

AROUND A Town Sights and Faces Seen

The frigid weather Tuesday night may have kept a lot of people from witnessing the total eclipse of the moon...

Hereford Theatres won a prize last year for their sale of theatre ticket books and they hope to repeat the record this year.

How many Hereford service men (discharged and on furlough) would you guess are in the community right now? Mrs. Bess Werner can supply the answer...

In case you have wondered why there has been no mail from the west in a couple of days, just consider the jam of servicemen at West Coast ports...

A Japanese flag, souvenir of the Jap surrender in Korea, is now on display at the Builder's Supply and Service Store...

Mrs. W. P. Graham, president of the American Legion Auxiliary, expresses the thanks of the (Continued on Page 12, Sec. 1)

Ralph Smith Named Vet Service Officer

Ralph Smith has been appointed by the commissioners court as Veterans County Service Officer for Deaf Smith County...

It is hoped that all returning service men will register with the Veterans County Service Officer just as soon as possible...

Ladies Night And Banquet for Rotary

A Ladies Night program and Christmas Banquet was enjoyed by the Hereford Rotary Club and their wives at the First Christian Church Tuesday night.

Henry Sears, president of the local club, was toastmaster, and Cal Farley, outstanding Amarillo Rotarian, was the main speaker.

Other out-of-town guests were Mrs. Cal Farley and Mr. and Mrs. Dutch Vahue.

Blue Ribbon Beet



"Queen's Lad," 1670-pound Aberdeen Angus, is grand champion of the junior cattle entries at the Chicago-Market Fat Stock Show.

Owner Robert Johnson, 20, Galva, Ia., shows him.

Boy Dies After Brief Illness

Virgil Fox, 13 year old son of Mrs. C. D. Deerman of Hereford, died yesterday morning following a week's illness.

Survivors include nine brothers and sisters—Richard and John, both recently discharged from military service...

Farmers Name Community Committeemen

Community committeemen and delegates to the county AAA convention were elected last week by Deaf Smith County farmers in elections held at nine polling places.

Delegates to the county convention are Zerrell Thomas, Bippus; James R. Overstreet, Ford; Elmer W. Womble, Fairview; George C. Messenger, Bootleg; Maurice S. Tannahill, Westway; W. Mack Jackson, Ward; T. W. Roberson, Hereford; Lester Galley, Dawn, and Dock Roberson, Wyche.

BIPPUS—Charley A. Hoover, Zerrell Thomas, Claud L. Bogle, FORD—Orville H. Groneman, James R. Overstreet, B. A. West, FAIRVIEW—Elmer W. Womble, Robert L. Campbell, Neil H. Downing.

BOOTLEG—George C. Messenger, James T. Guinn, Hoyt L. Smith.

WESTWAY—P. B. Sowell, Maurice S. Tannahill, James C. Morrison.

HEREFORD—Leo Forrest, W. R. Schelhaugen, T. B. Roberson. DAWN—Alfred W. May, J. F. Matthews, Robert G. Lewis.

WYCHE—Wilburn P. Axe, W. Troys Carmichael, Guy W. Newsom.

Announce Membership Drive by Auxiliary

Announcing the 1946 membership drive of the American Legion Auxiliary, Mrs. W. P. Graham, auxiliary president, this week emphasized the work done by the Auxiliary to help build a lasting peace.

"Women whose sons, husbands, fathers and brothers have fought in either of the two World Wars must take the leadership in work for peace," she said, outlining Legion Auxiliary activities through which women may exert their influence for good will and understanding among nations.

The Legion Auxiliary is now enrolling its membership for 1946 with special invitations going out to women of World War II families. All women of these families are eligible for Auxiliary membership as soon as the service members of the family join the Legion.

And there are ten dirt pits, all located by the state highway engineers. Five of these are contracted for at prices ranging from \$100 to \$200 per acre for (Continued on Page 12, Sec. 1)

Part of Public on Strike to Defeat Highway Program Says Baird, Describing Difficulties

Family Learns Of Burial Place Of Sgt. Rogers

After more than two years of anxious waiting, Mr. and Mrs. Arthur Rogers have learned of the final resting place of their son, Staff Sgt. Leo C. Rogers, who according to final War Department reports was killed in action on Sept. 9, 1943.

Originally listed as missing in action on that date, Sgt. Rogers was declared dead when a year's time had elapsed and the War Department files showed no further information on the case.

Another Turkey Catch Saturday, Dec. 22nd.

Ten more turkeys will be given away Saturday afternoon at five o'clock in front of the Star Theatre and the proposition is the same as it was last week: The turkeys will be turned loose from the awning in front of the theatre, and catch a turkey and he's yours.

Last week's turkey catch was a lot of fun for all concerned—except maybe the turkeys, who don't have a very bright future at this time of year anyway.

Group of Hereford businessmen in cooperation with the Star and Texas theatres. Sponsors of the event are the Quality Food Store, City Drug, Elite Cafe, Streu Hardware, Little Fashion Shoppe, Goodrich Store, Hereford Laundry, Francis Hardwick, Hereford Brand, Elizabeth Womble, Hereford Bakery and Carl McCaslin Lumber Co.

Miss Richardson to Speak Here Sunday

Miss M. Moss Richardson, for many years a teacher in the English Department at West Texas State College and always an outstanding leader in campus religious activities, will speak at the Presbyterian Church on Sunday morning, Dec. 23.

Members of the church and the many persons in the community who have been students in Miss Richardson's classes are invited to attend the worship service, which will begin at 11 o'clock.

White Gift Service The annual White Gift service will be held at the Presbyterian Church Sunday night at seven o'clock and all members are urged to attend.

"The State Highway Department is ready to start paving operations on Highway 51 north of Hereford toward Vega—but unfortunately Deaf Smith County is not ready."

That was the announcement made Monday by County Judge Fred W. Baird who states that some of the property owners along the highway are actually offering "passive resistance" to the paving program.

"They have persisted in refusing to sell or grant the right-of-way required by the State Highway Department," Judge Baird declares. "And they have also failed to cooperate with the county commissioners court in the court's efforts to buy the necessary acreage for the dirt pits which the county must have before the State Department will let any paving contracts."

Actually the history of difficulties in securing the right-of-way goes back several months, Judge Baird stated, pointing out that his office, in cooperation with the commissioners court, started to secure the right-of-way for the nine miles north of the present pavement about a year ago.

"The remaining eight landowners have been asked to submit their claims to the county for the damage to their property or the actual loss of land as result of the highway improvement," Judge Baird said, adding emphatically: "Their lack of interest in this matter will most certainly be the cause of a considerable delay in getting this highway improvement started."

Giving further details on the right-of-way situation, Judge Baird stated that there are six drainage channel easements to be secured, with only four of these accounted for to date.

And there are ten dirt pits, all located by the state highway engineers. Five of these are contracted for at prices ranging from \$100 to \$200 per acre for (Continued on Page 12, Sec. 1)

Seek to Retain POW Camp for Experiment Station, 4-H Camp

Let's Make It A Real Victory Loan — And a Victory Christmas

Deaf Smith County citizens still have the opportunity to buy themselves a \$49,000 Christmas present.

That is the amount still due on the county's \$150,000 Series E bond quota, and E bonds, judiciously placed in stockings on Christmas Eve can give the county cause to be doubly thankful on Christmas morning.

Actually — that's what bonds are: A Present, and the most thoughtful present you can buy for yourself or anyone else. They are the present that grows in value with the years. There is no deterioration figure on Bonds.

Add to the fact that this county has never yet failed to meet a year bond quota. In the darkest days of the war, when yesterday's paper, Deaf Smith met and exceeded every bond quota.

It's a fine record and one which should not be smeared by failure in the Victory loan.

You can still solve that shopping problem and at the same time help to meet a community responsibility. Let's make it a real Victory Loan and a Victory Christmas, with a bond in every stocking.

Outlining a program through which the Hereford Prisoner of War Camp might be retained in this section and established as a national 4-H encampment point and government Experiment Station, directors of the Hereford Chamber of Commerce met Monday evening in a joint session with members of the Deaf Smith County Commissioners' Court.

Wayne Evans, C-C president, opened the meeting and the Commissioners adjourned temporarily to join C-C Directors.

A petition was presented asking the Deaf Smith Commissioners to join in contacting state and federal officials for the purpose of retaining the camp and its facilities, free gratis, to be used for the proposed youth program and experimental farm. Directors also voted to ask adjoining counties to send similar petitions to Washington. It was also pointed out that an effort would be made to interest West Texas State College and the Portales College in joining the movement to retain the tract as state or federal project. Pat Fynn, public relations director, was authorized to join the C-C directors in the movement.

"An urgent need for right-of-way and ditches was voiced by the C-C directors, who said that State Highway officials told them the paving between Hereford and Vega would be completed as soon as these releases were furnished. They also said that highway directors said little could be done toward paying Harrison Highway until similar releases were secured for that road."

Welcome Committee Lays Plans For Christmas Week Schedule

Vets Entitled To Job Training Under GI Bill

Veterans taking training on a job may receive benefits similar to those available under the G. I. college training program, it was pointed out this week by Ralph Smith, veteran's advisor for Deaf Smith County.

This job training program, while not so widely known as the college provisions of the G. I. Bill of Rights, may eventually benefit many more men, than will take advantage of the college program, Smith said, pointing out that training in both trades and retail businesses is available to veterans under this plan. As in the college program, the married veteran is paid \$75 a month by the government while he is taking the job training. Single men receive \$50 a month. In addition, the men may receive apprentice pay—up to a rate of 60 cents an hour—from their regular employer (Continued on Page 12, Sec. 1)

Veterans of World War II, and local servicemen home on Christmas leaves and furloughs have a cordial invitation to attend programs in their honor in Hereford next week, according to Herman Ford, chairman of the "Welcome Home Committee."

"We are not planning any elaborate celebration," Ford said, "But at the same time we want these men to know that the community welcomes them back and the observance we have planned is aimed to carry out that idea."

Every church in the community will make special recognition of its own service men and women at services on Sunday morning, Dec. 23; and it is hoped that as many family groups as possible will attend the church of their choice for a worship service to emphasize the spiritual significance of the season.

At the churches, the mothers of service men and women will prepare a Christmas corsage, prepared for the occasion by one of the club groups cooperating with the Welcome Committee.

On Thursday night, Dec. 27 at 7 o'clock, servicemen and their dads will be guests at a steak fry at the Methodist Church basement. A first class menu and some good entertainment has been planned and it is hoped that all servicemen will attend the affair.

Free Xmas Show for Kids Monday Morning

A free Christmas show for the kiddies of Hereford and surrounding communities will be held Monday morning at 10 o'clock at the Star Theatre, Manager Jim Snelson announced this week, stating that a real Christmas treat has been prepared for the kids.

The show bill includes Leon Errol and Andy Clyde comedies, and cartoons featuring such favorite characters as Popeye, Mighty Mouse and Tom and Jerry.

In addition, every kid attending the show will receive a candy bar as a reward for his good picture show manners during the past year.

It's a full hour and a half of entertainment designed to please, and every youngster in the community is invited.

Hereford Cafe Owner Dies In Roswell, N. M.

W. W. Scott, co-owner of Ike's Cafe, died Sunday, Dec. 16, at Roswell, N. M., in the home of his daughter, Mrs. C. T. Rice. Burial for Mr. Scott was at Lubbock.

Survivors include his widow and ten children, Elmore Scott, Dangerfield, Texas; Mrs. C. T. Rice, Roswell, N. M.; Woody Scott, Mrs. Tina Howard and Mrs. E. V. Gheaton, all of Hereford; Mrs. E. E. Bowen, Lubbock, and Murrell, Ernest and Jack, all in the military forces.

Major Brings Souvenirs of Four Campaigns Against Japs in Pacific

Spending a Christmas leave with his family in Hereford is Major E. B. Thomas, veteran of the American air advance from New Guinea to the Philippines, to Okinawa and finally to Korea where he saw the surrender of Jap Forces in that area.

Major Thomas, who served with the 308th Heavy Bombardment Wing, was chief advisor on ordnance to General Hutchinson, commander of the wing. Concerning the duties of his unit, Major Thomas said: "Actually we served as the first air task force, setting up landing strips before the bases got into working operation."

A souvenir of the Jap surrender in Korea is the large Japanese flag being displayed by the Major's father, C. B. Thomas. In addition to the battle flag, the major has a large collection of money from the various countries he visited.

"Some of those figures are big," he declares, "But don't let it fool you—when you're using Chinese money it's hard to carry a big enough roll to pay for a steak dinner; and the value fluctuates all the time."

Japanese; in some cases the Yank invaders took over the Jap-printed money, assigned a value to it and used it as their own invasion currency. Major Thomas displayed a couple of Chinese silver dollars also, stating that a large cache of Chinese silver money was taken over to prevent the Japs from melting the coins, using the base metal.

According to Major Thomas, there is "no comparison" between the Filipinos and other native peoples encountered during his overseas service.

"I don't know exactly what I expected," says Thomas, "but I was surprised at the number that spoke English—and also at the many highly educated persons I met."

"I had a houseboy," the major continued, "and he really wanted to come home with me. It would have suited me fine, but of course it couldn't be arranged right now."

Following a leave in the home of his father, Major Thomas will report for reassignment and expects to be retired to reserve status sometime in February. He has been in the Army for five years, and prior to his military service was engaged in the mining business.

Health Champs



4-H Club health champions, chosen at the 4-H Club Congress in Chicago, are Eleanor Chapman, 17, left, Centerberg, O.; Louise Hale, 17, Randall, Okla.; John H. Savoy, 17, Cameron, La.; Harris Reifboldt, 16, Marshall, Minn.

Schools Out Week Early Because of Flu

Because of the epidemic of flu and bad colds, Hereford Public Schools were dismissed a week early for the Christmas holidays last Friday.

With absences listed around 300 one day last week, it was decided that school efficiency might be increased by a longer holiday. By the time schools reconvene on Jan. 2 it is hoped that the epidemic will have passed its peak.

In the meantime school officials have urged that parents cooperate by keeping their children at home and allowing plenty of time for a full convalescence in case the flu strikes.

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

SUBSCRIPTION RATE: — Zone One, \$2.00 per year; Zone Two, \$2.50 per year. All subscriptions strictly cash in advance. Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

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.



Breezings

NEIGHBORS!

MAY WE STOP FOR A MINUTE OR TWO WITH YOU AND EXTEND OUR SINCERE GOOD WISHES ... AND TO SAY, 'THANK YOU,' FOR YOUR FINE PATRONAGE

and to wish you

A MERRY CHRISTMAS

and

A HAPPY NEW YEAR


Tom's Cafe
MR. AND MRS. TOM SANDERS
AND EMPLOYEES

ALL

GOOD WISHES

WITH GREETINGS AND OUR BEST WISHES FOR THE SEASON OF THE YULETIDE.

E. B. Black Co.
AND EMPLOYEES



Christmas Joy 1945

Santa Claus would never get down the chimney with our load of good wishes for a Merry Christmas to the people of this community, because he just couldn't squeeze through.

You've been mighty good to us and we appreciate it beyond words. We want you to enjoy Christmas this season of 1945 as never before.

OPEN — MONDAY (the 24th)
CLOSED — TUESDAY (the 25th)

The Elite Cafe
JAY AND FERN JOHNSON

SOCIETY

Club Meets With Mrs. Hawks for Gala Holiday Party

Members of the Westway Home Demonstration Club recently enjoyed one of the most joyous and colorful Christmas parties ever held by the club. Mrs. Manuel Hawks and Mrs. M. S. Roe were hostesses at the home of Mrs. Hawks. Interesting and beautiful decorations had been made from bear grass covered with cranberries and a thistle which had been dyed and covered with snow.

As the guests arrived they were presented with corsages from Mrs. Hawks, president of the club for the past two years. The entertainment was introduced by an initiation service led by Mr. Hawks. The theme of the initiation was "Peace". Around a table where white tapers were burning, the new officers pledged their loyalty to their new duties and received their corsages. The officers taking the pledges were Mesdames Paul Rudd, Hughes Millard, Elmer Combs, Merlin Kaul, Maurice Tannahill, Manuel Hawks, N. D. Bartlett, and Earl Scott.

After several interesting Christmas games and contests, the Club Scrapbook was presented. Mrs. Hawks, acting for Santa, distributed gifts from the tree. Club prizes went to Mrs. Jim Bookout, Mrs. T. J. Hawks, and Mrs. Don Combs. The club presented a gift to Mrs. Hawks.

Colorful refreshments of red popcorn balls, decorated cookies, sandwiches and coffee were served on poinsettia decorated plates.

Those present were Mrs. W. L. Jones, Mrs. Jim Bookout of Hereford, Mrs. T. J. Hawks and Mrs. W. C. McQuarter of Summerfield, Mesdames Manuel Hawks, M. S. Roe, Merlin Kaul, Hughes Millard, Earl Scott, Don Combs, R. L. Wilson, Paul Rudd, Carl Schroeder, L. H. McMurray, Elmer Combs, Joe Landers, Bess Werner, Grace Little, R. M. Gunn, J. B. Cocanougher, T. B. Cox and Hubert O'Connor.

Mrs. Ramey Hostess To Sunday School Class

Mrs. E. Ramey was hostess to her Sunday School Class at their annual Christmas party at her home last Saturday afternoon.

Christmas decorations, with table decorations centered around tall green and red candles, marked the holiday season, which was further accentuated by the singing of Christmas carols by the group. Loretta Isbell sang two numbers in Spanish as part of the program.

Games were played and the group enjoyed an old-fashioned corn popping to round out the entertainment.

Present were Mary Sue Andrews, Wilma Allen, Nelda Guy Lawrence, Loretta Isbell, Lola Verne Pitts, Joan Southern, Anna Lois Cummings, Floyd Cummings and L. V. Watts.

Neal Young has arrived home after getting his discharge from the Navy Seabees last week at Camp Wallace, Houston.

CHURCH CLASS HAS CHRISTMAS PARTY

Good Will Class of the First Christian Church were guests of the teacher, Mrs. Corinne Jennings, in a party at her home last Thursday night.

Christmas decorations were arranged throughout the living room, and the brightly lighted Christmas tree formed the center of attraction. A candle centerpiece was featured on the refreshment table.

Because of the flu epidemic, attendance at the party was cut down; but members present enjoyed the exchange of gifts and the informal entertainment later in the evening.

Present were Gertrude and Lillye London, Ann Cockrell, Dorothy Coombes, Wanda Rockell and the hostess.

CARNAHANS HOSTS AT CHRISTMAS BRIDGE

Mr. and Mrs. C. D. Carnahan were hosts at a lovely Christmas bridge party at their home Friday night.

The Christmas theme was carried out in table decorations in yuletide trimmings throughout the house and in refreshment plates served later in the evening.

Guests were Mr. and Mrs. Herman Ford, Mr. and Mrs. A. Petersen, Mr. and Mrs. Ellis Coombes, Mrs. C. H. Dyar, Mr. and Mrs. Earl Phillips, Mrs. C. Ora Cockrell, Mr. and Mrs. John Robinson, Mrs. Corinne Jennings and Mr. and Mrs. R. G. Blue.

Pizes for high score in the contract games went to Mrs. Earl Phillips and R. G. Blue.

Westway

By MRS. MERLIN KAUL

School was dismissed this week because of so much illness. It will convene again on January 2. The teachers have announced that the exchange of gifts and a short program will be held at the school house Friday night. Ladies of the community are asked to assist in decorating and cleaning the house Friday afternoon. The Sunday School will have its gift exchange on Friday night also. Ila Mae Roberts gave her birthday offering.

