

Invasion COSTS MONEY!  
INCREASE Your  
BOND BUYING!

# The Hereford Brand

24 PAGES  
ELECTRIFIED  
FARM HOMES

Published Every Thursday

"but one ISM in America—and that's AMERICANISM!"

Our Slogan—"More People—More Farms"

43rd Year—Number 51

The Hereford Brand, Hereford, Texas, Thursday, December 23, 1943

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## AROUND ATown

Sights and Faces Seen

The Deaf Smith County Library along with many other courthouse offices will take a Christmas Eve holiday tomorrow and Mrs. Clara McLean, librarian, reminds patrons that no more books may be checked out after today, until Monday.

Automobiles and tractors were highly impractical conveyances almost anywhere last week, but out at the N. G. Elliston place at Wyche, the horse really came into his own, according to Mrs. Elliston who says that her husband had the flu and she and teen-age son Rocky had to harness a horse and hitch him to the sled to take feed to the hogs. But what really complicated the matter, Mrs. Elliston says, was the fact that Rocky had never harnessed a horse, and she had forgotten the art. The horse, she is sure, gave them both some dirty looks as they committed such errors as putting a collar on upside down.

Little James Colby Conkwright really lost his "shining glory" this week when he made his first trip to the barber shop. His parents, Mr. and Mrs. Colby Conkwright, are having a hard time getting used to the sight of James Colby, minus his curls.

Christmas leaves and furloughs have served to brighten the holiday season for many Hereford families this week, and while War Time has made changes in Christmas, most persons are getting perhaps a little closer to the real spirit of the First Christmas Day.

Sam Patton, Manager of the Southwestern Public Service Co., made a business trip to Littlefield this week.

While nearly everyone is ready for a little clear weather, the people who live on unpaved streets would make that wish in a really prayerful tone. As Mrs. Henry Sears said yesterday, "I'll just have to hibernate if there (Cont. on Page 12, Sec. 1)

## Man Who Broke Jail In 1931 To Serve Term

Sheriff J. O. Newell and Joe Bishop were expected to return yesterday from a trip to Springfield, Mo., where they took in custody a man who broke jail in Hereford in 1931.

The man, G. J. Brunson (alias Jim Davis) was convicted of theft here in 1931 and sentenced to two years in the state penitentiary. He escaped from the county jail while being held here until he could be delivered to Huntsville.

Since his escape from the Deaf Smith County jail he had been convicted of a Federal offense in a midwestern state and has served a term in Leavenworth, from where he is now being released to Sheriff Newell's custody.

Brunson had used a number of other aliases since the 1931 episode here.

## Christmas and War Bonds

The best Christmas that could be had by the people of the world this year would be news that the war was over and that we could resume our normal life of peace time. Since that cannot be and knowing that the people of Deaf Smith County want to do their part to bring that time about we would like to urge that everyone buy War Bonds and give them for Christmas presents.

We failed to make our quota for the month of November; the fact is we failed to make this by the widest margin of any quota that has been given us for the entire time that the bond sales have been on. We would like to remind you that we have a quota for the month of December of \$34,100.00, and we can see no better thing to do than for each of us buy just a few extra bonds and give them for Christmas; we would be helping the war effort and at the same time giving something that will have a future value.

Thanking the people of Deaf Smith County for the co-operation which they have given in the buying of bonds for the year and asking your continued support through the coming year.

Deaf Smith County War Bond Committee

## Pioneer Local Business Man Dies in Dallas

H. L. Broadwell, 78, for many years a resident of Hereford, died Monday at Baylor Hospital in Dallas following an illness of several months. Funeral services were held here at the E. B. Black Funeral Chapel yesterday morning under the direction of Rev. J. R. Sharp of Canyon and Rev. James Aiken, Jr., pastor of the local Presbyterian Church.

Born May 22, 1865 at Jacksonville, Ill., Mr. Broadwell came west in 1884 to take up a land claim near Endee, N. M. From 1888 to 1892 he was associated with the Smith-Walker Mercantile Co. in Amarillo and in 1892 he moved to Cisco, Tex., where he was engaged in the lumber business and where he continued to live for several years.

He married Miss Florence Redfield in 1894 and the family moved to Hereford in 1911 when he opened a laundry, which he continued to operate until he moved the equipment to Electra, where he engaged in business for some time before returning to Hereford.

Mr. Broadwell joined the Presbyterian Church in 1893 and was elected an elder soon thereafter. Poor health in recent years had forced a discontinuance of his active church work. He was a Mason, a Shriner and a member of Moshah Temple.

He is survived by his wife and five children, Phillip B. Broadwell of Electra, David R. Broadwell of Frederick, Okla., Harold Broadwell of Electra, Miss Mary Broadwell of Hereford and Miss Ella Broadwell of Amarillo. Two sisters, Mrs. A. D. Weed of Jacksonville, Fla., and Mrs. Harriet Broadwell of San Francisco Calif., also survive.

## Landlords Not Entitled To Conservation Payment

Landlords are not entitled to conservation practice payments under rulings of the AAA program and any attempt on the part of such payment will result in cancellation of all conservation payments, it was announced this week at the county AAA office.

Some absentee landlords have tried to get a part of the conservation payment and AAA rulings clearly forbid this practice, F. G. Collier, administrative officer, said this week.

## St. Anthony's Has Special Xmas Service

Christmas Services at St. Anthony's will begin with a Solemn High Mass at Midnight, beginning at 11:30, the choir will sing Christmas Carols until time for the ceremonies of the Christmas Mass.

This year the Midnight Mass will be a Solemn High Mass with Father Bonaventure as celebrant; Father Albert, deacon; and Father James as sub-deacon.

Since all the members of the parish cannot be accommodated at the Midnight Mass, only those will be admitted who have obtained tickets. Tickets will be issued only to the regular members of the parish; others who wish to attend a Christmas Mass will be welcome to come to the second High Mass at 10:30 o'clock on Christmas morning.

## The Christmas Story

And it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed.

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into Judaea, unto the city of David, which is called Bethlehem;

To be taxed with Mary his espoused wife, being great with child.

And so it was, that, while they were there, the days were accomplished, that she should be delivered.

And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And lo, the angel of the Lord came unto them, and the glory of the Lord shone round about them; and they were sore afraid.

And the angel said unto them, Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest and on earth peace, good will toward men.

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, let us now go even unto Bethlehem, and see this thing which the Lord hath made known unto us.

And they came with haste, and found Mary, and Joseph, and the babe lying in a manger.

## Maternity and Child Care Now Provided for Wives of Enlisted Men

Federal funds are now available with which to provide maternal medical care for wives of enlisted men in the armed forces and for medical and nursing care for their infants, according to Dr. Geo. W. Cox, state health officer. The Children's Bureau of the United States Department of Labor has released funds to the Texas State Health Department with which to administer this program.

Two distinct services will be rendered under this program. (Cont. on Page 12, Sec. 1)

## Former Resident Dies at Brownsville

C. N. Hill, 69 years old, former resident of Hereford and a brother of Mrs. J. W. Alexander of Hereford, died suddenly Thursday at Brownsville, and funeral services were held there last week. Mr. Hill was agent for the Wells-Fargo Express Co. in Hereford from about 1909 to 1912 and was well acquainted in this territory.

He had continued in the employ of the express company but had been retired for several years and had made his home in Brownsville.

He is survived by his wife and two sons. In addition to Mrs. Alexander, relatives living in and near Hereford include two half-sisters, Mrs. H. C. Baird and Mrs. Seth B. Holman, and a half-brother, Harvey Cash of Canyon. Another half sister, Mrs. D. C. Laird, lives in Kilgore.

## Many Service Men Spend Holiday Here

Hereford families are welcoming many boys home on Christmas leaves and furloughs this week, and it has certainly made the holiday season brighter.

But though the Brand tries to get the names of these boys, it is impossible to get all the names without the co-operation of the families of these "sons in service." So if your son or brother was home, and the Brand failed to get the name, we would appreciate your coming by the office and giving the information to be run next week.

Naturally, this applies to Christmas or anytime that service men are visiting in Hereford homes and the Brand will appreciate readers' cooperation in helping us get their names.

## Stockmen Can "Get By" With Short Protein

(Editor's Note: The following article is submitted by County Agent A. R. Bateman in the hope that it will prove helpful to local cattlemen in solving the problems of the feed shortage.)

"Getting By" on little or no protein concentrate this winter is a major problem facing beef cattlemen but it can be done through careful, sound management and feeding, says A. L. Ward, educational director, National Cottonseed Products Assn. "Cattlemen know that protein concentrate is the most important feed to supplement range or farm grass and grains, and that nothing else is as satisfactory," Ward says. "But where it is impossible to obtain any protein concentrate, or where only a part of the needed amount is available, the present emergency can be met through use of feeds that are less scarce, particularly in farming areas."

If there is no protein available, Ward recommends that one pound of protein concentrate in the ration normally fed be replaced by these amounts of the following feeds: 3 to 4 pounds of legume hay, 2 pounds of ground oats, wheat or barley; 3 pounds of grain sorghum chops or corn meal; or 2 1/2-3 pounds of ground velvet beans and pods.

Better results will be secured if some protein concentrate can be used. A half-and-half mixture of protein concentrate in the ration normally fed. Still better is a mixture of 3 parts cottonseed meal or other protein concentrate and one part ground wheat, oats or barley. (Cont. on Page 12, Sec. 1)

## Hereford Laundry Re-Opens Dry Cleaning Department This Week

The Hereford Laundry is again ready to take care of dry cleaning business after several weeks in which such operations were stopped.

They invite customers to bring in all types of dry cleaning work and promise the same type of careful service which the company has rendered in the past.

## Reasons to Spend Winter in Kerrville

Mr. and Mrs. G. P. Brown and daughter Jo Ann left this week for Kerrville where they plan to spend the winter. Mr. Brown will enter school in January. The Browns plan to stay in Kerrville.

## Winter Playing Return Engagement In Area

### Two More Cars Soy Bean Meal Allotted Here

Two additional cars of soy bean meal have been allotted to Deaf Smith County and when the shipment arrives farmers and ranchers should be able to get enough protein feeds to tide stock over for a short time. F. G. Collier, administrative officer of the local AAA, in making the announcement this week, stated that two additional cars make a total of four cars which have been allocated to Deaf Smith County; and though no shipments have yet arrived here, members of the county AAA committee are expecting the first shipment to arrive soon.

### Hereford Boy In Invasion Of New Britain

John B. Harlin of Hereford was one of a nonchalant group of Texans who acted as though they were on a pleasure cruise the night before the American landings on New Britain—and then went in and took over the Jap stronghold.

Harlin is mentioned in a press association dispatch in the Kansas City Drovers Telegram of Friday, Dec. 17.

The correspondent writes: "It was time to eat and apparently the tension hurt no one's appetite. We had hot wieners, sauerkraut, beets, potato salad and iced tea. I shared portions with John B. Harlin, Hereford, Tex., who said:

"This food's all right, but it sure doesn't take the place of good old Hereford steak, steam-cooked on the range. I got a letter from my mother just before we left saying there was snow on the ground and a real norther blowing up. Steak tastes especially good times like that."

### When And If Meal Is Shipped, To Go Direct To County AAA Board

Despite statements made by persons at the Amarillo Oil Mill that farmers and ranchers need only make their stock feed needs known and the county AAA committee can secure shipment of a carload to meet individual needs, this practice is definitely not in effect, it was stated this week at the county AAA office.

Not only has no soy bean oil or meal been shipped here, but according to B. F. Vance of the state AAA, no meal will be shipped in the manner described by the Amarillo mill workers. When the meal is shipped, it will go to the county committee to be sold to all farmers and ranchers on certificates designed to meet their minimum needs.

### Aged Resident Dies

Funeral services were held here on Thursday December 9, for Mrs. M. H. Cavendar, 84 year old Hereford resident, at the Methodist Church with Rev. Marvin Boyd officiating.

Mrs. Cavendar died following a three day illness at the home of her brother, G. E. Crawford. She was born and reared in Tennessee, moving to Texas forty three years ago. She came to Hereford from Prairie Grove, Arkansas three years ago with her brother and niece, Miss Irene Crawford. She had been a member of the Methodist Church since childhood. Besides the brother with whom she lived and her niece, Mrs. Cavendar left one brother, T. J. Crawford of Friona.

Home to Noah Swain, but Mr. Swain is remaining farming in Texas near Hereford and they plan to return here from time to time.

### McMahon Rites Held Yesterday At Local Church

Funeral services were held here at the Methodist Church yesterday afternoon for J. P. McMahon, 64 years old, former resident of Hereford and father of Mrs. O. H. Click of Hereford. Mr. McMahon died at 7:45 o'clock Saturday night at West Texas Hospital in Lubbock following a long illness.

### No Open House At Day Room On Xmas

The open house originally planned to be held at the "Day Room" at the prisoner of War Camp on Christmas afternoon with all contributors to the Red Cross camp and hospital service as especially invited guests, will not be held, it was announced today by Mrs. Dorothy Ross and Mrs. P. H. Gilliland, co-chairmen of the Red Cross Group.

### Scouts Receive Advancements At Honor Court

Advancements were announced and merit badges awarded at the Boy Scout Court of Honor held here last week, according to an announcement by W. J. Hiatt, district scout executive. W. E. Dameron presided at the Court of Honor.

Advancements to the rank of second class scout were made by Donald Shipley, Eugene Robertson and Sam Ray Lisenbe. Advancements to first class scout were made by Glen Russell and Wendell Burdine. The scouting star was awarded to Urlin Streu, scoutmaster of Troop 1; and Frankie Pinkert and Pete Davis qualified as air scout observers.

Merit badges in airplane structure and aeronautics were awarded to Frankie Pinkert, Ralph Fullwood, Pete Davis and Regsdale Bailey. Joe Bishop received a merit badge for handicraft and first aid, and Urlin Streu received a merit badge for handicraft.

### Christmas Show to Be Held Tomorrow Morning

The Star Theatre's free Christmas show for children of the Hereford territory will be held tomorrow (Friday) morning, beginning at 10:30 o'clock; and a program of cartoons and short subjects is guaranteed to provide a lot of entertainment for the kiddies.

### Better Check Date On Driver's License

Better check on the expiration date of your driver's license. That is the advice given this week by the Deaf Smith County tax collector's office, where it is pointed out that many licenses are now expiring and holders should send in renewal applications to avoid having to take a regular driver's test. The renewal application forms are available at the tax collector's office, and applicants will find the forms simple to fill out.

### Playing a return engagement in Hereford and the Panhandle, real winter weather again seemed to have set in this week with snow last night and this morning promising prospects of a White Christmas.

Temperatures stayed slightly below freezing last night and the snow which had fallen up to nine o'clock this morning amounted only to a light powder coating. Forecasts yesterday did not mention heavy snows for the Panhandle though some snow here and rain in the south plains was forecast.

Much of the snow which fell two weeks ago remains on the ground and unpaved roads are still soggy. Farmers from many sections were practically snow and mudbound until this week.

More snow, cattlemen state, will be hard on stock; especially in view of the feed shortage; but farmers are still praising the moisture which has fallen, stating that it will carry the wheat crop until well into next spring without need of further moisture.

