
	Saturday Only "FURY AT FURNACE CREEK" Victor Mature Coleen Gray	COME AS YOU ARE Relax, Smoke Eat, Talk In The Comfort Of your own car.	Tuesday & Wednesday "HONEYMOON" Shirley Temple Guy Madison Woody Woodpecker Comedy	

TWO SHOWS NIGHTLY - 8:00 O'CLOCK AND 10:00 O'CLOCK

Voters Elect Panhandle Congressman

Eleven Candidates Run In Special Election

Deaf Smith county voters will troop to the polls for the third time in a little over two months Saturday. This time to cast ballots for a United States Representative from the 18 Congressional district.

Former congressman Gene Worley resigned his seat in congress to accept a federal judgeship, thus creating the vacancy that voters throughout the Panhandle will be casting votes to fill Saturday.

The eleven names will be placed on the ballot as follows:

Walter Rogers
LeRoy LaMaster
Woodrow Montgomery
Hulet J. Byce
Ronald Davis
Talma Smith
Bill Pickle
Altavene Clark
J. Blake Timmons
E. T. Burk
Ben Gull

Polls will be open from 8 a. m. to 7 p. m. closing time at the usual 11 voting precincts in the county. They are precincts 1 and 2 in the county courthouse, 3 in the old Roe residence, 4 at the Cord Hammock residence, 5 is Fairview school house, 6 Ford school house, 7 Dawn school house, 8 Garcia community house, 9 Bippus community house, 10 Daniel school house and 11 at Central School.

General and special election judges as appointed by the County Commissioners' Court will be:

Precinct No. 1: R. G. Lewis, Presiding Judge; Ivan L. Block, Judge; Glenn Weir, Judge; G. W. Newsom, Judge.

Precinct No. 2: Walter Dunlap, Presiding Judge; Frank M. Cogdell, Judge; R. L. McGehee, Judge; Grant Fuller, Judge.

Precinct No. 3: P. B. Sowell, Presiding Judge; A. J. Walker, Judge.

Precinct No. 4: J. G. Fortenberry, Presiding Judge; Cord Hammock, Judge.

Precinct No. 5: R. L. Campbell, Presiding Judge; E. T. Alired, Judge.

Precinct No. 6: George Larson, Presiding Judge; H. D. Hill, Judge.

Precinct No. 7: H. H. Miller, Presiding Judge; August Frye, Judge.

Precinct No. 8: Lewis Smith, Presiding Judge; Elmer Northcutt, Judge.

Precinct No. 9: C. F. Rickels, Presiding Judge; J. W. Adrian, Judge.

Precinct No. 10: C. L. McBroom, Presiding Judge; Erwin Shugart, Judge.

Precinct No. 11: J. J. Clark, Presiding Judge; Dennis Barnard, Judge.

The candidates are as follows:

LEROY "PETE" LAMASTER
PERRYTON — Leroy "Pete" LaMaster, candidate for Congress from the 18th Congressional District, is receiving strong support from home town folks, and from the North Plains area where he and his family are well known.

The LaMaster for Congress Club, organized in an effort to promote other such county clubs and to assist in the LaMaster campaign, is now concentrating on acquainting other counties in the district with "Pete's" qualifications for the Congressional office.

An old-time political rally Saturday night in Perryton, launched the campaign assistance and workers are now contacting friends over the district seeking support of the young farmer-stockman who is waging an intensive personal campaign throughout the 28 counties.

The high points of LaMaster's platform are economy in government, a sound farm program, fair labor laws both to labor and management with teeth enough to be enforced when needed, a stern foreign policy striving for peace, but constantly ready to defend America's freedom if peace agreements fail, and ability to make honest decisions regardless of pressure applied from the "supposed" big boys of politics.

LaMaster has scrupulously

avoided any tie-ups with any organization, or any voting group, being determined to carry out his original declaration of representing all the people of every part of the district, if elected.

He is a World War II veteran, having served in combat with the Navy, was born and reared on an Ochiltree county farm, has a college degree in agriculture, and is fully determined to make a conscientious public servant if he is elected to Congress.

ALTAVENE CLARK
Altavene Clark is the only woman in the race for Congress. She arrived at Amarillo in 1928 and took a job in the purchasing department of the Panhandle Lumber Company. She is a native of Manson, Iowa and went to Iowa State Teachers College and Grinnell College. She then went to Bryant and Stratton Business College in Chicago. She taught school as her first job.

She bases her campaign on experience and actual hard work. During her 17 years experience in Washington, she has become well acquainted with all government departments and officials with whom government business for the Panhandle must be transacted. She became well acquainted with the complex legislative and administrative procedures. She has a wide personal acquaintance among the Senators and Congressmen and is accustomed to working with them on legislative and congressional matters. She is highly thought of and respected by all who know her.

When Gene Worley was elected to Congress in 1940, Mrs. Clark remained as his Executive Secretary. During the year Mrs. Worley was in service, as well as during his several extended trips abroad on official business, Altavene Clark was in reality this district's Congresswoman.

Mrs. Clark is a widow and has one son, John W. Clark, 24, whom she reared and educated and who is now with an airlines in Honolulu. She is a member of the First Presbyterian Church of Amarillo.

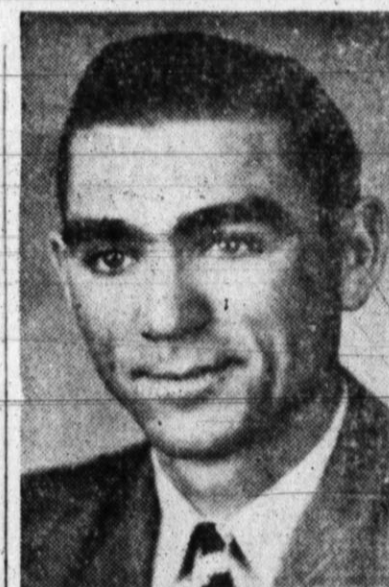
She is now on leave of absence without pay from her position as Executive Officer of the House Agriculture Committee.

W. T. PICKEL
W. T. Pickel was born 40 years ago on a government claim on the west bank of the Pecos River. He has lived in Oklahoma, Texas, Arkansas and Mexico.

In a statement about his platform, Pickel said, "Let me emphasize that we have the natural resources such as fuel for



WALTER ROGERS



LEROY LAMASTER



HULET J. BYCE



BILL PICKLE



ALTAVENE CLARK



J. BLAKE TIMMONS

The Hereford Brand

Thursday, May 4, 1950 Section Three



RONALD DAVIS



TALMA SMITH



E. T. BURK



BEN GULL

factories and homes, petroleum products for industrial plants, and farm products to support a large industrial expansion program. We need water. Highest on my list of MUSTS is the Sanford Dam Project."

Pickel is a member of the First Baptist Church of Borger, teaches a Sunday School class of young business men and is director of the Intermediate Training Union. He believes in the home, the church, honesty, democracy and his fellow men. He believes in the future of our country and that we have capable men who can work out our governmental

problems if chosen by the electorate.

Pickel says the farmer is our bread producer and the backbone of our national economy. He believes in the development of the natural resources and industrial expansion for the Panhandle.

Pickel believes we should adopt the consolidated appropriations procedure, reorganize the executive branch of the government, eliminate duplication and reduce the national debt.

An exponent of a firm bipartisan foreign policy, Pickel would maintain all the gains of labor

and work for better relations with management.

He would eliminate the communists and fellow travelers from the Federal Government and support a long-range labor and management program in order to stabilize our economy.

RONALD DAVIS
Ronald Davis, Childress, is a native Texan. He was a star football player at Childress and

Woodrow Montgomery is the eleventh candidate whose picture is not shown above. We would have liked to have run it, but a cut or mat of Mr. Montgomery was not available. The rest of the candidates are pictured in the order they will appear on the county ballot.

(Continued on Page 2)

It Will Be A
Gala Affair!



The
1st ANNUAL RODEO
of the
HEREFORD RIDERS CLUB

We Welcome You to Hereford During this Event --- Here Is Your Chance to See One Of The Best Rodeos to be Presented here in many A Year. While You're Here Come In and Visit Our Ice Cream Bar and Taste our Delicious Sundaes, Malts & Other Iced Treats.

HEREFORD CREAMERY
230 East 3rd Street Hereford, Texas

WELCOME TO HEREFORD

and the Hereford Riders

FIRST ANNUAL RODEO



- 3 BIG PERFORMANCES
- FRIDAY -- MAY 5 - 8 p. m.
- SATURDAY -- MAY 6 - 8 p. m.
- SUNDAY AFTERNOON MAY 7 - 2 p. m.

Chills, Thrills, Spills!!

COME ONE -- COME ALL

Meet Your Friends at the Rodeo in Hereford

BLANTON BUTANE, INC.

437 E. FIRST

PHONE 551

See Our New Roper Butane Ranges Now In Stock



Whiteface News

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

EDITORIAL STAFF

EDITORS Emmarie Turner, Earlena Phillips, Bob Hamilton

JUNIOR HIGH NEWS Larry Slaughter, Gerry Patterson

FEATURE SOCIETY ORGANIZATIONS John Southall, Emmarie Turner, Teresa Fangman, Chloe Fortenberry

SPORTS Joe Kerr, Bob Hamilton

GENERAL NEWS Maxie McCathern, Doris Jean McGee, Marco Joyce McGee

SCHEDULE EXCHANGE Joyce McGee, Gayle Roberson, Bettye Hamilton

JOKES Michael Kelly

SENIOR WHO'S WHO Ruby Barelay

TEACHERS WHO'S WHO Anna Lois Cummings

POET'S CORNER Linda Betzen, Gerry Patterson, John Southall, Maxie McCathern

Culture - Charm Essential To Live

WHITEFACE STAFF
Culture is a prize possession within the reach of everyone. Webster defines it as "the training of the mental or moral powers - a particular type of intellectual development." To be cultured, a person should be well versed on the many subjects, closely associated with moral and intellectual growth. Culture and charm are found together. If you gain one, you've acquired the other, also. A person who is well-developed intellectually and morally, is usually a good illustration of both C's. Wear culture and charm as you do your clothes. See if they aren't a perfect fit!



HOPPE'S CHOICE—Billiard master Willie Hoppe, left, watches a shot being made in Detroit by Harold Worst of Grand Rapids, Mich. Worst, called a new "boy wonder" on the green baize, is rated by Hoppe as one of the finest prospects for championship three-cushion billiards to come along in 20 years. Now 21, Worst began playing when he was 15.

Craterville: Measles And Love Bugs

Last Fling Leaves These Seniors Tired And Happy

By EARLENA PHILLIPS
This travelogue begins in Herford, Texas, a small city located 50 miles west of Amarillo, at 7:00 in the morning of April 21. Sixty-four Seniors loaded in two school buses to take their journey.

We pass through Amarillo and take the road to Memphis. This is the first time some of the kids have been past Amarillo. As we travel on, songs abound and merriment is at its top.