Rev. and Mrs. Henderson of Plainview filled their appointment here Sunday. They were guests of Mr. and Mrs. Joe Landers. They called in the T. B. Cox home in the afternoon to see Mrs. T. B. Cox who has been ill with the flu. Rev. Carlton Thomson, pastor of the Methodist Church will preach here next Sunday.

Mr. and Mrs. Raymond Pierce of Cyrene, Mo., announce the birth of a daughter Rebecca Sue on November 30. The little miss has a little brother Randal to welcome her.

Marlin Pierce arrived home Sunday morning from El Paso proudly displaying his discharge button. He has been in the India-Burma theater of operation.

MASONIC BULLETIN

Hereford Lodge 549
Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y.
O. L. CLICK, W. M.

We Have RUBBER Floor Mats

New and Used Parts

VALVE WORK ... BRAKE REPAIRING
COMPLETE SERVICE

FARMERS: Get your Tractors, Trucks and Cars in Now for Dependable Repair Work!

We have for Sale: Regular Farmall, A-1 Shape, on rubber with Lister and Planter.

NOEL'S REPAIR SHOP

1/2 Block East of Packard Mill

Ulys Pierce and sons Nelson and Glen of Hereford were dinner guests Sunday in the A. C. Pierce home.

Mr. and Mrs. Manuel Hawks were hosts at a party at their home Friday night. Christmas greenery was used in the decorations as well as a prettily decorated Christmas tree. After the games of the evening, gifts were exchanged.

Those present included Mr. and Mrs. Clifford Boatman and family of Friona, Mr. and Mrs. Hughes Millard and children, Mr. and Mrs. Don Combs, M. and Mrs. Elmer Combs and boys, Mr. and Mrs. Woodrow

Welty and boys, Mr. and Mrs. M. S. Roe and boys and Mr. and Mrs. Hawks and L. T.

Mrs. Manuel Hawks and Mrs. M. S. Roe were hostesses Wednesday afternoon to members of the Home Demonstration Club at a party held at the home of Mrs. Hawks.

Clarence Morrison spent last week end in the home of his

Use **666**
COLD PREPARATIONS
Liquid, Tablets, Salve, Nose Drops
Caution—Use Only As Directed

daughter Mrs. Jimmy Thomas at Post.

WHY PAY MORE?

The New Charm-Kerol
SUPREME
COLD WAVE
HOME KIT
Costs Only 98¢
Takes only 2 to 3 Hours at Home
CITY DRUG

Each kit contains 3 full ounces of Salon-type solution with Kerolium, 60 Carlers, 60 grad tissues, cotton applicator, neutralizer and complete instructions.

IN STOCK ... for Immediate Delivery



RECORD ALBUMS


The nation's leading Records—packed in beautiful Convenient gift case Albums!

Bing Crosby	MERRY CHRISTMAS	\$3.50	Fred Waring	'Twas THE NIGHT BEFORE XMAS	\$2.65
Loretta Young	THE LITTLE ANGEL	\$2.95	St. Luke's Choristers	CHRISTMAS CAROLS	\$2.65
Chas. Laughton	MR. PICKWICK'S XMAS	\$2.65	St. Luke's Choristers	FAMILIAR HYMNS	\$2.65
Orig. Players	OKLAHOMA	\$5.50	Margaret O'Brien	STORIES FOR CHILDREN	\$2.95
Edna Best	CINDERELLA	\$2.95	Freddy Slack	BOOGIE WOOGIE	\$2.65
Ronald Coleman	A CHRISTMAS CAROL	\$3.75	Paul Weston	MUSIC FOR DREAMING	\$2.65
Walt Disney	SNOW WHITE and 7 DWARFS	\$2.65	Tex Ritter	CHILDREN'S SONGS and STORIES	\$2.65
				THE GREAT GILDER SLEEVE	\$3.75
				STORIES FOR CHILDREN	


Above Prices include State and Federal Taxes

E. J. PEPPER 211 AVE B
Hereford, Tex.

The STAFF OF THE STAR AND TEXAS Theatres IN HEREFORD



JIM SNELSON
Manager



FRANCIS HARDWICK
Owner

TAKE THIS OPPORTUNITY TO WISH YOU AND YOURS

MERRY CHRISTMAS and the best of HAPPY NEW YEAR and the best of GOOD WISHES.

Eileen Brady	James Miles
Johnnie Marie Paetzold	Joe Walker
Alice Campbell	Ragsdale Bailey
Robert Bailey	Jeanette Smith
Christine Smith	Bobby Pellon
Ervin Ward	Mary Lee Rueland
J. L. McFarlang	Dorothy Watts
George Carlyle	

SOCIETY

LaPlata Party Has Holiday Theme

Mrs. Lynn Kester and Mrs. Weldon Poff were co-hostesses at the Christmas party for members of the LaPlata Club at Mrs. Kester's home on Tuesday night.

Snow scenes lighted by tall tapers and choir boy candles were reflected in mirrors, and a large Christmas tree carried out the holiday theme.

Games of Bingo, under the direction of Marjorie Alderson and Mrs. Debbs Knox, provided amusement for the guests, with Mrs. A. J. Schroeter receiving the traveling prize and Mrs. Poff the high prize.

Christmas carols were sung and gifts were exchanged. Also

in keeping with the Christmas season, the club made plans to help provide Christmas cheer for a family in the community. Present were Mesdames Duce Bivins, Clyde Cave, Homer Brumley, W. J. Wilson, A. J. Schroeter, Wayne Evans, Palmer Norton, Elmer Patterson, Gaylord Newell, Jack Gilliland, Debbs Knox, Miss Marjorie Alderson, Miss Genevieve Eberle and the hostesses.

Miss Viola Phillips, who is employed with American Airlines at Dallas, will arrive Sunday to spend the Christmas holidays with her parents, Mr. and Mrs. Wirt Phillips.

Recital to Be Held Sunday

The piano recital originally scheduled to be presented last Friday by Mrs. Glenn Snyder's students, will be held this Sunday afternoon, Dec. 23, at three o'clock at the Methodist Church. The recital was postponed because of the flu epidemic and the fact that many of the children on the program were ill. Children scheduled to take

part in the recital are Don Robert Crutchfield, Martin Reed Moore, Linda West, Kay Ruth Barnard, Dickie Wilson, Jon George Fraser, Louise Simpson, Earline Plank, Wynell Pain, Dixie Young, Sylvia McCracken, Gayle Gault, Nancy Patterson, Bety Jean Hamilton, Sandra Jo Caraway, Patsy Jackson, Sue Barnard, Pat Kerr, Jay Roy Crutchfield, Joan Moore and Sharon Dee Moore.

WOMBLE KINSHIP CIRCLE HAS PARTY

The Womble Kinship Circle met at the clubhouse for their annual Christmas Party on Saturday night. A program of songs and readings and informal visiting made up the entertainment for the evening. Fifty-six persons attended the party.

Mr. and Mrs. H. C. Patterson of Wilmington, Ohio, will spend

the Christmas holidays in Hereford with her sisters, Mrs. Wirt Phillips and Mrs. Phil Radovich. From here they will go to California, where they will spend the winter.

Attention HOME OWNERS!

FLOOR FURNACES are now available in both Natural and Butane Gas—For complete information, write

Wm. McDonald, 2211 Brooks Ave.
AMARILLO, TEXAS

51-4tp

WISHING YOU A MERRY CHRISTMAS



It is a trite way of expressing the season's greetings to you, our friends, but we know of no other words with which to convey our sincere feeling toward the people whom we have had the opportunity to serve.

It has been our pleasure, and it is with these thoughts in mind that we fall back on the old familiar "Merry Christmas" as a sentiment not surpassed, and for which there can be no substitute.

Gulf Filling Station
D. R. Vandever and Employees



A JOYOUS SEASON

with many good wishes for your health and happiness

Dr. and Mrs. Howard Seigler

BRINGING BEST WISHES FOR A MERRY CHRISTMAS



TO OLD FRIENDS AND NEW

We are quite old-fashioned over here—old-fashioned enough to know that to merit the confidence of the entire community every transaction we make must rest upon the solid foundation of full value given.

May good old-fashioned Christmas cheer brighten for you the hours of this glorious Yuletide season.

Roberson Service Station
B. B. ROBERSON AND EMPLOYEES

HAILE DRUG

229 Main Phone 99
Walgreen Agency Drug Store

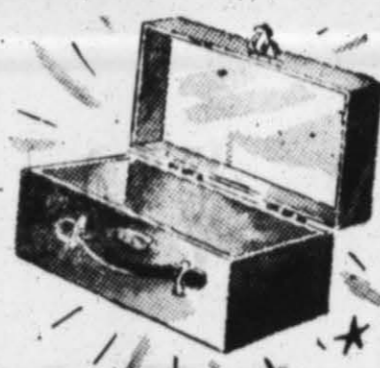
Give the Man a Good Shave... HIS PAISLAYS SET

1.59
Clean Lavender-scented Lotion. Talcum, plastic bowl of Shaving Soap gift box



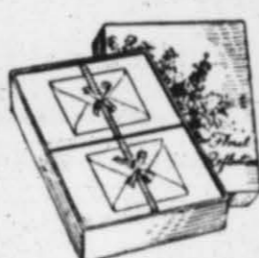
DeLuxe Overnight Case

beautiful finish, satin-lined, mirror in back
\$4.95



Superb Floral Reflections FINE STATIONERY IS A PERFECT GIFT

1.50
90 sheets and 60 envelopes, fine white rag paper. Lovely Gift Box to Please Her



KEEP STOPPING—KEEP SHOPPING—AT OUR STORE
Wonderful new gifts are arriving every day—and being placed on sale immediately. Toiletries, Toys, — Smokers' Needs ... something for everyone on your list. Look to OUR STORE for up-to-the-minute gift ideas

GIFTS FOR HIM

He Likes His Luxuries, too... **PO-DO SHAVE SET** 1.29



Give him luxury shaves with Po-Do Shave Cream, Lotion, Talc, 5 Croydon Blades.



GILLETTE'S TECH RAZOR
Gold-plated beauty that can't rust stain. Plus the pack of 5 Blue Blades ... 79c



HOW ABOUT A SHAVE BRUSH?
Get him a good one and he'll bless you for years. See our selection ... 96c up



HANDY Manicure Set
Nipper, scissors, file and Tweezers. Handsome Leather Case
\$2.50

BEAUTIFUL Vida-Ray

DeLuxe 8-Piece Set In plush-lined box.
\$10



Be Smart, Santa—GIVE STATIONERY

Always Welcome! Choice "Ce-lect" quality: 48 fine sheets (2 sizes), & 48 envelopes. Ce-lect Box ... 79c



Dresser SET

Comb, Brush and Mirror. Beauty and long service. Pretty box.
\$8.49



GIFTS FOR THE HOME



Pleasurable Gift—HIS PAISLAYS SHAVE BOWL
The luxury lathering have soap that will last him a full year!
59c



Sound Advice, this: GIVE THE MAN A GOOD PIPE
You'll find selecting it an easy task ... the variety is so great!
1.50 to \$5



"Gloria" Drip COFFEE BREWER
Smooth triple-enamelled finish ... six-cup size.
1.49



Men's Fitted Zipper Case
Genuine leather
\$8.50 UP



LUCITE HAIR BRUSH
Nylon bristle club style
\$4.50



8-Cup Glass COFFEE BREWER
Mom's going to like it! "Cool" plastic handle.
1.59



It's School-Time! YOUNGSTER'S BLACKBOARD
Washable fibboard ... 14x22 inch. Chalk and eraser included.
89c

TOYS FOR KIDDIES



DOLLS
an outstanding selection. All dolls on display in our store—go at **Half Price**



O! She's Lovely! HERE COMES THE BRIDE..
All dressed in white! A dainty little doll to delight your girl.
1.49



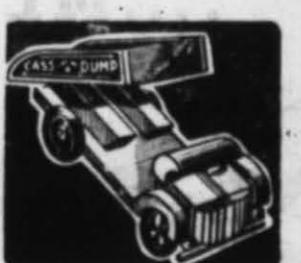
Six Animals in A MINIATURE JUNGLE ZOO
Life-like jungle animals in a corral ... their legs move, too!
2.29



32-Piece Service! TEA SET FOR HER DOLLIES
Everything from teapot to napkins ... and safe plastic at that!
\$1.39



Bedtime Favorite—SOFT PLUSH TEDDY BEAR
This cuddly 15-inch rascal can roll his eyes, too! See this!
1.98



It's a Foot Long! STREAMLINED DUMP TRUCK
He'll be in the hauling business now! A hoist lifts rear end.
1.98



Teach Her That IT'S EASY TO EMBROIDER...
See how she goes to work on this cloth-and-napkins outfit!
\$1



Carnival of Fun TOSS-A-RING SKILL GAME
Junior and Pop both enjoy this! 12x12" base, 3 rope rings.
59c

L. A. E. Club Husbands are Feted

Colored lights and a Christmas scene arranged about the fireplace marked decorations for the annual L. A. E. Club Christmas affair given at the home of Mrs. Bob Higgins Tuesday evening. A beautifully decorated mantel was an added attraction and gifts were exchanged.

Husbands of members look forward each year to this party for they are named honor guests each year.

A turkey dinner with all the trimmings was the order of the event and small tables laid in

white were centered with a single red candle rising from a base of pine cones and greenery. The dinner was served from the dining alcove where two huge red candles surrounded with holly berries and greenery centered the table laid with a white linen cloth.

Mrs. T. W. Roberson, Mrs. Phil Radovich and Mrs. Robert Veigel were in charge of the arrangements for the party. Forty-two games were played after the dinner with couple prizes going to Mr. and Mrs. Robert Wagoner for high score and

Mr. and Mrs. Robert Veigel for low score.

Those attending were Messrs. and Mesdames Geo. Benson, C. D. Carnahan, Orpha Click, Lake Dishman, Altus Higgins, Bill Hutson, Wiley Roberson, George Suggs, Robert Veigel, Bill Jones, Boyd Knox, Robert Wagoner, Mrs. Phil Radovich, G. T. Higgins, Hicks Roberson and the host and hostess.

Mr. and Mrs. Sam H. Reid of Timberlake Ranch, near Woodville, Tex., are expected here to spend Christmas with Mrs.

Reid's mother, Mrs. C. C. Ferguson.

Returns to States
HEADQUARTERS, 13TH AIR FORCE, PHILIPPINES—Tech.
 Sgt. Joe A. Huckert, son of Mrs. Joe Huckert, is returning to the United States with the 12th Photo Intelligence Department, unit of the Jungle Air Force.

Huckert is authorized to wear the Asiatic-Pacific theater ribbon with four battle stars, the Philippine Liberation and American theater ribbons and the Good Conduct Medal.

Visiting briefly in the home of Mrs. B. L. Branson Monday night were her son, G. F. Branson, Mrs. Branson and daughter Jane, of Pampa. They were on their way to Roswell to attend funeral services for Mrs. G. F. Branson's father, J. H. Sorrells.

Lt. Jack Sisk of Reading, Pa., and now stationed at the Clovis Army Air Base, has been visiting this week in the homes of his aunts, Mrs. Wirt Phillips and Mrs. Phil Radovich.

Try a Want Ad!




One of the Greatest Pleasures of the Christmas Season is the opportunity to acknowledge our friends and it is with this in mind that we send you Season's Greetings.

The business you have entrusted to us is indeed appreciated, and we hope that with the turn of each year, the pleasant relations existing between us will be increased and strengthened.

We wish you a Merry Christmas and a Happy New Year.

ELIZABETH WOMBLE
INSURANCE
 and Employees



CHRISTMAS GREETINGS

THE BEST OF GOOD THINGS FOR YOU AND YOURS IS THE SINCERE WISH OF THE MEMBERS OF THIS FIRM. WE'LL BE THINKING OF YOU DURING THE HOLIDAY SEASON; FULLY AWARE OF YOUR FINE ASSOCIATIONS AND FRIENDSHIPS THAT HAVE MADE THE PAST YEARS SO PLEASANT FOR US.

HILL & RICKETTS
 REALTORS
 J. E. HILL CLAUDE RICKETTS



Firestone
LAST MINUTE Gift Suggestions

Check These

LAST MINUTE BARGAINS IN OUR TOY DEPT.

Boys' BASEBALL CAPS, all colors	19c
BIZZY BLOCKS for kiddies—set	25c
TIGHT ROPE TIM—fun galore!!	\$1.25
SPORTS COATS, 2 only—\$11.95 value	\$6.50
BUSH JACKETS, 4 only—\$5.95 value	\$3.50
UPHOLSTERED-CHAIRS, for kiddies, \$9.95 val	\$5
DART BOARDS	\$1.39
POUNING BOARDS	\$1.29
PUSH RATTLES	\$1.25
FIRE TRUCKS	98c
LEMONWOOD BOYS, all sizes	\$4.95 to \$6.95
ARROWS, first quality	\$19c to 29c



WHAT'S COOKIN' for Christmas?

MEATS

BRICK Chili lb. 19c

FRANKS Nice Ones LB. 30c

LOIN STEAK LB. 42c

Pork Roast **Pork Steak**
 lb. 29c lb. 34c

AA Grade Beef Roast, lb. 27c



lower prices

CRACKERS		
Premium	2 lb. box	31c
RAISINS		
Sun Maid	15 oz. box	16c
SYRUP		
Golden Staley	5 lb. jar	37c
FRUIT COCKTAIL		
Drew	big 2 1/2 can	37c
CANADA DRY WATER		
Quart	plus deposit	15c

MINCE MEAT **Lady Betty**
 26 oz. jar 33c

ORANGE JUICE		
Adams	No. 2 can	23c
VANILA EXTRACT		
Schillings	2 oz. bottle	35c
APPLE SAUCE		
Libby's	No. 303-jar	24c
CHOCOLATE SYRUP		
National	16 oz. jar	27c
BAKING POWDER		
Calumet	16 oz. can	19c

SUGAR **Powdered or Brown lb. pkg.** **8c**

PEACH PRESERVES		
Take-A-Taste	1 lb. jar	31c
MILK PET		
Pet	tall can	9c
MIXED VEGETABLES		
Saint Elmo	No. 2 can	20c
MUSTARD		
Libby's	9 oz. jar	9c
TOMATO JUICE		
Libby's No. 2 can	2 for	25c

TEA		
Schillings	1/4 lb. box	25c
CAKE FLOUR		
Swansdown	large box	26c
POP CORN		
Mor-Zip	10 oz. can	18c
CORN MEAL		
Quakers	1 1/2 lb. round box	10c
PIMENTOS		
Altex	4 1/2 oz. jar	20c

...Produce...

CRANBERRIES LB. 35c

COCONUTS EACH 29c

CELERY LARGE BUNCHES Each 23c

APPLES AND ORANGES
 BY THE POUND OR BY THE BOX!

ALL NUTS LB. 49c

SHELLED PECANS cello bag .. LB. 99c

OLIVES		
Pick-of-Kings	No. 10 jar stuffed	45c
EGG NOODLES		
American Beauty	16 oz. pkg.	19c
PANCAKE FLOUR		
Aunt-Jemima	40-Oz. Pkg.	24c
CORN		
Nations Pride	12 oz. vacuum pack	15c

PEANUTS Assorted, 5 oz. Basket 15c

TOMATO SOUP Campbells, Can 9c

MIXED NUTS Planters-4 1/2 oz. Jar 38c

We Have Plenty of Nuts, Figs, Dates, Currants, Fruit Cake Mix, Pumpkin And Candy. Plenty Xmas Trees Also.