Though bad weather may put a stop to some last minute Christmas buying, most merchants report the buying spree (heaviest on record) as already tapering off.

## T. E. Seigler To Head Dist. Scouts In '44

T. E. Seigler was elected chairman of the Deaf Smith District, Llanos Estacado Council, Boy Scouts of America, at the annual meeting held here last week. Mr. Seigler succeeds John McLean, who presided at last week's district meeting. W. E. Dameron of Hereford and J. A. Blackwell of Friona were named vice chairmen.

Members of the nominating committee were Hall Beavers, Rev. James Aiken and W. E. Dameron.

Rev. Marvin Boyd, chairman of organization and extension, reported five troops with 104 boys registered in the district, as compared with three troops and 74 boys a year ago. New troops have been organized at Dawn and Summerfield and an Air Scout troop also has been organized. There are now two cub packs in the district with 58 members while a year ago there were just 39 Cubs registered.

Rev. James Aiken, chairman of the training program, reported completion of a scoutmaster's training course; and Hall Beavers, chairman of the camping program, reported on the camp held last summer at Ceta Canyon under the direction of Scoutmaster Urlin Streu. W. E. Dameron chairman of the advancement and court of honor committee reported three courts of honor and the establishment of the air troop, as achievements during the past year.

## Ration Reminder

GASOLINE — "A" Book Coupons No. 8 good for three gallons each through November 21. Stamps A-9 are valid Nov. 22.

SUGAR Stamp 25 in Book 4 valid Nov. 1, good for 5 lbs. through Jan. 15, 1944.

SHOES—Stamp No. 18 (3 pair) has been extended indefinitely. Stamp 1 on airplane sheet in Book 3 becomes valid Nov. 1.

PROCESSED FOODS Green Stamps B, E and F expire Jan. 30.

MEATS AND FATS L, M, N, P, and Q, now valid, expire Jan. 1. Stamp 5, valid Dec. 20, expires Jan. 20.

Stamp 1 in Book 4 good for 5 points in purchase of pork. Expires Jan. 1.

**LOCALS**

Mr. and Mrs. Glenn Boardman left Wednesday morning to spend the holidays with Mrs. Boardman's parents, Mr. and Mrs. W. B. Keeton, of Hollis, Okla.

Miss Mildred Bowsher, a student at North Texas State Teachers College at Denton, is spending the Christmas holidays with her parents, Mr. and Mrs. H. C. Bowsher.

Tom Gray of Toppenish, Wash., arrived Saturday for a visit with his brother, Kelley Gray, whom he had not seen in 32 years.

Mr. and Mrs. Pearl Singletary left Tuesday for their home near Texico after spending several days here visiting Mrs. Singletary's mother, Mrs. Julia Sowell, and sister, Mrs. Troy Moore, and other relatives.

*Expressing Sincere*  
**GOOD WISHES**



It's a distinct pleasure to say to each of you, "MERRY CHRISTMAS!" It's the season of good cheer for all and we sincerely hope you will have a full share of all the joy and happiness the Yuletide affords.

It is also our sincere wish that these same joys will go with you throughout the coming New Year.

**Thompson Service Station**  
ARTHUR THOMPSON



*We'd like to wish each of you all the Joys of the Christmas Season because we feel deeply grateful to all our friends whom we have had the privilege of serving.*

*May the New Year see the realization of your every ambition and may you enjoy health, happiness and prosperity.*

Dr. and Mrs. **J. W. HENDRIX**

Dr. and Mrs. **J. W. CHANNER**

MRS. ELMER MATHIES  
Receptionist

**MERRY CHRISTMAS**

**MERRY CHRISTMAS**

and

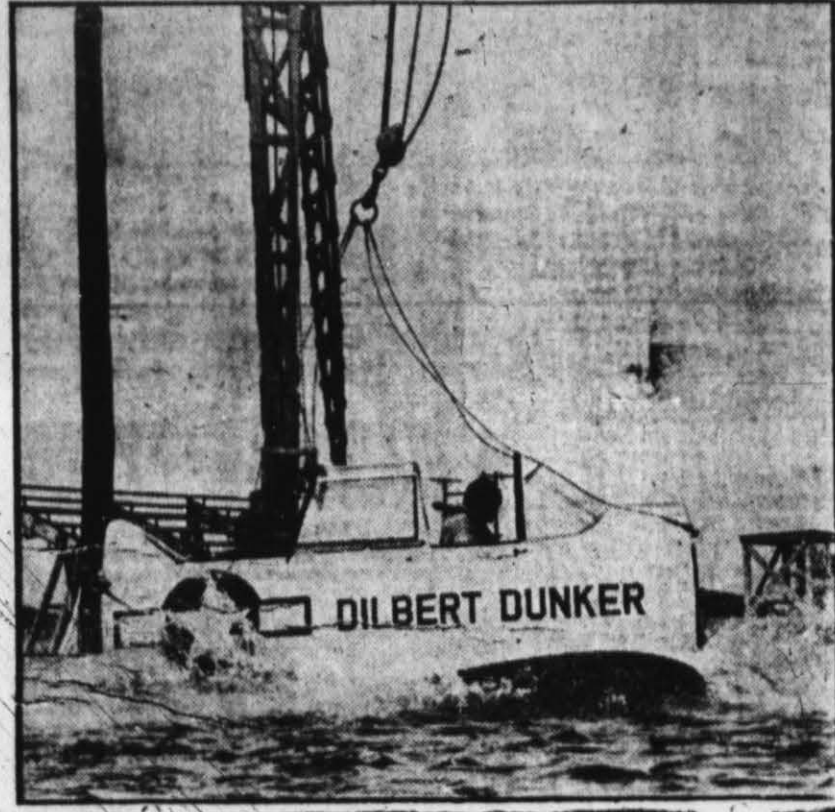
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**Happy Prosperous New Year**

As one hands down a good name, Christmas each year hands down its traditions, and all are good. It has been a tradition here to regard the good will of our customers as our most precious asset. In this holiday season of 1943 we extend to you, not as a customer alone, but as a friend, our very best wishes for a MERRY CHRISTMAS!

**Cogdell Motor Co.**  
FRANK COGDELL CHARLEY COGDELL  
FRANK MARRS CHARLIE A. CALLOWAY  
MRS. DOLLY JOLLY

**Lesson 1---Into the Drink and Out.**



The Dilbert Dunker at Corpus Christi, Tex., naval air training center teaches cadets how to escape from a plane forced down at sea. A sudden drop, submergence, and the fully-clothed cadet gets 25 seconds to scramble out, inflate a rubber liferaft, and climb aboard. Incidentally, Dilbert is the name for cadets who always do things wrong. (U. S. Navy photo.)

last week.

Tom Wilson, who is attending Exeter Academy in New Hampshire, is spending the Christmas holidays with his mother, Mrs. C. C. Rockwell.

Mrs. Clara McLean has returned from Dallas where she visited her father, Eli Dunlap, and other relatives for several days

Mr. and Mrs. W. M. Stovall arrived Wednesday to spend Christmas with their daughter, Mrs. E. L. Brady.

Mrs. Rayford Slay and little son, Larry, of Houston arrived Sunday to spend the coming holidays with her parents, Mr. and Mrs. R. A. Fullwood. Mrs. Slay is the former Miss Catherine Fullwood.

Mrs. D. C. Laird of Kilgore arrived last week to spend the Christmas season with her sisters, Mrs. Seth B. Holman and Mrs. H. C. Baird, and other relatives.

**Holiday Guests**  
Holiday guests in the Bob Wilson home will include Mrs. Wilson's sisters, Mrs. Elizabeth Dillon of Greenville and Mrs. Jane Steele and little son of Clayton, N. M., and a soldier friend of the family, C. R. Smith, who has recently returned from the Aleutian Island battle front.

**Expected**  
David Neal Beavers, son of Mr. and Mrs. Hall Beavers, and George Weems, both with the Navy V-12 program at Arlington, are expected home Friday for the Christmas holidays.

Miss Nona Deen Rose, daughter of Mr. and Mrs. Doyle Rose, arrived home the past week end to spend the holidays here with relatives. She is a student at the University of Texas, Austin.

**TEXAS TECH STUDENTS HOME**  
Among the Texas Tech students who arrived home Tuesday for the holidays were Frances Gollehon, daughter of Mr. and Mrs. Arthur Gollehon, Phyllis Radovich, daughter of Mr. and Mrs. Phil Radovich and Vida Mae Orr, daughter of Mr. and Mrs. Berry Orr.



As you tie up your Christmas packages think of us. We'll be thinking of you... thinking of how good you've been to us in 1943 and of what a pleasure it has been to serve you. And we'll be wishing you a very Merry Christmas.

**Phillipp Motor Co.**

**Wyche**  
MYLDRED HENRY

The Wyche Home Demonstration Club met Thursday, Dec. 16, at the home of Mrs. Lee Cocanougher for their annual Christmas party. There were only a few present on account of sickness and bad roads. The evening was spent playing games and gifts were exchanged from a beautifully decorated Christmas tree. Refreshments were served to Mrs. Doff Dennis, Mrs. Victor S. Ellston, Mrs. Dock Roberson, Mrs. Fred M. Henry, Mrs. Billy Graham, Mrs. Williams and the hostess, Mrs. Lee Cocanougher.

Second Class Seaman Lee Roy Baker, who is stationed at Great Lakes, Ill., wishes to thank the members of the Wyche Home Demonstration Club for the box of cookies they sent him.

Most of the roads in this community are in fairly good shape since last weeks rain and snow. Ira Ott had the misfortune of falling and spraining an ankle last Friday.

Mrs. Albert Hunsley, the former Miss Ina Mae Hewitt, from Geneva, Neb., arrived here Saturday to visit her parents, Mr. and Mrs. E. C. Hewitt, Sr.

Haley J. Edwards treated his bus riders to coca cola Friday evening.

Pfc. Jap W. Dickerson, Jr., who is stationed at Gulf Port, Miss., would like to thank the Wyche Club for the wonderful cookies. He said they were the best he had ever eaten. He wishes for each one a merry Christmas and Happy New Year.

Mr. and Mrs. E. C. Hewitt, E. C. Hewitt, Jr., Miss Barbara Mask, and Mrs. Albert Hunsley made a business trip to Amarillo Monday.

Mr. and Mrs. Noah Ewton and son Willey, sold their ranch in this community and moved to

Hereford Saturday. Who can beat this? Christmas cards were received by Geraldine and Myldred, Irene Henry from seven different states and several from overseas. Those received from overseas were from England, New Guinea and from the Aleutian Islands.



We salute YOU, American servicemen and civilians, for your part in helping to bring happiness to the entire world. We salute you with a holiday wish heartier than ever before.

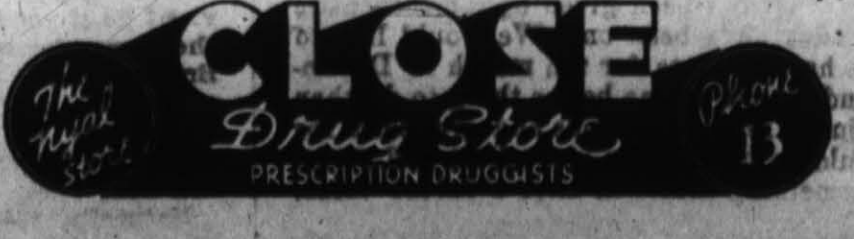
**MERRY CHRISTMAS!**  
**Kemp Lumber Co.**  
GRANT FULLER, Manager



... As we express the Season's Greetings at this happy Christmastime, we pledge to strive to maintain this same spirit of thoughtful service throughout all the days of the coming year. Our sincere thanks for your patronage and our assurance that it is our purpose to merit its continuance.

R. A. TYNES DOROTHY MARTIN FRANCES PATKE  
MR. AND MRS. H. A. CLOSE MARY MARTIN

This Store will be Closed from 9 A. M. to 12 NOON  
**Christmas Day**



**Pearl Harbor—Forever Etched in American Minds**



American warships battered and burning at Pearl Harbor, December 7—the day that will live forever in the minds and hearts of all red-blooded Americans as one of the most infamous days in our history. But the Japs know now that we intend to avenge this sneak attack and act of treachery. Buy War Bonds on Pearl Harbor Day!



Woodrow Wilson Harnes, 28, was on watch aboard the minelayer *Ogala* when the Nips struck; is now an instructor in the Armed Guard Center in Brooklyn. Harnes has two brothers in the Seabees and one in the Army. He buys War Bonds regularly.



Jap shrapnel got Paul Compert, 24, of Chicago, while on watch aboard the U. S. S. *Maryland* at Pearl Harbor on that December morn. He stuck to the bridge until 3 p. m. before relief came, and only then were his wounds treated. He has a regular pay allotment for War Bonds.



Another gub from the *Maryland* is Pearl Chandler, 20, of Harlan, Iowa. He, too, was on watch at the time of the sneak raid and was one of the boys who "passed the ammunition." Just now he is an instructor at the Armed Guard Center. He is married and buying War Bonds.



Jack Stackburger, 20, of Cincinnati, Ohio, was a signalman on the bridge of the U. S. S. *Pennsylvania* when the Japs struck. He was sent to the conning tower to send out signals, and stuck to his post throughout the raid. Stackburger is in the Armed Guard now and Buys Bonds regularly.

**Strictly Fresh**

THE Tokyo radio says "it cannot be said that the Japanese navy has the war situation under complete control." And all the time we thought the Tokyo radio was a propaganda outlet.

The Nazis newest secret weapon is reported to be a 45-foot rocket bomb which will travel up to 90 miles. Apparently the fireworks displays the heretofore have been treated to have captured their fancy.

Hitler has conferred with Admiral Doenitz on the submarine situation. Maybe it's just a step from wolf pack to wolf pack.

The Senate Finance Committee approved a bill to require labor unions to file financial reports which will probably stir up a lot of racket-tears.

General Clark gave his wife Naples as a birthday present. What do you suppose he's doing about his Christmas shopping?

RAISING of allotments for dependents is further proof that it's an ill draft that blows no good.

Incredible as some of them are, rumors about women's clothing are seldom without foundation.

A good many people who get around slowly are really limping between the ears.

According to the latest OWI figures, the Japanese air force has done a lot of ex-planing for the home folks.

As the football season progresses, it becomes increasingly apparent that the Navy's farm system has acquired the best of the talent.

MIXING it with the liquor industry ought to be a setup for the senatorial committee. It is understood the committee's aides are bonded, and—this is straight—with Senator Van Nuys, a member of the bar, highballing the party, you can look for proof of some tall ones in a corking good case from the first round right up to the parting shot.

Not so much has been heard lately of the Nazis importing labor. Apparently the Allied air forces have seen to it that Hitler doesn't have more factories than he can operate handily.

No two ways about it, either the WLB will have to give the white collar man a break or sick the S. P. C. A. on the laundry industry.

Reports indicate that morale in the German army is still as high as ever. Evidently the super-soldiers weren't let in on the fuhrer's last speech.

NEW YORK pipe smokers, it is reported, are paying \$2 for toy sets which include 50 pipe cleaners for bending into figurines. Apparently the main stem is still smoking.

Fearing signals to Allied planes, the Nazis now forbid flying of kites in the Low Countries. The OPA will have to outdo itself to promulgate an order with as many strings to it as that one.