In Memphis the buses stop and a fifteen minute rest was taken. By all, then loaded again we took off. The Texas state line was passed and the grass was not as green on the Oklahoma side.

At Altus, Oklahoma we stopped at a park for our dinner. After stuffing ourselves to the top we did everything there was to do. Swings, see-saws, and playing keep-away and baseball. We all gratefully climbed in the bus and started for our destination.

Three o'clock saw us pull into Craterville Park, Oklahoma, tired and ready to run around. We immediately went to a big two-story dormitory to make it our home for three whole days. After the beds were made, suitcases were situated and everybody was instructed as to what we were to do, some went swimming while others played baseball and others went to the midway. Our first meal at Craterville was eaten at 5:30. Then we were turned loose to do what we pleased. The skating rink was a popular place for many of the Herford kids, as was the miniature golf course, the ferris wheel and the auto skooter cars. Gratefully we started for the cabin at 10:00. Tired and anxious to spend another day of fun we crawled in our beds and slept.

Br-r-r! My but it sure can be cold early in the morning. Another day was begun. Our faces were led by 8:00 and again we climbed in the buses to visit the Department of Interior Game Reserve. First we saw some Longhorn cattle and then the thrill of a lifetime, we saw some buffalo. We visited the Holy City and Mt. School, the highest mountain in Oklahoma. We returned to Craterville at noon to eat dinner. A rest period was enjoyed by all. We then broke up into groups, went swimming, horse back riding, baseball, and just sitting around. Supper was

Tri-Hi-Y Will Go To Church Sun.

By CHLOE FORTENBERRY
Shirley Sharp opened the meeting playing "The Cathedral at Twilight." The group then sang, "Are Ye Able?" Molly Bettis read the devotional, Marilyn Barkley sang "That Cause Can Neither Be Lost or Stayed" accompanied by Beverly Barkly. Mr. D. C. Martin gave a talk to the girls. The business meeting was then conducted by Earlena Phillips, president. The roll call was given. Correspondence was

Senior Who's Who

By RUBY BARCLAY
Name: Evelyn Lee
Ambition: To be the best of what I do.
College: Wayland, if I go.
Likes: Cool weather, hillbilly music, fishing, farming and friends.
Dislikes: Green peppers, bragarts, egotists and hot weather.
Pet Peeve: People who must always talk and laugh in church.
Organizations: None.
Offices: None.

Name: Earlena Phillips.
Ambition: First, to be an English teacher; second, to be a housewife.
College: Texas Tech, Lubbock.
Likes: Dating, memories of Senior trip, HHS, people in general, having fun, a certain Senior boy, football, skating, pretty clothes, shoes.
Dislikes: Thoughts of graduating, people who can't take a joke, drinking, to have to wait for people at times.
Pet Peeve: People who gripe all the time about little things.
Organizations: Rainbow, Pep Club, Tri-Hi-Y, Order of Eastern Star, Whiteface News, A Cappella Choir.
Offices: Office assistant, editor of Whiteface News, Worthy Associate Advisor, President of Tri-Hi-Y, Vice-president of Pep Club, Reporter of Glee Club.

Name: Glenn Talley.
Ambition: To get out of HHS.
College: Eastern N. M. Uni.
Likes: Friendly people, banana pie, fried chicken, sports.
Dislikes: Stuck-up people, most studies, parties.
Pet Peeve: Stuck-up people.
Organizations: None.

Offices: None.
Name: Wiley Ewton, Jr.
Ambition: Rancher or forest reserve inspector.
College: Roswell, N. M. A&M.
Likes: Horses, livestock and friendly people.
Pet Peeve: Girls.
Dislikes: Dust storms and unfriendly people.

Read by Earlena. The group decided to attend church in a body Sunday, April 30, 1950. The treasurer's report was given by Barbara Smith. Refreshments for the last meeting was discussed. Correspondence was read by Miss Rigler. The meeting was adjourned with the Tri-Hi-Y benediction.

STRICTLY FRESH

THE abbreviated "Bikini" bathing suit is a necessity in any beautiful woman's wardrobe, says its French designer. The barest necessity, we might add.

The biggest trouble involved in making a blueprint for world peace is trying to work in the Peace.

A Massachusetts youth has suffered 45 bone fractures in the first



15 years of his life. Here's one guy-nobody envies, even if he does get all the breaks.

Headline: "Music Seen as Means to Furthering Peace." On the other hand, it's been known to start some spectacular fights, too.

A New York used car dealer is accepting a dozen eggs as a down payment on second-hand autos. He's expecting a mad scramble of buyers.

Announce Winners At Annual REA Meeting

Prize winners of the Deaf Smith Electric Co-Operative's Annual meeting held last Saturday at Herford High School were announced by Loyd Level Monday.

Mrs. J. D. Williamson, Dimmitt, won a waffle iron; Mrs. Jhon Drager, Herford, won a waffle iron; Mrs. T. A. May, Herford, sandwich grill; Ray Euler, won an electric iron; Ida Givans, an electric iron; Raymond Anned, waffle iron; Mrs. B. V. Herring, waffle baker; G. S. Rutter, floor lamp; Mrs. C. C. Billingslea, electric fan; Floyd Copeland, subscription to The Herford Brand; Mrs. Carl Luke, theatre tickets; H. W. Alverson, lamp; Mrs. Lee Curry, Brand subscription; Mrs. Frank Henderson, coffee maker; Mrs. Bret Clark, \$25-certificate; Mrs. J. D. Williamson, toaster; P. L. Carmichael, waffle iron; Mrs. M. C. Dombeler, glass set; Mrs. R. B. Tedford, frozen food wrappers; D. Y. Edwards, radio; Graham Thornton, pressure cooker; S. H. Slagle, hot water heater.

HHS IDEALS

Ideal Girl of Eldon Powell
Hair: Audrey Hood
Eyes: Audrey Hood
Teeth: Bobby Nell Pittman
Nose: Mavis Hensley
Hands: Ruth London
Smile: Colline Brown
Legs: Gayle Foster
Feet: Joan McGee
Personality: Kathryn Davis
Complexion: Wanda Gunstenson
Photogenic: Doris Jean McGee
Best dressed: Nancy Cagle

Ideal Boy of Bobbie Nell Pittman
Hair: Don McNeese
Eyes: L. T. Hawks
Teeth: Glenn Wilson
Nose: Dan Gaylor
Hands: Pat Corbett
Smile: Jack Stanton
Legs: Eldon Powell
Feet: Ted Houston
Personality: George Hamilton
Complexion: Eldon Powell
Photogenic: Walter Paetzold
Best dressed: George Hamilton

Mr. and Mrs. Bob Higgins returned from Tyler, Wednesday where they attended the Birdwell and Sons thoroughbred sale. They visited with Elmer Sharp, former Herford resident, and family while there.

WE-TO-MA-CHICKS MEET

We-to-ma-chick Camp Fire Girls met Monday in the home of Mrs. Dale Tinnin with 11 present.

Dues were paid and the girls finished wrapping Mother's Day gifts. Refreshments were served all members.

The call of duty, it seems, usually leads a man to the highest salary offered.

ATTEND THE RODEO

Governments, like churches, the sentence around find out exist for people. Those who turn their mistake in time.

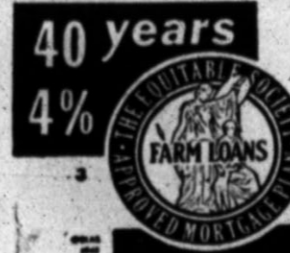
Vote For Experience - Vote For
ALTAVENE CLARK
FOR CONGRESS

Condensed Statement

The First National Bank of Herford

Herford, Texas
At the close of business, April 24, 1950

ASSETS:	
Loans & Discounts	\$1,880,437.41
Banking House	14,000.00
Furniture & Fixtures	10,000.00
Federal Reserve Bank Stock	7,500.00
Other Real Estate	4.00
Other Assets	1.00
U. S. Government Bonds	1,899,286.20
Other Bonds & Securities	335,938.22
C. C. C. Notes	151,433.03
Cash on hand & due from Banks	2,584,588.76
	4,971,246.21
LIABILITIES:	
Capital Stock	\$ 100,000.00
Surplus	150,000.00
Undivided Profits & Reserves	152,036.86
DEPOSITS	6,481,151.76
	\$6,883,188.62



The First National Bank OF HERFORD

Member: Federal Deposit Insurance Corporation Federal Reserve System

Joined for LEADERSHIP in service to farmers

Welcome Everyone

Small Fry and Grown Ups

To The

1st ANNUAL RODEO

Of The

HEREFORD RIDERS CLUB

We The People Of Herford Are Mighty Proud To Be Your Hosts For The Next Three Days.

GULF OIL CORP.

Wholesalers For Gulf Products

101 South Lee St.

Herford, Texas



WELCOME!

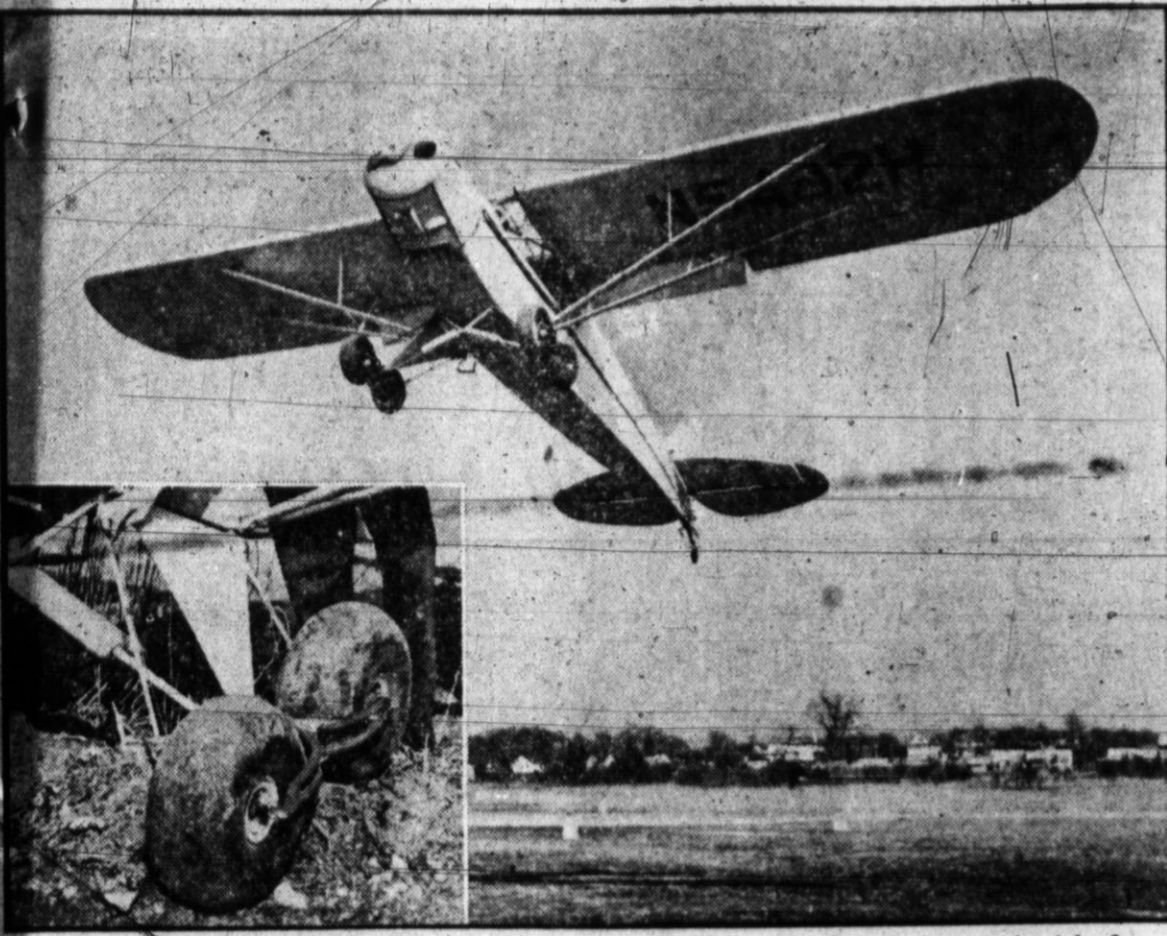
TO
All Who Come to Herford To Enjoy The First Annual HERFORD RIDERS CLUB RODEO