OCEAN SPRAY CRANBERRY SAUCE No. 300 Tin 21c

CIGARETTES
 IN XMAS PACKAGES
 ALL POPULAR BRANDS
 CARTON
\$1.53

HOSTESS TRAYS, glass tops, beautiful hardwood finish.
\$1.69 and \$2.48

Individual CASSEROLES 35c
 A set of 4 in different colors makes a lovely gift!

Leather Billfold 1.98*
 *Plus Excise Tax
 Genuine sheepskin. Plenty of pockets for valuables.

FROZEN FOOD Packaging Kit complete home assortment of packaging material for Food Locker Storage.

Steam Shovel 3.79
 A big one—nineteen-inch by fourteen and a half-inch. Metal scoop.

NURSE'S KIT 1.98
 Has everything for the little nurse—even candy pills!

Safe for Baby

Washable Animals 1.98
 They're soft, cuddly and so easy to keep clean. Tiny tots love them!

Service for Four

Child's 30-Piece Tea Set 1.98
 For their own little tea party! Bright shiny plastic. Complete even to the napkins.

WE'RE WISHING EACH OF YOU

A Merry Christmas

AND A

Happy, Prosperous New Year

Although we are new in Hereford, your patronage has been far beyond our expectations—and we sincerely appreciate the many considerations you have shown us. For these, we want to say "Thank You" and to again extend Best Wishes of the Season.

MR. AND MRS. AL SIMMONS
 JACK SIMMONS

Simmons TIRE and SUPPLY
 Your FIRESTONE Store—1st door north of E. B. Black Co.

LOCALS

Miss Ruth Tucker, daughter of Mr. and Mrs. F. A. Tucker, and Miss Doris Goldston, daughter of Mr. and Mrs. H. D. Goldston, arrived last week from Mary Hardin-Baylor College at Belton to spend the Christmas holidays at home.

Mr. and Mrs. Duane Orr arrived yesterday from Corpus Christi to spend the Christmas holidays in Hereford with his parents, Mr. and Mrs. J. S. Orr.

Birth Announcement
Mr. and Mrs. J. M. Bussell of Springfield, Colo., announce the birth of a daughter, Virginia Kay, on Wednesday, Dec. 12. Mrs. Bussell is the former Miss

Virginia Bowman, daughter of Mr. and Mrs. C. C. Bowman of Hereford.

Arriving Monday to spend a Christmas leave in the home of his parents, Mr. and Mrs. Grant A. Fuller, was Lt. (j. g.) Varlan J. Fuller, who will report on Jan. 2 to New Orleans.

Ens. John I. Willoughby, who has been on duty with the Navy in the Pacific, arrived Sunday in San Diego and proceeded to San Francisco on Monday. He hopes to be home sometime during the holiday season for a visit with his wife, the former Miss Elaine Newell.

Guests in Alexander Home

Week-end guests in the D. H. Alexander home were their son Burl and his wife and daughter; a daughter Mrs. Joe Hudson, Mr. Hudson and daughter Jerry San of Seagraves and another daughter, Miss Betty Hudson, who is a student in Texas Tech. Burl Alexander, who was torpedo officer on a destroyer escort and who spent 15 months in the Pacific, received his discharge on Dec. 13 at Norman, Okla., where he was met by his wife and daughter. They arrived in Hereford Friday.

Other dinner guests on Sunday were Mrs. Kellar Muse and daughter Marjorie Sue.

Mr. and Mrs. George Cameron, who have been living in San Francisco prior to his recent discharge from the Army, are spending the Christmas holidays here with her parents, Mr. and Mrs. J. B. Harlin.

Capt. Floyd Ross, who had been in Louisiana on an inspection trip in connection with his Army duties, visited his mother here Friday night during a layover on his trip back to Denver, Colo., where he is stationed.

Mr. and Mrs. Clyde Cave visited her parents, Rev. and Mrs. J. C. Gilbreath, in Plainview Sunday.

George Olson, SKE 2-c, arrived last week to spend a 30-day leave with his parents, Mr. and Mrs. Louie Olson. George has been stationed on Oknawa.

Lee J. Clark, MM 2-c, is spending a leave with his parents, Mr. and Mrs. Britt Clark of Summerfield.

Monday evening, Dec. 17, Mrs. Edwards, the former Marie Moreman, is the daughter of Mr. and Mrs. F. Y. Moreman of the Ward Community, Mr. Edwards, who recently received his discharge from the army, is the son of Mr. and Mrs. D. Y. Edwards of this community.

Mr. and Mrs. F. J. Walterscheid and family visited in the Horace Hershey home Thursday night.

Mr. and Mrs. Matt Ruthardt and Yvonne and Mr. and Mrs. V. E. Dodson enjoyed a Chop Suey supper in the home of Mr. and Mrs. Ira Scott Wednesday.

Sam Hershey attended the football game at Phillips last Friday.

Mr. and Mrs. Buck Parsons and children spent Sunday afternoon in the John Hutchenson home in the Wyche community.

Mr. and Mrs. J. M. Bussell announce the arrival of a daughter December 12. The young lady weighed 8 lbs. and has been named Virginia Kay. Mrs. Bussell was the former Virginia Bowman of this community.

Visiting in the A. G. Kemp home Sunday afternoon were Mr. and Mrs. J. L. Click, Mr. and Mrs. J. C. Mays, Mr. Kemp's sister and Miss Earline Kemp of Hereford and Norma Lea Edwards.

Mr. and Mrs. Horace Hershey and family were dinner guests in the home of his parents, Mr. and Mrs. Ray Hershey at Hereford Sunday.

Mr. and Mrs. P. L. Carmichael and family were Sunday dinner guests of Mr. and Mrs. V. E. Dodson.

Linda Russell visited one day last week in the J. W. Vick home.

Mr. and Mrs. Calvin Edwards and Nancy visited in the Merton Barton home at Hereford Saturday night.

Mr. and Mrs. J. M. Ruthardt and Yvonne spent Sunday in the home of his parents at Canyon.

Clois Kemp arrived home Saturday night from California after receiving his discharge from the Marine Corp.

Kay Lynn Scott spent Wednesday with her aunt, Mrs. V. E. Dodson.

Horace Hershey and son Homer and Robert Russell made a trip to Amarillo and Canyon Saturday.

Mrs. L. B. King and Richard, and Mrs. Flaise Palmer and children of Amarillo spent

Frio

BY MARGUERITE MOBLEY

The community Christmas program and Christmas tree will be Monday night, Dec. 24, at the school house. Everyone is invited to attend.

Mrs. Elbert Summers and son of Hart spent several days last week in the home of her parents, Mr. and Mrs. W. A. Springer while her husband took a load of cattle to Oklahoma City. H. D. Robbins made a business trip to Amarillo Tuesday.

Miss Alma Andrews visited several days in Amarillo last week with her sister, Mrs. Chas. King and family.

Misses Christine Lindley and

Tuesday in the Calvin Edwards home.

Dorothy Mobley of Amarillo spent the week end at home. The club met Wednesday in the home of Mrs. H. D. Robbins for an all day meeting to quilt.

Nine members were present. The next meeting will be the Christmas exchange, Wednesday Dec. 19, in the home of Mrs. J. E. Andrews.



Dr. and Mrs. Norman Harris



"Let not one heart be sad today,
May every child be glad and gay,
God bless thy children, great and small,
In lowly hut or castle hall,
And may each soul keep festival
At Christmastime."

We wish all of our friends a
MERRY, MERRY CHRISTMAS

Oscar Easley
Your CONOCO Dealer

Progressive

BY NORMA LEA EDWARDS

Mr. and Mrs. Ray Neel were recent visitors in the J. W. Vick home.

Mr. and Mrs. J. M. Ruthardt and Yvonne spent last Saturday night in the Charles Conatser home at Canyon.

Reuben Knox of Hereford was a guest in the Horace Hershey home Sunday night.

Mr. and Mrs. Clyde Russell and children visited relatives and friends in Borger last Friday night.

Congratulations are extended to Mr. and Mrs. Orval Edwards whose marriage occurred

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.)



This is the season of good will, and, looking down the long list of names of those who have shown their good will towards us in 1945, we come to yours. We want to thank you for this good will on your part, and to send just the friendliest of wishes for your happiness and cheer at Christmastime.

T. J. Carter Realty Co.

MR. AND MRS. T. J. CARTER



WHEN we see little boys and girls shaking hands with Santa Claus this thought comes to mind:

We would like our expression of appreciation for your patronage to be a hearty shake of the hand for each of you. As we seem to be denied this opportunity, please accept this, while a substitute for a handshake, as no less sincere in wishing you a

HAPPY CHRISTMAS

The Beauty Mart

Imogene Gladys Valeria
Thornston, Manicurist Verna Lucey
Frankabel, Receptionist



IT HAS BEEN a privilege to serve you during the year just past in a capacity that we believe will merit confidence for years to come.

As you enjoy the Yuletide with your friends and loved one, we trust you will keep in mind that our thoughts are of you at this happy occasion.

Many, many thanks for your goodwill and patronage and best wishes for the New Year.

Our Best Wishes

... FOR A HAPPY CHRISTMAS SEASON TO EVERYONE

KINSEY MOTOR CO.
and EMPLOYEES

W. E. (Bill) Harlow
Carroll Whiteside
Daryl Welch
Doy Collier
Frank Taekett
Miss Wanda Lee Terry
John Coombs
Floyd O. Lynch
D. C. Kinsey

Classified Ads

FOR SALE

FOR SALE: 1941 Pontiac 8 Sedan, radio, heater. 1939 Oldsmobile 6 (60) Coach, heater. Inspect both at 500 Ross. (No dealers). Hays Implement Co. Dimmitt, Texas. 50-tfc

FOR SALE: Slightly used potato planter, digger, and duster. Iron Age, Oliver. See George or W. A. Springer. 51-4tp

FOR SALE: 32-volt Delco system. \$75.00. Hegari bundles, also few milch cows. L. L. Arnold. 1-2 mile south, 2 1-2 east. 50-2tp

FOR SALE OR TRADE for pick-up, Willis sedan. Excellent condition. Fred Neff, 505 west Third. 51-1tp

FOR SALE—Several thousand bundles feed. O. B. Southern. At Joel Switch. 43-tfc

HAVE ABOUT—10 tons good grain bundles for sale, and about 400 bales alfalfa, \$27.50 ton. Also almost new Universal milking machine to trade for yearling or for sale. Located 1-2 mile east stock yards or see me at 112 Main St. C. B. Thomas. 51-1tp

FOR SALE: Government granary, 14x32. Cost \$450.00. Will take that now. Wm. McGehee. 47-tfc

CHILD'S PONY FOR SALE: R. C. Childers, 4 north and 5 west Hereford. 51-1tp

FOR SALE: 2 HP, Fairbanks-Morse stationary engine. Good condition. Phone 331-J. E. L. Brady. 48-tfc

NEW STREAMLINED WOOD-STOCK TYPEWRITERS in stock, also bargains in used Remington and L. C. Smith machines. G. E. McCrate, Umbarger, Texas. 51-3tc

FOR SALE: Modern home, recently redecorated throughout. 3 bedrooms, living room, kitchen, breakfast nook, basement and bath. New garage and 2 store rooms. Show by appointment only. Call 477 or 479. A. R. Bateman. 49-tfc

FOR SALE: Saddle horse and milch cow. Warren Daniel, J. W. Alexander place. 51-2tp

FOR SALE: Man's all-wool suit. Practically new. Size 38. Phone 181. 49-tfx

FOR SALE: 4 burner, butane or gas apartment stove. J. M. Carathers, 7 miles east and one mile north, or mile north Joel Switch in white house. 51-1tp

WE HAVE A COMPLETE LINE of O. M. Franklin Serums, Veterinary Remedies and Instruments. Texas Market. 30-tfc

RENEW your Amarillo News and Hereford Brand for \$11.45 at The Brand Office. Orders sent to Amarillo each afternoon. 40-tfx

FOR SALE: 2 Oil burner heating stoves. One good 12 ft. Ax-tell windmill. Cecil Guseman. 49-3tc

FOR SALE: Improved irrigated farm, feed, cows, machinery included. L. P. Shaw, Hereford, Texas. 49-3tp

FOR SALE: Maytag washing machine. Gas model. See at Fullwood Battery & Electric. 50-2tp

FOR SALE: Office furniture—Globe Filing Case, Oak Flat-top desk, oak swivel and adjustable stenographers chair, students or stenographers leaf arm chairs and other furniture. Phone 443. 50-3tc

FOR SALE: 5-room house, basement. 3-two-room houses on Norton Street, 1 block west of 25-Mile Ave. Willie Biggs. 50-2tp

FOR SALE: 7 sows to farrow soon, 1 1-2 miles south on Dimmitt highway. W. T. Gunstenson. 50-2tp

20% CATTLE CUBES

Buy Your Supply NOW! Proteins are Scarce!

Fraser Milling Company 45-tfc

FOR SALE

FOR SALE: Bicycle. Good Condition. New tires. Call 346. 50-2tp

FOR SALE: Used 20 gal. automatic hot water heater, \$18.00. J. K. Baker. Phone 589-W. 50-tfc

BARGAIN RATES

Amarillo News (renewals only) and the Hereford Brand BOTH FOR \$11.45

We send all Amarillo renewals the same day they are received THE BRAND OFFICE

FOR SALE: 38 Ford coupe. Good condition. All new tires. Inquire at 601 east 12th Street. Mrs. Pittman Apartment, Cpl. Clarence Cenck. 50-2tp

FOR SALE

2-Ton GMC Block Assembly. Good condition. R. J. Richardson 50-tfc

Still plenty of Christmas Cards 10c and 15c Box of 18 — \$1.00 No more printed cards Please!

Zipper Binders (2 rings—for School Use—a nice present) Stamped with name \$4.75

X-Acto Knives with 3 blades \$1.00

RUBBER TYPE SETS Complete with moveable letters, numerals, ink pad and two type holders. Educational and entertaining. Kids love 'em. Complete \$1.20

PENIT INK SETS 5 colors in one pack We got 'em by popular request 50c

Gold Ink 20c Silver Ink 20c

Fluorescent DESK LAMPS 10.95 and 12.75

at the BRAND OFFICE

FOR SALE: Hegari bundles and alfalfa. Frank Bezner. 51-3tp

FOR TRADE: Super-fex butane refrigerator for late model electric. 1 1-2 miles east of Progressive School. See P. L. Carmichael. 40-2tp

WE STILL HAVE SOME OF THOSE RED WAOGNS All Steel — Rubber Tires!

and plenty of DOLLS All sizes—all Prices!

STILL HAVE A NICE SELECTION OF TOYS

SCISSOR CAR JACKS RUBBER FLOOR MATS

LEE LITTLE'S GOODRICH STORE 1st door north Texas Theatre 51-1tc

FOR SALE or TRADE

NOW IN STOCK

for immediate delivery

Ensign Carburetors

and

Butane Hot Water Heaters

Blanton Butane Gas Co.

On Highway 60 Phone 551 51-4tc

FOR SALE: 770 Gal. butane or Propane tank. Good condition, can be obtained immediately. Phone 557-W before 8:30 or after 5:30. W. A. Davis, 500 Ross Ave. 51-1tc

FOR SALE: Hegari bundles, 1 mile south and three east. Ira Scott. 51-1tp

SPECIAL: 2 boxes Avon face powder, \$1.00. Mrs. Ronald Matthews. 51-1tp

FOR SALE: 32-volt Delco system, A-1 bundle wagon; 10 or 15 thousand hegari bundles, good milch cow. L. L. Arnold. 51-1tc

FOR SALE: Two butane bottles and regulator, one 100 lb. other 300 lb. See Jesse Scott, Hereford Motor Co. 51-1tp

FOR SALE OR TRADE: Small electric radio. E. W. Young. 609 W. 3rd. 51-1tc

LIVESTOCK Strayed — Found

Please notify me of any stray steers branded "G" about the right shoulder, and oblige, L. B. Godwin, Box 429, Hereford. 38-tfc

LOST Whiteface branded P bar. Roy Gardner, 7 1-2 miles south-east. 51-1tp

AT MY PLACE A HEIFER, 2 years old, horned, Whiteface, right ea rrop, branded backward L Left jaw. L. B. Godwin. 51-tfc

LOST: 2 steer calves, branded Lazy K left hip. Notify W. T. Kelly, 11 miles East of Hereford. 51-3tp

FOUND: I Whiteface steer, 2 years old. Branded UI on left shoulder. W. T. Kelly 11 miles East of Hereford. 51-3tp

STRAYED: Our fawn colored Jersey cow, branded (I think) lazy-U on right shoulder. Strayed several days ago. \$20.00 Reward. Joe Evans or Wayne. 51-tfc

STRAYED: Bay mare, weigh 12 or 1300. Strayed from farm 18 miles west at Wagner jog. Hiram Jones. 50-2tp

FOR RENT

FOR RENT: Small apartment. W. D. Natzger. 51-1tp

FOR CASH RENT: 200 acres of choice irrigated land with good 1000 gal. well, new pump installed last spring. Pumping in A-1 shape. 60 acres sowed to wheat, you get all. 80 acres summer fallow, ideal for potatoes, 60 acres in hegari stubble. Will range some terms on cash rent. A fair house near by to live in. Farm located 10 miles south, 2 east of Hereford. 1 1-2 miles west of Dimmitt-Hereford paved highway. See G. D. Miller, 610 E. 5th St. 51-3tp

HAVE WHEAT PASTURE FOR 25 or 30 head cattle. E. A. Stocker, 15 north and 3 east. Box 384. 51-1tx

OFFICE ROOMS for rent. Inquire at Hereford Brand Office. 15-6tx

DESIRABLE FURNISHED apartment. Adults only. Bills paid. 517 E. 11th. 51-1tc

FOR RENT: Bedroom close in. Mrs. C. M. Carpenter, 405 Schley. 51-1tp

LOST and FOUND

LOST: Purse containing necklace, change, and school annual receipt Saturday afternoon. Keep money and return purse. Leave at Brand Office. 51-1tp

FOUND: Boy's bicycle with basket. Inquire Brand office. 51-1tx

NOTICE

WILL SHARE EXPENSES TO Dallas and return. Mrs. Pion-sky. Call 145. 51-tfc

NOTICE

IF YOU WANT CALICHE, call H. E. Wester, No. 7. 50-2tc

GENTLEMAN WHO BORROWED my scalding vat please return. Harry Danforth at Packard Mill. 51-2tc

NOTICE—Dead Stock removed—large or small, with hides on. FREE

Call West Texas Feed & Seed, Phone 265, or notify G. B. (Dick) Hagar. Hereford Rendering Service 48-tfc

LOANS

We have money to loan on real estate, can make you a good interest rate and liberal valuation. When you want to buy or sell, see us.