From reports of war on the eastern front, one gathers that a lot of Nazis are paying for their Crimes.

The Germans are transferring many of their troops from Italy to the Russian front. You can now look for a greatly increased take of prisoners in the Naples-Rome vicinity.

It is reported that Stalin's state dinner for the tri-power conferees lasted six hours. Just think of the terrific strain on the interpreters.

**Test Your I. Q.**

1. What is the origin of our word "plebiscite"?
2. About how long has human life existed on the globe?
3. Where did the first Parliament meet?
4. Who is president of Turkey?
5. What is agar?

**ANSWERS TO Test Your I. Q.**

1. It grew out of the political meetings of the plebeians in ancient Rome, about 447 B. C., at which they voted on resolutions proposed by their tribunes, or protectors.
2. Scientists' discoveries indicate 2,000,000 years and longer.
3. The Vikings organized the first Parliament in Iceland, 930 A. D.
4. Ismet Inohu.
5. Agar is a jelly-like substance made from seaweed and used in medical laboratories as a solidifying agent in bacteriological cultures; it remains solid at higher temperatures than ordinary gelatinous substances. It was Japanese-produced, made from seaweed and also Ceylon moss, but is now being made from Pacific coast seaweed.



**THIS CHRISTMAS HELP TO RESTORE PEACE ON EARTH—**

**Give War Bonds!**

THIS year our memories of other happier Christmases are more vivid than ever. The stockings, the trees, the carols, the family reunions—memories of all of these make us yearn more strongly than ever for the safe return of our husbands, brothers, sons and daughters who are far from home.

So the foremost hope of all of us is that peace shall once more return to this earth—and soon.

You can help to speed the day of victory and peace by giving War Bonds and Stamps this Christmas.

Every War Bond, every Stamp, you buy and give helps mould more bullets—load more shells—launch more ships—lift more planes into the skies!

Every War Bond, every Stamp, you buy and give will help to dictate the terms of the Armistice—and write a peace that will endure.

So give U. S. War Bonds and Stamps to everyone on your Christmas list. Give and give generously!

Remember—every War Bond and Stamp is more than a present for the one who receives it. It's a gift of peace and happiness and safety for some soldier or sailor besides!



**DOWN TO EARTH PRICES on Christmas Foods**

**THESE SPECIALS GOOD FRIDAY and MONDAY (We Will Remain Closed Christmas Day)**

**FRUIT CAKES** Furr's 1-LB. .... **75c**

**RAISINS** 2-LB. SACK ..... **33c**

**FURR FOOD STORES**  
lower prices

<b>BABY FOOD</b> Clapp's, cans ..... <b>3 for 25c</b>	<b>FLOUR</b> Big "A", guaranteed — 24-lb. .... <b>89c</b>	<b>WESSON OIL</b> Pint ..... <b>29c</b>
<b>SPERMITE</b> Tall Can ..... <b>21c</b>	<b>FLOUR</b> Alamo — 24-lb. sack ..... <b>79c</b>	<b>MEAL</b> Victor — 5-lb. sack ..... <b>24c</b>

<b>CHRISTMAS NUTS</b> ALL KINDS. Good Selection — LB. .... <b>43c</b>	<b>FURR'S FINEST FLOUR</b> ..... <b>24-LB. SACK \$1.05</b>
--	--

<b>MILK</b> Armour's, tall can ... <b>3 for 25c</b>	<b>TOILET SOAP</b> Lux or Lifebuoy, bars <b>3 for 19c</b>	<b>SUGAR</b> Powdered or Brown — Box ... <b>8c</b>
<b>COFFEE</b> Folger's — Lb. .... <b>31c</b>	<b>TOILET SOAP</b> Palmolive ..... <b>3 for 19c</b>	<b>MATCHES</b> Carton of 6 Boxes ..... <b>19c</b>
<b>MACARONI or SPAG.</b> Quaker's, boxes ..... <b>2 for 15c</b>	<b>TOILET SOAP</b> Fine Art, bars ..... <b>4 for 13c</b>	<b>BAKING POWDER</b> Calumet — 1-lb. Can ..... <b>19c</b>
<b>PANCAKE FLOUR</b> Victor, 20-oz. boxes ..... <b>2 for 15c</b>	<b>SOAP</b> Crystal White, bars <b>10 for 35c</b>	<b>CAKE FLOUR</b> Swansdown — Large Box ... <b>25c</b>
<b>CLEANSER</b> Lighthouse, tal leans <b>3 for 14c</b>	<b>SYRUP</b> Bliss Waffle — 5-lb. jar ..... <b>45c</b>	<b>GRAPE-NUTS</b> Packages ..... <b>2 for 25c</b>
<b>SALT</b> Rock Crystal, 1 1/2-lb. <b>3 for 10c</b>	<b>MUSTARD</b> Ma Brown — Quart ..... <b>16c</b>	<b>RAISIN BRAN</b> Skinner's — Box ..... <b>10c</b>
<b>PURE LARD</b> Armour's — 4-lb. carton ..... <b>65c</b>	<b>OLIVES</b> Green, King — 4-Oz. Bottle <b>20c</b>	<b>OATS</b> Scotch Brand ..... <b>8c</b>
<b>LINSEED</b> Large Box ..... <b>23c</b>	<b>CHEESE SPREAD</b> Kraft's — 5-oz. Jar ..... <b>18c</b>	<b>CORN FLAKES</b> Kellogg's ..... <b>8c</b>
<b>XYDOL</b> Large Box ..... <b>23c</b>	<b>BAKE-RITE</b> 3-Lb. Carton ..... <b>65c</b>	<b>WHEATIES</b> Box ..... <b>10c</b>
		<b>SHREDDIES</b> Box ..... <b>12c</b>

**CRANBERRY SAUCE OCEAN SPRAY. 19-OZ. GLASS 21c**

**Christmas Specials**

Good Thru Monday  
In order to get a Select Bird, See Us Today!  
We have the

**TURKEYS**

Hen Turkeys, dressed and Drawn... No Points!

DRESSED HENS, large and fat ..... No Points!  
DRESSED FRYERS ..... No Points!  
PLENTY OF FRESH OYSTER, large ones ..... No Points

**Extra Pork Points ... Stamp 1 in Book 4**  
(Good for 5 Points until January 2)

PORK ROAST, center cut, 4 Points	lb. 31c
PORK SHOULDER, whole of half, 2 Points	lb. 31c
PURE PORK SAUSAGE, 4 Points	lb. 38c
SMOKED HAMS, nice to boil or bake, 2 Points	lb. 30c
ARMOUR'S STAR HAMS, half or whole, 5 Points	lb. 35c
Grade BEEF ROAST, 7 Points	lb. 28c
BRISQUIT RIB ROAST, 4 Points	lb. 24c
STANDING PRIME RIB ROAST, 6 Points	lb. 33c

Plenty of

**Apples and Oranges**  
ALL KINDS!

Tomatoes ..... 2 lbs. 25c  
Lemons, large .... doz. 35c  
Oranges .... 35c to 70c Doz.  
Lettuce, large .... head 12c  
Grapefruit, large .... lb. 6c  
Cranberries ..... lb. 27c  
Cabbage ..... lb. 4c

TO WISH YOU THE BEST OF

**CHRISTMAS CHEER**

... and to say "THANK YOU" for the splendid way you have treated us, even in these days of shortages in materials and help.  
... We sincerely appreciate your splendid cooperation — and like yourselves — we are looking forward to the time when our boys will again don "civvies" and things will once again be normal, which to us would mean ... A PERFECT 1944!

**THIS STORE WILL BE CLOSED Christmas Day**

**HAILE DRUGS**  
Walgreen Agency  
WE SELL FOR LESS  
PHONE 99 HEREFORD, TEXAS

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher  
JIMMIE GILBERTINE Editor  
MARY KATE BROTHERTON News Editor

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### NOTICE TO 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 at 402 Main Street, Hereford, Texas.



**STILL TOUGH** ... but in a sentimental sort of way, is James Cagney, pictured above with Marjorie Lord in a scene from "Johnnie Come Lately," the week-end picture at the Star—and a real Cagney action picture with the star as a tramp newspaper reporter, who cleans the politicians out of a small town in the early days of this century.

## SOCIETY

### HOLIDAY PARTY ENTERTAINS SUMMERFIELD CLUB

Among the many holiday parties given the past week was the Summerfield Study Club Christmas party at the home of Mrs. J. B. Noland Thursday afternoon. Hostesses were Mrs. Ky Lawrence and Mrs. O. B. Sumner.

In keeping with the spirit of the season a religious theme was chosen for the program. Mrs. B. E. Roberson told the Biblical story of David, giving in detail the main incidents of his life. After the program old Santa

Claus appeared for the benefit of the children present and gifts were exchanged among members.

Holiday refreshments were served to Mesdames Walk Boston, Britt Clark, Jim Clark, Ray Johnson, L. H. Lookingbill, L. L. Cannon, B. E. Roberson, Ross Royce, M. D. Rexrode, Lee Curry, J. B. Noland, Mack Noland, Chas. Noland, Otho Noland, Guy Waiser, C. R. Waiser, D. C. Waiser and the hostesses.

### MRS. BLUE IS HONOREE FOR BIRTHDAY PARTY

Mrs. R. G. Blue was complimented Saturday evening with a surprise birthday party at her home. After an hour of games gifts were presented to the hon-

oree. Refreshments were served to Messrs. and Mesdames John Robinson, Earl Phillips, Carl Williams, Frank Lucas, Dr. and Mrs. F. M. Kester and the honoree and her family.

### COLLEGE STUDENTS

Home for the Christmas holidays will be Calvin Brumley, son of Mr. and Mrs. Bonnie Brumley, who is a student at Texas A and M College. Miss Sara Calhoun, daughter of Mr. and Mrs. O. G. Calhoun will be home from the University of Texas, also George McLean, son of Mr. and Mrs. John McLean, who will have as his guest during the holidays, his roommate at the University, Don Taylor of Washington D. C.

Miss Frances Turrentine, teacher in the El Paso public schools, is in Hereford to spend the holiday vacation with her sister, Mrs. E. W. Harrison, and other relatives.

# SONS

## In the Service

### Lt. Conklin Home

Lt. Merlin Conklin left Tuesday for Victoria Kans., where he is stationed with the Army Air Corps, after a leave here with his parents, Mr. and Mrs. Lee Conklin.

### Transferred to Kansas

George Griffith, who has recently been promoted to the rank of sergeant, has been transferred from Virginia to Ft. Riley, Kans. Sgt. Griffith's wife (the former Miss Virginia Newell, lives in Hereford.

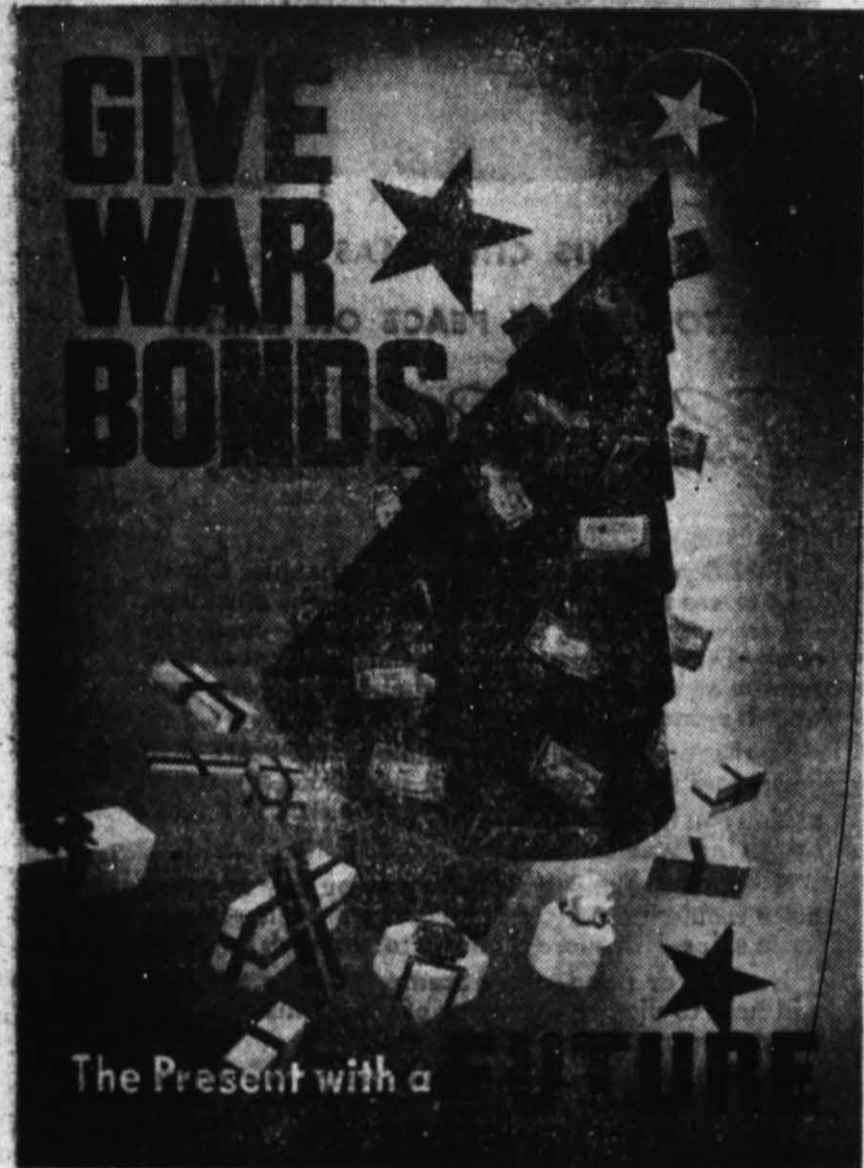
Try a Want Ad!

Our boys must keep on fighting—we must keep on buying WAR BONDS until victory is won. Keep on BACKING THE ATTACK.

## Be Quick To Treat Bronchitis

Chronic bronchitis may develop if your cough, chest cold, or acute bronchitis is not treated and you cannot afford to take a chance with any medicine less potent than Creomulsion which goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Creomulsion blends beechwood creosote by special process with other time tested medicines for coughs. It contains no narcotics.

No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough, permitting rest and sleep, or you are to have your money back. (Adv.)



The Present with a

# Merry Christmas



May you have the best of everything on this glorious occasion ... with an abundance of prosperity in the New Year.