While in Herford We Invite You To Visit Us To Inspect The

- HAY BAULER WITH VENTILATING ATTACHMENT
- ROW CROP J. I. CASE TRACTOR WITH PLANTING AND CULTIVATING ATTACHMENTS

JACOBSEN BROTHERS

Your J. I. CASE Dealer Herford, Texas



NEW CUB FEATURES SHORT RUN TAKE-OFF—After a take-off run of approximately five times its own length, the new Piper "105" Super Cub climbs into the air at Flushing Airport in New York. The versatile new lightplane, with a 108-horsepower engine, can maintain level flight at speeds as low as 30 m.p.h. in still air. Ideal for rough jobs such as crop dusting and spraying, some models of the craft are equipped with tandem landing gear (inset), making it possible to land on rough surfaces. The forward balloon tire carries only four pounds of air pressure, enabling it to climb small obstacles.

some English but not enough to speak at length. The 23-year-old Chinese received his early training in a twelfth grade SDA school in Central China where his father, G. P. Wang is principal. He is in the United States to further his education in an Adventist College at Madison, Tennessee. When finished there, he plans to take Dentistry, after which, he will return home to be a Beacon Light in the Master's Vineyard. When asked about the things that impressed him most since he arrived in the United States he said "The Golden Gate Bridge and the ribbons of highways you have here in the United States."

FIRST BAPTIST pastor, Rev. R. H. Cagle, will leave for the Southern Baptist Convention next Sunday. Danny McLallen will preach the services next Sunday night, May 7. There were 24 additions to the First Baptist Church, 11 of these by baptism, during the Simultaneous Revival Effort. There was one conversion and several rededications in addition to the 24. In 13 revivals in churches in the Association there were 101 conversions and 75 by letter.

FIRST METHODIST Church Monday evening was the scene of the last Quarterly Conference which was held in Ward Hall with District Superintendent, Dr. E. D. Landreth, presiding. Delegates to Conference were elected, and business for the closing year was attended to. Mr. W. Jesse Stanford was elected delegate with Mr. Joe Beyer as alternate. Annual Conference will be held in Big Spring on May 24th through 28th.

Wednesday evening the Young People will hold their Prayer Service in the home of Mr. and Mrs. Orpha Clark at 7 o'clock, and then sponsor the service at the church at 7:30.

The Preaching Mission that our Pastor is in will continue through Wednesday evening, May 7th, the Homebuilder's Class will sponsor the service, with the Methodist Men sponsoring the service on Wednesday evening.

Tuesday evening, May 9th, Stewards Meeting will be held in Ward Hall at 7:30.

Sunday afternoon, May 7 and Monday, all day, May 8, it will be open house at the Ceta Canyon Camp Grounds. The new manager's home will be open, and you will enjoy seeing the new buildings that have been erected.

Choir practice will be held Thursday evening at 8 o'clock in the Sanctuary. All members are urged to be present.

The Golden Text is: "When I said, My foot slippeth; they mercy, O Lord, held me up" (Psalms 94:18).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "This I say then, Walk in the Spirit, and ye shall not fulfill the lust of the flesh" (Galatians 5:16).

The Lesson-Sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "When speaking of God's children, not the children of men, Jesus said, 'The kingdom of God is within you,' that is, Truth and Love reign in the real man, showing that man's image is unfallen and eternal" (page 476).

SEVENTH-DAY ADVENTIST has as special guest Saturday, Mr. Charles Wang of Hong Kong, China who arrived in Amarillo April 28.

Wang was accompanied by I. V. Stonebrook, Amarillo, educational director in the Texico conference of the SDA. He is a returned missionary from China. He was acquainted with the Wang family while in missionary service.

Wang Wei Chun (his Chinese name) spoke at the 11 o'clock hour on his home life, his stay at Honan during the war, and his schooling. Elder Stonebrook, acting as interpreter, Wang spoke

Church Notes

IMMANUEL LUTHERAN Church services Sunday will be held at an earlier hour because of the Panhandle Zone Water League Rally being held then. Sunday School and Bible Class begins at 9 o'clock Sunday morning and the Worship Service with the celebration of Holy Communion will begin at 10. This change is for Sunday, May 7, only.

The young people from the 15 Lutheran Churches of the Panhandle will gather at Immanuel Lutheran Church in the Rhea Community northwest of Friona for their Spring Rally and Talent Festival. Rev. C. W. Keturaikat of Texhoma will deliver the inspira-

tional address at the morning service which begins at 10:30 a.m. The Sunday School Teachers will meet at 3:00 p. m. on Wednesday, May 10 at the church office.

Listen to the radio broadcast by Pastor Lichtsinn each Wednesday over K P A N.

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

"Adam and Fallen Man" is the subject of the Lesson-Sermon which will be read in all churches of Christ, Scientist, on Sunday, May 7.



Finest in Farm Machinery

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

Newest! Smartest! Safest!

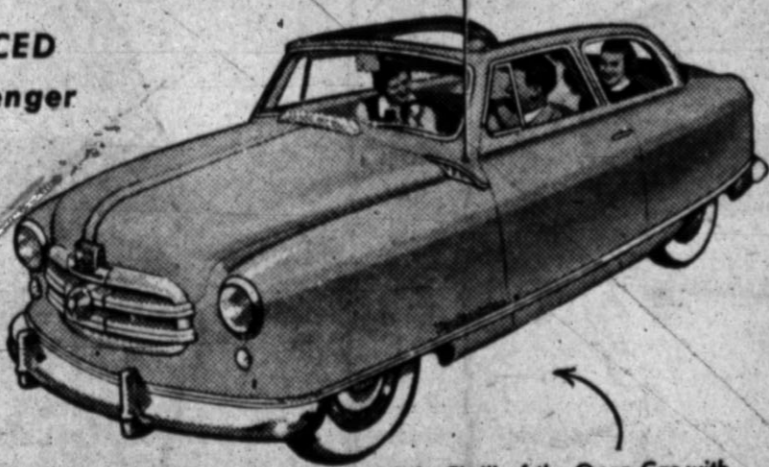
and **LOWEST-PRICED** of any five-passenger convertible!

With Nearly \$300 Worth of Extra Equipment and Custom Extras Included at No Added Cost!

Now all the thrill of an open car with the comfort and safety of a sedan—all at button touch—and at America's lowest 5-passenger convertible price!

Up to 30 miles a gallon at average highway speed... in a car so big and roomy... with top performance! Come see the new Nash Rambler Convertible Landau, built with rattle-proof Airflyte Construction.

Now See All Three 1950 Nash Airflytes!



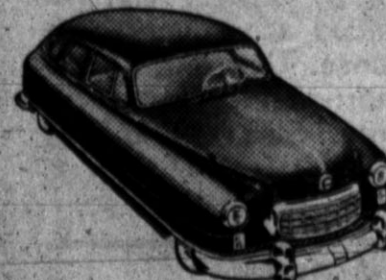
All the Thrill of the Open Car with the Safety and Comfort of a Sedan!

The Rambler... The Newest Member of the Nash Airflyte Family



Now, Hydra-Matic Drive in The Nash Ambassador

Combined with exclusive Nash Selecto-Lift Starting! Famous valve-in-head engine gives you the highest compression ratio (7.3 to 1) using regular gasoline.



More than 25 miles to a gallon in The Nash Statesman at average highway speed!

Both the Ambassador and Statesman feature Airflyte Construction, Twin Beds, Airliner Reclining Seat, Weather Eye Conditioned Air System.



THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY

Phillips & Lawrence, Nash

503 E. FIRST, HEREFORD



BETTER WATCH THAT FIRST STEP—Leo Valentin, a muscular French sergeant major, unveils a new "secret weapon"—a winged canvas suit which he hopes will make it possible for him to swoop safely to earth from a plane flying at 20,000 feet. Valentin planned to demonstrate his wings at an Air Show in Paris.

MILK FED Fryers
2-lbs. and over. These Are The Best Fryers We have Ever Seen!

State Tested WHITE AND YELLOW SURECROPPER CHICKS—1 day to 6 weeks old

We Buy Cream, Eggs, Poultry and Hides

West Texas FEED, SEED and HATCHERY CO.
Jack Wright, Manager
HOME OF "MERIT" FEEDS
Hereford, Texas

A Savings Account

CAN BE THE ANSWER TO YOUR FUTURE NEEDS AND DESIRES!



Come In Today

Ask About Our Savings Plan!

HEREFORD STATE BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

HEAD for Anthony's Tomorrow... Friday!
Your New 1950 Model

STRAW HATS



Go On SALE FOR STRAW HAT DAY SAT.

If You Choose... Rayon Braids Straw Braids Textile Braids Cotton Braids Twisted Cords



You Pay Only \$1.49 \$1.98



If You Want the New Tweed You Pay Only \$2.98

and then... Where But at ANTHONY'S can You Buy a...

GENUINE PANAMA

For As Little As...

\$3.98 and \$4.98

A size, a style, a type, a color to please the most discriminating! 1950 styling of 1950 straws. Every imaginable type of straw in many colors. Genuine leather sweat bands. Twist, tweed, and solid weaves. Narrow, medium or wide bands in plains and fancies. Sizes 6 3/8 to 7 1/2.

Wear This One To The Big 3 DAY RODEO

Genuine Panama Front and Side Pinch

RANCHER HAT

Extra Wide 3 1/2-in. Brim

\$5.90



Genuine imported panama front and side pinch. A real Western Rancher style hat. Narrow black ribbon band. Extra wide brim.

SATURDAY, MAY 6th IS Official Straw Hat Day!