Hill-Ricketts Company REALTORS 41-tfc

WANTED

WANTED TO RENT \$50 — REWARD — \$50 I've got to have a place to live. Need 2 or 3 bedroom house. Leave information at Brand Office. E. H. Scott. 51-1tp

HOUSES WANTED—Urgently in need of homes, lots and acreage tracts. Appreciate your listings. Claud Higgins. Phone 668J 48-4tp

WANTED: One small kitten. Call Ruth Brnard, No. 86. 51-1tp

WANTED: Furnished or unfurnished apartment or house for Pastor Dawn Baptist Church. Contact Rev. R. H. Cagle, Hereford Baptist Church. 51-1tp

WANTED HAULING with bob-tail truck. See Lorn Pellam, 1-2 block west Bookout Station or call 108-M. 51-2tp

WANTED: To rent two sections of wheat land. Have plenty of equipment an dfinancially able to control it. Write J. W. Jackson, Box 641, Hereford. 51-1tp

WANTED to Rent 4- or 5-room house for family of three. Highly responsible and permanent family. See D. C. Kinsey at Kinsey Motor Co. 39-tfc

WANTED: Motor tune-up and brake work. Have complete line of accessories. See Chester Hodges at Standard Station on Highway 60. 49-3tc

WANTED: To buy several thousand hegari bundles at farm or delivered. Mrs. Geo. E. McGowan, Vega, Texas. 48-3tp

WANTED TO RENT Wheat Pasture. L. B. Godwin. 43-tfc

REAL ESTATE FOR SALE OR TRADE

NEW MODERN 5-room home, large basement, a beauty for \$5,500.00. Well-located modern 4-room home, 2 lots, \$3,300. 7-room duplex, \$7,500. 4-room home, well located, \$2,000.00. 4 acres with small improvements, \$1,500. Farms, acreage tracts, lots. CLAUDE HIGGINS, Ph. 668J 51-2tp

RANCHES and IRRIGATED FARMS

GOOD IMPROVED or unimproved irrigated farms near Hereford. CHEAP FARMS in dry-land area. ALSO A NUMBER of good homes and city property.

ROSE & BARBER

P. J. (Jack) Rose—Frank Barber REAL ESTATE—PHONE 45 Hereford, Texas P. O. Box 404 51-tfc

FOR SALE—Excellent resident building sites on pavement. Located in restricted district. See or phone Joe Evans. 39-tfc

NEED MORE LISTINGS

See me for Good Investments! J. B. ELLISTON 51-tfc

160 ACRES UNIMPROVED LAND available to highest cash bidder for up to four year lease. Forty acres for potatoes, installing new well and electric pump. Located one mile south of Progressive school. Write or wire James O. Pickering, Little-silver, New Jersey. 45-tfc

REAL ESTATE FOR SALE OR TRADE

Well-located well-kept 12-room house, a bargain at \$7000. Terms.

5-room modern house, large basement, \$5,500. Terms. 3-room house with 4 acres of land, \$3500.

21-acre tract, \$60 per acre. Two 40-acre tracts near City Limits, \$100.

Lots from \$250 up. Terms. CLAUD HIGGINS. Phone 668J 50-3tp

Business Services

All kinds of Electrical Work; House wiring a speciality. Licensed and Bonded Mechanics. Bullder's Supply & Service, 112 Main Street, Hereford. 48-4tc

LOCAL HAULING

SOWELL Dray Service

Day Phone 656—Night 689-J 7-tfc

EARL NIPPER ELECTRICIAN

Any kind of electrical wiring. Fluorescent Light Fixtures in stock! Phone 7 or 154 for Prompt Service Hereford 40-tfc

BRUMLEY & OTTEN

We are Booking Farm Sales. See or Phone Us!

B. E. Brumley Lloyd Otten Ph. 9024P4 Ph. 6769 Hereford Amarillo

ATTENTION

let us make and repair your

NEON SIGNS

One Week Service

AMARILLO NEON CO.

Phone 2-6022 — P. O. Box 2525 Amarillo, Texas 49-tfc

SHELTER DWELLERS

Wind and water-carved shelters and caves in the limestone canyons and draws of West Texas were used as dwellings for the West Texas dwellers. The model reveals the strange paintings on the walls of their caves. Their diet, consisting of cactus fruit, mesquite beans, nuts and animals evidently did not suffice to keep these people healthy as the skeleton remains show the poorest teeth of all Texas Indians, and frequent bone diseases. The Comanches, perhaps the most famous of all Indians the northern portion of the state which is now the Panhandle. The exhibit shows chief sources of food, the buffalo, with a buffalo hunt taking place on the painted background. This model shows scrapers, stone mauls, a gun, shield, and bow and arrow, representing the Comanches after they came into contact with the Europeans as indicated by the

EGG PRICES are going UP

Your Chickens will Pay Bigger Dividends when you Feed

"TEXAS PRIDE"

Laying Mash

(IN PRINT BAGS)

See Us For Bise Oil Spray Kills Lice and Grubs

Home of "Texas Pride" Feeds

WEST TEXAS FEED, SEED & HATCHERY CO.

Jack Wright—Phone 165 Top Market Prices for your Cream, Eggs, Poultry & Hides

Too Bad It Disappears So Quickly



presence of horses. A complete burial, skeletons, vessels, and ornaments which is part of an ancient Indian village in Lamar County near Paris, Texas is contained in this portion of the Museum.

Objects of shell, pottery and stone are present in the grave with the five skeletons. The most unusual of the group is tripartite bottle with its human face decorations, which is believed to be the only complete specimen of its kind ever found in Texas

Men who hid themselves in swamps during the Civil War, to avoid being drafted into the Southern Army, were called "Mossbacks."

Washington, D. C. has not always been the capital of the United States. New York and Philadelphia were first.

Called to Lubbock Mr. and Mrs. Jack Rose were called to Lubbock Tuesday by the serious illness of Mr. Rose's sister-in-law, Mrs. T. B. Smith who died that day. Mr. and Mrs. Rose remained in Lubbock for the funeral services.

An ultimatum offered in 1775 to England by the American Colonies was called the Olive Branch Petition. It was rejected.

Rodin spent twenty years on "The Portal of Hell," a bronze door for the Museum of Decorative Art in Paris.

EXTRA TASTY BREAD!



BECAUSE IT'S FULL-STRENGTH—this active fresh Yeast goes right to work. No waiting—no extra steps! And Fleischmann's fresh Yeast helps make bread that tastes sweeter, is lighter, finer-textured every time.

IF YOU BAKE AT HOME—be sure to get Fleischmann's active fresh Yeast with the familiar yellow label. Dependable—America's time-tested favorite for more than 70 years.



Always fresh—at your grocer's

Good Cheer

The coming Yuletide Season reminds us once again of the splendid associations we have enjoyed in the past. It is friendships formed from these associations that have been outstanding in the past twelve months, during which time so many difficult situations have arisen. These friendships mean much to each of us in the organization, and we are grateful for the favors that have come our way. We hope that you will experience a very happy occasion at this Christmastime.



Western Battery & Electric Co.

B. E. Harper . . . Oren Parson . . . Oscar Easley and Employees

Necessity Develops Hobby Skill, Then Hobby Turns Into Business

A family disaster and grim necessity started Mrs. Bill Rice on a hobby that has now developed into a profitable business proposition. For when the Rice farm home burned about three years ago, Mrs. Rice began to use the training in furniture re-finishing that she had received in her home demonstration work; and she now does quality work in the line—with orders keeping far ahead of her working capacity, even though she now hires another woman to assist her with the work.

Since she began the work on a commercial scale about two years ago Mrs. Rice has completed more than 80 jobs for about 50 different customers. The jobs range all the way from retying springs in sagging overstuffed furniture to complete reupholstery jobs on pieces that had been long ago relegated to the attic.

Describing Mrs. Rice's home demonstration training that developed into a profitable business, County H. D. Agent Sadie

Lee Oliver says: "Mrs. Rice has a real feeling for color—in addition to a great deal of 'know-how' about the insides of furniture; and her finished pieces are not only sturdy but the color combinations carry out the best decorating principles."

Also in line with her home demonstration training, Mrs. Rice keeps a careful record of all her work—both costs and income; and she is saving the money from her furniture business to use in improving her own home.

Following the fire which destroyed the old Rice home at Westway, the family bought a place in the Wyche community; and although much remains to be done, many improvements

have already been completed, and Mrs. Rice has already gone on an imaginary shopping trip for those post-war home appliances which will be on the market soon.

And despite the fact that her furniture repair business has long ago grown out of the hobby class, Mrs. Rice continues to keep up a full schedule of regular home tasks in caring for her two young sons. She also raises chickens on a large scale and does her full quota of canning and gardening.

Mrs. Rice has taken jobs from all over the Hereford territory—news of her work has traveled rapidly and she now often gets jobs from Djimmitt, Vega and Adrian, and right now her orders stay well ahead of the time she is able to devote to the work.

And it's hard work—nothing particularly dainty about tying recalcitrant springs, regluing old furniture joints and re-arranging padding. But there is

also a lot of satisfaction in seeing a good old piece of furniture restored to its rightful, useful position in the home.

As Mrs. Ira Ricketts of Progressive stated the case: "There was nothing the matter with our old chair—except that too many grandchildren had slid down it too many times."

After a repair job by Mrs. Rice, the chair is again in condition for more sliding by the grandchildren.

Capt. and Mrs. Jack R. Cox are visiting for a few days in the home of his parents, Mr. and Mrs. E. M. Cox, prior to going to Midland, where he will report for duty Sunday. Capt. and Mrs. Cox, accompanied by his sister, Mrs. Alma Wallace of Hereford, have just returned from a three week's stay in Orlando, Fla., where Captain Cox had temporary duty while taking a special course for officer instructors.

Gift Items

FROM

The Hereford Store Co.

Infant's 3-PIECE LEGGING SETS

Sizes 1, 2, 3 and 4; lovely assortment colors; limited quantity \$9.50

Little Girls' NEW WINTER COATS

Assorted colors \$5.50

Little Boys' OVERCOATS, Hat to match

..... \$5.50

GIRLS' ROBES

..... \$3.50 to \$4.50

Boys' ROBES, assorted designs

..... \$3.50

BOYS' SUITS

handsomely-designed as Dad's, in fine wool tweeds—Priced from \$12.95 to \$17.95

BOYS' SWEATERS

..... \$1.98 to \$3.50

GIRLS' ALL-WOOL SWEATERS

..... \$2.35

RAYON SWEATERS for Girls

..... \$1.89

LADIES' SWEATERS

..... \$1.98 to \$4.98

Ladies' SATIN QUILTED ROBES

..... \$8.95

Fancy SILK ROBES, stripes

..... \$11.95

Boys' WOOL JACKETS and leather trimmed

MACKINAW \$6.50 to \$8.95

Little Boys' PART WOOL JACKETS

..... \$2.49 to \$2.98

Girls' attractive COTTON SPUN DRESSES

Ric Rac trim, green, aqua, rose, brown, red, blue, Sizes 9 to 15—Priced at \$2.98

Children's HOUSE SHOES

Sheep skin, assorted \$1.25 to \$2.53

MEN'S HOUSE SHOES

..... \$1.89

Men's KHAKI MILITARY SHIRTS

..... \$3.39

KHAKI TROUSERS, Chino

..... \$3.98

DRESS GLOVES

..... \$1.89 to \$3.95

Rabbit Lined DRESS GLOVES, \$6.50 value

..... \$5.00

BILL FOLDS

..... \$1.00 to \$2.50

3-WAY ZIPPER FOLDS

..... \$3.50 to \$5.95

MEN'S SILK TIES

..... 65c to \$1.50

MEN'S GARTERS, all elastic

..... 49c

All Elastic SUSPENDERS

..... 98c

WORK KHAKI TROUSERS

..... \$2.98

MEN'S DRESS HATS

..... \$2.98 to \$10.00

MEN'S SHOP CAPS, assorted

..... 39c

BOYS' BIB ALLS

..... \$1.89

BOYS' SCHOOL PANTS

..... \$1.95

MEN'S SHORTS, khaki—at

..... 98c

WHITE SHORTS, part linen

..... \$1.39

Men's Silk Brocaded SCARFS

..... \$2.98

BRUSH WOOL SCARFS

..... \$1.48

Men's SUEDE LEATHER COATS

..... \$9.75

Men's LEATHER COATS, large

..... \$15.75

All Wool MACKINAWs, 40 below

..... \$12.50

Other Styles

..... \$7.95 to \$10.00

Men's Fine DRESS SHOES

..... \$4.50 to \$5.75

FINE DRESS OXFORDS, all leather

..... \$5.50

Boys' All Leather OXFORDS

..... \$3.95 to \$4.95

CHILDREN'S OXFORDS

..... \$1.98 to \$3.65

Mexican Hand-Woven TABLE COVERS

with 6 Napkins to match \$4.98

CHENILLE RUGS

assorted shades \$3.50

CHENILLE RUGS, 29x44, assorted shades

..... \$4.50

LARGE BATH TOWELS, loop weave

..... 49c & 59c

BABY BLANKETS

..... \$1.79 to \$4.95

LADIES' FUR COATS

..... \$63.50 to \$89.00

PLAID COATS, nicely lined

..... \$16.75

Light shades in FITTED COATS

..... \$16.00

DARK COATS, fur trimmed

..... \$12.50 up

Ladies' ALL WOOL SUITS, blue

..... \$9.75

PLAID SUITS

..... \$16.75

GIRLS' JACKETS

..... \$4.98

BATH RUGS SET

..... \$2.98

Ladies' new Extra large size DRESSES

..... \$4.50 to \$11.95

Ladies' Nice Black DRESSES

..... \$8.40

SPUN RAYON DRESSES

..... \$3.95 to \$4.50

Men's All Wool MILITARY SHIRTS, strap should.

..... \$8.75

HEREFORD STORE CO.

FOR PRACTICAL GIFTS

A Small Payment will Hold your Selection—Use Our Lay-Away, Till Christmas!

S. L. HARMAN

We Will Be CLOSED

from Wednesday, Dec. 26th

Through Dec. 30th

TO TAKE INVENTORY
Streu Hardware Co.

TO GREET YOU ON CHRISTMAS



Dr. and Mrs. J. H. Channer

MAY your every wish be granted, every hour filled with happiness and good cheer be yours at Christmas and throughout the new year ahead.



Ben M. Sudduth

REAL ESTATE — 108 W. 3RD ST.

MERRY CHRISTMAS

The richest and most beautiful experiences in life come through gratitude. So truly, for the priceless gift of friendship, and goodwill, we say, "Thank you".

May this be truly an American Christmas, one that will prove to give you a new hold on life, to better prepare you for the trials of future years.



Hereford Parts & Supply

Mr. and Mrs. Dale Tinnin

Ray Suit

A MERRY CHRISTMAS

AND A GENUINE

THANK YOU

FOR YOUR LIBERAL PATRONAGE IN THE PAST



A HAPPY NEW YEAR

Mr. and Mrs. Pat Lawhon

Your GULF Distributor

NOW for

A Real Christmas!

Poor old Santa's had four pretty discouraging Christmases. All over the world, the boys were away from home...and all over the world their families were missing them like anything.

How on earth can you make a good Christmas for people when they're worried and lonely? No matter how hard he worked at presents to cheer them up, the one present that everyone in the world wanted was PEACE. And he couldn't do much about that.

When 1945 dawned, Santa said to himself: "We've just GOT to make it this year. This Christmas must be a good Christmas...with the boys safe, millions of them back home, and everything happy and cheerful again!"

So there he sat at the North Pole, looking down over the scene of battle... watching and hoping, and praying, like everybody else. He watched the battles over Europe—breathed a sigh of relief as D Day started the smash toward VE. Then came VE itself. But that triumph was tempered by what was going on around the other side of the world. How long would the Japanese war last? Gloomy predictions—one year, two years—outnumbered hopeful ones. And then, suddenly—and literally—like a bolt from the blue—came VJ Day. The war was over!

So Santa rolled up his sleeves and went to work—to make this, in millions of homes, the best Christmas in the memory of man!

And we at Penney's, who have always been Santa's assistants in a big way, have been working like beavers to provide the things that will complete this merriest of Merry Christmases with gay, useful, welcome presents! Maybe not everything that everybody wants (even the best-intentioned Santas couldn't accomplish THAT!) but certainly enough for a wonderful Christmas!

PENNEY'S



Christmas is always a welcome event with us, for two reasons:

First, because we enjoy the spirit of friendliness that is all-prevailing; second, because it affords an appropriate opportunity of expressing our sincere appreciation for your valued patronage.

It has, indeed, been a pleasure to serve you, and in sending you our best wishes for a Merry Christmas we do so with the hope that the Christmas season of 1945 will transcend all of its predecessors in real happiness for you.

McLean Insurance Agency
John McLean

FROM EACH OF US
TO ALL OF YOU



Best wishes for
Christmas

There's no place like home when Christmas comes around, and there's no time like right now to wish all you kindly home folks the merriest Christmas ever.

It has been a privilege and a pleasure to have served you in 1945, and we look forward to your continued friendship.

Quality Food Store

IKE — BUFORD — FRANK — COTTON



GLAD TIDINGS

To our faithful old friends and our cherished new ones, we extend sincere Christmas Greetings and good wishes for the coming year.

Phillips Service Station

LAWRENCE WOMBLE — COY PHILLIPS

Discharges FILED THIS WEEK

Richard A. Petersen, flight officer in the Army Air Corps, completed his active duty with the service on Dec. 4 at Roswell, N. M. Petersen was commissioned a flight officer on Sept. 8, 1944, after completing his course as an aviation cadet. He had taken advanced pilot training, training in aerial gunnery and as a flight engineer.

Robert E. Teter, commissioned a flight officer on Mar. 11, 1945, following completion of his aviation cadet training, was discharged on Nov. 29 at Amarillo Field.

Teter took pre-flight, primary, basic and advanced flight training.

S. J. Cook, private first class, received his discharge from the Army Air Forces on Dec. 9 at Fort Sam Houston. Cook was inducted Dec. 1, 1941, qualified as a munitions worker and took part in the offensives over Japan and the Western Pacific.

He holds the American Defense, American Theatre, Good Conduct and Victory medals; the Asiatic Pacific Medal with two stars, one service stripe and one overseas bar. Cook served in the Pacific from January to October, 1945.

Arthur H. Brooks, inducted May 25, 1943, has received his discharge from the Army Air Forces.

He served as a truck driver in campaigns in the Southwest Pacific, serving on New Guinea, the Southern Philippines, in the Liberation of Luzon and other campaigns in the Western Pacific. He was overseas from March, 1944, to November, 1945, and holds the Asiatic Pacific campaign medal, the Philippines Liberation Medal and the Good Conduct Medal.

Robert A. Daniel, corporal in the AAF, received his discharge



One of the sights American servicemen can see in China is opera—but it looks a bit different from the Met. Here Marine-Sgt. John J. Kaiser Jr. of East Keansburg, N. J., shoots the breeze with a couple of gargoyle-like stars backstage at the Peiping Opera House.

on Dec. 8 at March Field, Calif. Daniel enlisted on Oct. 5, 1942, served as a heavy auto equipment operator at various bases in the States.

He holds the American Theatre, Good Conduct and Victory Medals.

Woodrow W. Foster, private first class in an M. P. escort guard company, was discharged on Dec. 12 at Camp Fannin after exactly three years of Army duty.

Serving as a truck driver, Foster took part in the Rome-Arno, Southern France and Rhineland campaigns and holds the EAME medal with three stars, the Good Conduct and Victory Medals.

He served overseas from May, 1943, to November, 1945.

Clyde Leslie Shepard, MM 2-c in a Naval Construction Battalion, received his discharge on Nov. 26 at San Pedro, Calif.

Shepard was inducted on Oct. 20, 1943, saw service in both the Atlantic and Pacific theatres and holds the Victory Medal, Asiatic-Pacific Medal with one star and the EAME medal with two stars.