OOO  
OO  
O

## Charm-Aid Studio

RUTH HOUSER KATHRYN HAMM

**HORIZONTAL**

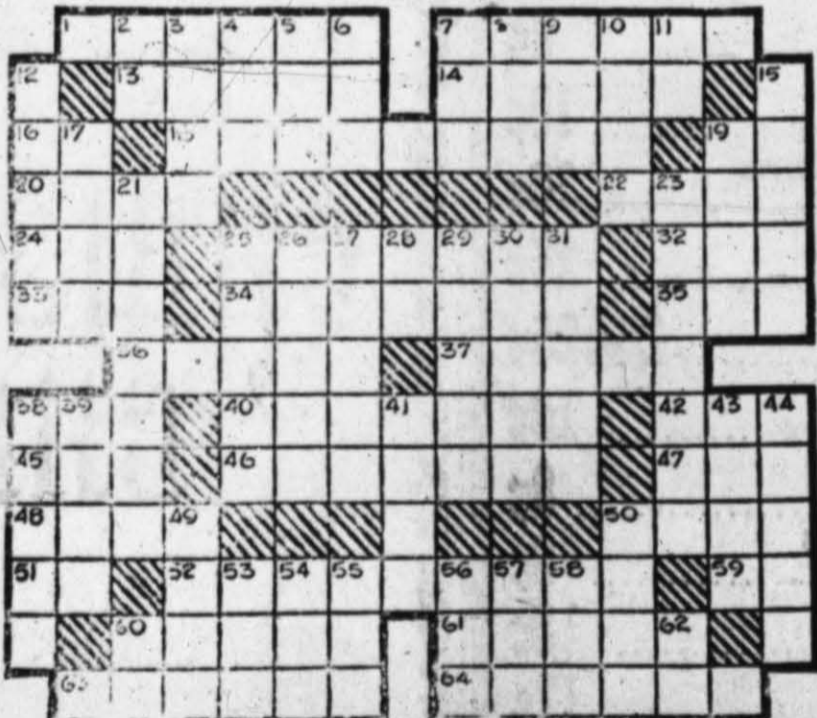
- Who was the leader of the German Reformation?
- Inflammation of the ear.
- Irene, goddess of —?
- Practical unit of electrical capacity.
- Credit table.
- Makes torpid.
- Exclamation.
- Tense.
- Bird.
- To ventilate.
- Popular.
- Tennis fence.
- Antelope.
- Unsaturated hydrocarbon.
- Fish.
- Taste and odor.
- Loads as freight.
- Genus of cattle.
- Common to both sexes.
- Self.
- Kimono sash.
- Withdraws from circulation.
- Prophet.
- Falsifier.
- Heathen god.
- Preposition.
- That.
- Disconcerts.
- You and I.
- Stranger.
- Rounded convex molding.
- Ate sparingly.
- The world of mind and matter.
- Most important state of Germany.
- Seed of the anise.
- Strait between England and France.
- To run away and marry.
- Worth.
- Preposition.
- Maker of tiles.
- Void of sense.
- Yields.
- Clayey.
- Death notice.
- Sepulchral chest.
- To emit bright light.
- Lubricated.
- Law.
- Eskimo house (variant).
- Cavity.
- To observe.
- Finale.
- 2000 pounds.
- Yellow bugle plant.
- Adverbial negative.
- Three-toed sloth.
- Either.

**VERTICAL**

- Above.
- Examination.
- Derby.
- Small shield.
- Corded cloth.
- Away.
- Japanese fish.
- Worth.
- Employment.
- Hypothetical structural unit.
- Rough crooked tree.
- Narrow sloping passage.
- A shower.
- Grew old.

**Answer to Previous Puzzle**

ULULANT DISTAFF  
NINES ADO TABOO  
EMIT TREND BLUR  
MELT ROOFERS FERE  
OR PET L YAP SC  
LSTED RAH GAP L  
ODOR COATED DADO  
YAM CHAIRED YES  
MY READORNED NU  
E EARL N TART R  
NOD AAS AID WEE  
TADS ZOONS BIAS  
FIARMALLOTMENT



### Folks in Uniform



"I told the chief what you said, and he says nuts to meal-less Tuesday—you're cooking today."

DUE TO THE  
**Shortage of Help**  
WE WILL BE FORCED TO  
**Close**  
Our Radiator Shop  
EFFECTIVE DEC. 27th

We hate to make this announcement, folks, but we do not have the help to give you the kind of work you want. However, our repair and electrical business will continue as in the past.

**Crump** BATTERY and ELECTRIC CO.

Try a Want Ad!

### SUNDAY SCHOOL LESSON

### Christmas Links You and Me in Birth of Christ

The International Weekly Sunday School Lesson for Dec. 20  
Text: Matthew 2:1-12

These lessons that we have been studying in the ten Commandments, interpreted in the light of their fulfillment in Christ's new commandment of love, find their fitting climax in this Christmas lesson.

The new testament never makes any separation between God and man. The life and character of man are always linked with the life and character of God, and the rule of the Christian life is that men should be "godly" in being like God. In everything man's duty and privilege are established in God's unlimited mercy and grace. God's resources of love are man's resources of life. A world with no God might well be a world without duties or obligations. The law of the jungle, the law of ruthless selfishness and greed might then be the law of man's life.

All this is in the old, yet ever new Christmas story. We have it in our lesson in the story of the birth of Jesus, but the whole significance of that birth is summed up in the words in John 3:16: "God so loved the world that He gave His only begotten Son that whosoever believeth in Him should not perish, but have everlasting life."

God's world is not one of moral or spiritual compulsion. God's great love and His gift are for all.

The poor, the forgotten, the neglected, are as much the recipients of God's grace as the rich.

In fact, the humanly great are so apt to feel their self-sufficiency and their lack of dependence on God that His love and His gifts are often most appropriated by those who feel most their weakness and their need. So, God's Christmas is for everybody. Our Christmas is not real unless we find Him.

## For the Past 16 Years

IKE HAS SERVED A CHRISTMAS DINNER IN HEREFORD!



and this year we

## WILL BE OPEN

with another big

## Special Christmas Dinner

(Turkey and All the Trimmings)

We would also like to take this opportunity of thanking our many friends and patrons for their consideration and patronage during the past year and to pledge to you our best efforts in 1944 and to wish each of you

A Very Merry Christmas

## IKE'S CAFE

IKE OSTROWAIT  
FRANK DANIEL

**Summerfield**

MRS. GUY WALSER

Sunday School and church was attended by 78 persons Sunday. There will be a community program and tree at the church Friday night at 8 o'clock. Old Santa Clause will also be present so everybody is invited to be present.

School turned out Friday for the Christmas holidays. Mrs. Laura Shaw is spending the holidays at her home north of Hereford. Mrs. Tandy Legg is spending the holidays at home. The roads are in better con-

dition now, although some of the roads running east and west are still in bad shape, in fact some are still impassable.

Mrs. J. A. Noland has been very ill the past week but was better early this week.

Roy Coker last week went to Amarillo, where he underwent treatment for his eye. Several weeks ago he got something in his eye and failed to get it out.

Mr. and Mrs. Lowery Walker and Guy Walser were business visitors in Dimmitt last week.

Mrs. D. C. Walser spent part of last week with her mother, Mrs. Bob Fullwood, of Hereford, who was ill.

The Summerfield Study Club

held their Christmas program and party at the home of Mrs. J. B. Noland with Mrs. Ky Lawrence and Mrs. O. B. Sumner as hostesses. The following enjoyed the book review and gift exchange Mesdames Charlie Noland, Loyd Lookingbill, B. E. Roberson, Otho Noland, Jim Clark, Ray Johnson, D. C. Walser, Walk Boston, Lee Curry, Mack Noland, M. D. Rexrode, Ross Roye, Britt Clark, C. R. Walser, L. L. Cannon, J. B. Noland, Guy Walser, Ky Lawrence and O. B. Sumner.

Mr. and Mrs. L. L. Cannon and Mabel, Mr. and Mrs. Lee Curry and Pearl, and Mr. and Mrs. J. B. Noland attended the Steak supper at the I. O. O. F. hall at Hereford Wednesday night.

Mr. and Mrs. Charlie Noland and children took Nancy and Sandra Storey back to Plainview last Friday. They have been staying with their grandparents, Mr. and Mrs. J. A. Noland.

Mr. and Mrs. Ray Johnson and Billee Ray and Ross Roye and Lefta Fae were business visitors in Dimmitt Monday.

The L. H. Lookingbill home was the scene of a pre-Christmas dinner for the Lookingbill family Sunday. Those present were Mr. and Mrs. Cecil Lookingbill and John L., Mr. and Mrs. L. B. Lookingbill and children, Mr. and Mrs. J. L. Lookingbill, Mr. and Mrs. L. H. Lookingbill Mary and L. H. Lookingbill.

Mr. and Mrs. Tandy Legg and family were Amarillo visitors Monday.

Mrs. L. J. Counselman visited friends in Conway, last Friday.

Dorothy Counselman of Amarillo spent the weekend here with her parents.

D. C. and C. R. Walser and Raymond Palmer were business visitors in Amarillo Monday.

Several from this community were business visitors in Amarillo this last week.

Pvt. and Mrs. Bill Turner of Wichita Falls visited her parents, Mr. and Mrs. Roy Coker and family, and his parents, Mr. and Mrs. Turner of Friona, last week.

Mrs. J. B. Noland entertained with a party in honor of J. B. Friday night.

Edward Ray Roberson of Hereford spent the week end with Wendell Roberson.

June and Billy Dameron, daughter and son of Mr. and Mrs. W. E. Dameron are expected to arrive today to spend the Christmas vacation here with home folks. Both are students at T. C. U. Fort Worth.

**TICKLERS**

By HAYES



HAYES

"It keeps away evil spirits"



The approaching holiday season makes us appreciate more than ever before the priceless value of our friends and customers, like yourself. It reminds us, too, of the sacrifices being made by many of our friends now in the service of Uncle Sam. To you, and to all these, go our thanks for your patronage in 1943, and our wishes for a joyous holiday.

**Hereford Motor Co.**

Dudley Green

Archie Scott

*A*  
**Season of JOY**

IS OUR Sincere Wish

TO ALL THOSE WHOM WE HAVE SERVED THE PAST YEARS AND THOSE WHOM WE HOPE TO SERVE IN THE FUTURE.

**Hereford Locker and Cold Storage**  
Wm. WARREN

**Merry Christmas**

Is Our Wish for Each of You

It has been a privilege to work with the people of this community during the past year . . . and if we have been privileged to serve you we assure you it has been a pleasure.

**The Candy Kitchen**  
Mr. and Mrs. L. Culpepper

**Whereever You May Be**



THERE was a dream . . . that men could one day speak the thoughts of their own choosing. There was a hope . . . that men could one day stroll thru streets at evening, unafraid. There was a prayer . . . that each could speak to his own God—in his own church. That dream, that hope, that prayer became . . . America! Great strength, youthful heart, vast enterprise, hard work made it so. Now that same America is the dream . . . the hope . . . the prayer of the world. Our freedom, its dream. Our strength, its hope . . . and Our swift race against time, its prayer! We must not fail the world now. We must not fail to share our freedom with it afterwards. Keep Singing, Keep Working and Fight for America!

**YOUR COMMISSIONERS' COURT**

- Troy Moore**  
Commissioner, Precinct 1
- Jim Clark**  
Commissioner, Precinct 2
- H. D. Culpepper**  
Commissioner, Precinct 3
- E. T. (Dick) Allred**  
Commissioner, Precinct 4
- Fred W. Baird**  
County Judge

Mr. and Mrs. John Jacobsen, Jr.  
and all the Gang at

**Jacobsen Bros.**

May 1944 Again Bring

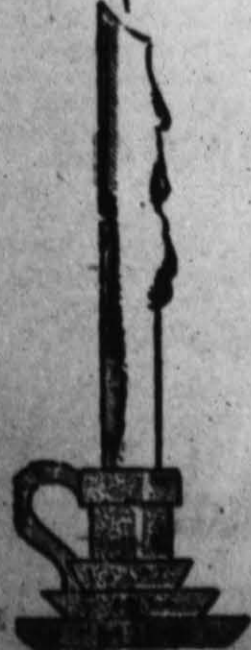
"Peace on Earth, Good Will Toward Men"

*Merry Christmas*

There is an atmosphere of good will and good cheer prevailing in our establishment which finds expression in a greeting to each of you.

At this glad Season we are reminded of our many pleasant business relations, of your many courtesies, of our own good will toward you. That's why we deem it a happy privilege to wish each of you the Season's Best Wishes.

Merry Christmas and Happy New Year to all!



# Classified Ads

"Buy What You Want - Sell What You Don't Need"

**INFORMATION - RATES**  
25¢ per word - 1st insertion  
(cash discounts follow)  
15¢ per word - addl. insertions  
any ad which goes on our  
books will take the regular 25¢  
per word rate—no matter how  
many times published.)

The cost of any number of  
words can be easily computed at  
this rate. Tables below show sev-  
eral ad costs.  
Minimum Charge is 12 Words  
or 24 Cents.

**FOR 12 WORDS**  
1 time ..... 24c  
2 times (cash) ..... 36c  
3 times (cash) ..... 48c

**FOR 15 WORDS**  
1 time ..... 30c  
2 times (cash) ..... 45c  
3 times (cash) ..... 60c

**FOR 25 WORDS**  
1 time ..... 50c  
2 times (cash) ..... 75c  
3 times (cash) ..... \$1.00

Out-of-town ads must be ac-  
companied by cash—or they will  
not be published.  
No ads taken after 10:00 A. M.  
Thursdays.

## FOR SALE OR TRADE

**FOR SALE:** Improved farm of  
288 acres in 7 miles of Friona,  
price \$7500.00. Can give possession  
January 1, M. A. Crum. Fri-  
sona. 51-1tp

**FOR SALE:** Model A John Deere  
motor in good condition, good  
rubber, with lister and planter  
attachments; also 6 ft. oneway,  
team of good work horses with  
harness and one 8 year old  
pony. Otis Foster. 51-2tp

**FOR SALE OR TRADE:** Two  
12x16 government granaries, lo-  
cated 7 miles north of Dawn.  
R. A. Daniel, 804 Main or Phone  
33-W. 51-1tc

**FOR SALE:** Three lots in Block  
18, Evans Addition. C. R. Smith.  
51-1tc

**FOR SALE:** Rabbits, \$3.00 to  
\$8.00 per pair. O. T. Larson. Rt.  
1 or see me at Brumley Hog pens,  
No sales on Sunday. 51-2tp

**CON-D-MENTAL**  
For hogs and chickens the liq-  
uid worms, kills insects, sore  
heads, roupe and prevents dis-  
ease. Feed CON-D-MENTAL to  
your Baby Chicks, hens too—  
Eggs—More Eggs—Your deal-  
er has CON-D-MENTAL. 51-11tp

**FOR SALE:** One Smalley Hammer  
mill, one wide tire wood wheel  
wagon, two sets of work har-  
ness, some barbed wire and a  
kerosene hot water heater. Roy  
Euler, Summerfield. 51-1tp

**FOR SALE OR TRADE:** Chev-  
rolet, fits any car. 1 large table  
model electric Radio. E. W.  
Young, 609 West 3rd Street. 51-1tp

**FOR SALE**  
Six room house, two lots,  
fine shade and fruit trees,  
windmill. Price \$1400.00 good  
terms.  
Claud Higgins, Phone 642-J  
50-3tp

**FOR SALE:** Large Tanks suit-  
able for water pressure. See H. L.  
Hershey, Star Rt. or A. A. Brink-  
man, Hereford. 50-3tp

**FOR SALE:** Girls bicycle, 504 East  
11th Street. Phone 571-J. 50-2tp

**FOR SALE**  
Modern five room house, well  
located. Priced \$3750.00  
Claud Higgins—Phone 642-J  
50-3tp

**FOR SALE—A few 32-volt Win-**  
charger farm lighting plants.  
Available now to farmers and  
ranchers. See Clovis Haymes at  
Fallwood Battery & Electric.  
49-3tp

**PERMANENT WAVE 59c**  
Do your own Permanent with  
CHARM-KURL KIT, complete  
equipment including 40 curl-  
ers and shampoo. Easy to do,  
absolutely harmless. Praised  
by thousands, including June  
Lang, glamorous movie star.  
Money refunded if not satis-  
fied. City Drug Store. 39-15tp

**Con-D-Mental**  
For hogs and chickens, the liq-  
uid worms, kills insects, sore  
heads, roupe and prevents dis-  
ease. Feed the powder for molt-  
ing, and eggs—More Eggs—T'll  
betcha your merchant has Con-  
D-Mental. 38-15tp

**FOR SALE—Very choice Holstein,**  
Guernsey & Ayshire heifers \$25  
each and up. Shipped C. O. D.  
If desired. Bull free with 5 heif-  
ers. Homestead Farms, McGraw,  
N. Y. 49-5tc

**FOR SALE:** Fresh milk cows,  
one or all of herd. Maurice Tan-  
nashill, 5 miles west on Oldbreath  
road, 1 mile south. 49-3tp

### "Keep on the Right Side"

Insure that Automobile  
to be Sure of the  
Right Side  
... and SAFETY!