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

VOTERS

(Continued from Page 1)
 president of the senior class at West Texas State College, where he graduated in 1936.

AGRICULTURE — For price support program, with definite plans eventually to get agriculture able to stand on its own feet. Less bureaucratic control, with more emphasis on local control. He believes in soil conservation of a permanent type, with more emphasis placed on local control by local people. He believes in acreage allotments set up on a fair and equal basis for the farmers in all sections of the country.

LABOR — He believes in less curtailing in the rights of labor to have their share of the income and freedom of our republic. **VETERANS** — He believes in being faithful to the veteran as prescribed by the state and national legislation. He believes the educational program of veterans should be kept in line with sound educational principles. He is opposed to favoritism in administering the land purchasing program.

WATER CONSERVATION — There is a water crisis in the 18th Congressional District. To a great extent, this is a national problem, one of public welfare. I favor the proposed Canadian River dam and a policy of taking care of any other section of the district of the matter of water conservation.

TALMA L. SMITH
 Talma L. Smith, summarized his platform in Hereford Thursday listing the elimination of deficit financing in government operation as one of the main reforms necessary now. Smith's experience during the past 20 years has given a working knowledge of every phase of the Federal Government's activity and an acquaintance with the members of Congress conducting these studies as well as those in the Legislative Committee.

ATHLETE'S FOOT BECAUSE — It has greater PENETRATING Power. With 99 per cent undiluted alcohol base, it carries the active medication DEEPLY, to kill the germ on contact. Get happy relief IN ONE HOUR or your 40c back at any drug store. Today at Haile Drug.

tees. Smith was in the Appropriations Committee covering such matters as atomic energy development, intelligence service of Army Services and activities of the FBI. All this work was confidential.

Smith served as seaman in the first World War. Upon discharge from service he entered government service as secretary to Congressman Marvin Jones.

Commenting Wednesday on deficit spending, Smith said, "I have watched with alarm the trend toward deficit financing, and toward the ever increasing demand for centralized government, with more direction, dictation and intimidation from government, with doles, grants, and heavier taxes, inevitable under a system where the citizen is made to exist for the government."

He elected, Smith said he will work on five main points: Elimination of deficit financing in government operation; Curtailment of Government debt; Private enterprise, which creates work and capital as opposed to government in business, with doles, grants and heavier taxes; A sound agriculture program, which is necessary not only for the farmer, but basic to our whole economy; Our American system of government. The preservation of its ideals and aims as opposed to any other "ism." The TREND toward Socialism must be arrested.

BEN GULL
 Ben Gull is a 40-year old Republican.

"I have watched the graduates of the Pendergast gang, the hoodlums, the deepfreeze boys, the labor goons, the Socialists and the Communists gradually take over the Democratic party, and I have decided that I do not want to have the label of the Democratic Party on my back," Gull said recently in an address over the radio.

"In this session of Congress, Republican leaders are trying to compel Congress to reduce wartime excise taxes, those little nuisance taxes that you pay on so many things that you buy."

Ben Gull thinks it is time that excise taxes levied to fight the war should be removed. Gull feels that the people of the Panhandle agree with him that they want both income taxes and excise taxes reduced.

Gull now lives in Pampa and is a graduate of West Texas State College and a former teacher in the public schools of several West Texas towns. He is married and is the father of one, 19-month-old child. He is a member of St. Matthew's Protestant Episcopal Church in Pampa, the American Legion, the Veteran of Foreign Wars and a director of the Pampa Rotary Club.

WALTER ROGERS
 Walter Rogers believes a balanced economy must depend upon private competitive enterprise, free of Government control except for adjustments of wrongs brought about by bad faith.

Married and the father of six children, Rogers was born in Arkansas and raised near McKinney in Collin County, Texas. He attended the McKinney schools, graduating in 1926 from high school. He attended Austin College in Sherman and received his law degree from the University of Texas.

In 1937 he opened his own law office in Pampa which he has maintained ever since with the exception of four years he spent as district attorney of the 31st Judicial District.

He served as City Attorney at Pampa, also.

Rogers is licensed to practice before the United States Supreme Court, the Circuit Court of Appeals at New Orleans, Federal District Court at Amarillo and the Criminal Court of Appeals of Texas in addition to all the county courts in the state of Texas.

At present he is a member of the grievance committee of the State Bar of Texas for the 18th Congressional District.

Rogers believes rights of Veterans to purchase land under Veterans bill should be immediately stream-lined, completely freed of red tape and all political favoritism should be abolished.

He believes that drastic reductions in government costs, abolition of overlapping bureaus, cleaning out of over-stuffed departments, streamlining red tape, demands full and fair day's work on the part of every government employee, and courtesy to the taxpayers as they go along.

He advocates proper preparedness and defense of this country first; do the cutting where it will not weaken the strength of the nation. He believes income taxes are too high, that the proper economy can bring about reductions.

Summed up, Rogers believes in our American way of life, is for efficiency and economy in government, and pledges the people of this district to work for these ideals.

E. T. BURK
 E. T. Burk was born in Arkansas and came to Texas by way

of Missouri and Oklahoma. He has retired from the furniture business after enjoying many years of successful business operation in Amarillo.

In announcing his candidacy Burk said, "The time has come in government when men are needed in all districts to represent the people without allegiance to any group or faction. No financial assistance is solicited nor will be accepted. It is my sincere desire to be of service to the fine people of this area. You can depend on my full and unrestrained support of legislation representing your best interests."

Mr. Burk campaigned on the basis of being a successful businessman, knowing the farm problem, as well as the labor problem, paying his own expenses and not being after a paycheck or a political career, not snatches and being able to represent everyone. He also believes in economical government, private enterprise and is opposed to socialism and will fight for world peace.

At another stage of his campaign, Mr. Burk approved the setting of the May 6 election date and was quoted as saying "The response to my campaign has been tremendous. I have never seen so many letters. I believe people like the idea of common, practical horse sense, and scores of them have told me they like the idea of a man paying his own way and not permitting himself to be shackled."

"I am convinced that we have no government problem that can't be solved by common sense."

J. BLAKE TIMMONS
 J. Blake Timmons advocates repeal of the Taft-Hartley Act, and takes a staunch stand against socialism, medicine and endorsed full parity farm price supports.

He says he would advocate substitution of a labor control act "similar to the Timmons Bill" which he submitted to the Texas Legislature, emphasizing the interest of the general public in labor peace.

"Much of the Taft-Hartley Law is fair and just," Timmons said, "but parts of it are definitely discriminatory."

Timmons voted in the Texas Legislature for anti-Communists affidavits in our tax-supported schools, but he said the application of such a ruling "must be general and apply to everyone, not just a single group."

While in the Texas House of Representatives, Timmons prepared and submitted to that body the Timmons Bill, which was modeled on the Stassen Labor Conciliation Law of Minnesota, the LaFollette Labor Law of Wisconsin, and the North Carolina Voluntary Arbitration statutes. The bill was defeated by three votes, 66 to 63.

The young veteran of World War II said he is opposed to a veteran's bonus "strictly as a

gratuity, but I believe in a thorough and comprehensive system of assistance to veterans in establishing themselves in a home, in business and in education."

"Our nation owes a debt of gratitude to the veterans and their families," Timmons said. "And particularly do I think it is the responsibility of the government to care for both the disabled veterans and their families."

In releasing his twelve-point program, Timmons outlined stand on many controversial issues.

Advocating economy in all branches of government, he said he believes "in the American tradition of the civil militia as the basis of the armed might of our nation, and I advocate an adequate united permanent defense force to protect our nation from another insidious attack such as Pearl Harbor."

"I believe," he said, "that eternal vigilance is the price of peace, just as Jefferson said it is the price of liberty."

WOODROW MONTGOMERY
 Woodrow Montgomery is the father of six girls and lives in Amarillo. He stated he is a Texas and a democrat and is campaigning as follows:

"I am campaigning and fighting for the occupations and industries, for the families and our posterity. In the South; for the perpetuation of our ideas and principles; if you please, for prosperity and success for the great high plains. There are two ideas or schools of government. One believes that if you legislate or pass laws to make the well-to-do happy and prosperous, their prosperity will leak and filter through upon the poor. The democratic idea has been that if you pass laws to make the masses of people prosperous, their prosperity will filter and pass to every rank and file of people."

"There has always been two major parties in our country's party conflicts: One wing has as its allied host: monopolies, money power, trust and corporation and big business, who seek the passage of laws to benefit a few people. The other wing is the farmers, day laborers, small business merchants and tradesmen and all others who create economic goods and services and bear the heavy burden of taxation."

HULET J. BICE
 Hulet J. Bice from Amarillo is 46 years old and a manufacturer of amusements. No information concerning Mr. Bice has been furnished.

Mrs. C-Ora Cockrell as returned home to Hereford after visiting friends and relatives in Cleburne last week.

Mr. and Mrs. Frank Lucas returned home after spending the winter in Brownwood.

We Congratulate

The ...

Hereford Riders Club

on Their

1st ANNUAL RODEO

We Wish To Extend Our Personal Welcome To All who

Come To Hereford To Attend The Rodeo.

CONSUMERS CO-OP, INC.
 HEREFORD, TEXAS


ELECT

J. Blake Timmons

as your

CONGRESSMAN

Capable, honest, energetic and with courage to support his convictions.



Studied Government at West Texas State College.
 Studied Law at the University of Texas.
 More than four years in service, World War II.
 A member of the American Legion and V.F.W.
 33 years of age, married and has daughter of 4 years.
 Native of this district. Farm boy and businessman.
 Served two terms as State Representative.
 Deacon in Presbyterian Church.
 Blake Timmons is not obligated to any individual, special group, organization or special interest.
 He will represent ALL the people of the Panhandle without fear or favoritism.

(POLITICAL ADVERTISEMENT)

WELCOME!


We are taking this opportunity to extend our heartiest Welcome to the people who come to Hereford to attend the 1st Annual Rodeo of the HEREFORD RIDERS CLUB!

CONGRATULATIONS

To the Members of the Hereford Riders Club on Their Industry in Bringing this New Event to Hereford -- We'll be looking forward to it each Year!

COMMERCIAL OIL CO.
 Servel Refrigerators - Bendix Washers
 131 - N. MAIN ST.
 Phone 38

for you.. for Straw w Hat Day!