Alvin J. D. Heker, AM 2-c, received his discharge from the Navy on Dec. 7 at San Pedro, Calif.

Hacker enlisted on July 15, 1942, and served with Bilmp Squadrons 12 and 24, and Hedron, Fleet Air Wing 2.

He holds medals for service in the American Area and the Asiatic-Pacific, and also wears the Navy air crew wings and the Victory Medal.

Luther Elvan White, MM 3-c, received his discharge at Camp Wallace, Tex., on Dec. 3.

White was inducted on Nov. 29, 1943 and has had 13 months of sea duty.

Adam Ernest Scheihagen, ensign in the Navy, has been retired to inactive duty at Camp Wallace, Tex.

An airline pilot in civilian life, Scheihagen won his wings as a naval aviator, holds the Victory Medal, ribbons for service in the European and American Theatres and in the Asiatic-Pacific.

Carl Raymond Hennington, who enlisted Sept. 3, 1945, received his honorable discharge from the Navy on Dec. 7.

Collins A. Wilkins, second lieutenant in the Marine Corps Reserve completed his active service on Dec. 15, 1945.

Wilkins received his commission on Apr. 4, 1945, following completion of his flight training, and had served at bases on the West Coast and in the Pacific Theatre since that time.

LOCALS

Mr. and Mrs. T. F. Bohannon, Theron and Iris Bohannon and their families, all of Van Nuys, Calif., are visiting with their daughter and sister, Mrs. Floyd West, and with relatives at Pampa and Oklahoma City during the holidays.

Major Charles A. Bell, who is stationed at March Field, Calif., arrived Monday for a few days visit with his mother, Mrs. Allan Bell, and family. Also visiting in Mrs. Bell's home this week was another son, James Bell of Tulla.

Lt. Comdr. A. P. Jones, who arrived in the States from the South Pacific on Nov. 21, is visiting his mother, Mrs. A. M. Jones, and other relatives. He has completed three and one-half years of foreign service with the Navy and has been serving as senior electrical officer on the submarine tender, USS Sperry, prior to starting his present terminal leave.

Miss Estelle Gilliland of San Francisco, Calif., arrived last week to spend the Christmas holidays with her parents, Mr. and Mrs. J. M. Gilliland, and family.

WHY PAY MORE?

The New Charm-Kerl
SUPREME COLD WAVE
HOME KIT
Each kit contains 3 full ounces of Salon-type solution with Kerlism, 60 Curlers, 60 end tissues, cotton applicator, neutralizer and complete instructions.
Cuts Only 98¢
Take only 2 to 3 Hours at Home
HAILE DRUG

But Is It Art?

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Each kit contains 3 full ounces of Salon-type solution with Kerlism, 60 Curlers, 60 end tissues, cotton applicator, neutralizer and complete instructions.
Cuts Only 98¢
Take only 2 to 3 Hours at Home
HAILE DRUG

To wish you loads of
Christmas Cheer
and a hearty wish for
A Happy New Year

Dr. R. R. Wills and Joe Bill

PEACE ON EARTH
★ Joyous Christmas ★

★ Of far greater value than the most precious jewel or the most costly gift is happiness and peace of spirit. Could we wish more for you this Christmas season than its attainment?

For your fine cooperation and loyalty to us in 1945 you have our lasting gratitude.

Kester Jewelry Store
THE KESTERS

E. C. EUBANKS
INCOME TAX SERVICE
Auditing & Accounting
Office Phone 109 118 West 3rd
Res. Phone 110 Hereford, Texas

GREETINGS

WITH GRATEFUL ACKNOWLEDGEMENT OF YOUR COURTESIES AND THE EVIDENCES OF YOUR GOODWILL THAT HAVE MADE THE PAST YEAR A PLEASURE TO US. WE WISH YOU A SEASON OF GREAT JOY.

Cave's 5c, 10c & 25c Store

Dr. C. D. Kelton's Clinic
will be closed from
Dec. 8 to Dec. 30

Please Accept Our Wishes for a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

TO WISH YOU A
Merry Christmas
... And ...
A Happy New Year

BLESSED WITH HEALTH AND CONTENTMENT

TO OUR FRIENDS

Little Fashion Shop

Mrs. Arthur Thompson Mrs. Ralph Smith
Mrs. D. R. Vandever Mrs. Elmer Mathies
Mrs. P. L. Dishman Mrs. Marie Angelo

Twice Wounded Vet Receives Discharge

Cpl. Harold Bonasio, whose wife is the former Miss Elizabeth Ireland of Hereford, received his honorable discharge from the Army at Lovell General Hospital, Ft. Devens, Mass., on Dec. 6.

Cpl. Bonasio, who served with the 75th Division in both the 8th and 9th armies, was twice wounded in action. Gunner in a heavy machine gun outfit, he was wounded first in Belgium by shell fragments,

and returning to his old outfit he was again injured in France by a mortar blast.

He wears the Purple Heart with cluster, European Theatre ribbon with three battle stars, American Theatre Ribbon, World War II Victory Ribbon, the French Arms of Colmar and the Good Conduct Medal.

Mrs. Ward's Class Meets on Monday

A Christmas program and the exchange of gifts were highlights of the occasion when members of Mrs. J. F. Ward's

"Win One" Sunday School Class had their annual Christmas party Monday at the home of Mrs. H. H. Benefield. Assisting with hostess duties were Mesdames G. A. F. Parker, W. B. Green, Grace Sanders, Lee Benefield, J. M. Donnelly, Ed Warren and J. B. Jones.

Mrs. D. H. Bryant, class president, presided at the business meeting at which Christmas charities sponsored by the group were discussed.

Present were Mesdames D. H. Bryant, J. E. Beyer, M. M. Beavers, A. W. Anthony, Sid Brown, Fannie Craddock, Clara Freeman, Hattie Rutherford, Gillian Parker, John N. Jacobsen, Sr., Wm. McGehee, C. B. Williams, A. C. Thompson, J. F. Ward, J. I. Funderburg, J. L. Pevely, J. B. Hammer, I. H. Spratt, F. M. Faulkner, Joe Storey, Fred Millard, Mrs. Lane and Miss Lula Betsford.

Visitors were Mrs. Marvin Boyd and Mrs. Bess Werner.

Fidelis Class Has Xmas Party

The Fidelis Matrons Class of the First Baptist Church enjoyed their Christmas party at the home of Mr. and Mrs. Lynn Kester Friday night. Mrs. Bill Hutson and Mrs. John Collier assisted the hostess.

Husbands of members were honor guests for the occasion. Mrs. A. L. Manjeot gave a talk on "The Greens of Christmas," explaining the origin of the use of holly, mistletoe and other traditional Christmas symbols.

Gifts were exchanged, and class members presented a gift to Mrs. Manjeot, the teacher.

Progressive games were played with high prize going to Mrs. Manjeot and Bill Harlow and second high to Buford Crosthwait and Mrs. Carlos Anderson. Refreshments were served from a table laid with a linen

Potato Silage Proves Worth In Tech Study

LUBBOCK—Irish potato silage, composed of 80 per cent Irish potatoes and 20 per cent grain sorghum stover (de-horned butts), is proving a satisfactory feed for fattening cattle in comparison with sumac sorghum silage and cotton seed hulls. According to W. L. Stangel, dean of the Division of Agriculture at Texas Technological College.

Thirty steer calves were purchased in November, 1944, and carried as stockers until placed in feed lots Sept. 27, 1945. They were divided into three lots of ten head each. Lot I was wintered on sumac sorghum silage and Lot II on sumac sorghum fodder. Both lots received daily a supplement feed of one pound cotton seed meal and one pound alfalfa hay per head.

In Lot III calves were wintered on native grass pasture and received a daily supplement of one pound cotton seed cake and one pound alfalfa hay.

On May 1, 1945 the steer calves, then yearlings, were given access to native grass pasture without a supplement until Sept. 1. They were then placed in dry lots and received daily rations of 50 pounds of raw Irish potatoes and six pounds alfalfa hay per head.

The steers were again divided into their three original lots of ten each Sept. 27, 1945. All three lots received the same daily ration of milo chop, cotton seed meal and alfalfa hay. However, Lot I was fed sumac sorghum silage, Lot II Irish potato silage, and Lot III cotton seed hulls.

Average gains for the first 56 days were: Lot I gained 2.83 pounds, Lot II 3.71 pounds, and Lot III 2.84 pounds. The difference between gains in Lots I and III were very slight, but Lot II, fed Irish potato silage, showed a remarkable gain for the period.

"No conclusions are to be drawn until the feeding test is completed," Dean Stangel reminded. "The three Lots of steers will be carried to a marketable finish. It is assumed that this will be attained at the end of 100 days of feeding, at the conclusion of which a complete report will be published," he said.

Christmas Holidays Bring Return of College Students

Christmas holidays, bring with them the return of many Hereford young people who are students in colleges and universities.

The largest delegation will represent West Texas State College at Canyon, and those arriving Thursday will be Ellen Posey, Mary Ruth Russell and Gerald Smith, sophomores, and Delmo Williams, freshman.

cut work cloth and centered with red candles and holly about a crystal punch bowl, at which Mrs. John Collier presided.

Present were Messrs and Mesdames Robert Wagoner, A. L. Manjeot, B. Y. Crosthwait, Lillburn Ray, Bill Harlow, Marion Rutter, Carlos Anderson, Clifford Kester, Buddy Dones, W. J. Dickson, John Collier and Lynn Kester.

UNKLE HANK SEZ

A WORRIED MIND IS AN UNFIT MACHINE FOR CLEAR THINKING



Clear the Way for A MERRY CHRISTMAS! Merry Christmas to you and all our friends on this bright holiday occasion. It is our hope that the day finds you truly happy and joyous and grateful for Santa's largesse.

MILLER AUTO STORE
Phone 72-Hereford, Tex.

V. C. Hopson, freshman, came home last Friday to combat a case of flu; and Gwyndolyn Springer is expected to arrive Friday. Other young people from the Hereford community who attend W. T. and will spend their holidays here are Zell Dean Harris, Geraldine Henry and Beth Ferguson.

College at Canyon will resume on Jan. 2. From Texas Tech, Arline Millard, Frances Gollehon and Robert Owen Elliston are at home and will report back to classes on Jan. 2.

Betty Jane Robinson, a student at John Sealy Hospital, Texas University Medical Branch at Galveston, will get a 30-day Christmas holiday—but it will be her only holiday for the year. Betty Jane is a first year student in the college of nursing.

J. W. Robinson, Billy London and Billy Davis represent Texas A & M and will arrive Sunday for a ten-day holiday.

From T. S. C. W. Denton, will come the following Hereford girls: Phyllis Radovich, Naomi Brumley and Nettie Hood. They will arrive Friday night and report to school on Jan. 2.

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

SANTA'S ON HIS WAY...

And, we hope, brings with him an abundance of good things for our loyal friends and customers.

You have been good to us and in return we extend our kindest wishes to you, one and all.

Loerwald Brothers, Welders
MACHINE SHOP — BLACKSMITHS

WHO SAYS, "Merry Christmas?"

WE DO!

And we mean it—every word of it. Why? Because we firmly believe that we have the most enviable bunch of friends any firm ever was privileged to have, and we want to wish every one of you the season's best.

O. K. Rubber Welders
FENN & WOODDELL

GIFTS that Ring the Holiday Bell

TOYS DOLLS GAMES 25% OFF

We wish to close out all our toys before Christmas. —large assortment of toys left.

Wishing you A MERRY CHRISTMAS

May your Christmas be Joyful, with 1946 full to overflowing with Good Luck... Happiness... Prosperity... is the wish of

Close Drug Store

Mary Martin Mildred Cannon
Virginia Cornell
R. A. Tynes H. A. Close

CLOSE Drug Store
PRESCRIPTION DRUGGISTS
Phone 13

The usual store

CHRISTMAS CHEER for your TABLE and PURSE

Each and every one of these fine food values is packed with Christmas Cheer for your table — and with economy to cheer up your "shopworn" budget. So do ALL your Holiday food buying here. You'll save time and money because we've plenty of everything — and everything is priced to give you the best for less. Make up your menu with these BIG VALUES with which we say "Merry Christmas to all—and to all, a Happy Holiday Dinner."

TURKEYS Dressed. LB... 55c

THANKS a million for your patronage and consideration... and please accept our wishes for

City Food Store

... Produce ...

GRAPEFRUIT Lb.	8c
ORANGES (Get Our Box Price!) Lb.	12c
APPLES Washington, by the box	\$5.50
LETTUCE Firm and Crisp — Lb.	13c
COCOANUTS Each	28c
CELERY Extra Fancy — each	21c
SPUDS U. S. No. 1's — 10-Lb. Mesh Bag	35c

... Christmas Foods ...

TOMATO JUICE San Louis — 46-Oz. Can	27c
GRAPEFRUIT JUICE 46-Oz. Can	29c
ORANGE JUICE 46-Oz. Can	51c
PEAS Mission, No. 2 cans	2 for 29c
OATS Crystal Wedding — 1-lb. Pkg.	12c
COFFEE Schillings (1 Lb. 31c)	2 61c
COCOA Hershey's — 5-Oz. Pkg.	10c

... Food Savings ...

DRESSED HENS Lb.	50c
PORK SAUSAGE Pure — Lb.	33c
CHEESE Kraft's — 1/2 Lb.	23c
OLEO Nu-Maid — Lb.	23c
FRUIT CAKES Mann's — Lb.	\$1
GRAPE JUICE Pure — Quart	44c
FRUIT COCKTAIL No. 2 1/2 Can	37c
HONEY Burleson's, a sugar saver—2-lb. Jar	63c

CRANBERRIES LB. 36c

CITY Food Store
FIRST DOOR SOUTH OF THE FIRST STATE BANK

Every boy respects a woman with a strap in her hand. Yet, when he grows to manhood he'll let her stand up in the street-car all the way to town.

Grey-haired women don't worry about their husband's love. They know that hubby has loved them through three or four shades already.

Farmers Urged to Plant Hybrid Corn

COLLEGE STATION — Texas farmers are being encouraged by the Texas Agricultural Experiment Station to plant hybrid corn varieties adapted to their localities to harvest increased yields per acre.

Hybrid corn production in Texas has expanded rapidly during the past few years. Station records show, and there should be a good supply of seed of adapted varieties available for planting in 1946.

J. S. Rogers, R. G. Reeves and J. W. Collier, Station agronomists, have just released Progress Report No. 978, "Results of Tests in 1945 with Hybrid Corn and Corn Varieties in Texas," which is based on experiments conducted during the past three years at 11 substations and three outlying portions of the corn-growing area.

In addition to hybrids developed by commercial firms were included in the 1945 corn variety tests.

These experiments prove hybrid corn varieties may be expected to outyield open-pollinated varieties, though hybrids were found to have certain adaptation ranges.

Texas Hybrid No. 12 seems to be the best hybrid for conditions of high fertility and suffi-

cient rainfall. Likewise, the report points out, this variety appears to be the most severely injured by summer drouth. It has given high yields at Tyler in East Texas, and in the Brazos River Valley near College Station.

For the Blackland Region of the State, Texas Hybrids No. 8 and No. 18 are reported to have given good results over a period of years, and may be depended upon to give satisfactory yields in practically all seasons.

Funk G711 and National 134T are the only non-Station hybrids tested for the three-year period, and have given their best yields at Temple on blackland soils.

Texas Hybrid No. 20 is a new yellow hybrid produced for the first time in 1945. It is very similar to No. 18, although from this year's result, seems to be more widely adapted.

Texas Hybrid No. 9-W is the only Texas white hybrid now in production. It has given good results at Temple, Tyler, Westlaco, Angleton and College Station, and is the only hybrid that can be recommended at this time for the Gulf Coast.

Little girls love painted dolls; little boys love soldiers; big boys love painted dolls; big girls love soldiers.

A lot of men would like to see their wives in something flowing like the river.

The time has come for the kids to inquire "If Santa brings all those gifts, then who buys all those things in the stores?"

Mothers should remember

that daughters are always willing to give them the benefit of their experience.

The shortage of women's girdles has broadened the mas-

culine outlook.

Butter made in the summer usually contains more Vitamin A than winter butter.

Merry Christmas

Today and every day, we greet you with all the sincerity that is in our hearts, and with a deep feeling of appreciation for your thoughtfulness during the year now closing.



Deaf Smith County Electric Co Operative Incorporated AND EMPLOYEES



Merry Christmas one and all

A Salute

to our friends and a big, hearty Christmas wish to you all, this merry, merry Christmas season.

Looking back over the year calls to mind our greatest source of pleasure has been our contact with folks like you.

★ ★ ★ ★ ★ ★ ★

The Plains Insurance Agency

Mr. and Mrs. John Patton

GREETINGS

As we close our books we thank you for your many favors during the past year and extend a sincere expression of Good Cheer for the coming year.

If we can be of service to you in the years to come, please feel free to call on us. It is our purpose to serve in any manner that we can, efficiently and promptly.



Hereford Wrecking Co.

O. H. Culpepper

and Employees

J. V. Pierce

Greetings



CHURCH BELLS

CHRISTMAS BELLS

SLEIGH BELLS

Blend together at Christmastime to sound a glorious symphony of glad tidings that present a note of cheer in a world oftentimes torn asunder . . . to peoples burdened with cares. The atmosphere of good fellowship dominates the minds of free nations everywhere.



It is our sincere wish that the bells of universal peace will peal forth to bring happiness and contentment to the whole world. May they echo our own sincere good wishes to all those again we have the privilege of calling friends.

Rockwell Bros. and Co. Lumbermen

Jack Kirksey and Employees

Greetings

of the

Christmas Season

and Best Wishes for a

HAPPY NEW YEAR

from the makers of

"Sunny Boy" Flour and Feeds

"Peace on Earth and Good Will Toward Men"

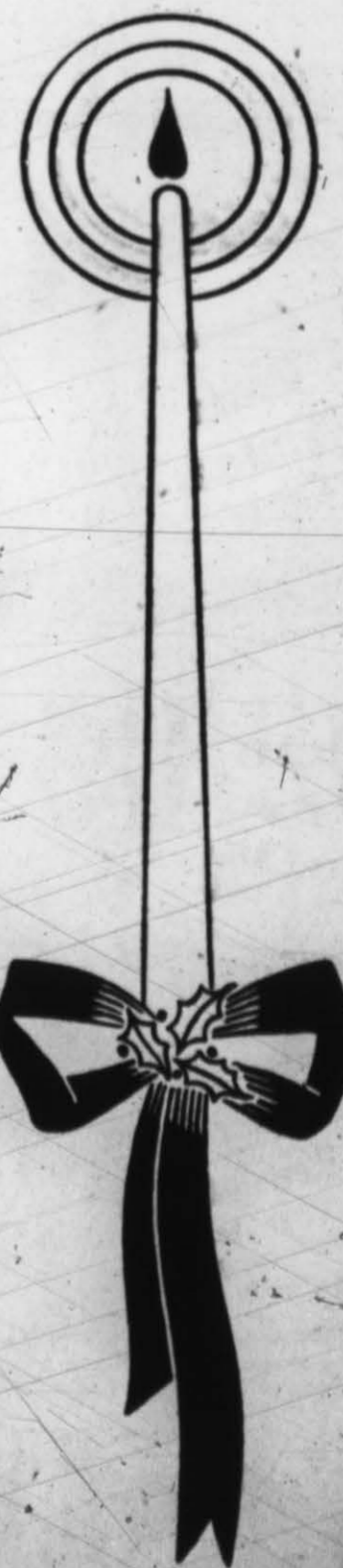
Our one hope since December 7, 1941, has been realized — and this makes Christmas, 1945, the finest Christmas any of us have ever known.