**JOHN McLEAN  
AGENCY**

### FOR SALE

Several improved farms  
under irrigation. Priced from  
\$42.50 upwards.

Well improved 320 acres  
irrigation district, all in  
wheat, possession. Price,  
\$45.00.

Improved 320 acres irri-  
gated district, possession.  
Price \$35.00.

Perfect section, irrigated  
district, \$25.00. Good section  
irrigated district, possession,  
\$18.00. Section grass, \$20.00.  
Perfect 160 acres irrigation  
district. Land around selling  
from \$40 to \$50.00. Priced  
at \$30.00.

260 acres grass, irrigation  
district. Price \$17.50.

Both improved and unim-  
proved small acreage tracts,  
several houses; also lots.

**CLAUD HIGGINS**  
Phone 642-J 48-5tp

### New Shipment

Just Arrived ... of

**BUTANE  
BATHROOM  
HEATERS**

**BLANTON  
Butane Gas Co.**

### Mechanic

See or call Guy Howe  
for your AUTO and  
Truck repair. 1029,  
25 Mile Avenue. Phone  
297-W.

**HOWE'S GARAGE**

**FOR SALE:** R. L. Craner place  
at 306 West 7th Street. Noah  
Ewton. 48-3tp

**FOR SALE:** 2000 Hegari bundles  
or will trade for good second-  
hand drill. John Kuhles. 3 miles  
west Dawn. 48-3tp

**FOR SALE**  
Two of Hereford's best  
homes, priced reasonable.  
Large home near highschool.  
Price \$3500.00. Six room  
house \$2500.00.

**CLAUD HIGGINS**  
Phone 642-J 48-3tp

**Income Tax Service**  
Mrs. Clyde Cocanougher  
189 8th Street 46-tfc

Two registered pharmacists at  
City Drug Store to give you  
prompt, accurate prescription

service. Phone 100. 37-tfc

**PACKARD MILLING CO.**  
are now giving "S & H"  
Green Stamps. 46-10tc

WE specialize in brake re-lining.  
Bring in your brake shoes and  
we will do the rest. Our new  
burnisher affords 100 per cent  
contact with drum. MILLER  
AUTO STORE. 48-tfc

### LOST AND FOUND

LOST: Gas ration book A. Leslie  
Lloyd Bridges. 51-1tp

LOST: 6.50-16 Allstate tire on  
gray wheel. Finder please re-  
turn to H. H. Frye, Star Rt.  
Hereford. 51-1tp

STRAYED: To my place white-  
face calf weight about 400 lbs.  
7 miles north 1-2 miles west.  
Ernest Siegner. 51-1tp  
LOST: 700x17 Tire and wheel,  
between Hereford and Grady  
Wilson farm. Return to Blan-  
ton Butane Gas Co. 51-1tc

LOST: Ration books No. 3 and 4.  
Finder please return. Mrs. O. E.  
Easley. 51-1tp

LOST: No. 3 ration book. Finder  
please return to Brand office.  
Mrs. Tessie M. Roberson. 51-1tp  
FOR SALE: One couch and chair  
in good condition. 700 East 2nd  
Street. 51-1tp

STRAYED: From Kendall place  
7 miles south of Summerfield,  
about the first of November, a  
cow and two calves, cow either  
branded Bar D on left hip or HL  
on left thigh. Brumley and Son.  
49-3tp

FOUND: The way to keep your  
farm, ranch and home income  
tax records for small farms and  
ranches. See the new BLACK-  
BOURN'S Simplified Record  
book at The Brand office. Com-  
plete record for one year, \$1.85.  
17-tfc

### INCOME TAX

Mrs. Clyde Cocanougher  
109 8th Street  
51-1tc

**NOTICE!**  
Notice — SANFORD'S Indelible  
Ink for marking linens and oth-  
er fabrics, for sale at the Here-  
ford Brand. 41-tfc

**FOR RENT**  
WANTED TO BUY: Pair of child's  
roller skates, in good condition.  
Mrs. O. E. Easley. 51-1tp

**FOR RENT:** Furnished bedroom.  
Mrs. A. B. Shultz, 411 McKinley.  
50-2tp

**FOR RENT:** Apartments for en-  
listed couples. Everything fur-  
nished, bills paid, steam heat;  
also nice bedrooms. Phone 147.  
50-tfc

**FOR RENT:** 2 room unfurnish-  
ed apartment, no children. 400  
West 2nd Street. 51-2tp

### Now is The Time to Renew Your Subscription to all Papers and Magazines

Special Xmas Rates!

**Hereford News Stand**  
Phone 694 46-tfc

### NOTICE

We want your  
**DRAY BUSINESS!**  
Dependable Service  
Reasonable Prices and  
Pho. 4

**H. E. WESTER**  
30-tfc

**WANTED—500,000 Rats to kill**  
with Ray's Rat Killer, harmless  
to anything but rats and mice.  
Prepared baits, also liquids,  
guaranteed. At Hale Drug.  
44-14tp

### Cattle HAULING

WE HAUL ANYWHERE

**PHONE 263**

**C. E. Beauford**  
29-tfc

### The Family Car Goes to War



Your family automobile is one of the vital means of transportation on the Home Front. Dad may not be the best mechanic in the world, but he can make necessary minor repairs that will keep your car in useful service. In War-time it is also patriotic to share a ride with a friend or neighbor.

RPS-OWI

### Invasion Talk Rife

LONDON, Dec. 21—A sudden  
lifting today of the ban on specu-  
lations as to the identity of the  
Allied invasion of Western Eu-  
rope was interpreted in some au-  
thoritative quarters as an indi-  
cating that such a commander  
soon will be named.

American correspondents were  
informed without any previous  
warning today that censorship  
henceforth would permit specu-  
lation as to who might finally be  
chosen to direct the Anglo-Amer-  
ican "second front" attack on  
continental Europe.

Over the weekend the British  
press had soft-pedaled persist-  
ent reports that Gen. George C.  
Marshall, United States Chief of  
Staff, might be assigned to the  
task. Quoting the Army and  
Navy Journal, published at  
Washington, the London papers  
indicated that Marshall  
probably retain his present post.

Today, however, the British  
press is stressing a Reuter dis-  
patch from Washington, declar-  
ing:

"There is ground for suppos-  
ing the land forces will be led by  
an American."

This is qualified to the extent  
that either Gen. Dwight D.  
Eisenhower, commander in chief  
in the North African-Italian  
theater, or his deputy, Gen.  
Sir Harold R. L. G. Alexander,  
would be acceptable to both the  
Americans and British for over-  
all command.

In this case, it was thought a  
British Air Marshal was likely  
to direct the combined air at-  
tack, and a British Admiral in  
charge of Naval operations.

"I believe there is a strong  
American desire that Marshall  
or Alexander should be associ-  
ated with future operations."

**WANTED**  
FOR RENT: 160 acres improved  
irrigated farm for cash. Inquire  
C. R. Smith. 51-2tp

**FOR RENT:** Two room furnished  
house apartment, 1200 East 11th.  
Phone 689-W. Ralph Smith. 51-1tp

**HELP WANTED:** Responsible  
man or woman wanted to supply  
Watkins customers in Hereford  
with products; business better  
than ever; enjoy a good income  
from the start. For more details  
write: J. R. Watkins Company,  
70-74 W. Iowa Avenue. Memphis  
Tenn. 50-2tp

**WANTED:** Married man for year  
around general farm job, mod-  
ern living quarters, milk eggs,  
garden space and electricity fur-  
nished. E. C. Reinauer 7 miles  
east of Hereford on Highway 60  
then 1 mile north or 1 mile  
north of Joel switch. Mail ad-  
dress Rt. 1 Box 44, Hereford,  
Texas. 50-2tp

**WANTED:** Baby buggy in good  
condition. Call 447-W. 49-4f

**WANTED TO BUY:** Near Here-  
ford for home 1-2 or whole sec-  
tion of improved irrigation land  
from owner. Inquire at Brand  
Office. 47-4tp

**Quick Word to Next-of-Kin**  
Next-of-kin of servicemen  
who have been taken prisoner  
by the enemy will receive swift  
and accurate notification, the  
Office of War Information has  
announced. The government im-  
mediately will transmit free any  
accurate information from a re-  
liable source dealing with pris-  
oners of war. OWI warned  
against reliability of enemy  
broadcasts and against paying  
any private individual or or-  
ganization for such information.



**Duplicator INK**  
among many other items  
in the  
**Brand's**  
**OFFICE SUPPLY DEPT.**  
Phone 30  
Hereford, Texas


**Some Butter Prices Increased**  
Consumers will pay 1 or 2  
cents more a pound for butter in  
most smaller independent stores

as a result of a recent amend-  
ment to the butter regulation by  
OPA allowing jobbers a mark-up  
of 2 1-2 cents a pound to pay  
extra costs of many small deliv-  
eries.

## DO NOT BRING YOUR HOGS IN THIS WEEK

We Will Be  
OPEN FOR BUSINESS AGAIN  
**Monday, December 27th**

**BRUMLEY HOG CO.**



## A JOYOUS YULETIDE

As we express the Season's Greetings at this happy Christmastime, we pledge to strive to maintain this same spirit of thoughtful service throughout all the days of the coming year.

Our sincere thanks for your patronage and our assurance that it is our purpose to merit its continuance.

### Farmers Associated Elevators

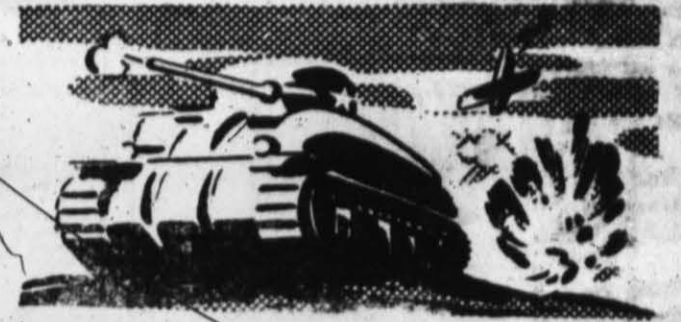
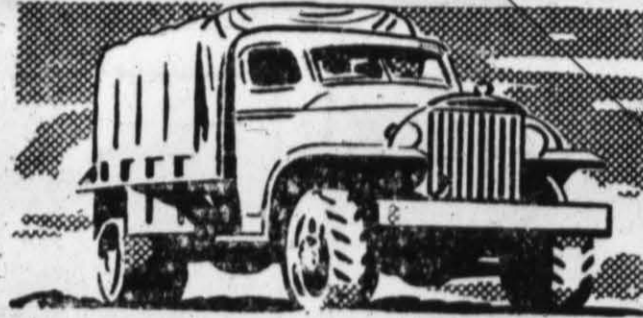
**DAWN and BLACK**

T. L. WELCH, Mgr., Dawn W. A. SMITH, Mgr., Black



Stand by for action! It's all hands at battle stations for Edw. G. Robinson, with Glenn Ford and Marguerite Chapman, in Columbia's "Destroyer". At the Star Wednesday and Thursday, Dec. 29-30

C O M P L E T E  
-:- 1 9 4 4 -:-  
C A L E N D A R



1944 JANUARY 1944

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1944 FEBRUARY 1944

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1944 MARCH 1944

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## SOCIETY

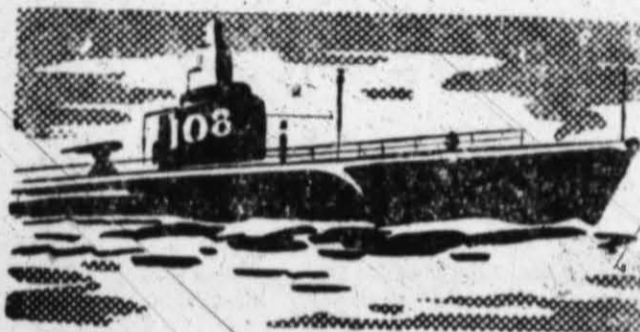
MRS. JOHN McLEAN, Society Editor — Phone 181

### Christmas Spirit Prevails at Mason-Eastern Star Annual Holiday Affair

A holiday spirit prevailed at the annual Mason-Eastern Star Christmas celebration held at the Masonic Hall Tuesday night. Decorations were in keeping with the theme of the season and a Christmas program was presented.

Mrs. Frank Terrell, worthy Matron, welcomed the guests and Mrs. H. D. Reed directed the program; a quartet of girls sang "Bethlehem Babe" to open the program with Patsy Slagle, Elaine Thompson, Mary Jo Mathies and Mary Helen McGilvary singing. A humorous playlet, "The Modern Christmas," was presented by Reuben Knox, Patsy Slagle, Elaine Thompson, Doris Jean Hastings, Mary Helen McGilvary, Dickie Kendall and Mary Jo Mathies. The Christmas song was sung by Billee Ray Johnson and a Christmas candle lighting ceremony was conducted by Sammy Jane Batton, Doris Jean Hastings and Stanley Slagle. Berella Kay Reed sang "I wonder if Santa Is Ready to Start" and after the entire group sang "Jingle Bells," Santa arrived to distribute gifts from the tree.

Refreshments were served to a large group of Masons and their wives and members of the Order of Eastern Star and their husbands.



### Younger Group Enjoys Xmas Party

A delightful yuletide party was given at the club house Tuesday night when members of the Horizon Club entertained with a holiday affair.

The club house was gay and bright with Christmas decorations in red and silver. Silver bells were hung in windows and on chandeliers and lighted candles were used. Dancing and games entertained the group.

Chaperones for the party were Mr. and Mrs. Urlin Streu, Mr. and Mrs. Frank Gyles, Mr. and Mrs. E. E. Murray of Hobbs, N. M., and Mrs. F. P. Lyons.

Young people attending were Bobby Lee Witherspoon, Bobby Carnahan, Johnnie Sexton, Elizabeth Cocanougher, Barbara Ann Burney, Jimmie Easley, Virginia Lyons, Roger Corbett, Ann Bateman, Wendall Robertson, Juanita Beauford, Bobby Jennings, Cherry Ann Forrest, Joe Lyons, Jesse Ann Buckner, John L. Lookingbill, Rosemary Phillips, Betty Jane Robinson, Wanda Marie Allman, Betty Morrow, Marie Williams, Bob Morrow, Bobby Neal Millard, Gayle Rogers, Billy Hutson, Mary Beth Scott, David Sowell and J. B. Sowell.