Cool Because Every Sq. In. Has 110 Vents
 HANDSOME RAYON MESH SILAR STRAW HATS! **2⁹⁸**

Pinch Front Style Cool Solar Straw
 FINE WOVEN IMPORTED TAN HOPOKA STRAW! **1⁹⁸**

Be Cool Under a Genuine Panama Hat
 BE THRIFTY PAY PENNEY'S LOW PRICE! **3⁹⁸**

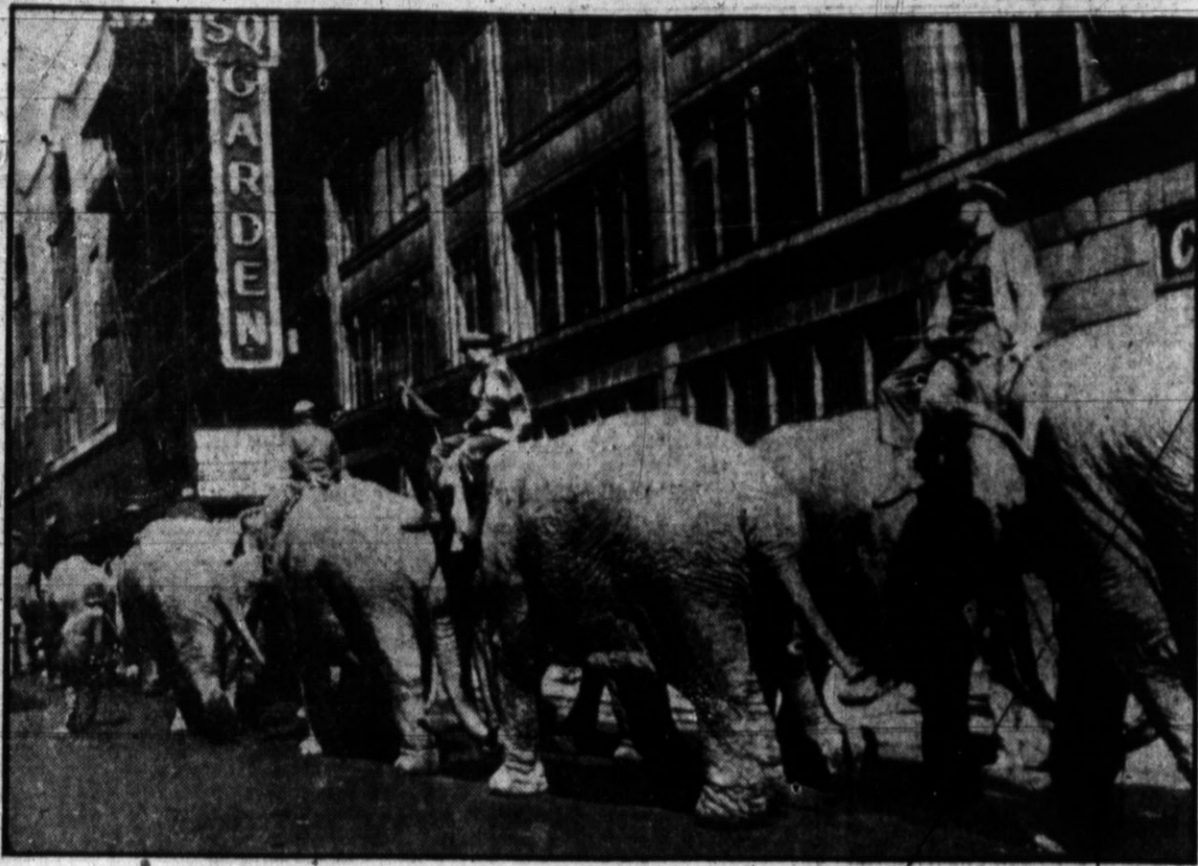
Beneath a burning summer sun you'll appreciate the airy coolness of a solar rayon mesh hat. It's crafted to catch even the slightest breeze ... can't miss with 110 vents in each sq. inch. Has a sweeping broad brim ... smart two tone grosgrain medium-width band. Two shades of tan. Sizes 6 5/8 to 7 1/2.

SATURDAY, MAY 6th
 IS OFFICIAL
STRAW HAT DAY!

AT PENNEY'S

Attend the Rodeo
 May 5-6 & 7
 in Hereford

Attend the Rodeo
 May 5-6 & 7
 in Hereford



BIG TOP RETURNS TO THE BIG TOWN—A sure sign of spring is the sight of elephants lumbering trunk-to-tail through New York City en route to Madison Square Garden for the opening of the Ringling Brothers-Barnum and Bailey Circus. The ponderous pachyderms are an integral part of the "peanuts, clowns and acrobats" atmosphere of the "Big Top."

the same area had difficulty selling green-mature peaches at 3 pounds for 25 cents.

The researchers also found: 1. If the two types were mixed, spoilage increased because purchasers pinched and damaged the fruit in attempting to find the ripe peaches. 2. When green and ripe peaches were mixed, it gave the displays a green and unattractive appearance and slowed down sales. 3. Consumers are reluctant to purchase pre-packaged peaches. An educational campaign to make this type of spoilage-resistant container acceptable was recommended.

The report states, "It is believed that growers can minimize the effect of present high costs of production by harvesting only firm-ripe fruit. This should increase their total net returns through increased yields per acre and a larger proportion of higher priced grades.

"Retailers may benefit from marketing firm-ripe peaches

through faster turnover, larger sales volume and a minimum loss from shrinkage and waste."

Courthouse Records

Deeds of Trust

Ruth K. Service to First Federal Savings and Loan Association of Amarillo. E $\frac{1}{2}$ of lot 3 and W $\frac{1}{2}$ of lot 4, both in block 3, Burk's Subdivision.

R. C. Childers and wife, et al. to Prudential Life Insurance Company. E 200 acres of section 13, block K-8, \$11,000. (24)

Warranty Deeds

Sam Nunnally and wife to O. A. Sterling. Part of lot 2, block 2, Womble Addition. \$781.

A. E. Stephens and wife to H. E. Henslee. All of E $\frac{1}{2}$ of section 43, block K-3. \$15,000. (282)



PUTTING ON THE DOGHOUSE—Michael Capri, 20 months old, finds accommodations a bit too cramped for his liking as he tries on "Dennie's" portable doghouse for size. The canine capers occurred on board the SS Italia as it docked in New York. The boy and his dog are on their way to stay with Michael's aunt in Denver, Colo.

Personals

Ted Houston, Tommy Culpepper, William Rice, Claude Hicks, Virgil Cocanougher, Alton Brock and Kenneth Brock returned from Silverton Sunday and a two day Senior Scout bivouac.

ATTEND FUNERAL—Roberta Campbell and Buddy Bob were in Silverton Friday to attend funeral services for Q. E. Brown.

Mr. Brown was the father of Mrs. John Hutcheson, who teaches at Central School.

Mr. and Mrs. Clifford Throckmorton and children of Whitharrel spent Saturday and Sunday with Mr. and Mrs. Fred Pittner.

Reasonable recreation and pleasure should be by-products of living.

It takes an intelligent citizen to keep up with what is going on these days.

Housewife Is Studied For Peach Marketing Methods

College Station, Texas—(AP)—Results of new studies by the Texas Agricultural Experiment Station may revolutionize the way in which Texas Multi-mil-

lion-dollar peach crop is marketed. This is because the persons making the experiments found out a great deal about what kind of peaches the housewife will buy.

The experiments and surveys mainly involve time of picking, method of shipment and method of sales. Results were released by the station recently.

Main point of the tests was whether the fruit should be picked "green-mature" or "firm-ripe." The term green-mature refers to fruit that is hard when picked. Scientifically, green-mature fruit requires a pressure of more than 3.5 pounds to be punctured when the fruit is peeled.

Here in brief is what the survey found:

1. Firm-ripe fruit is overwhelmingly preferred by housewives.
2. Loss in shipping of firm-ripe fruit can be cut as low as 2 per cent.
3. Firm-ripe peaches will bring a much higher price.
4. Loss of fruit in stores came from shriveled, slow moving green-mature peaches rather than from bruising of over-ripes.
5. The best containers for shipping firm-ripe fruit are cell-type boxes and spartan boxes. Bushel

and half-bushel baskets were found not suited to shipping ripe peaches.

6. The public apparently doesn't like peaches "consumer packaged"—that is, put up in cellophane-covered boxes as is now a common practice with tomatoes and other vegetables.

Peaches are important to Texas' economy, although they primarily are sold within the state. The 1949 crop was 2,400,000 m) bushels, \$4,800,000 (m). They are the most widely produced orchard fruit in the state, being grown in 75 per cent of the counties. Major commercial production, however, is limited to 16 counties in West Central and East Texas.

Extension service researchers followed the fruit from the trees and into retail stores in Houston and Dallas. They had the help of funds from the federal government and assistance from container manufacturers, peach growers and shippers and retail stores.

They found that housewives preferred firm-ripe fruit in a four-to-one ratio over green-mature when the prices were equal. Growers and shippers for many years have preferred to market the green-mature fruit mainly because of less shipping spoilage.

But the survey may change that. For instance, at Houston, test lots of firm-ripe fruit sold rapidly at two pounds for 35 cents, while competing stores in

FOR SALE! New & Re-Conditioned ENGINES

- Waukeshaw
- Buda
- 30 to 165 hp
- Gas-Gasoline-Butane
- Powered Models
- Write or phone for
- Information

MOBLEY'S

Industrial Motor Co.
Waukeshaw Sales-
Service
106 S. Frost Pampa
Ph. 34



ALTAVENE CLARK

Where Are We Headed?

Some people are bewildered about where we are headed. Some people quote the frightening pronouncements of trouble-makers. Some people point to sensational reports and opinions. Some people are alarmed by scare words.

... Is it any wonder that some people... are bewildered? Most of us believe that this is the fairest country in the world today... a country where good citizens give their courage and talents to helping others... to working to build a better community... a better America... a better world.

Most of us believe that ours is a nation of families... where every family deserves the right to dream of and work for a home—and, if need be, to defend that home against political abuses.

Most of us believe this is a land where folks have an inherent right to prosper by their skill, their toil, their management.

Most of us believe this is a country of men and women who are capable of standing on their own good judgment in selecting those to represent them in Washington... selecting Representatives who will place right above personal pride... duty before pleasure... the good of the majority ahead of special interests... service against empty political promises.

Most of us believe this is a country where faith will not be denied... where people can continue to depend upon Divine guidance and help!

Altavene Clark
FOR CONGRESS

These are the things in which ALTAVENE CLARK believes and for which she stands. ALTAVENE CLARK is a candidate of ALL the people—not the candidate of any special group or interest. When elected she can and will work CALMLY BUT FEARLESSLY for all these things. Now is the time when EXPERIENCE counts!

(POLITICAL ADV.)



Welcome To Hereford & The Hereford Riders

FIRST ANNUAL 3 DAY

RODEO

3 DAYS!
MAY 5
MAY 6
MAY 7



You'll be mighty
Glad You Came!