In addition, we want to say "THANK YOU" for the patronage, friendship and consideration which you have shown us . . . and to assure you that we are planning a post-war program which will make Sunny-Boy and Deaf Smith County known from coast to coast.

FRASER MILLING CO.

HEREFORD, TEXAS

Remember the Present with a Future,
U. S. VICTORY BONDS!



THIS WEEK... AT THE USO

Pfc. Pete Segal returned from branch camp at Childress. One of the first questions he asked after exchanging greetings, was...

WHERE ARE MY DOGS? Pete is the soldier who has watched after the two dogs, Tex and Laddie, since they were pups, and he really wanted to see them when he returned. If you know where our USO dogs are please let us know.

Many changes at the USO... A large number of the fellows are leaving, all of the men who were of the 2nd. Division are being sent to separation centers and then on home. All earnestly hoping that Christmas will find them with home-folks.

Pfc. Bud Wheeler left Tuesday morning, and his plans when he took the bus were to just walk in home without any word at all to the wife. He has promised to send back word as to her reaction. Bud has not been home since his return from overseas, and had written his wife that it looked like he would not be able to be home until sometime in January.

Cpl. Meacham left last week for Ft. Bliss and is to join his family in Preston, Ia. A letter from Mrs. Meacham and the girls says, how very much they are looking forward to the home coming of Daddy.

Pfc. Birch, Mrs. Birch and Ellen, are waiting for the GO word. He is to leave this week. All of them are eagerly looking forward to being in their own home in Washington. Mrs. Birch has been taking care of the USO, and our sincere thanks go to her for the fine job she has done in keeping it clean and homelike. Ellen and the hostess-secretary had fun trimming and fixing up the Christmas tree. Ellen even made a bag for Santa's sleigh, which is placed at the base of the tree.

So many of the G. I's have gone that we do not have enough of the servicemen's wives left to have our weekly luncheons. However some of the wives came in last week to finish up last-minute gifts. Mrs. Williams and Mrs. Montague, each made several lovely pieces in shell-craft. One afternoon while they were working, Pfc. George Nagle, thought the items were so pretty that he made an appointment for lessons in making shell craft items. He did make some very attractive sets.

Mrs. Henry Hill, wife of Pfc. Hill has been dismissed from the hospital, we wish for her a speedy recovery. She and the baby daughter have been sick with the flu.

Sunday afternoon a hurry up call was placed by Pvt. Webster to his mother in Mount Jersey, Ill., to say to her, "Hello Mother I am coming home, don't write

Summerfield

BY MRS. GUY WALSER

In spite of numerous colds and coughs and although school was turned out Friday, the Christmas tree will be held on Friday at the school house at 2:30.

The cold weather that we have been having the last few weeks makes us think that winter has arrived.

School was dismissed Friday instead of the next Friday because of so much sickness. They have two weeks vacation instead of one.

Amarillo visitors last week were Mr. and Mrs. Earl Lance and Earl Jr. Paul and Roseane, Mr. and Mrs. Lee Curry and Mr. and Mrs. Guy Walser.

Mr. and Mrs. Rritz Christman and daughter are spending the Christmas holidays near Sherman. Mrs. Christman is one of the teachers here.

Seaman J. D. Greeson left Monday for Dallas for further orders. He has been visiting his parents, Mr. and Mrs. B. K. Greeson and friends and relatives.

W. M. S. met at the church last Wednesday. Mrs. C. R. Walser had charge of the program.

A brotherhood has been organized and every man is invited to join them Tuesday night Jan. 8, 1946.

Don't forget there will be a community Christmas tree next Monday night at the church.

Mr. and Mrs. O. B. Sumner left Wednesday for Greenville and Dallas where they will spend Christmas with her parents and sister.

The G. A. met at the church Sunday. Mrs. Moody Stephan is their leader. They enjoyed a luncheon at noon and afterward they discussed their plans. They meet next Sunday at 2:30 at the church. All girls between the ages of nine and 16 are invited to be present.

Homogenized cream will not whip, even though its butterfat content puts in the whipping cream bracket.

This year's cranberry supply is about double last years.

any more. Will see you soon. Goodbye." We know a mother was made happy.

Sgt. Criswell and Mrs. Criswell came in for a visit and it was nice having them. Sgt. Criswell is a Marine and has seen duty in the South Pacific, and has just recently returned to the States.

The USO has been decorated for the Christmas season. A number of the servicemen helped with the tree and the mantel decorations. We are indebted to Mrs. Ed Loerwald for the nativity scene. Come in for a visit and a chat with the fellows who will spend Christmas away from home.

Tommy L. Pope, who recently joined his wife and son in Hereford at the home of her mother, Mrs. F. W. Montfort, plans to take a job with the Texas Company in Amarillo, where he and his family will make their home. Mr. Pope recently received his discharge from the Army.

Green peppers are a good source of vitamin C.

Bouillon is made from lean beef without bone. Consomme is a clear broth made from cooking two or three meats together.

The REA uses about three million line poles every year.

Texas' pecan crop in 1943 was only 19 million pounds. Forty-three million pounds were harvested in 1944.

Instead of saying "Move back please" why don't the bus drivers be frank about it and shout "Shove each other to the rear!"

Some of the dresses women wear are more than skin tight. At least they can sit down in their skin.

One of these days some smart manufacturer of women's shoes is going to mark 8 1-2 B down to 5AAA.

Merry Christmas

Try as we may we can think of no better Christmas sentiment than those two simple, but significant words, "Merry Christmas".

We sincerely hope that you will have a full measure of happiness at this time of the year and throughout the years to come.



Phillipp Motor Service
JOHN PHILLIPP

CLOSE
ELECTRIC APPLIANCES
HOTPOINT PHILCO

BIG NEWS — HERE THEY COME

Last week huge Conestoga transport planes began the job of hauling the New Philco Radios from the factory to our distributors. Samples of these new Philco Radios and Refrigerators will be on our floor before Christmas. Philco is again proving that they are the real leaders by Not Only supplying superior merchandise, but by getting it to you first.

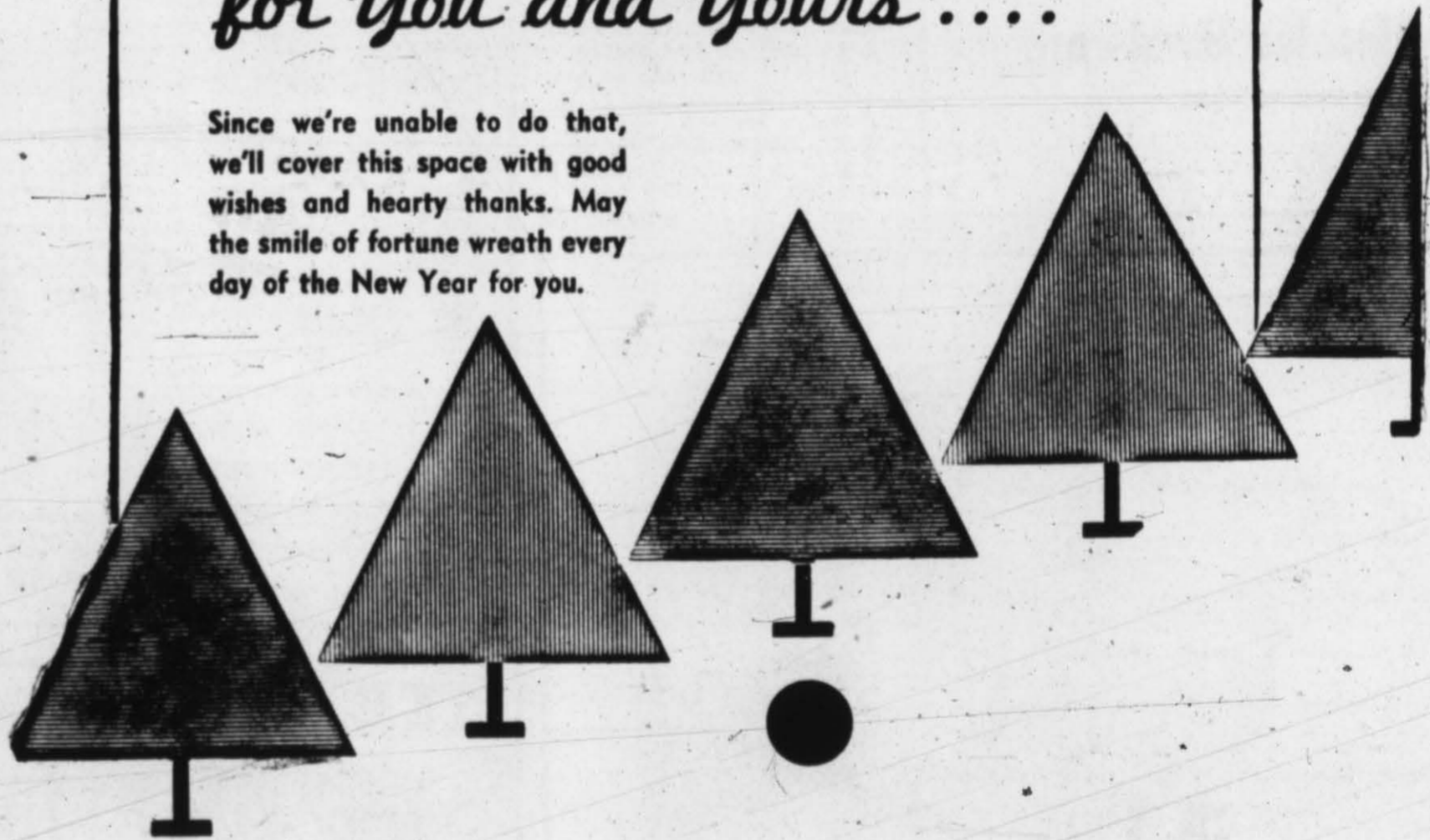
We have just received a limited Number of Christmas Gift Certificates which will entitle the holder to 1st priority on Radios and Refrigerators AS THEY ARE RECEIVED. Be sure your name is on top of the delivery list by purchasing your Certificate TODAY.

H. A. CLOSE
OWNER

O. P. COWART
MANAGER

We'd Like to Fill a Forest of Christmas Trees with Gifts for You and Yours....

Since we're unable to do that, we'll cover this space with good wishes and hearty thanks. May the smile of fortune wreath every day of the New Year for you.



It is with genuine Thankfulness in our hearts that we pause to wish each of you, our Friends and Customers, a Pleasant Christmas Season — and say Thanks for the many considerations you have shown us during the past few years. We appreciate these things more than you will ever know... and we are wishing each of you

A HAPPY PROSPEROUS NEW YEAR

John Wood Equipment Co.

Clay Angelo
Mienard Koelzer
Wilbur Davis

Joe Bishop
Earl Gilmer
Mr. and Mrs. John Wood



TO WISH YOU THE BEST OF

CHRISTMAS CHEER

And joys and contentment that will brighten each day of the New Year just ahead.

We should like to take this means, too, of expressing our thanks to each of you for your patronage in the past. You have been generous and we are grateful.

The VOGUE

E. D. Fox
Mrs. Maud Mauk

Mrs. Ed Fox
Helen Seed

Myrtle Ford

Around Town

(Continued from Page 1, Sec. 1)

Legion and Auxiliary for the splendid cooperation of Hereford people in buying gifts for servicemen who will spend Christmas in the hospital. "These gifts will mean a merrier Christmas for some man who has done much to make the Christmas season merry for the rest of us," says Mrs. Graham, "and your donations will be thoroughly appreciated."

Family Learns

(Continued from Page 1, Sec. 1)

The final information, that Sgt. Rogers is buried at the U. S. Military Cemetery at Mt. Sopruno, 22 miles southeast of Salerno, came after Mrs. Rogers

had written to Congressman Gene Worley, requesting that he get some definite information, no matter how tragic the news might be.

Congressman Worley's contacts with the quartermaster general produced the letter telling of the place where the bodies of Sgt. Rogers and his buddy, Sgt. Scott Bowden, are interred. According to the official letter there was some doubt as to the identities of the two men, and their bodies were buried together and may later be returned to a national cemetery in the Homeland for burial together.

Leo C. Rogers was reared in Hereford, attended Hereford Schools and was employed here prior to entering service early in 1942.

Reared in the best traditions of an American Christian home, he early took a great interest in the work of his church and

had been a leader in young people's work.

His military record was excellent, and he had made 49 missions at the time he was shot down during a mission to Salerno.

Vets Entitled

(Continued from Page 1, Sec. 1)

while they are in training. To add to the attractiveness of the proposition, service pay up to \$1,500 a year is tax exempt, Smith states.

The rates described will be paid to able bodied veterans; disabled veterans—even for slight disability—receive \$92 a month (for single men) and \$105 for married men.

The idea, Smith explains, is to give the men practical job training in trades and retail business and nearly any business is eligible to take veteran trainees under this program, full details of which will be explained to interested employers in Hereford by Mr. Denny of the Veterans Administration next Thursday night, Dec. 27 at 8 o'clock.

Further details of this meeting will be announced next week.

Veterans desiring further information on the job training program or on any other phase of veterans rights and benefits are asked to see Ralph Smith at the Selective Service Office.

Part of

(Continued from Page 1, Sec. 1)

the land to be used. Five other landowners have not yet consented to the use of the locations asked for—at any price.

Judge Baird concludes: "We make these statements for publication so that the public may know some of the reasons for the delay in getting this paving project started. The public is prone to blame public officials for almost anything that fails to suit them—and personally I have no quarrel with that attitude as it tends to keep public officials more on the alert."

"But in the present situation a large part of that section of the public which will be most benefitted by the highway improvement are the very ones who are now causing the delay in progress of the program. In order that no further delay be caused, it will be necessary for

Leadership Winners



Donald McKnight, 21, Street, Mo., and Mary Nelson, 20, Humboldt, Kan., display their National Leadership trophies, awarded at 25th 4-H Club Congress in Chicago. Awards include \$200 scholarships.

both the public and the public officials to pull together on this proposition, keeping in mind the fact that the 'public' is composed of single individuals. Your county and state officials have worked hard and faithfully on this deal—Will you assist by doing your part?"

Kathryn Acker, a student in the nursing school at St. Anthony's Hospital, Amarillo, spent three days this week in the home of her parents, Mr. and Mrs. C. C. Acker, Helen Acker, who attends Texas University at Austin, arrived Sunday to spend the holiday vacation.

Card of Thanks

We wish to thank all those whose names were on the cards for the beautiful flowers and gifts.

Mr. and Mrs. A. L. Thomas

Miss Marcella Blue, who attends W. T. S. C. at Canyon, will arrive Friday to spend the Christmas holidays with her parents, Mr. and Mrs. R. G. Blue.

Miss Beverley Fraser, daughter of Mr. and Mrs. Alton Fraser, arrived this week from Colorado Woman's College to spend the Christmas holidays.

LETTERS to ... Santa Claus

December 17, 1945

Dear Santa Clause: I am a little girl two years old. I have been a nice girl all year. Please bring me a baby doll and table and chairs. I have a big brother ten years old. Please bring him a bicycle. Thank you Santa.

Love

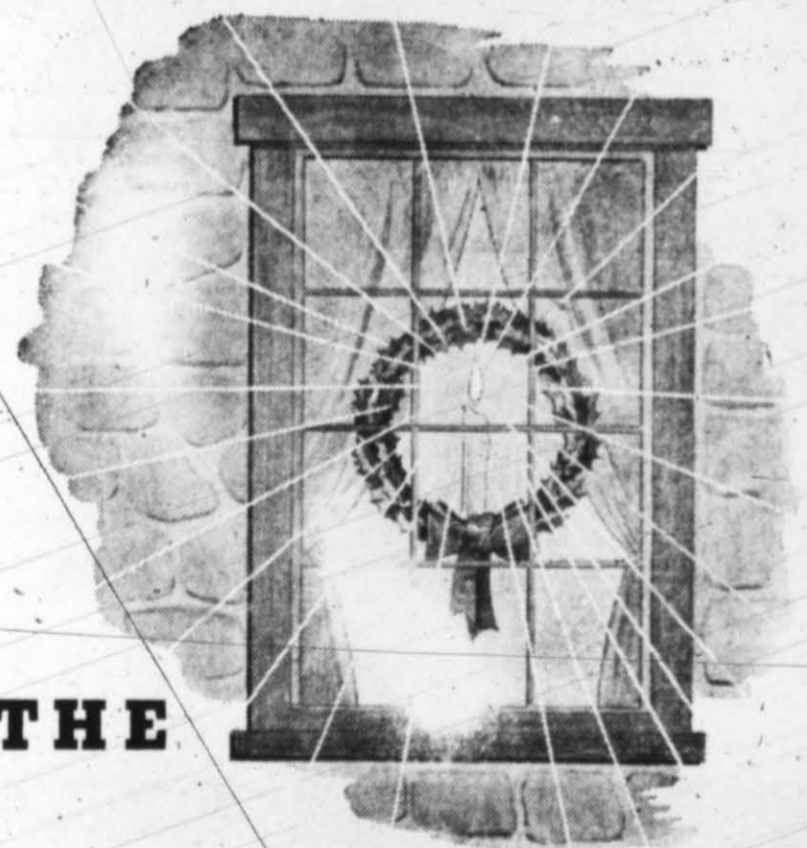
Barbara Ellen Cook.



to one and all 1945
Christmas Cheer

As Christmas with its wonderful spirit of Good Will and Good Cheer draws near it is natural that our thoughts should turn to those who have contributed to our success—Our sincere wish is that you may enjoy a very Merry Christmas and a New Year brim full of Happiness and Prosperity.

Homer Henslee Hardware
AND EMPLOYEES



MAY THE LIGHT OF PEACE

SHINE ON FOREVER!

SOUTHWESTERN PUBLIC SERVICE COMPANY

WILD BILL ELLIOTT
in **PHANTOM of the Plains**
BOBBY BLAKE · ALICE FLEMING

CHICAGO KID
starring DONALD BARRY
with OTTO KRUGER · TOM POWERS · LYNNE ROBERTS

EXTRA
A NEW MIGHTY MOUSE CARTOON
IN TECHNICOLOR "WATCH DOG"
Dec. 21st — 22nd
FRIDAY and SATURDAY **STAR**

TEXAS FRIDAY and SATURDAY
Dec. 21—22
ROMANCE RIDES THE RANGE!
Springtime in TEXAS
WAKELY
with MOORE
ACTION and THRILLS in the Lone Star State geared to the tune of SMASHING FISTS and pounding hoofs with a background of Song!
Chap. 10
"Federal Operator"
"The Mayor's Husband"
2 reel comedy riot

SUNDAY—MONDAY and XMAS
DEC. 23—24—25
A PICTURE ALL KIDS FROM 6 TO 60 WILL ALWAYS REMEMBER
TOMMY KELLY
MAY ROBSON in
THE
ADVENTURES OF TOM SAWYER

SUNDAY SHOWS — Matinee — 2 and 4 — Nite 8:30 p. m.
MONDAY and XMAS OPEN FROM 6 P. M.

Chicago's postoffice building, with 2,309,000 square feet of floor space, is the largest in the world.

Miss Irene Crawford and Mrs. Ida Ricketts are spending the Christmas holidays in Fort Worth.

Ethan Allen and the Green Mountain Boys demanded the surrender of Fort Ticonderoga, on May 10, 1775, "in the name of the Great Jehovah and the Continental Congress."