1944 APRIL 1944

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1944 MAY 1944

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1944 JUNE 1944

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### DINNER PARTY IS YULETIDE AFFAIR FOR L. A. E. CLUB

A dinner party with husbands as honor guests was the order of the day at the L. A. E. Club's annual Christmas affair held at the home of Mrs. C. D. Carnahan Tuesday evening.

Quartet tables were centered with one lighted taper rising from an arrangement of mistletoe and after forty-two games gifts were exchanged from a brilliantly lighted tree.

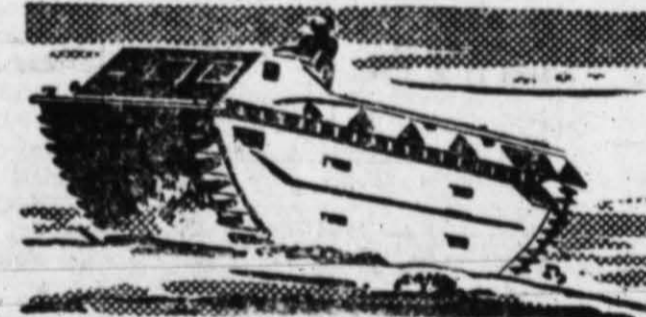
Prizes in the forty-two games were won by Mrs. Bill Hutson and Mrs. George Suggs for the ladies and by A. Petersen and Jack Dean.

Those present were Messrs. and Mesdames George Benson, Clarence Carnahan, Jack Dean, Alton Higgins, Bob Higgins, Bill Hutson, T. W. Robertson, George Suggs, A. Petersen, and Robert Veigel.

### HAYS FAMILY ENJOYS HOLIDAY DINNER

A family holiday dinner was enjoyed Sunday when children of A. C. Hays gathered for a reunion at the Hays home.

Present were Mrs. Irvin Kimmins of Borger, Mr. and Mrs. Charlie Hays, Jr., of Amarillo, Mr. and Mrs. Clyde Hays and family of Summerfield, Mr. and Mrs. Jim Bookout and family of Westway, and A. C. Hays and Mrs. Lorraine Slak and daughter of Hereford.



1944 AUGUST 1944

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1944 JULY 1944

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1944 SEPTEMBER 1944

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### MRS. MILBURN IS HOSTESS AT CLUB PARTY

Mrs. N. E. Milburn was hostess for the LaPlata Club Christmas party given at her home Tuesday evening. Mrs. Liston Wilson and Mrs. L. B. Barnett were cohostesses.

Holiday decorations were used all about the house and a Christmas program was featured. Mrs. Henry Benson told the story of "The Other Wise Man," by Henry Van Dyke, and Christmas contests ended in Miss Genevieve Eberle playing Santa Claus to distribute gifts from a beautifully decorated tree.

Special guests included Mrs. Henry Benson and two associate members, Mrs. Willis Edelson and Mrs. Frank Huckert.

Members present were Mesdames Homer Brunley, Clyde Cave, Meade Halle, C. F. Hardwick, C. S. Hinman, Lynn Keiser, Chas. Newell, Gaylord Newell, Elmer Patterson, A. J. Schroeder, T. E. Seigler, Jr., Lorraine Slak, Urlin Streu, Gordon Taylor, W. J. Wilson and the hostess.

### LOCAT

Mr. and Mrs. Tom Robinson and daughter, Tommie Kay, returned Tuesday from Dallas, where Mr. Robinson had been taking medical treatment.

Lylabeth Blanton, who underwent an operation in Amarillo seven weeks ago, returned yesterday to spend the holidays with her parents, Mr. and Mrs. Lyle Blanton. She will return to Amarillo after a couple of weeks for further treatment.

Miss Evelyn Benson, student at T. S. C. W., Denton has arrived home to spend the Christmas holidays with her parents, Mr. and Mrs. F. C. Benson. Also here for the holidays is another daughter, Mrs. Bernice Lannon, whose husband has been transferred from California to Brownwood with the armed forces.

Mr. and Mrs. Howard Gault and family have gone to Idaho to spend the holidays with relatives.

Howard Turner arrived last night from Long Beach, Calif., to spend Christmas here with his wife, who arrived last week, and her parents, Mr. and Mrs. W. J. Smith (Bill) Smith. Mr. and Mrs. Turner will leave Monday for Long Beach, where he is stationed with the U. S. Coast Guard.



1944 OCTOBER 1944

SUN	MON	TUE	WED	THU	FRI	SAT
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1944 NOVEMBER 1944

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1944 DECEMBER 1944

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24	25	26	27	28	29	30
31						



To the far corners of the globe go the Christmas wishes and packages to our boys in the service. With the new world of the future in the making we look forward hopefully to the Christmas of tomorrow, while wishing you the happiest of Christmases today.

**Milburn Service Station**  
Emmett Milburn and Employees

# SONS

## In the Service

**Varian J. Fuller Home For Holidays**  
Varian J. Fuller is home from Portland, Ore., to spend the Christmas holidays with his parents, Mr. and Mrs. Grant Fuller. He will report to the Navy School at Northwestern University shortly after the first of the year.

**Marine on Furlough**  
Perry Johnson of the U. S. Marine Corps is visiting his parents, Mr. and Mrs. W. A. Johnson of Hereford. Perry has recently returned from the South Pacific where he spent 18 months on active duty and took part in several of the important

campaigns in the area. He has been in the Marine Corps for nearly two years.

**Here From New Jersey**  
Cpl. Reuben C. McGilvary Jr., who arrived here last Thursday to spend a furlough in the home of his parents, will leave the last of this week for his post in the coast artillery at Ft. Hancock, N. J.

**Trimble Home**  
Larry Trimble, son of Mr. and Mrs. J. H. Trimble, stationed with the Navy program at Texas Christian University, Fort Worth, is expected to arrive home tomorrow to spend the holiday vacation.

**Ricketts Leaves**  
Gleann Ricketts left Monday for Fort Sill where he will be inducted into the United States Army. He is the son of Mr. and Mrs. Ira Ricketts.

### Westway

By MRS. MERLIN KAUL

This community has been able to "dig out" of the mud the last few days and life is returning to normal again after the recent rain and snow. There was good attendance at Sunday School Sunday morning despite the rough roads. Rev. Armstrong of Plainview filled his appointment. A Christmas service Sunday night was enjoyed by singing Christmas carols and having a Christmas message.

There are few new flu victims and those who have been ill are recovering—many quite slowly—"what to do for this cough" is a common question. There has been no school here since the storm. The children are having the Christmas vacation this week and school will start again on Monday, Dec. 27.

There will be a community Christmas tree and exchange of gifts at the school house Friday night. There will be a Christmas service and Santa will be present. Each person who wishes is to bring a gift which will be exchanged.

Miss Elma Smith has gone to Olton to spend the Christmas vacation with her parents.

Mrs. Ralph Johnson, who teaches at Friona, spent the week end in the Joe Landers and R. M. Gunn homes. Mr. Johnson is now at Wichita Falls, and she plans to spend the Christmas vacation with him.

S. J. Cook, who is now stationed at Amarillo Air Field, is able to visit his relatives and friends here once a week. S. J. has Wednesdays off and he usually spends it with his grandmother, Mrs. H. C. Matteson and his uncle, Paul Matteson.

Mr. and Mrs. W. E. Combs of Plainview were visitors last week in the home of their son Elmer Combs.

S. J. Cook of Amarillo was a dinner guest last Wednesday in the Earl Little home.

Nannette Little of Hereford spent the week end at the home

of her parents, Mr. and Mrs. Earl Little.

Elon Campbell of Breckenridge came Sunday for a few days visit in the R. M. Gunn and Joe Landers homes.

Mr. and Mrs. J. O. Buchanan and family have moved from this community to a place near Walcott.

Mr. and Mrs. Jim Bookout, Billy, Martha Ann, and Janie attended a Christmas tree and family dinner of the Hays family at the home of Mr. Hays in Hereford, Sunday.

Monte Max Dodson had his tonsils removed this week.

Kenneth Rudd and Junior Wilson went to Amarillo Tuesday to volunteer for the Air Corps.

Bonnie Wilson, who is on leave from the Navy, was a guest Monday night and Tuesday in the home of his uncle, Roy Lee Wilson.

Bobby and Don Jackson, small sons of Mr. and Mrs. Clinton Jackson have been quite ill with chicken pox.

The Home Demonstration Club party was held Wednesday afternoon at the home of Mrs. P. M. Houser at Hereford. Mrs. Al Werner and Mrs. W. L. Jones had charge of the refreshments and Mrs. Jim Bookout and Mrs. Merlin Kaul had charge of the program. Because of the bad roads, many of the members were unable to attend. The next regular meeting of the club will be held at the home of Mrs. Merlin Kaul. Regular meeting date is the second and fourth Wednesdays of the month.

Mr. and Mrs. Paul Rudd and boys, Mr. and Mrs. M. S. Roe and Mr. and Mrs. Grady Wilson, Jr., were business visitors in Amarillo Tuesday.

To all patrons of this column, may I express my wish to you for a very, merry Christmas and may "God bless you, every one!"

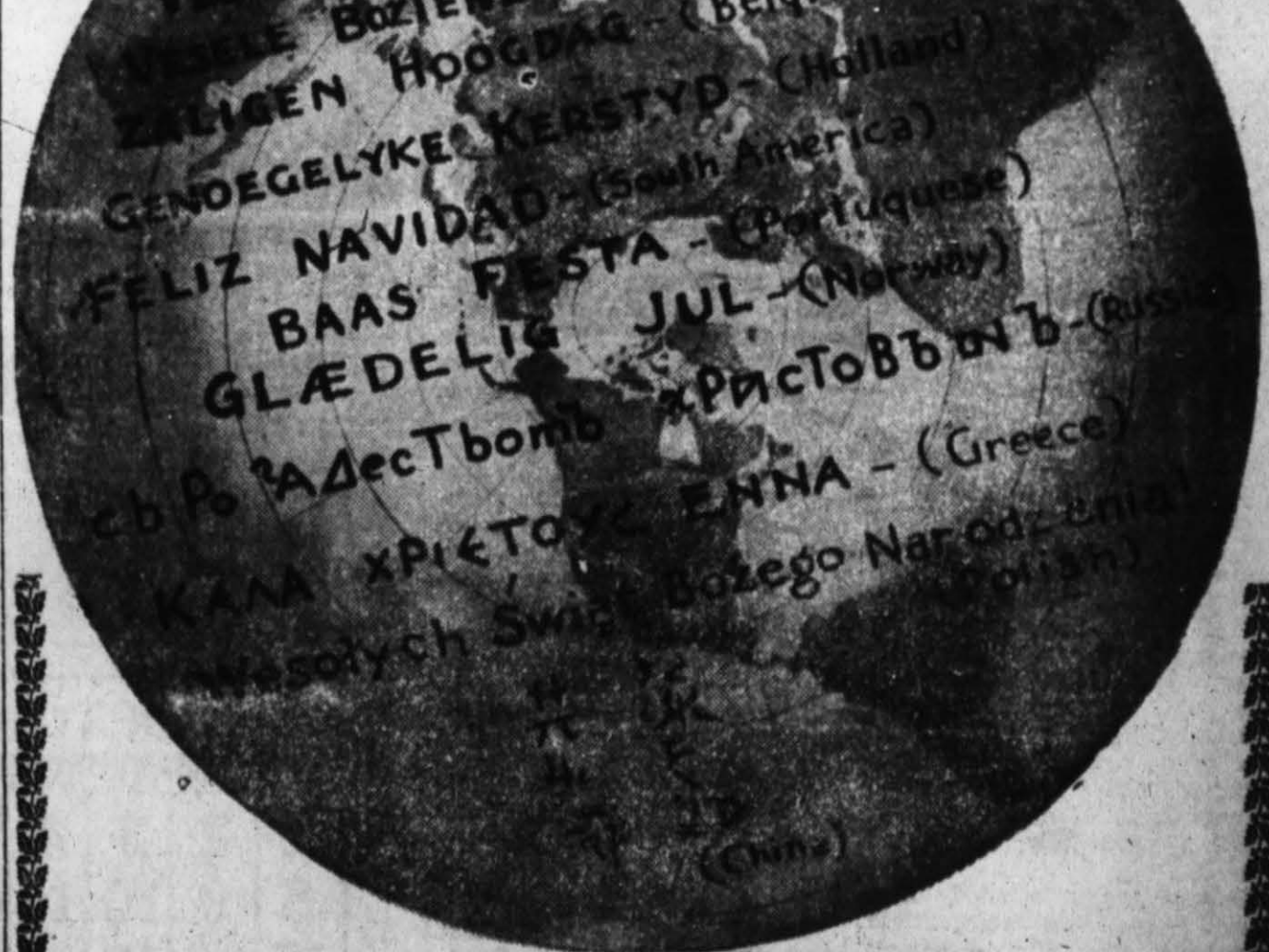
# Greetings..



from  
THE  
**Hereford Creamery**  
AND  
**Best Wishes**  
for 1944

Mr. and Mrs.  
**S. B. WALKER**  
and Employees

# MERRY CHRISTMAS



May the benign influence of this blessed season extend far into the future—bringing to you the hope of all civilized humanity... the peace and good will proclaimed nineteen hundred forty-three years ago.

**MR. AND MRS. F. M. KESTER**

**Lost!**  
use the  
**CLASSIFIED**

Christmas is here again with its good fellowship and good will. Its warm spirit reminds us that in our friends and not in our ledger, do we find our real assets. So we want to express our appreciation of your evidences of friendship for us and to wish you a



AND A HAPPY NEW YEAR

WE WILL BE CLOSED  
CHRISTMAS DAY!

**CARL'S CAFE**  
GUY CORNELIUS



**Good Cheer to the World**

As we wish each other Merry Christmas this year, we are thinking of our neighbors and loved ones across the seas, hoping the holiday season brings them new faith and greater promise of bright days to come.

MR. AND MRS.  
**LYNN KESTER**  
AND FAMILY

**HILL & RICKETTS**  
REALTORS

J. E. HILL

CLAUDE RICKETTS



LESSON

Gospel of Mark Is Factual Story Of Jesus' Life

The International Weekly Sunday School Lesson for Jan. 2 Text: Mark 1:1-22

THE lessons for the first quarter of the New Year consist of studies in the Gospel of Mark, under the dominant theme of that Gospel, the Gospel of the Son of God.

The Gospel of Mark begins with John the Baptist and his work of preparation for the coming and ministry of Jesus. From that we come at once into the adult ministry of the Master, without a word concerning His miraculous birth, and the wonderful story of His boyhood and childhood.

The Gospel of Mark was probably the first of our Gospels to be written, and these things were undoubtedly well known at the time.

Mark's explicit purpose was to set forth the fact of the divine life of the Son of God by portraying that life in all the vividness of the Master's own acts and words. He does not philosophize, as does the Gospel of John.

St. Mark's Gospel is a narrative of action. He brings us right on the scene, and as much as anyone could do through writing he makes everything happen right before our eyes.