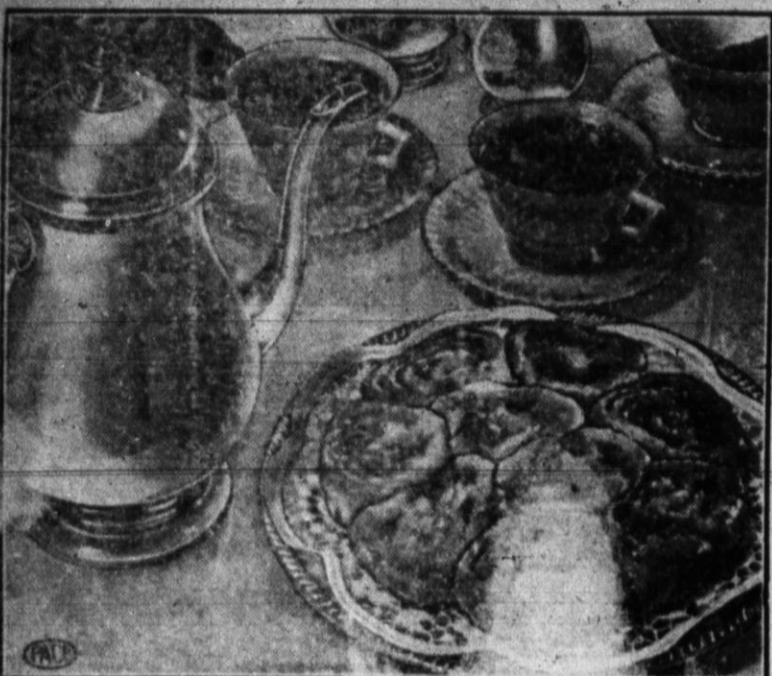
- \$1500. RODEO PRIZES!
- \$1000. ATTENDANCE PRIZES!

Congratulations Hereford Riders—

on the occasion of your first annual Rodeo as an Amateur Event—We know it will be one of Unsurpassed Success

PITMAN Grain Company

Spring Fever? Here's The Remedy!



A PLATE of hot, home-made rolls and a pot of fresh, fragrant coffee—what could be better on a fine-and-gold afternoon in spring? Nothing, of course, unless it might be a friend or two to share them with you.

One of the best of all remedies for spring fever is to call up several friends you haven't seen for a while and invite them to drop in for afternoon coffee. Then shine on the living room, get out your best tea and china. Before your guests arrive, bake a pan of Brown Sugar Pinwheels, timing them so they will be warm from the oven for serving. And there you are—all set for a delightful afternoon.

Timing the coffee is important, too. It should be as fresh and fragrant as a spring breeze. Make it at the last moment, serve it piping hot and be sure you make enough for plenty of extra cups to chat over!

Messenger Club Has 11 Present

Messenger Home Demonstration Club met in the home of Mrs. Jim Monroe Friday evening with 11 members present.

Roll call was answered with "Ways I Shorten My Work."

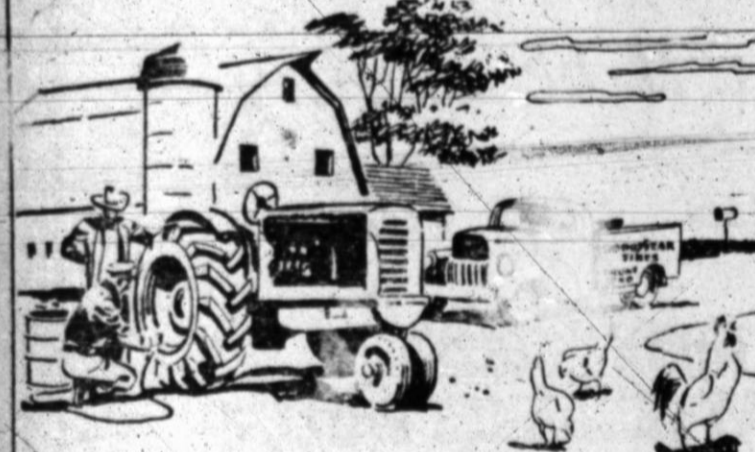
Mrs. Ray Pruitt and Mrs. W. H. Clements gave a demonstration on taking pattern measurements. They took the measurements of Mr. Wilson Wyly.

Mrs. Ray Pruitt also gave a demonstration on needle point. Most every member present learned to do needle point on a pillow top which Mrs. Pruitt had in frames.

Mrs. Alta Wyly won the float-in prize.

The next meeting will be with

BACK BURK FOR CONGRESS



Tractor Tire Troubles Fixed right in your farm!

PHONE 122

FOR OUR SERVICE TRUCK

- Flats fixed on any make or size tire without removing the wheel from your equipment
- Cuts and breaks repaired
- Tube valves replaced
- Liquid filling drained and replaced

If your tires need vulcanizing we'll loan you tires while yours are being repaired.

SERVICE TRIP CHARGE 2.50

for a service call up to 10 miles from town. (Reasonable additional charge for greater distances)

See us for GOODYEAR TIRES AND TUBES!

SHELTON TIRE EXCHANGE

303 E. FIRST PHONE 122

Hereford Bull



So many things happen that people refuse to get excited any more. Take this week end, for instance. The Hereford Riders Club Rodeo opens Friday. Firemen from all over the Panhandle will also be drifting in May 9, and Col. M. Thomas Tchou will speak at the High School auditorium Friday night, May 6. To cap all of these things, the special election to select a Congressman from the 18th District will be held Saturday, May 6. Furthermore, I have probably overlooked several other important happenings.

This Col. Tchou, incidentally, is one of the best lecturers in the world today. He has appeared on lecture circuits over the entire United States and was considered by many as the outstanding speaker at the Amarillo Knife and Fork Club a few months ago. He is well versed and his topic of "World Peace" is one in which every person in this area is interested.

The big rodeo will feature amateur competition, which like most other sports, affords the best. The Riders are offering \$1,500 in prizes and plan to make the rodeo an annual affair.

The Firemen's Convention is one of the first of a series of conventions slated in Hereford during the next few months. Now that Hereford boasts a modern hotel, lots of people feel that the town should go into the convention business on a large scale, specializing in smaller type conventions. This is well, except we should not get a bad too large. Nothing leaves a bad taste in the mouths of conventioners sooner than inadequate facilities.

About the special Congress election, I give up. I don't have any idea how it will go. As a matter of strictly personal opinion, I think Altavene Clark, Ben Guili, Walter Rogers and Blake Timmons will be the top four candidates—but not necessarily in the order named. I put them alphabetically on purpose. Furthermore, I am not saying that they are the best four. I just think that they will be the top four candidates in the race, and that any one of the four could win. I do think that the votes will be split all over the district. Leroy LaMaster, they tell me, will run really strong in the north-tier in the Panhandle—and he might edge out one of my few mentioned. Talma Smith appears to be one of the better men in the race, but he got a late start. E. T. Burk, too, will poll a lot of votes. I may be wrong, and plenty wrong. I haven't forgotten the last big Congressional election when I picked the wrong horse. No one but a fool would make a prediction on a political race of this type—even as to the four top candidates. It just makes a lot of people mad, and you have nothing in the world to gain. Why do it? I don't know. In fact, I haven't even been able to decide just who I will vote for, and that's the truth.

Another important thing. The census taking is about over and you, or someone in your family, should have been enumerated by now. If not, look up the special census blank in this issue of The Brand, fill it in and mail to the address designated. We are not going to be as disappointed as Amarillo was at missing the 100,000 mark by 20,000—but we need to get everyone listed. Be sure and check on this item.

Went out to the new Tower Drive-In the other night and I sure want to congratulate Francis Hardwick and his staff. They have one of the finest drive-in theatres in the country. I don't think anything in Amarillo can top it. These drive-ins are sweeping the entire Southwest. Every town of any size now has a drive-in theatre and despite the general showing of second run stuff, they are becoming most popular. When you have children or want to enjoy open-air entertainment, you just can't beat the Tower for service and luxury. This Palo Duro Sales Company also has one of the most attractive business houses in the country. We need more of this type construction. Main Street looks better than 18 months ago, but it is still sadly in need of face lifting. Some of the buildings are in terrible condition and far too many of them need more than just a coat of paint. This is probably the most urgent need in Hereford today.

The fish have been biting at Buffalo and it looks as if a new champion has been born. M. C. Littlejohn has been snagging crappie like nobody's business. They tell me that he furnishes fish for his whole neighborhood. Furthermore, I hear that the people are so thick around Buffalo in that you have to crowd your way in to get a spot along the bank. Others seem to be catching a few, but Mr. Littlejohn is catching a lot.

The Brands were late Sunday, due to mechanical troubles, and did our telephone ever ring? The boys finally got through at 6 o'clock Sunday morning, and they were pretty well whipped down. However, we did appreciate those telephone calls. No kidding. When you are real tired, your first reaction is to get a little bit huffed, but we sure would be in bad shape if no one cared enough about the paper to call. Whenever you miss your Brand, be sure and call. We do appreciate the interest and will do our best to give you a good reason—or to see that you get a copy in case the carrier missed you. It was hard on the telephone operators Sunday, but we really and truly did appreciate your interest.

I was a little upset Monday, however. Clouds were hovering over the area—but no rain. I figured these clouds were just what that "Rain-maker" needed. The Amarillo News imported him for some experimenting, but I guess he failed to come through. What do you think about this deal, anyway? Is it just a lot of bunk, or does it have possibilities? Maybe the clouds are so far between that he misses them when he shoots.

In most industries, when it's time to stop work, the work stops.

DANGER: RUST SPOTS!



Battered and dented old milk cans, such as the one to which Winnifred Rogers is pointing above, are breeders of dangerous rust spots which affect the premium quality of milk and cream. Such old milk cans should be replaced promptly to protect the dairy farmer against down-grading or rejection at the milk station. Strong, new cans similar to those shown in the background above are again in good supply and are essential to good dairy operations, inspectors say.

Dawn HD Club Meets In W. J. Stewart Home

The Dawn Home Demonstration Club met Friday in Canyon in the home of Mrs. W. J. Stewart. The program was a continuation of the work simplification project begun at an earlier meeting. Mrs. Walter Galley and Mrs. H. S. Fuller demonstrated the proper method of bedmaking.

The group discussed the proper way to hang pictures and how to choose the right picture for the room.

The meeting adjourned and refreshments were served to 10 members and one guest, Mrs. L. L. Airhart of Dawn.

Present were Mesdames W. J. Beavers, J. M. Carathers, J. B. Caraway, H. S. Fuller, Walter Galley, A. C. Hershey, C. P. Norton, T. L. Sparkman, Zed Stewart, W. W. Wilcox, and the hostess, Mrs. W. J. Stewart.

The next meeting is of importance to all members as it is Guest Day in the home of Mrs. Walter Galley. Each member shall bring as guest a prospective member of the H. D. Club.

The meeting will be May 5.

He was rushed to the hospital Sunday when it was found he had a ruptured appendix.

ATTEND THE RODEO

JUST RECEIVED

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

JACK'S SHOE SHOP

128 East 5th St. Phone 742-W.

Stephen Lingenfelter Has Birthday Party

Stephen Lingenfelter was favored at a birthday party Saturday afternoon when his mother, Mrs. Robert Lingenfelter, entertained on his eighth birthday with a movie-party. After the movies the children returned to the Lingenfelter home for games and refreshments. A military theme was carried out in appointments in colors of yellow and green.

Those sharing in the fun were Harold Mitchell, Jimmy Wool-

sey, Jackie Twyner, Charles Robert Seed, Carl Worth Covington, Donald and Phillip Rolland, Maria Brummel and the honoree.