HERE'S A TIP FOR LAST-MINUTE SHOPPERS...
GIVE *Entertainment* THIS YEAR **THEATRE Gift BOOKS**
The Perfect Answer to the Puzzled Shopper
You Give SO MUCH for SO LITTLE!
\$1 - \$2.50 - \$5
FOR SALE AT OUR BOX OFFICE

STAR SUNDAY — MONDAY
Dec. 23—24
HE COULDN'T GET THE TASTE OF HER KISSES
off his lips...
the taunt of her smile
out of his mind!
IT TOPS "LAURA"
Fallen Angel
Charles BICKFORD · John CARRADINE
added joy
PORKY PIG
Cartoon in Color
"BASHFUL BUZZARD"
PARAMOUNT AIRMAIL NEWS

OUR TREAT FOR XMAS
SO SHE picked up her marbles and went home to make love!
Theirs was the kind of fun that makes the world go round—and round—and round—until you're dizzy with laughter!
BROADWAY'S GAY STAGE SENSATION ROCKS THE SCREEN!
IRENE DUNNE
Alexander KNOX
Charles COBURN
OVER 21
NOTE: IF you're Over 21 and have Everything Men ask for — can you blame them for asking?
ALSO PARAMOUNT AIRMAIL NEWS and the latest issue of the MARCH of TIME
"18 MILLION ORPHANS"

STAR CHRISTMAS DAY and WEDNESDAY and THURSDAY
NO ADVANCE IN ADMISSION PRICES!

SOCIETY

THE HEREFORD BRAND

Hereford, Texas - Thursday, December 20, 1945

45th Year - Number 51

Miss Moreman Bride of Mr. Edwards In Monday Night Home Ceremony

Miss Marie Moreman, daughter of Mr. and Mrs. F. Y. Moreman, became the bride of Mr. Orval Edwards in a simple home ceremony performed at the home of her parents in the Ward Community on Monday night. Relatives and intimate friends of the couple witnessed the double ring ceremony which was performed by Rev. E. F. Cook of Amarillo before a background of white chrysanthemums.

Attending the couple were the bride's sister, Miss Ruth Moreman, and the bridegroom's brother, Calvin Edwards. Mrs. C. H. Dyar of Hereford played traditional wedding music before the ceremony.

The bride was attired in a blue suit with black accessories and she wore a white corsage. Miss Moreman wore a navy suit with pink corsage.

Following the ceremony an informal reception was held for the wedding guests. The bride and groom cut the cake, and the bride's cousin, Miss Beth Scott of Hereford, and the bridegroom's sister, Miss Norma Lea Edwards, assisted at the refreshment table.

Mrs. Edwards graduated from Hereford High School last year and for several months has been employed at Streu Hardware.

Mr. Edwards, son of Mr. and Mrs. D. Y. Edwards of Progressive, recently received his discharge from the Army after long service, including 26 months of duty in the Pacific. The couple will make their home in Hereford for the present.

Guests from Hereford attending the rites were Misses Gertrude and Lillye London, Mrs. C. H. Dyar, Mrs. R. S. Scott and Miss Beth Scott.

Garden Club Urges Xmas Decorating

Final meeting of the year for the Garden Club was held at the home of Mrs. E. W. Harrison Friday afternoon.

With the theme of the program, "Christmas Planning," members were urged to plan home decorations for the Christmas season. Mrs. A. L. Manjeot, retiring president of the club, told of appropriate plants and flowers of the Christmas time which may be used in decorating.

Mrs. Homer Brumley illustrated doorway decorating with an arrangement planned for her own doorway.

Mrs. N. E. Gass discussed and illustrated a Christmas decoration for the dining table, the buffet and a wreath for a window.

The club history dating from the time of the club's organization in 1937, was presented by Mrs. C. C. Ferguson.

New officers for another year were installed by Mrs. Geo. Benson, vice-president of the Deaf Smith County Federation of Women's Clubs. They include Mrs. John Jacobsen, Jr., president; Mrs. Will S. Kerr, 1st. vice-president; Mrs. Homer Brumley, 2nd. vice-president; Mrs. Lynn Kester, 3rd. vice-president; Mrs. E. E. Fridley, recording secretary; Mrs. C. D. Carnahan, corresponding secretary; Mrs. E. W. Harrison, treasurer; Mrs. O. H. Culpepper, parliamentarian; Mrs. Robert Wagoner, federation counselor, and Mrs. A. M. Jones, reporter.

Members attending the meeting were Mesdames Fred Axe, Dennis Barnard, E. T. Brooks, Homer Brumley, C. C. Cox, C. C. Ferguson, E. E. Fridley, N. E. Gass, O. G. Hill, John Jacobsen Jr., Will S. Kerr, J. R. Lips-

CHILD STUDY CLUB CHRISTMAS PARTY

Among the many annual events marking the holiday season was the "Husbands-Evening" affair held by members of the Child Study Club Thursday evening at the home of Mrs. Earl Springer. Co-hostesses with Mrs. Springer were Mrs. Worth Covington and Mrs. J. R. Fowlkes.

Holiday decorations were carried out in Christmas scenes and a brightly decorated Christmas tree. Games were played and gifts were exchanged.

Refreshments repeating the bright holiday color used in the decorations, were served to Messrs. and Mesdames D. D. Bivins, Cawthon Bryant, Herman Ford, Ira Foster, J. R. Fowlkes, Marlin Gilliland, W. F. Harlow, J. C. Reese, John Robinson, Earl Springer, Gordon Witherspoon, J. L. Woodford, Carroll Whiteside, R. P. Cone-way and Mrs. Worth Covington.

Bethany Class of the First Baptist Church entertained with a Christmas party at the home of Mrs. Jeff Glibreath Friday afternoon.

Christmas games were played and gifts were exchanged from a decorated tree.

Holiday time refreshments were served to Mesdames W. A. Dobbins, Jack Roberson, Hazel Sparks, John Draper, O. G. Smith, Coy Phillips, Cliff Estes, Edgar Mosely, Joe Evans, J. M. Gilliland, Geo. Benson, Walter Easter, O. L. Massie, J. E. Young, Chas. E. Hood, H. W. Melton, T. W. Roberson, Phil Radovich, Misses Odie Matthews, Jonnie Estes, little Patricia Ann Medina and the hostess.

Guests of the club were Mr. and Mrs. J. C. McCracken and Mr. and Mrs. Walter Davis. High scores in the bridge games were made by Mrs. C. C. Acker and Mrs. Seth B. Holman.

Members present were Mr. and Mrs. C. C. Acker, Mr. and Mrs. H. K. Fox, Mr. and Mrs. A. R. Bateman, Mr. and Mrs. H. A. Close, Mrs. Seth B. Holman and Miss Eloyse Pitman.

Read Our Want Ad Page!

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MRS. McCASLIN IS CLUB HOSTESS

Coterie Club was entertained at the home of Mrs. Carl McCaslin, Friday afternoon. Mrs. C. C. Acker was a special guest of the club and made highest score for the award.

Christmas-Tree decorations lent a gay and festive atmosphere to the club party and holiday refreshments were served to Mesdames W. A. Teter, Grant Fuller, Howard Gault, C. F. Moore, Lee Benefield, Geo. V. Stambaugh, Jas. W. Witherspoon and the hostess.

FLORAL SHOP HAS PARTY

Mr. and Mrs. Jack Roberson were hosts at a Christmas party Friday night, complimenting the Hereford Floral Shop force.

A Christmas tree decorated with bright baubles and tinsel was a feature of interest and gifts were exchanged. Games of monopoly provided entertainment.

Those enjoying the party were Mr. and Mrs. Roy Manning and children, Mr. and Mrs. Russell Daniel, Mr. and Mrs. Dexter Schofield of Los Angeles, Calif., Mrs. W. A. Long, Mrs. Lora Harris and the hosts.

MRS. ACKER IS LUNCHEON CLUB HOSTESS WEDNESDAY

Mrs. C. C. Acker was hostess for the Wednesday Luncheon Club on Wednesday last week. Christmas decorations were featured and the table from which the Luncheon was served was centered with a huge log candle in red encircled with a Christmas wreath.

Mrs. H. K. Fox was winner of

the high score award and Mrs. W. L. Davis won the second award. Mrs. Carl McCaslin and Mrs. H. A. Close played with members.

Members attending were Mesdames W. L. Davis, H. K. Fox, Altn Fraser, Jimmie Gillentine, J. C. McCracken, W. C. Pitman and the hostess.

Pep Club Banquet Highlights Xmas

Christmas time festivities crowd the social calendar and to a large number of the younger generation that means a round of fun and frolic. Among high school highlights will be dances, banquets and entertainments for the different groups.

The pep-club banquet was held Friday night at the First Christian Church with dates as honor guests.

The banquet hall was a fairy land of beauty emphasizing the theme of "Winter Wonderland." Snow banks served as a background for the stage scene which represented a winter camp.

The tables were centered with snow scenes and daring little men, made from pipe cleaners, were in all bright colors as they paraded the tables' length. Small cardboard skis marked places for the guests and menus were printed inside little green Christmas trees.

Helen Tucker was in charge of the program and gave the welcome and the response was given by Don Bookout. Louise Green gave a toast to the dates, Barbara Burney gave a tribute to the mothers and Mettie Lee Roots gave a toast to the sponsors.

Mary Jo Mathies gave a reading, "Two Weeks Before Christmas," and Patsy Slagle, Betty Hodges, Joan Jett and Mary Helen McGilvary sang "Winter Wonderland." Virginia Lookingbill presented the prophecy and Billee Ray Johnson sang "White Christmas."

Members attending the club party were Mesdames Henry Sears, Kellar Muse, Grant Fuller, Geo. V. Stambaugh, Frances Maxfield, Jas. W. Witherspoon, C. J. Crump and the hostess.

Members attending the club party were Mesdames Henry Sears, Kellar Muse, Grant Fuller, Geo. V. Stambaugh, Frances Maxfield, Jas. W. Witherspoon, C. J. Crump and the hostess.

At the conclusion of the program Dorothy Dishman and Virginia Lyons introduced the new cheer leaders who will serve next year. They are: Martha Thomas, Mary Jo Mathies and Mettie Lee Roots.

The school song "Hail Alma Mater" was sung in conclusion. Committee chairmen for the annual affair were Marie Williams, Helen Ann Pitman, Elizabeth Benson and Peggy Barnard.

JUSTAKRD CLUB MEETS FOR GAMES

Justakrd Club met for a games session in the home of Mrs. N. E. Milburn on Wednesday, Dec. 12. Mrs. Clyde Cave was invited to play with members.

Mrs. Kellar Muse was the high score winner and Mrs. Henry Sears was the second high winner.

Members attending the club party were Mesdames Henry Sears, Kellar Muse, Grant Fuller, Geo. V. Stambaugh, Frances Maxfield, Jas. W. Witherspoon, C. J. Crump and the hostess.

NEW DEAL CLUB HAS CHRISTMAS TREE-PARTY

New Deal Club Christmas party was held with Mrs. Gaylord Newell on Wednesday, Dec. 12. High score in contract games was made by Mrs. Jack Bradley and second high by Mrs. Louis Woodford. Mrs. W. J. Wilson was a guest of the club.

Gifts were exchanged from a decorated tree and refreshments, in-keeping with the holiday season were served to Mesdames Troy Moore, Sylvester Slagle, Willis Edelman, Frank Huckert, Jack Bradley, Louis Woodford, W. J. Wilson and the hostess.

May You Have a
Delightful Christmas

As we enjoy to the fullest the joys of a
happy Christmas Season, and await the coming
of the New Year, we pause and look back with
joy over the closing twelve months, to new
friendships formed and old ones grown stronger.

Looking toward the future, we are grateful
to folk like you who have, in many ways, made
our journey through the past a pleasant one.


Please consider this our pledge to merit your
continued patronage.

and a
Prosperous New Year

We will remain closed
SUNDAY, MONDAY, TUESDAY and WEDNESDAY
December 23rd through December 26th

CARL McCASLIN LUMBER CO.

1 block east of courthouse — Call the Lumber Number—7



Wishing All Our Friends
A Merry Christmas
And A Prosperous
New Year

IMPERIAL
SUGAR

TEXAS' OWN... 100% PURE CANE

Discharges FILED THIS WEEK

Clinton L. Massie, staff sergeant in a supply squadron, received his discharge on Nov. 30 at Fort Sam Houston. He had enlisted on Jan. 22, 1942, served as a technician with the Army

Air Forces in this country and in the Western Pacific. He holds the meritorious unit award, one overseas bar, American Defense ribbon, American Theatre, Asiatic-Pacific with one star, Good Conduct and Victory medals. He was overseas from January to November, 1945.

Tommie L. Pope, 1st. sergeant in a weather reconnaissance squadron, received his dis-

charge on Dec. 1 at Fort Sam Houston after service which began in October, 1941. An administrative specialist he served at bases in the States and in the C. B. I., taking part in the defense of China, the Air offensive against Japan and Central Burma. He holds the American Defense, American Theatre, Asiatic-Pacific medal with four bronze stars, Good Conduct and Victory medals, one service stripe and two overseas bars. He was overseas from August, 1944, to November, 1945.

Lewis W. Phillips, private first class in a medical company, was discharged on Dec. 9 at Ft. Sam Houston following three years of army service. He was a truckdriver and took part in campaigns in Northern France, Normandy, the Ardennes, Rhineland and Central Europe. He holds the American Theatre, EAME medal with five stars, the Good Conduct Medal, Victory Medal, and three overseas stripes.

Hayes W. Gyles, discharged on Oct. 30 was a corporal in headquarters company of an anti-aircraft artillery battalion. He was inducted Mar. 13, 1942, qualified as a clerk typist and took part in campaigns in Northern France, Normandy, the Ardennes, Rhineland, and Central Europe.

He wears the EAME medal with five stars, the American Theatre and Good Conduct Medals, one service stripe and three overseas bars for service in the ETO from April, 1944, to October, 1945.

Wm. C. Hudspeth, private first class in a combat engineer battalion, was discharged on Dec. 4 at Camp Fannin, Tex. He was inducted on Jan. 5, 1942, served as a cook with his unit when it took part in the campaign in Northern France.

He holds the American Theatre Medal, EAME Medal with one star, the Good Conduct and Victory Medals.

M. H. Wiseman and E. E. Fridley returned Saturday night from Waco, where they attended a W. O. W. lodge meeting. They report seeing several former Hereford residents—Mr. and Mrs. John Olson and Chas. W. Bennett—all now of Waco.

If you're buying nursery stock this fall, examine the roots before you accept it. Don't accept stock with knots or bead-like growths on the roots.

Enough eggs are being produced for every person in the nation to eat between 390 and 400 this year.

In Latin American countries roasted pumpkin seed are sold at peddler's stands much as roasted peanuts are sold in this country.

Corn with a kernel moisture content of 25 to 30 per cent is likely to spoil in the crib.

WHAT-Christmas So Soon?

It seems only yesterday that we sent you our last Christmas Greetings. Another year has rolled by, and a pleasant one. Many new friends have been added and many happy experiences have been ours to enjoy.

We're glad it's Christmas again. We greet the occasion with thankfulness in our hearts for our friends. May your Christmas be a joyous one.



Kerr Implement Co.
AND EMPLOYEES
"John Deere Farm Implements"

SONS In the Service

Hicks Enroute Home
Pearl Harbor T. H.—Clifford Elmo Hicks, CM 1-c, son of Mr. and Mrs. Clifford M. Hicks, of Hereford, Tex., is on his way home.

Hicks is one of 2,072 high-point Navy veterans whom the "Magic Carpet" is bringing back to the States aboard the U. S. S. HORNET.

This nation's imports of black pepper reached about two million pounds last summer. Before the war the total imports usually ran 60 million pounds per year.



THE AMERICAN WAY

WITH THE PLEASANT FEELING THAT COMES WITH THE KNOWLEDGE OF MANY NEW CUSTOMERS AND THE CONTINUED PATRONAGE OF THOSE WHO HAVE BEEN WITH US FOR MANY YEARS, WE WARMLY WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

Thompson Service Station
ARTHUR THOMPSON



Joyous Christmas

with this greeting we wish to include our cordial wish for abundant prosperity and contentment. It has been a privilege to serve you and we will strive with our every effort to merit a continuation of your patronage.

Fox Man's Shop
HOMER FOX



1945 SPIRIT OF CHRISTMAS 1945

OUR FOREFATHERS

celebrated Christmas sometimes under the greatest of difficulties, to say nothing of danger. Today, in warm, lighted homes we welcome the arrival of Yuletide, without thought of those early hardships. It might make our Christmas a little happier, our hearts a little more thankful, to take thought of these things.

In the reverent spirit of this glorious season we now wish each and every one of you the deep joys which only Christmas can bring.

HALL and LAMA BEAVERS . . . and ALL THE WORKERS

—at—
Beavers Bros. Garage
"Our Work Stands Up—We Make It"



We Celebrate CHRISTMAS

As we pause in the observance of this gala occasion, we wish to send a sincere message containing our Yuletide wish to each of you.

On this great day of festivity we wish you all the joys and happiness you so richly deserve as a reward for your loyalty and goodwill. We are humbly grateful for the friendships we have enjoyed and for the many kindnesses accorded us during the year just coming to a close. We hope that all of you may be favored with health, happiness and the contentment that comes from them.

Packard Milling Co.

HARRY DANFORTH
AND EMPLOYEES

COURTHOUSE RECORDS

Warranty Deed

J. H. Straley and Mrs. Mary L. Straley to Jerrie L. Ward, all of Lot 9, Lambert Sub. of Lots 7, 8 and 9, Blk. 6., Womble Add. to Town of Hereford.
 Altus Williams, Quince Williams and Hobby Williams to L. M. Williams, N. 100 acres of

W 1-2 of Sect. 2, Twn. 3N, R 2E, Cap. Syn. Sub. of Blk. 5, Womble Add. to Town of Hereford.
 Edgar S. Ireland and Emily T. Ireland to C. D. Kelton, part of Lot 4, Blk. 61, Town of Hereford and Add.
 E. D. Fox and Bessie M. Fox to G. C. Oliver, portion of Blk. 76, Town of Hereford and Add.
 E. D. Fox and Bessie M. Fox to G. C. Oliver, 50 by 150 ft. out of NW corner of Blk. 76, Town of Hereford and Addition.

J. L. Taylor and Vennie Taylor to Doyle O. Vines, all of Lots 5, 6, 7 and 8, Blk. 38, Orig. Town of Hereford.
 Horace McQuarter and Chestine McQuarter to E. M. Allen and Della Allen, all of E 6 ft. of Lot 64, all of Lot 65 and W 20 ft. of Lot 66, Higgins Sub. of Lot 1, Blk. 9, Womble Add.
 E. B. Black to Mrs. Ida G. Malone, Lot 3, Blk. 133, Hereford Cemetery.

James H. Bradley and Julia L. Bradley to Carl G. McCaslin, strip of land 20.165 ft. wide, out of Blk. 3, Evants Add. to town of Hereford.
 G. A. McNabb and Johnnie McNabb to M. T. Hagar, W 50 ft. of Lots 1 and 2, Blk. 16, Town of Hereford.
 Jennie B. Kepner to M. C. Kaul, all of SW 1-4 of Sect. 50, Blk. K-8.