Is not that the ideal way to know the Master and feel His power—not by hearsay, not by what others say about Him, but by discovering Him for our-



Low-flying B-25 bombers nearly skim the palm-tops in a run over the bay at Madang, New Guinea. Smoke haze in the background marks destruction caused to Jap installations at nearby Alexishafen by B-24 bombers in a parallel attack. Smoke puff in middle is enemy ack-ack.

selves? Nothing is happening at second hand; we are right on the scene. Was there ever a more wonderful narrative than the 16 chapters of this Book of Mark? What a privilege to study it! And what an experience if we come to know and see Jesus as Mark knew Him and saw Him!

MAKE EVERY PAY DAY BOND DAY



A CLAP HAPPY COMEDY is "CRAZY HOUSE," Olsen and Johnson nonsense show which will provide holiday entertainment at the Star Theatre tomorrow and Saturday. It doesn't make sense, but there are lots of laughs, some good music and entertaining variety acts.

NOTICE!

WE WILL REMAIN Closed Christmas Day UNTIL 5 P. M.

when we will re-open for business AND TO SAY:



WARMEST GREETINGS

AND SINCERE GOOD WISHES

FOR CHRISTMAS AND THE NEW YEAR

TOM'S CAFE -Tom Sanders

Remodeled and Redecorated



Glory to God in the highest, and on earth peace, good will toward men

Who can estimate the value of good will, that "priceless ingredient" so conspicuously mentioned in that first glorious Christmas message? Be assured that we highly appreciate your good will, it has been and will continue to be our most treasured asset.

MERRY CHRISTMAS TO YOU!

Jimmie Allred Your PHILLIPS "66" Agent

Strictly Fresh

A NEW YORK State Health Department official says the death rate among single men is twice as great as among married men. That's because the married ones learn how to "take it."

The Italians expect the Nazis to take all the food when they leave, which brings up the question of how Propaganda Minister Goebbels is going to make the Germans think all that spaghetti is sauerkraut.

Navy Secretary Frank Knox says Sicily was just an outpost. The idea is if we remove enough outposts the roof will fall in.

A report that the Germans removed all patriotic monuments at Verdun says they didn't take two Russian cannons. Probably made them see red.

Test Your I. Q.

- 1. What is the salary of the prime minister of England? 2. What is the origin of the name Seabee? 3. How many trips outside the U. S. has President Roosevelt made on official business since the war began? 4. The recent U. S. air-naval raid on the Jap-held Marshall Islands aims at what "biggest" Jap naval base in the central Pacific? 5. Technically, as far as has been made public, we have no right to feel slighted because we are not using Russian air bases. Why?

ANSWERS TO Test Your I. Q.

- 1. About \$40,000 annually; income taxes knock it down to around \$22,000. 2. The name Seabee grew out of the letters C. B.—Construction Battalion—on the Navy uniform sleeves of members of this branch. 3. Five—the Atlantic Charter sea trip, Mexico, Quebec, Casablanca, and Cairo-Icheran. 4. Truk, a small island several hundred miles west of the Marshalls. 5. We've never asked for them.

SHOPPING TODAY?

Don't let your loved ones risk a B-Complex deficiency

Some days it's almost impossible to get the foods you know are rich in vitamin B-Complex, the foods your loved ones need for good health. Avoid giving your family a B-Complex deficiency—while you're shopping today get B-VYTS. B-VYTS do TWO things for you. 1. Each tiny capsule gives you FULL ADULT MINIMUM REQUIREMENTS of B-Complex and so PREVENTS B deficiency. 2. B-VYTS, along with your normal food, help CORRECT lack of pep, nervousness, constipation and skin disorders due to lack of B-Complex. What's more, you get a full 30 day supply of B-VYTS for only \$1. Think of the savings, when similar products cost as much as \$1.50. Take this thrifty 2-way step, get B-VYTS today. Phone, write or call at

Mrs. Warren C. Hitchings has arrived from Youngstown, Ohio, to spend Christmas with her parents, Mr. and Mrs. Pat Lawhon.

Pat Lawhon returned this week from Kermit, Tex., where he has been working in the oilfields. He plans to remain in Hereford.



Try a Want Ad!

AT FIRST SIGN OF A COLD USE 666 666 TABLETS, SALVE, NOSE DROPS



The Season's BEST WISHES...

In taking this opportunity of expressing our best wishes for the Christmas Season to our hosts of friends, we are mindful of the splendid associations and friendships that we have had in the year past. And it is in full appreciation of all the fine things you have done for us that we express our sincere thanks to each of you whom we call our friends.

THEREFORE . . . to our Friends in this community, and to our Friends in the Armed Service, we say

So, wherever you are . . . north, south, east or west, may we extend Season's Greetings to you, one and all.

Your Hereford CHAMBER OF COMMERCE

OUR MODERN Cleaning Plant NOW OPEN! AND OPERATING

Quality Work

AT

Live & Let Live Prices!

Men's Suits and Ladies' Plain Dresses Cleaned and Pressed

60c

Other Prices in Proportion

GIVE US A TRIAL!

As you know, we have been without a Cleaning Plant since Geo. Clark left in November. However, we recently secured complete equipment for a modern plant.

We will appreciate your business and invite you to give us a trial.

CALL... 298

We'll Pick Up Your Cleaning!

NO RETURN DELIVERIES!

Hereford LAUNDRY and DRY CLEANERS

Accept Our Best Wishes for a Merry Christmas and Happy New Year

**Frio**  
BY MRS. O. ANDREWS

Mrs. W. I. Simms of Amarillo recently underwent an operation in an Amarillo hospital. Her parents, Mr. and Mrs. D. O. Benson, are caring for the Simms two small children. Mr. Simms is a railway operator working on the road between Amarillo and Clovis.

Mrs. Henry Rowe who is employed in civilian government work at Brownwood, came Monday for her little daughter, Pat, who has been with her grandparents, the D. O. Bensons.

Visitors in the Wesley Brown home near Hereford, Sunday were Mr. and Mrs. A. T. Jones and Dovie Jane, Mr. and Mrs. Noble Brown of Umberger, Mr. and Mrs. John Johnson and children of Hereford and Mr. and

Mrs. Owen Andrews and children.

The A. T. Jones, W. A. Springer and T. L. Sparkman Sr., families were to be in Plainview Monday on business.

Club met Wednesday with Mrs. H. F. Benson for the Christmas party. Because of weather conditions only eight women were present. Mesdames J. M. Dixon, D. O. Benson, Jim Brooks, T. L. Sparkman, Sr., T. L. Sparkman, Jr., Owen Andrews and Miss Alma Andrews and the hostess. Christmas decorations, the tree and a lovely table centerpiece were special attractions. Games, gift exchange and Christmas songs were the entertainment for the afternoon.

J. E. Andrews was ill with flu the latter part of the week.

Letters from Lt. Geo. Jones have been received by his parents following his recent arrival in England. He mentioned the cold, damp weather and al-

# CHURCH New

**First Christian Church**  
Lawrence W. Bridges, Pastor  
Bible School at 9:45 A. M.  
Morning Worship at 11:00 A. M.  
Young People's meeting at 6:30 P. M.  
Evening worship at 7:30 A cordial welcome to everyone.

**Assembly of God Church**  
Homer T. Goodwin, Pastor  
Sunday School — 10:00 o'clock  
Morning Worship — 11:00 o'clock  
Young People's Meeting — 7 o'clock  
Evening Service — 8 o'clock  
Mid-Week Service — Tuesday night Bible Study — 8 o'clock  
Topic: "What We Believe and Why."  
Friday Night — 8 o'clock  
Young People's Service.

**First Baptist Church**  
W. E. Barnes, Pastor  
Sunday School — 9:45 A. M.  
Alex O. Thompson, Superintendent.  
Morning Worship — 10:50 A. M.  
Training Union — 6:30 P. M.  
Gracie Knowlton, Director.  
Evening Worship — 7:30 P. M.  
**Student Night Program**  
Returned college students and local young people will be featured in a special Student Night Program at the First Baptist Church, Sunday evening, Dec. 26 at 7:30 P. M. An interesting program has been arranged and all members and friends of the church are cordially invited to attend. A fellowship hour will be conducted at the close of the service for all young people.

**First Presbyterian Church**  
James Aiken, Jr., Pastor  
Sunday School — 10:30  
Morning Worship — 11:30  
Intermediate's Meeting — 6:30  
Evening Worship — 7:30  
A cordial invitation is extended to all who so desire to worship with us in these services.

**First Methodist Church**  
Marvin L. Boyd, Pastor  
Church School 9:45 A. M.  
Morning Worship Service 10:30  
Methodist Youth Fellowship 6:45 P. M.  
Evening Preaching Service at 7:30  
Mid-Week Service Wednesday 7:30 P. M.  
Woman's Society of Christian Service each Wednesday at 3:30 P. M.

**Church of Christ**  
304 East 6th St.  
Bible Study (Classes for all ages) — 10:00 A. M.  
Morning Worship — 11:00 A. M.  
Evening Worship — 8:00 P. M.  
Wednesday, Ladies' Bible Class — 4:00 P. M.  
Prayer Meeting — 8:00 P. M.  
The public is invited to all our services.  
— L. H. Andrews, pastor.



(READ THE STORY, THEN COLOR THE PICTURE)

AS soon as one canoe was done, wee Dotty cried, "It would be fun if each had a small one. Then we'd have a dandy race."

"A good plan," said the Indian, with a smile upon his face.

"You Totties can lend a hand. Let's gather lots more bark."

"Get it from trees upon the ground. You'll find some, if you look around." The Totties started searching. To them all it was a lark.

SOON Scouty said, "I need no aid. I know just how these things are made." And then he made a fine canoe.

The others also worked away until they heard the Indian say, "We've made six dandies and I'm sure that they will do."

Then to the stream the whole bunch ran. Their friend, the kindly fisherman, said, "Line the boats up, Totties. When I holler, let them go!"

"The breeze will carry them down to that stake, and then the race is through."

Wee Dotty's won. The other boats just didn't have a show.

SOON, back to camp the whole bunch ran, and there they saw a funny man. "I am the Medicine Man," said he. "I've come to make you well! Food is what I'll give you. 'Twill be swell!"

"I know you're hungry. That is why I'm asking all of you to try the finest medicine there is: good food that is well done."

The Totties cheered and cried, "That's great. Bring on the food. Gee, we can't wait." And soon they all were eating, and it was a lot of fun.

(The Totties help the Indians build a wigwam in the next story.)

The  
**HEREFORD FIREMEN**

present  
CHAS YOUNG and HIS  
**"ARCADIANS"**  
At Their Annual  
**Christmas Dance**  
Friday, December 24th  
at the  
**Firemen's Hall**  
Hereford, Texas  
9 P. M. . . . UNTIL? \$1.10 COUPLE

**'Twas the Night before Christmas 1943**

One hundred and twenty years ago Clement Clarke Moore's jolly poem, "A Visit from St. Nicholas," first appeared. Each year since then it has contributed to the joy of Christmas. We want to say that if we were able to gather up all this joy and wrap it up in one big package it would hardly represent our wishes for your Christmas happiness this season of 1943.

**The Ladyfaire**  
DETTE ALBRAUCH — MARIE WALKER

**The Hereford Tire & Supply**  
1st Door North of Texas Theatre featuring  
**GOODRICH MERCHANDISE . . . Presents**

**Last-Minute GIFTS**

We Still have Merchandise . . . So Come on Down!

**Leather Jackets**

FOR MEN \$13.45  
FOR BOYS \$8.45

**DISHES** Beautiful 32-Piece Set \$6.25

Amity LEATHER **STYLE KING PEN and PENCIL SETS**, guaranteed forever \$4.00  
BILL FOLDS \$100 to \$500

**ARCHERY SETS** Complete \$5.95

**A Complete line of Work Clothes!**

**Toys and Sporting Goods!**

Genuine GOODRICH BATTERIES \$7.45 up  
AJAX ALCOHOL FOR RADIATORS!

and Scores of other Practical Gifts!  
First Door North Texas Theatre

**Test Your I. Q.**

- 1 How old is Josef Stalin?
- 2 Which of the President's four sons in the armed service is in the Army Air Forces?
- 3 What is meant by the "Little Steel" formula?
- 4 What is the chief ingredient of synthetic rubber?
- 5 What and where are the Everglades?

**ANSWERS TO Test Your I. Q.**

- 1 He will be 64 Dec. 21.
- 2 Lieut.-Col. Elliott Roosevelt.
- 3 The Anti-Inflation act of Oct. 2, 1942, stabilizing wages at the level of Sept. 15, 1942.
- 4 Butadiene.
- 5 A large swamp under reclamation in south-central Florida.

so the menu for his Thanksgiving dinner.

Mr. and Mrs. Elmer Jones and children and Miss Alma Andrews recently took Mrs. Alma Sprull and Miss Aline to Amarillo where they took the train for their home in Oklahoma City.

Mr. and Mrs. Lindley, and daughter arrived Monday with two loads of household equipment coming from Wellington. They are moving to their newly purchased home, the former Hawk place.

The Warricks visited relatives and attended to business in Amarillo Saturday.

Not Big Ads, But "Regular" Brand Ads Get Results!

MERRY CHRISTMAS

As you gather with your loved ones and friends for a happy Christmas, just remember that we shall be thinking of you, and of the amicable relations that have existed between us. We want you to know these associations mean much to us and we are hopeful that we may continue to enjoy your goodwill in the years to come.

May your Christmas be brim full of happiness and the New Year a thriving one for you and those dear to you.

MERRY CHRISTMAS

FROM THE FOLKS AT  
**THE HEREFORD BRAND**

R. S. SCOTT  
DAN DUERKSEN  
STANLEY PHILLIPP  
JIMMIE GILLENTINE

MARY KATE BROTHERTON  
MRS. ERNEST WADE  
MRS. R. S. SCOTT  
MRS. JOHN McLEAN  
MRS. SETH B. HOLMAN

### Miss Norma Rosalie Powelson Is Bride of Pvt. Eugene P. Johns

Mr. and Mrs. Lynn C. Powelson have announced the marriage of their daughter Miss Norma Rosalie Powelson, to Pvt. Eugene P. Johns, son of Mr. and Mrs. Chas. Johns of New Castle, Pa. The wedding took place in Clovis, N. M., on Saturday, Dec. 18, at the home of Rev. A. L. Aulick, pastor of the Central Baptist Church of Clovis. The bride was dressed in a gold colored suit with blue sweatertype jacket. Her accessories were in black with gold

## SOCIETY

MRS. JOHN McLEAN, Society Editor — Phone 181

### NORTH HEREFORD CLUB HAS CHRISTMAS PARTY

North Hereford Home Demonstration Club entertained with its annual Christmas party at the home of Miss Evelyn Bell Thursday afternoon. A short business session was held before the party fun began when members voted to furnish cookies for the USO. Mrs. Fred Saltzman played the part of Santa Claus to distribute gifts from a glittering Christmas tree.

Refreshments were served to Mesdames Fred Saltzman, Carrie Kropff, N. W. Livesay, John Miller, J. T. Richardson, Joe Bodkin, Fred Barrett, R. A. Fullwood, W. H. Russell, W. M. Cogdell, J. P. Jordan, Earl DeHart, Frank Wilde, O. L. Rutherford, Otto Olson, Harold Pettijohn, Grady Parsons, Louie Olson, Miss Sadie Lee Oliver and the hostesses.