Mr. and Mrs. Louie LeGrand spent a part of last week in Abilene where they visited their daughter, Mary Estelle, a student at Hardin-Simmons University.

Wayne Elliston, 12-year-old son of Mr. and Mrs. R. W. Elliston is reported seriously ill in the Northwest Texas Hospital in Amarillo.

Vote For Experience -- Vote For

ALTAVENE CLARK FOR CONGRESS

LAND SPECIALS

15000 ACRE RANCH

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

1400 ACRE STOCK FARM

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

Hurry on this one!

OTHER GOOD BUYS

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

7000 ACRE RANCH

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

LOW RATE FARM LOANS

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

Wesson Real Estate

716 W. 1st Street Hereford, Texas Phone 944

HOWDY Partners!

WELCOME TO HEREFORD and the HEREFORD RIDERS RODEO



To The Hereford Riders Club We Take This Opportunity to wish them the best of luck in this, their First Annual Rodeo. Best of Luck! May next year be bigger, better than ever!

Davis-McCracken Implement Co.

Your Minneapolis - Moline Implement Dealer - Hereford

- INSURANCE FOR FARMERS at COST!
- FULL COVERAGE AUTO & TRUCK
- GENERAL LIABILITY INSURANCE
- EMPLOYERS LIABILITY INSURANCE
- MEXICAN LABOR INSURANCE
- FIRE • LIFE
- HOSPITALIZATION (Blue Cross)

Your Dear Smith County Farm Bureau has made arrangements to have a service agent in Hereford for your convenience, on Saturdays only.

RAYMOND EULER

Service Representative For Southern Farm Bureau Ins. Companies

IN COUNTY AGENT OFFICE COUNTY COURT HOUSE SATURDAYS ONLY

Good West Texas Pastures Possible Even In Drouth

Amarillo, Texas (AP)—The Amarillo Conservation experiment station near here has proved that West Texas can produce all-year green pasturage even in years of little rainfall. But it takes some good management, and in years of real drouth, the number of cattle may need to be sharply reduced.

These facts were brought out in a recently issued extension service pamphlet on grazing studies made between 1943 and 1949.

This year happens to be one of those when drouth has hit all the pasturage in the southern great plains. Cattle and sheep have been marketed early in many cases because of the lack of forage. The demand for stock cattle for feeding has dropped off. And much of the forage still available is dusty and unpalatable from the spring storms.

The station's report was written before this season's drouth. But it forecast such conditions when it pointed out that in such times, the number of cattle being grazed must be reduced.

Here are the recommended pasturages for the area when there is favorable rainfall.

Fall and Winter: Winter wheat, crested wheatgrass, western wheat grass and Canada wild rye.

Spring: Crested and western wheat grasses, Canada wild rye, little barley and early weeds.

Summer: Blue grama, Buffalo grass, Sudan grass and weeds when available.

The station, for the experiments, purchased feeder-steer calves, keeping careful weight records, the researchers found that the calves gained roughly from 1.5 pounds per day up to 2.50 pounds.

Gains appeared to be greatest on seeded pastures, including the wheat grasses and wild rye and sudan.

Under ideal conditions, says the report, the cool season grasses—crested and western wheat grass—bridge the gap between wheat pasturage and the summer grasses in both spring and fall. The cool season grasses are able to use late fall moisture which the summer grasses cannot use because of cold weather.

It is desirable, the report continues, to have a green pasture to keep steers gaining after they are taken off the wheat fields about March 1-15. The wheat grasses have proved to be adapted for the purpose and for fall grazing. They also provided forage in the summer drouth months, along with native grasses.

The Amarillo station practice is to winter feed steer calves well and put on good early spring gains, even at the expense of grazing out small acreages of wheat.

Then, if summer feed is not in sight, the numbers are sharply reduced by sale. In addition, steers are not held over the winter and calves are not bought unless there is ample pasturage in sight.

Under semi-arid conditions, native and seeded pastures which are heavily grazed lose their vigor and fail to respond to rain, the researchers found. On the other hand, an accumulation of carry-over grass beyond the need for soil protection and emergency use results in scant growth of new forage and the storage of low food value.

The wheat grasses permitted to reach maturity become unpalatable, but heavy keeps the forage green as long as moisture is available.



LONG AND SHORT OF IT—These were the extremes among 100 English cars shown at the British Automobile and Motorcycle Show in New York. The miniature Austin, at the left, has a dummy engine, and was built for the youngster trade. The sleek convertible at the right is a Daimler Straight Eight, the largest auto in the show. It is 21 feet long and has a 150-horsepower engine.

ticklers

By George



"That's Sergeant Cameron, the famous mounted police. ... He always brings in his man!"



DOUBLE DUTY—Hollywood's happily Marie Wilson tries on a new straw hat for size—body size, that is. She points out that the chapeau, designed for beach wear, affords protection not only against the sun, but also against enthusiastic stares of masculine passersby who may not be interested in millinery modes.



BREAKING INTO PRINT—The feminine summer wardrobe requires at least one dark print dress for daytime wear, says New York designer Joyce Habrite, and she prescribes the cool, slim-lined creation above. Navy grosgrain ribbon trims the collar of the geometrically-printed rayon dress, which is as sheer and washable as sturdy cotton.

Personals

Mr. Thomas E. P. Rice of Boston, Mass. and Mr. Gardner Fisher of Laconia, N. H. visited Mr. and Mrs. Bruce Miller last week.

Mrs. Marcus L. Bell of New York City is in Hereford for a month's visit with her daughter, Mrs. Bruce Miller and family.

Don Driggers, nephew of Mr. and Mrs. Don Webb had the best bulldogging time in the Hardin-

Simmons University Rodeo Saturday night in Abilene. Don is from Santa Rosa and is also a cousin of Bob Driggers, former Hereford resident now living in the state of Washington. This time was 6.2 and he was representing New Mexico A&M college.

Mr. and Mrs. Carlos Anderson and children have returned from a week end vacation trip to Ruidoso, N. M.

Mr. and Mrs. Aaron Rose and daughter of Palacios are guests of her parents, Mr. and Mrs. L. H. Shore.

Mr. and Mrs. Alton Fraser and Mr. and Mrs. Joe Evans. Raylan is a student at Texas Tech.

Mr. and Mrs. Raylan Evans and little son have returned to Lubbock after spending the week end here with their par-

Mr. and Mrs. J. C. Allred are home again after vacationing for several weeks in Florida and other southern points.

WE HAVE

Sunbeam

Rain King

THE BEST SPRINKLERS MADE

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



Preferred by home owners everywhere. A turn of the dial sets the correct spray and watering range for the desired area automatically. The Rain King Automatic provides a natural rain-like shower. \$7.25

MODEL H
Perfect for any lawn. Ideal for newly seeded areas. 300 gallons per hr. on 20 lbs. pressure when set for fine spray. \$6.25



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



HOSE NOZZLE
Chrome-plated, unbreakable. Machined from solid brass. Adjustable for bullet-like stream or fine, misty spray, or complete shut-off. Price \$1.25



Sunbeam HEDGE TRIMMER
Built and powered to do a fine job in a jiffy. A precision instrument in every detail from the high-grade, cutlery-steel blade to the 110 V. A.C. motor inside the handle. Price \$1.50



Western Auto

ASSOCIATE STORE

245 Main Phone 703

We have lovely Gibson cards that say . . .

"To Mom with love on...
MOTHER'S DAY!"



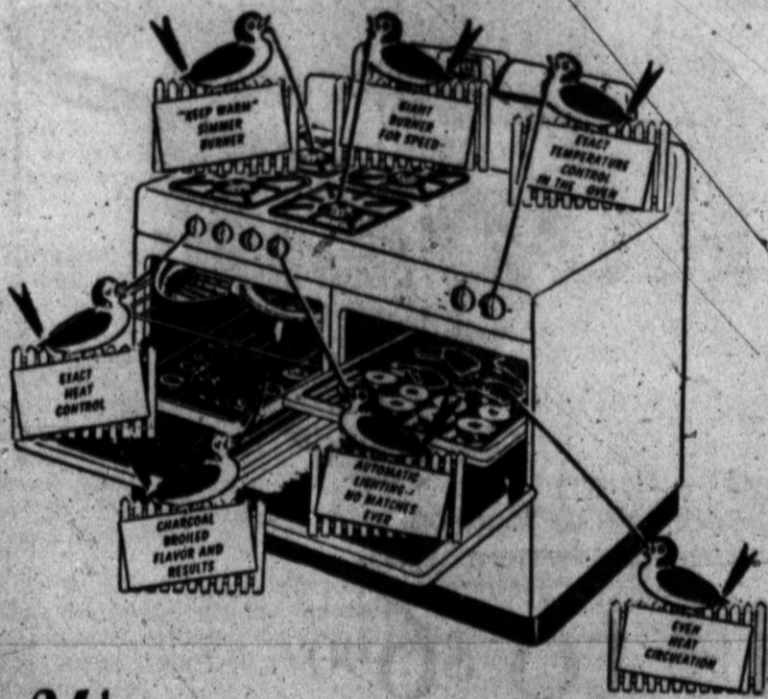
... so stop in while our selections are complete.

The BRAND



TOURS U. S.—President Truman, acting as host, and other U. S. officials welcomed Chilean President Gabriel Gonzalez Videla, above, as he toured this country on an official visit. Gonzalez has been termed communism's greatest enemy in South America.

Spring Style Show



WOMEN are talking about the sleek lines of the new 1950 MODERN automatic gas ranges on display in gas appliance dealers' stores. You, too, will be talking when you see them. There is a new, modern automatic gas range waiting for you. See them at your dealer's today.

West Texas Gas Company
HELPING BUILD WEST TEXAS SINCE 1927

KIDS! Attend the
3 DAY RODEO
May 5th c 6th & 7th



Be In Right Style
Wear Your Boots!



HEREFORD SHOE STORE
has 'em!

Yippee ki yi... COWBOY BOOTS for city galoots. Yep, real, fancy, high top, pointy-toe boots for boys and girls.



Hey Kids! STAKE YOUR CLAIM TO A PAIR OF
Weather-Bird COWBOY BOOTS



And, Mother, you can please your youngsters without straining the family budget. Look at this low price

\$7.95

Hereford Shoe Store
X-RAY FITTING

323 Main Phone 955

WELCOME

to the Hereford Riders

3 DAY RODEO

- Fun And Excitement
- \$1000 in Attendance Prizes! Donated by Hereford Merchants
- \$1500 In Rodeo Prizes!
- The Amateur Event of the Year!