### MRS. DAMERON IS HOSTESS FOR TRI-HI-YULE PARTY

Mrs. W. E. Dameron, mother-sponsor for the Tri-Hi-Y, girls organization of Hereford High School, entertained the group with a Christmas party at her home Monday evening.

Miss Ruth Tucker president, was in charge of a Christmas program. Carols were sung by the group and Mary Ruth Russell told the age-old Christmas story. Ellen Posey entertained by singing a Christmas song and greetings from district officers and former members were read. Miss Irene Crawford, sponsor gave the Christmas prayer. Gifts were exchanged by the group and refreshments were

trim. She wore a sweetheart locket, the gift of the bridegroom's three sisters in New Castle. Only immediate members of the bride's family attended the ceremony.

Mrs. Johns is a senior student at Hereford High School and Pvt. Johns is stationed at the Prisoner of War Camp in Hereford.

### ENDEAVORERS ARE ENTERTAINED AT CHRISTMAS PARTY

A Yuletide party for members of the Christian Endeavor of the Christian Church was held at the church parsonage with Rev. and Mrs. L. W. Bridges as hosts Friday night.

Besides being a Christmas affair the party held a get-acquainted theme for the new pastor and the young people of the church.

Games carrying out the holiday idea were played and Christmas carols and melodies were sung.

Holiday-time refreshments were served to Diane Jowell, Betty Jo Carnahan, Erma Faye Robinson, Duane Williams, Marcella Blue, Billie Smith, Johnnie Knowles, Lilburn Hamilton, Dorothy Bridges, John Samuel Coombes, Garland Robinson, Delmo Williams, Erwin Robinson Jr., Wayne Newsom, Lillye London, L. W. Bridges, Jr., Ruth Moreman, Elaine Thompson, Selma Robinson, Mae Nell Bridges, Gertrude London, Homer Bridges, Glenn Ricketts, Dorothy Coombes, Mr. and Mrs. Carl Oldham and Mrs. Ellis Coombes.

served to Mary Ruth Russell, Ellen Posey, Marcella Blue, Beverly Barkley, Mary Estelle LeGrand, Madelle Beavers, Marie Williams, Lanelle Oakes, Helen Tucker, Ruth Tucker, Wanda Jean Smith, Betty Morrow, Jackie Wright, Louise Young, Virginia Lyons, Ludie Virginia Turner Ann Bateman, Johnnie Sexton and the sponsors.

### YULE PARTY IS GIVEN FOR CLUB GROUP

An enjoyable affair was the Christmas party given for the "As You Like It Club" at the home of Mr. and Mrs. Jeff Roberson Thursday night. Husbands and other special guests were invited to share in the holiday celebration.

Games were enjoyed with high score awards going to Mrs. Lee Hopson and Earl Lance. House decorations included a winter table scene with the Nativity scene as the center arrangement, surrounded by angel figurines, camels and sheep with tall white tapers giving candlelighting.

Gifts were distributed from a gaily decorated tree by Horace Schloss who served as Santa Claus.

Holiday refreshments were served to Messrs. and Mesdames Horace Schloss, Chas. Shipley, Joe Kendall, Lee Hopson, Jack Grady, R. G. Blue, Earl Lance, Mrs. Elmo Lawhon, Edward and Eugene Roberson and the hosts.

Betty Dunlap, daughter of Mr. and Mrs. W. E. Dunlap, and Earline Sexton, both students at T. S. C. W. at Denton are home for the holidays.

### SANTA LETTERS

Dear Santa Claus, I am a little boy in the first grade at school and I sure do like it.

I would like to have a sailboat, a Tommy Gun and anything. Please remember all the other little boys and girls.

Your good friend,  
Kenneth Matthewz.

Dear Santa Claus, I am a little girl five years old and have tried to be good. Please bring me a doll, set of dishes, iron and some books. Don't forget my little brother, Eddie. I will have my sock hanging on the tree, please fill it with candy and nuts.

A little friend,  
Vella Kee Skypala

Dear Santa Claus, I am four years old and have tried to be a good little girl. Please bring me a doll, a doll bed, a set of dishes and some candy, nuts and fruit. Don't forget my little sister Sandra Kay and all the other little boys and girls.

A little friend,  
Gale Dee Blythe

KEEP ON . . . . .  
"Beating the Attack!"  
WITH WAR BONDS



... to say  
**"THANK YOU"**  
and BEST WISHES for a  
Merry Christmas ... and a  
Successful 1944

**McLAIN GROCERY**  
Mr. and Mrs. I. R. McLain



Greetings

for a MERRY CHRISTMAS  
and a HAPPY NEW YEAR

**HEREFORD POTATO GROWERS ASSOCIATION**



TO OUR FRIENDS

It is the friendship and thoughtfulness of our customers—our friends—that have made it possible for each of us in this organization to enjoy the Christmas spirit to its fullest extent.

So we extend these Christmas Greetings, and with them, our appreciation of the privilege of serving you. We trust you will have a very Merry Christmas and a Happy New Year.

**ROSS FULLER FEED STORE**  
ROSS FULLER — FRANK TERRELL

Season's Greetings

MERRY CHRISTMAS  
to You and Yours

Our best wishes to each of you—for continued happiness and increased prosperity. We are happy in the thought that we have had the privilege of serving you during the year just closing. And because of these associations, we look forward eagerly to the coming year and a continuation of your consideration.

The Season's best to each of you!

BEST WISHES TO ALL OUR FRIENDS

**MOORE IND. OIL CO.**

TROY MOORE, Owner

... and All the GANG

**Maternity**

(Cont. from Page 1, Sec. 1)

explained Dr. Cox: complete maternity care for wives of enlisted men of the fourth, fifth, sixth and seventh grades in the Army Navy, Marine Corps or Coast Guard; medical and hospital care for sick infants under one year of age whose fathers are within these four pay grades. Maternity care as provided under this program will consist of medical care during the pre-



Johnny Mack Brown comes to Tex Ritter's rescue in a scene from the "Lone Star Trail" — a hang-up western with Fuzzy Knight.

At the Texas Friday and Christmas Day

**Electrician**

**BONDED**

See or Call **CHARLES GLANDON** for all kinds of **ELECTRICAL WORK**

Phone 571-W  
501 East 11th Street

**Protect**

WHAT HAVE YOU INSURE!

**John McLean**

Insurance Agency  
112 W. 3rd Phone 273

**SEASON'S GREETINGS**

and if You Need Tire Repairs . . . remember



We Specialize in Better Tire Repair Work

**VULCANIZING AND RE-CAPPING**

Bring us your next repair job

**All Work Guaranteed**

We invite you to give us a trial for Good Tire Repair Work — At Reasonable Prices!

**Shelton Tire Exchange**

Located on Highway 60 — Hereford, Texas  
**W. O. SHELTON, Owner** PHONE 122

**Limited Supply of Colorado Grown Certified SEED POTATOES**

As you know, good quality seed will be scarce . . . so, we urge you to act NOW!

We are also booking orders for **Fertilizer**

Order now . . . if you expect to get fertilizer, as this is another scarce commodity.

**HEREFORD POTATO GROWERS ASS'N.**

**BUSINESS AND PROFESSIONAL DIRECTORY**

**A. O. Thompson Abstract Co.**

Complete tract index of all lands and town lots in Deaf Smith County. Write us for information concerning land ownership. Deaf Smith County Maps . . . 25c MEMBER



**INSURANCE**

**JNO. H. PATTON**  
PHONE 50

**DR. J. W. HENDRIX**

**DR. JOHN CHAMBERLAIN**  
Chiropractors & Masseurs  
for Appointments Phone 341

We Must Do Away with the "MAYCARTS"!

Buy What You Want—Sell what you Don't need with Hereford Brand WANT ADS!

**HOSPITAL NOTES**

Mrs. Mary Boyer — Maternity, girl born Dec. 18.  
Mrs. Henry Lewis — Medical, Dec. 21.  
Alta Mae Fortenberry — Surgery, Dec. 23.  
Mrs. Presley — Maternity, boy born Dec. 18.  
Raymond Tedford — Surgery, dismissed.  
Mrs. Homer Drake — Maternity, boy born Dec. 18.  
Mrs. Gilbert Hooper — Medical, Dec. 22.  
Mrs. J. D. Pruett — Surgery, dismissed.  
Mrs. Homer Ewton — Improving.  
Mrs. Vince Stelzer — Surgery, Dec. 22.  
Dr. Barnett — Improving.  
Mrs. Jack Jasper — Improv-

**Enrich Other Bakery Products**

The food enrichment already applied to white bread will be extended to coffee cakes sweet buns, plain rolls, doughnuts, and all other types of yeast-raised commercial bakery products. Beginning January 16, in addition to white bread, these products must contain specified minimum food values to the extent white flour is used. The amendment to the food order also provides that consumers of bakery products cannot for any reason return bakery products they have bought.

**TRY A WANT AD**

Juanita Kelley — Surgery Dec. 21.

**MASONIC BULLETIN**

Hereford Lodge #49  
Stated meeting second Monday in each month. School of instruction each Thursday night.  
**JOHN PATTON W. M.**  
E. L. Bradly, Secy.

This regulation now includes the following domestic and Canadian seeds: alfalfa, medium red clover, mammoth red clover, alsike clover, sweet clover, timothy, and all mixtures of those seeds.

**Give Entertainment with the BOOKS of HAPPINESS**

AN IDEAL GIFT!  
\$1.00, \$2.50, \$5.00



**ALWAYS A GOOD SHOW! TEXAS OFTEN A GREAT ONE!**

**FRI. and Xmas Day**

**SUN - MON - TUES**

**JOHNNY MACK BROWN**



**"LONE STAR TRAIL"**

with **TEX RITTER** and **FUZZY KNIGHT**

plus Final Chapter **"VANISHING MEN"**

and **THE 3 STOOGES**

"Dixie Pilots"

**THE NIGHTIEST WESTERN EPIC OF ALL TIME!**

**'UNION PACIFIC'**

starring

**Joel McCREA**

**Akim TAMIROFF**

**Robert PRESTON**

**Barbara STANWYCK**

Starting Times: Matinee, 2:00 & 4:30. Night, 8:30.

added

**"DOG SENSE"**

A Sport Reel

**"SCREEN SNAPSHOTS"**  
The Stars at work and play!

**Stockmen Can**

(Cont. from Page 1, Sec. 1)

natal period, child birth and six weeks thereafter—including any complications resulting from pregnancy.

Sick infants will be given medical, hospital and nursing care during the first year of life. Nursing care, in the home, will be made available by local health departments where there are established services. Bedside nursing care will be provided only upon the recommendation of the attending physician.

Forms of requesting care may be obtained from the local or state health departments, welfare agencies, American Red Cross Chapters, and local physicians.

The United States Congress made it clear in passing the legislation making provision for this service that this is not a "charity" service but that it is

used pound for pound to replace the amount of protein concentrate normally used.

If enough protein concentrate is available to feed it as the only supplement to farm pastures, winter range or silage or other good roughage, cattle can "get along" on the following daily amounts: Dry cows, 1 pound daily per head; bred cows 1-1-2 to 2 pounds, daily, for 60 days before calving; cows with calves, 2 to 2 1-2 pounds; herd bulls, 1 1-2 to 2 pounds; calves, 3-4 to 1 pound; and yearlings or older steers, 1 to 1 1-2 pounds.

to be provided as the right of any wife and infant of an enlisted man in the fourth, fifth, sixth, or seventh pay grades of our armed forces.

**Around Town**

(Cont. from Page 1, Sec. 1)

is any more snow and our street gets any worse."

Members of the Deaf Smith County home demonstration clubs are really proud of their record in securing a big increase in membership this year. A recent report from the state as a whole shows that most counties have gone downhill in H. D. membership and Deaf Smith County is a bright spot on the map.

On Christmas day Ike Crosthwait will be serving his 17th consecutive Christmas dinner in Hereford—which ought to make quite a story if the complete turkey poundage, gallons of cranberry sauce, etc., were all figured up. Anyway it's quite a record.

Streu Hardware will be closed on Dec. 27, 28, 29 and 30 for taking inventory, a pretty rough job anytime, even after a Christmas rush such as this has been.

**McMahon**

(Cont. from Page 1, Sec. 1)

ton in the Case machinery agency. Leaving Hereford in 1933, Mr. McMahon moved to Lubbock and was a partner in the West Texas Sand and Gravel Co. until ill health forced his retirement from business. Mr. and Mrs. McMahon had moved to Big Spring a few years ago.

Survivors include his wife, three sons, Charles J. McMahon, Fort Worth, Clyde McMahon of Big Spring, Sgt. Jim McMahon, Jr., of Camp Stoneman, Calif., two daughters, Mrs. O. H. Click of Hereford, and Mrs. Burgess Dixon of Big Spring, and three grandchildren. Also surviving are four brothers, R. V. of Dimmitt, W. N. of Springer, Okla., George of Albuquerque, N. M., and R. E. of Bowie; and three sisters, Mrs. C. C. Campbell, Itasca, Mrs. Homer D. Puckett of Greenville and Miss Elen McMahon of Itasca.

The Rev. Marvin Boyd was in charge of funeral rites and burial was in West Park Cemetery.

**Seed Prices Under Control**

The 1944 program for winter cover crop seed will support prices on hairy vetch, common vetch, crimson clover, and ryegrass seeds at levels from 5 to 40 per cent higher than last season, through purchases by the Commodity Credit Corporation. Fourteen types of vegetable seeds, including about 300 domestic and imported varieties, have been placed under ceiling prices by OPA. Seeds included are bean, pea, corn, beet, cabbage, carrot, cauliflower, Swiss chard, cucumber, lettuce, mango, onion, rutabaga, and turnip. All alfalfa seeds, including all state certified improved varieties, have been made subject to control of the price regulation governing legume and grass seeds by OPA.

**RING OUT THE OLD! CHEER IN THE NEW!**

Make up a Party — Plan Now to Attend Our

**New Year's Eve**

**MID-NIGHT RAMBLE!**

**THE BIGGEST, GAYEST PARTY IN TOWN!**  
— ON OUR SCREEN FOR FUN —



JOY, FAVORS and FUN FOR YOUNG AND OLD

**STAR**

**FRIDAY NITE**  
Dec. 31st  
AT 11:30 P. M.

Not Big Ads, But "Regular" Brand Ads Get Results!

**Kiddies Free Christmas Show!**

**Friday Morning, Dec. 24th**  
AT 10:30 A. M.

Cartoons and Comedies, selected especially for the entertainment of children!

**POPEYE — PLUTO — 3 STOOGES and MERRIE MELODIE**

**FRIDAY and CHRISTMAS DAY**  
December 24-25

ONE BIG FEATURE SELECTED ESPECIALLY FOR YOUR CHRISTMAS JOY!



**Star** plus **"SAILOR'S ALL"** and **"POKEY'S BIG FEAT"** cartoon

Sunday-Monday-Tuesday, Dec. 26-27-28

**James Cagney**



**STAR** THEATRE  
HEREFORD, TEXAS