Plan To Attend

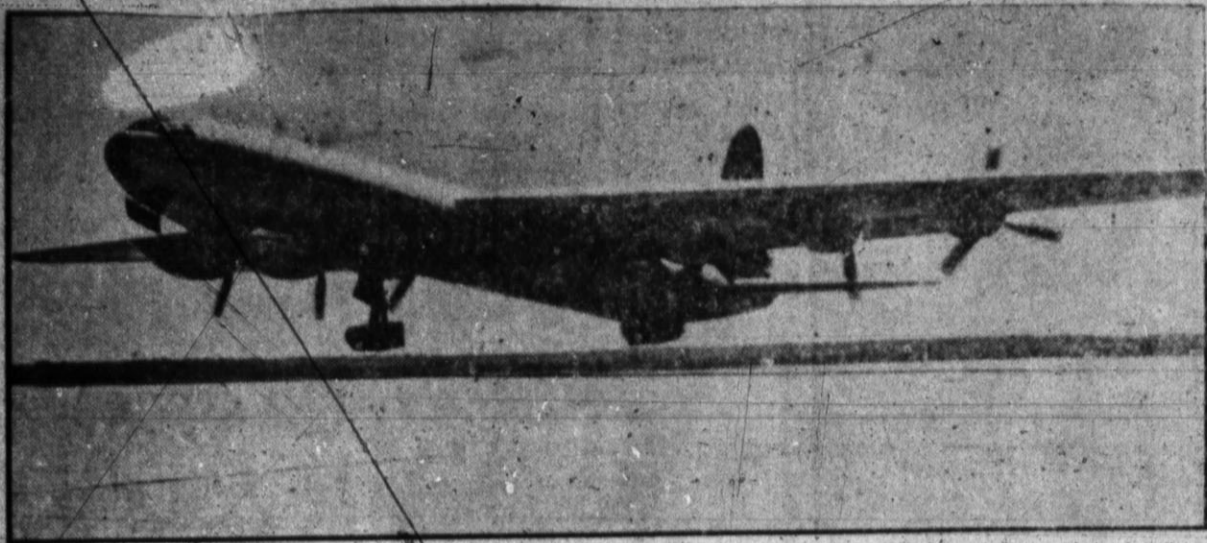
FRIDAY, MAY 5-- 8 p. m.

SATURDAY, MAY 6-- 8 p. m.

SUNDAY, MAY 7-- 2 p. m.

Bring Your Family and Neighbors--
There's Fun In Store For All!

SEARS GRAIN COMPANY



CATERPILLAR TRENDS FOR SUPERBOMBER—The experimental XB-36 takes to the air at Fort Worth, Tex., equipped with the latest in landing gear—caterpillar-type track "wheels." The Air Force is making tests with this new device, in which the weight of the six-engine plane rests on bogie wheels rolling on two endless belts on each landing gear strut. Standard models of the B-36 bomber are equipped with four-wheel main landing gears and a dual nose wheel.

Mr. and Mrs. Hardy Benson and Hardy, Jr. were Sunday dinner guests in the home of Mr. and Mrs. N. G. Elliston of Wyche Community. Robert Elliston and Hardy, Jr. attended the Car Races at Clovis Sunday afternoon.

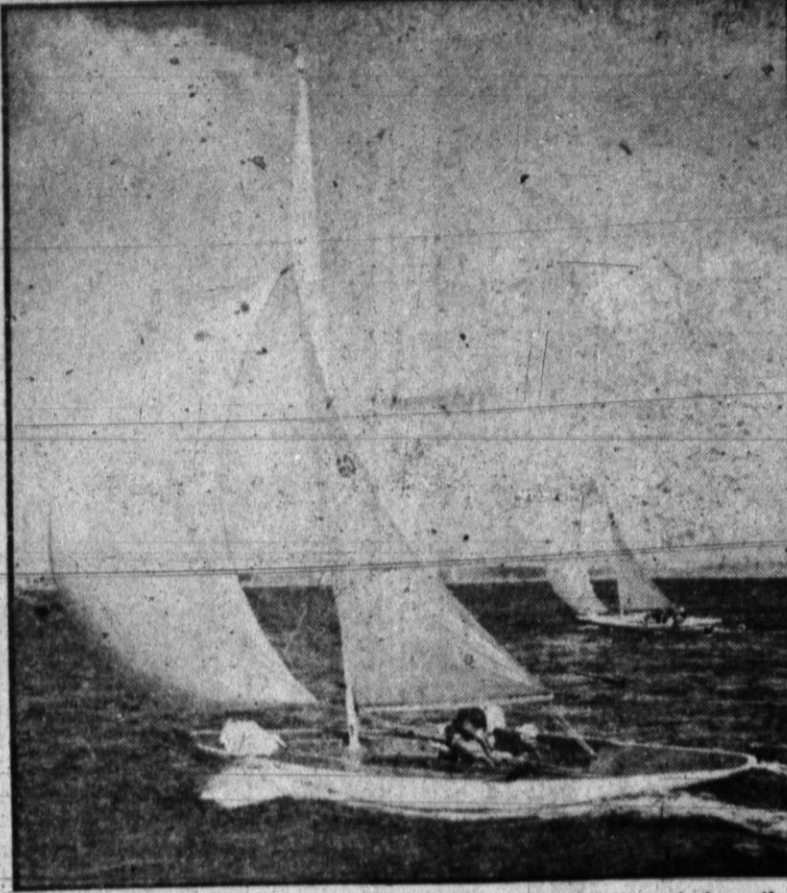
It is always safe to discount the testimony of a partisan.

Not every man who goes to church considers himself a saint. Read a book this month, even if you already have read a book.

Vote For Experience — Vote For

ALTA VENE CLARK

FOR CONGRESS



SPINNAKER SPORT—With a steady breeze filling their sails, two Luders 16's skim through the waters of Great Sound, off Hamilton, Bermuda, during the annual international series between the Royal Bermuda Yacht Club and the Indian Harbor Yacht Club of Greenwich, Conn. In the foreground is the Six-Five-Five, sailed by Agnew Fisher of the Indian Harbor team. Beyond it is the Oriental, skippered by Mills Husted, captain of the American team, who is the former Atlantic class champion.



PANHANDLE PRESS ASSOCIATION OFFICERS—J. C. Howell of the Wheeler Times, third from left standing, was elected president of the Panhandle Press Association at the annual convention at Amarillo. Herschel Combs, Memphis Democrat, fourth from left standing, is the new vice-president. Lester Campbell, McLean News, next to right end standing, is secretary. New directors are Paul Allingham, Amarillo Globe-News, extreme right, standing; W. Lynn Morris, Amarillo Times, extreme left standing; Edgar Hays, Lockney Beacon, second from left standing; and seated, left to right, Cal Brumley, Tulia Herald; Ralph M. Jullard, Pampa Daily News; Allan Hodges, Littlefield County Wide News; and Harold Hudson, (Perryton) Ochiltree County Herald. (AP Photo)

Hospital Notes

Patients discharged from hospital: Mrs. Rex Lee, OB; Linda Stephan, surg.; Mrs. Patsy Messter-Thompson, OB; Mrs. L. R. NeSmith, OB; Mrs. J. E. Rahm, surg.; Mary Virginia Luck, T&A; Mrs. Norma Hendon, OB; Mary Raye Downey, T&A; Mrs. Johnnie Walker, med.; F. M. Woolbright, med.; Mrs. Florence Teague, surg.; J. W. Bradley, surg.

Patients in hospital: Paul Kern, surg.; Katie B. Conner, surg.; Mrs. George E. Fredrick, surg.; Mrs. Lucille Barnhart, surg.; Mrs. Oscar Pope, med.; L. M. Lawrence, med.; Mrs. Ann Bell, med.; Mrs. J. L. Height, surg.; Ronald Seay, accid.; Gene Brownlow, emerg.; Mrs. Clyde E. Rush, OB; Virgil Morton, surg.; Stanley Byrd, med.; Mrs. R. L. Lawrence, surg.; Art McFatter, med.; Mrs. Herbert Friedman, OB; Richard Don Denney, med.; Garland Sanford, surg.; Mrs. E. H. Cole, OB.

Born To: Dr. and Mrs. Clyde E. Rush, a girl, Sherry Hope.

CARD OF THANKS

We want to thank everyone who helped us in any way during the time of the illness and death of our loved one, Mr. W. C. Lowery. We appreciate, beyond expression, all those who sat up with him, who were so thoughtfully concerned for us, who sent flowers, or helped in any way.

Mrs. W. C. Lowery
Mr. and Mrs. W. B. McReynolds and family
Mr. and Mrs. W. J. Dickson and sons
Mr. and Mrs. Bob Lowery and family
Mr. and Mrs. Earl Lowery and sons
Mr. and Mrs. C. E. Smith and family
Mr. and Mrs. E. B. Berryman and family.

Visitors in the home of Mr. and Mrs. E. F. Drury last week end were Mr. and Mrs. C. E. Drury of Ft. Worth, Mr. and Mrs. P. L. Mineal of Amarillo, Mr. and Mrs. Buddy Drury of Hereford and Bobbie Drury of Hereford. The C. E. Drurys flew down from Ft. Worth and took all the guests and the hosts airplane riding.

Combat Garden Bugs With Proper Methods

Home gardeners and truck crop producers in many sections of the state are already busy at the job of keeping destructive bugs out of their vegetable crops. The fight will soon be general over the entire state and chances are good the bugs will put up a stiff scrap for their share of the products raised on the farm and in the garden. A show of weakness on the part of the producer may be fatal for the vegetables.

James A. Deer and Allen C. Gunter, extension entomologists

of Texas A&M College, have prepared a circular, C-264, VEGETABLE INSECT CONTROL that is full of useful information on insects and insecticides. They point out the need for complete control and describe the insecticides that have given the best results. Recommended control measures are listed for all of the more common vegetable insects found in the state.

The entomologists suggest that you visit your local county extension agent's office and ask for a copy of C-264. It is free for the asking.



To Our
FRIENDS
of
HEREFORD
and
Deaf Smith Co.

We Would Like To Ask You To Vote For

E. T. BURK
For Congress

He is Polly's Grandpa by marriage, and a good one... and a very good friend to me.

POLLY "DIXON" BURK
and
B. R. "DICK" DIXON

(The Above Space Sponsored and Paid for by Dick Dixon)

*Plus Federal Tax

Rexall

STORE-WIDE SAVINGS DAYS

MAY IS THE MONTH — REXALL THE PLACE — TO SAVE ON HEALTH AND HOME NEEDS

You'll enjoy our Rexall Radio Show, starring Phil Harris & Alice Faye, Sunday eve, on NBC

MENS - SAVINGS

Gillette Super Speed Razor with 10 Blades	1.70 Value	98c
75c SCHICK BLADES		69c
1.10 MENNENS SKIN BRACER		89c
50c MOLLE SHAVE CREAM		39c
1.00 COURTLEY SHAMPOO		89c

AIR-WICK ROOM DEODORANT
Kills indoor odors, in kitchen, bath, living room, etc. 5 1/2 fl. oz. **69c**

AMM-I-DENT TOOTH POWDER
Ammoniated! Helps reduce tooth decay for the family. 3 ozs. **47c**

AT-OUR-FOUNTAIN SPECIAL
Double Thick Chocolate SUNDAE 13c

MOTHER'S DAY CARDS
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