Callf. Also Mrs. Payne's brother and two nephews from Oklahoma City.
 Mrs. J. T. McClain and children made a business trip to Amarillo Saturday.
 Miss Odessa Scruggs and Joyce Moore visited in the home of Oma Lee McGuachey.
 Mrs. F. C. Finley and children and George M. Ford from Hereford visited in the W. R. Moore home Sunday evening.
 Mr. and Mrs. A. D. Moore, Mrs. Tooley and baby daughter from Kress called in the W. R. Moore home Saturday.
 Mr. and Mrs. W. R. Moore Wilma and Billy visited with their daughter and sister, Ruth in the H. L. Pattie home Saturday.
 Mrs. C. L. McBroom and children, Betty Sue and Travis Mc-Guahey visited in the J. T. McClain home Sunday.

THE GLOWING CANDLES • OF CHRISTMAS . . .



Typify the Peace and Contentment of Christmas

We sincerely hope that you will receive a large share of contentment and happiness from the Yuletide activities. May you enjoy the associations of those dear to you, and may these associations result in the most glorious Christmas that has ever come your way.

... and thanks for your generous patronage. We want you to know that we do appreciate it.

MERRY CHRISTMAS—HAPPY NEW YEAR

Hereford Bakery

MR. AND MRS. BOYD KNOX

Debbs Knox — John Walker — Bill McReynolds
 Howard Turner — Norma Curtsinger
 Goliad Blount — E. D. Sewell

Release
 Fed. Land Bank of Houston to Mrs. Nelle L. Barnes, deed of trust.
 Vesta M. Field to Edgar Telchik, N 320 acres of Sect. 85, Blk. K-3.

Deed of Trust
 W. A. Johnson and Hettie Jane Johnson to E. B. Hedrick, trustee for Carl G. McCaslin, all of Lots 11 and 12, Blk. 3, Burke's Sub. of Blk. 17, Mabry Add. to Town of Hereford.

Deed of Trust
 N. O. Glenn and Frances Elizabeth Glenn to C. F. O'Donnell, trustee for Southwestern Life Ins. Co., all of Sur. 67, Sbst. 367, and all of Sur. 74, Abst. 1113, both in Blk. K-6.

Jerrie L. Ward to J. C. Ricketts, all of Lot 9, Lambert Sub. of Lots 7, 8 and 9, Blk. 6, Womble.

Doyle Vines to E. B. Hedrick, trustee for J. L. Taylor, Lots 5, 6, 7 and 8, Blk. 38, Original Town of Hereford.

Mark S. Benefield and Lou Ann Benefield to Sam Aldridge, trustee for Security State Bank of Farwell, W 1-2 f W 1-2 of Sect. 176, Blk. M-7, Deaf Smith County, Tex.

Daniel

MRS. W. R. MOORE

There are several in this community on the sick list.
 Mr. and Mrs. Glenn Pearson and little son from Happy visited in the Toy Price home Sunday.
 Guests in the Cecil Payne home are Mr. and Mrs. Luther White and Billy formerly of



Friends... and Happy New Year

Your friendliness and good will during the past year has been very greatly appreciated. Please accept my sincere thanks and good wishes.

Herman Ford



Greetings at Christmastide

When Snow Lies Softly on the Hill

Now, when the fir trees wear white collars, when the birds make tiny stitches in the snow and our footprints hurry towards the warmth of home and the companionship of loved ones, it's time to wish all our friends the fullest joys of the Christmas season. So, hello everybody... and Merry Christmas!

J. O. Newell
 SHERIFF

Mary Jane Morgan Leonard Foster
 Texie Ruth Reynolds



YULETIDE HAPPINESS



At this time when Christmas trees are beginning to glow in the windows everywhere, and the holly wreaths are going up, we want to send you our best wishes for a very Happy Christmas. You have made 1945 a very pleasant year for us, for which we are duly grateful.

Merry Christmas to All

YOUR COMMISSIONERS COURT

TROY MOORE Commissioner, Precinct 1
 H. D. CULPEPPER Commissioner, Precinct 3
 JEFF ROBERSON Commissioner, Precinct 2
 E. T. (Dick) ALLRED Commissioner, Precinct 4
 FRED W. BAIRD, County Judge

Greetings
 OF THE
YULETIDE SEASON

As the ties of friendships are strengthened during the Holiday Season, so may our business associations continue to grow in mutual accord in the New Year.

We are grateful for the privilege of serving you and trust that we may continue to merit your patronage.

from the FOLKS WHO SERVE YOU
 at YOUR
CONSUMERS
 (Consumers' Fuel Association)

New Stations Opened by Army Recruiting Service

Colonel Robert L. Hardy, District Recruiting Officer, West Texas U. S. Army Recruiting District with headquarters in Lubbock, Texas, has announced the opening of nine temporary recruiting stations in the West Texas District. These stations are being opened in order to obtain closer contact with men

desiring enlistment in the Regular Army. The new recruiting stations are to be opened prior to Dec. 20, 1945 and will be located in Pampa, Borger, Wellington, Sweetwater, Odessa, Lamesa and Dalhart, Texas. Two temporary stations have already been opened in Childress and Plainview. These recruiting stations are being opened in order to reach all sections of this district and to place the U. S. Army Recruiting Service in cities easily available to all interested parties without their having to travel long distances

on their own. In outlining the recruiting program for the new recruiting stations, particular emphases has been placed on securing high school graduates and other men who desire to continue with their education upon the completion of their army enlistment through the G. I. Bill of Rights which has been extended to those enlisting prior to October 1946.

In selecting the personnel to open these new recruiting stations, Colonel Hardy has picked the very best and most qualified enlisted men in his command. The enlistment quota set for the West Texas Recruiting District is 1,325 recruits for the month of December.

of Pampa visited last week end in the home of her sister, Mrs. George Suggs, and family.

On the honor roll in Mrs. J. J. Boling's room for the last six week's work are Myrtle Smith, Janice Craig, Patricia Walton, Lee Drake and Robert Miller.

Raymond Miller made a trip to Oklahoma City the latter part of the week.

H. E. Miller left Thursday morning for a business trip to Dallas.

Seaman 2-c Hollis Welborn left Wednesday to report back to Dallas for duty in the Navy.

A gift party was held Wednesday afternoon at the home of Mrs. W. P. Caraway in honor of Mrs. Frank Smith. Among those present were Mesdames Floyd Walton, J. D. Pruett, A. T. Frye, W. J. Stewart, Zed Stewart, Iverson Leake, H. V. McCabe, Carl Wimberley, Lloyd Bentley, Johnnie B. Caraway, N. R. Miller the honoree and hostess.

Mr. and Mrs. George Neill and son of San Angelo and Mr. and Mrs. Kenneth Neill have visited this week in the home of Mr. and Mrs. W. C. Neill.

Mr. and Mrs. Baker Womble and Mr. and Mrs. Johnnie Womble and sons and Miss Sallie Womble attended the Christmas party of the Kinship Circle at the club house in Hereford Saturday evening. Miss Sallie Womble, Robert and Lewis Ray Womble took part on the program for the evening.

Miss Wilma Jean Miller spent the week end in Canyon with Miss Billie Byers.

Mrs. A. T. Frye and Mrs. J. D. Pruett entertained with a party Friday night at the home of Mrs. Frye. Guests present included Joy Miller, Patricia Walton, Kathleen Hafner, Mary Frye, Dona Airhart, Leroy Hafner, Dee Pruett, Robert Wilson Womble, Arthur Lee and Jackie D. Pruett.

The house where Mr. and Mrs. John Kuhles lived has recently been moved to Hereford.

On the honor roll in Miss Vida Hicks room the last six weeks were Beau Latham, Bobby Miller, Gary Southern and Patsy Jo Jones.

The young people had a get-together party Saturday evening at the home of Miss Mary Frye. Guests included Misses Evelyn and Mildred Luke, Doris Smith, Kathleen Hafner, Ann McCabe, Floyd Walton, Tommie Airhart, and Leroy Hafner.

Mr. and Mrs. H. V. McCabe entertained with a bridge party Saturday evening at their home. Among those present were Mr. and Mrs. W. A. May, Mr. and Mrs. A. T. Frye, Mr. and Mrs. Ernest May, Mr. and Mrs. Floyd Walton, Mr. and Mrs. Melvin May, Mr. and Mrs. Lloyd Bentley.

Mrs. Johnnie Womble, Walter Galley and Lloyd Airhart have been appointed on the nominating committee for Sunday School officers.

Special Christmas music will feature the services next Sunday Dec. 23.

J. P. Gandy of Wyche who has been visiting relatives at Lawton, Okla., spent the latter part of the week with Mr. and Mrs. J. R. Oglesby.

CLOVIS MONUMENT CO.

50 Years in the Monument Business and We Know What Kind of Material Will Last Forever and Look Well While It Lasts.

209 W. GRAND

Authorized Dealers for Rock of Ages Memorials in NEW MEXICO Buy Direct and Save Agent's Commission

Dawn

By MRS. CARL WIMBERLEY

Mr. and Mrs. Harold Richardson are the proud parents of a baby girl born Monday night in Canyon. The baby has been named Sharon Ruth.

Many people here are ill with colds and flu. Mr. and Mrs. Broadus Reddell

Merry Christmas



We hope everybody at your house is enjoying the associations of friends and loved ones, which is so important on this happy occasion.

And as we express this Christmas wish, we also want to say, "Thank you," for your consideration and patronage.

HEREFORD LOCKER and COLD STORAGE

Mr. and Mrs. Wm. Warren
Ida Hartman Jimmie Holbert
La Verne Wilhelm Jo Ann Wilhelm



Merry Christmas

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.

ALDERSON'S

MR. AND MRS. T. W. ALDERSON
MARJORIE ALDERSON

CHRISTMAS

GREETINGS

1945

As the Shadows

fall on the close of another year, we desire to express our deep appreciation of your good will and friendship, and to wish for you during the Christmas season of 1945 all the better things that life affords.

C. R. SMITH
Real Estate



We Know What We'd Do...

IF WE WERE SANTA

We know exactly what we would do if we had the opportunity of making Id Santa's "run" this Christmas. First, we'd see to it that every one in this community received all the nice things so richly deserved as a reward for their loyal patronage and genuine friendships. Then, we'd find a way to make it clear to all the people around here that the sentiment expressed in this Christmas message is from the bottom of our hearts.

We know there are no finer people anywhere than those whom it is our privilege to serve. Many times this has been proven to us and we are certain that when Santa's sack is emptied, a large share of its contents will have been left with the people here.

Since we can't take Santa Claus' place, please accept these good wishes in the spirit in which they are meant, with kindest thoughts to our friends: Merry Christmas and a Happy New Year.



Hunter's Red & White Cash Grocery

MR. AND MRS. RUSSELL HUNTER

To each of you who, by your liberal patronage and fine friendship, have had an important part in the progress of this organization, we wish to say,

"Merry Christmas."

In the spirit of warm appreciation for this liberal patronage, we wish for you a Christmas and New Year that will be the best you have ever had.



HEREFORD MOTOR COMPANY

FORD

Dudley Green

Archie Scott

IT'S OUR PLEASURE TO GREET YOU

In the excitement of a busy holiday season, we trust that you will stop long enough to accept our GREETINGS OF THE SEASON. Our own Christmas would be incomplete if we did not take advantage of the opportunity to wish you all the good things we can think of. You have been considerate of us in the past, and we trust that we may continue to merit your patronage in the future.



The Texas Market

Winter Complaints Attack Youngsters

Austin.—Young children may suffer as much from winter illnesses as they do from those commonly known as "summer complaints," in the opinion of Dr. Geo. W. Cox, State Health Officer, and his advise to parents is to guard babies and young children against these winter health hazards.

Influenza, tonsillitis, pneumonia, bronchitis, and asthma are included among those diseases which may be dangerous winter illnesses among young children since they effect the respiratory or breathing system. Pneumonia, in particular, may develop from a neglected cold, it may follow as an after effect of measles or whooping cough, or it may occur suddenly and with very little warning. Diseases of the respiratory system are more prevalent in winter than in summer and are much more difficult to combat than digestive ailments such as summer complaint.

"These winter diseases are especially dangerous to babies and young children," Dr. Cox stated. "Nearly all of them are spread through the secretions from the nose and mouth. Children not in vigorous health are naturally more susceptible to these complaints and the first line of defense," Dr. Cox cautioned, "is to strengthen the powers of resistance against disease; the second is to keep them under medical supervision and the third is to make sure they avoid contact with others who have coughs, colds, or fevers."

mitt, and made interesting talks on the plan for the co-operative hospital in Dimmitt. Several applications for memberships were signed.

Delicious refreshments of sandwiches, cake and coffee were served by the hostesses, Mrs. F. A. May and Mrs. E. L. Adams. The next party will be January 4th.

Mr. and Mrs. Dennis Bunger left early Saturday morning for DeCalb, Tex., to spend the Christmas holidays with their son and family and other relatives.

Mr. and Mrs. P. H. Dyer returned last Friday from California, where they had been visiting their son, Wayne and family.

Mr. and Mrs. M. L. Simpson called on Rev. and Mrs. J. R. Sharp in Canyon Friday. Mr. Sharp is much improved from his recent operation in Temple and expects to fill his regular appointment at Jumbo in January.

Orval Pierce, Jimmy Doris Hunter, and Virginia Sagraves, were in Lubbock Saturday. Orval was making plans to enroll in Texas Tech, the second semester.

Dinner guests in the M. L. Simpson home Sunday were Mr. and Mrs. W. A. Hunter from Hereford, Mrs. C. C. Hunter from Dimmitt and Mr. and Mrs. Gene McMillan from Plainview. The little daughter of Mr. and Mrs. Thompson has been quite

ill with pneumonia the past few days but is better now.

Hostesses for the party Sunday afternoon, honoring Mr. and Mrs. Gene McMillan from Plainview, in the home of Mr. and Mrs. M. L. Simpson were Mesdames M. T. Sparkman, W. A. Hunter, from Hereford, and Addison Hunter.

Decorations of Red White and green throughout the house carried out the Christmas color scheme.

A radio broadcast with Mrs. Addison Hunter as announcer, was carried out by interviewing the bride and groom. Mrs. Sparkman played several musical numbers, and she and Mrs. Finis Hunter sang "Some Sunday morning."

Mrs. Addison Hunter presided at the punch bowl and Mrs. Sparkman served cake to relatives and close friends of the bride. Those present were Messrs and Mesdames P. H. Dyer, J. J. Wilder, A. O. Bales, Sam Hunter, Finis Hunter, F. A. May, W. A. Hunter, Addison Hunter, Mrs. C. C. Hunter, L. A. Matthews, M. T. Sparkman, C. E. Leasure and Mr. and Mrs. Gene McMillan from Plainview.

"Pyorrhea" May Follow Neglect

Did you ever see an attractive person with irritated "GUMS"? Druggists refund money if first bottle of "LETO'S" fails to help.

Haile Drug



Best Wishes for Christmas

Time To Hang Up Your Stocking

★ One of the biggest items in your Christmas stocking this Yule season of 1945 will be our note of thanks to you and our wish for the biggest, merriest, happiest Christmas you have ever had.

The Ladyfaire

Dettie Albracht

Zelda Denges



THE PEACE OF CHRISTMASTIME

MAY IT CONTINUE THROUGHOUT THE OTHER DAYS OF THE YEAR—OUR YULETIDE WISH FOR YOU

THE CANDY KITCHEN



Christmas Greetings to all

TOWERING ABOVE A CARE-BOUND WORLD IS THE CAREFREE SPIRIT OF CHRISTMAS. INDEPENDENT OF TIME, INDEPENDENT OF PLACE, INDEPENDENT OF CIRCUMSTANCE, IT EMBRACES ALL. NONE CAN ESCAPE ITS MAGIC SPELL.

FOR YOUR MANY EVIDENCES OF GOOD WILL IN 1945 WE SINCERELY THANK YOU.

Howard Gault

POTATOES — ONIONS



AS the light of Christmas again brightens our faces and lightens our hearts, we turn our thoughts from ourselves to help others. For this is the spirit that first saw the light of day in a stable at Bethlehem, two thousand years ago, and which has endured ever since.

May God bless and protect you and your dear ones and bring happiness to your home this Christmas season.

FLORENCE'S CAFE

- | | | |
|----------------------------|--------------|-----------------|
| Mr. and Mrs. Frank Wilhelm | | |
| Florence Wilhelm | | Gora Lee Hopson |
| Lydia Hopson | | Gonnie Hopson |
| Edna Noyes | | Martha Walker |
| Mrs. Wall | Mrs. Mullins | Mrs. Lawrence |
| Mrs. Al Hopson | Mrs. Burrow | Mrs. Sirkel |

CHRISTMAS GREETINGS



Expressing our appreciation of your courtesies of the past year and extending the compliments of the season, we wish you a Season of happiness, goodwill and contentment. Whatever the New Year holds for all of us, may it see the realization of your every ambition.

HEREFORD IMPLEMENT

O. G. CALHOUN and EMPLOYEES

McCormick-Deering Tractors and Implements

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



Dr. John H. Channer
Chiropractic Clinic
For Appointments
Phone 341

INSURANCE
JNO H. PATTON
PHONE 50

L U
P M
M B
E E
K R
COMPANY
WISH YOU
A
VERY
MERRY
CHRISTMAS
GRANT A. FULLER J. W. MERRILL



FACTS . . . for the VETERANS

(Arthur A. had distinguished himself as an athlete in high school. He volunteered for service shortly after the declaration of war with Japan. After training, he was shipped to New Guinea. One day during a barrage a mortar shell exploded within ten feet of his foxhole. He was not physically in-

jured, but from that day he seemed nervous and peculiar. He was hospitalized shortly thereafter. His condition was diagnosed as combat neurosis. He was treated in various hospitals and finally shipped to the states for reassignment. Somehow, he had changed. His nervousness

had disappeared, but he seemed to have grown cruel and abusive. He disobeyed orders, went AWOL and was insubordinate to his superior officers. He finally was discharged, popularly known as a "blue" discharge.)

The GI Bill provides for the establishment of Army and Navy review boards to reconsider blue discharges. Arthur's case is not unique. It has been experienced time and again. Under the pressure of war, many things happen that bring about personality changes.

The discharge review boards that are authorized to review cases like Arthur's are composed of men of the highest integrity whose duty it is to consider all of the facts surrounding the issuance of a blue discharge.

In providing for these review boards, Congress recognized the problem both to the veteran and the community in saddling ex-servicemen with the evidence of failure represented by the hated blue discharge certificate.

When he makes application for review, the veteran is permitted to state his own case and to produce any evidence he wishes to use in his defense. He can either be represented by counsel or can appear personally.

Organizations recognized by the Veterans Administration can act as counsel for the veteran, if he so designates, without cost to the veteran.

The American Red Cross early recognized the importance of these review boards and has engaged professional representatives to develop necessary evidence and appear personally for the veteran in his application for review.

Forms and assistance can be obtained by veterans with an other than honorable discharge by contacting the home service chairman of the local Red Cross chapter.

Your local Red Cross chapter at the courthouse, Hereford, is prepared to give you counsel and assistance with reference to benefits available to veterans and their dependents.

Mr. and Mrs. W. S. Fluit plan to leave for Belen, N. M., Dec. 23, where they will join in celebrations honoring her parents, Mr. and Mrs. J. H. Easleys golden wedding anniversary. Their son, Lyle Fluit, a student in the University of Texas will accompany them to Belen.

Try a Want Ad!

LEGAL NOTICE

THE STATE OF TEXAS
TO: Melvin J. Nelson, if living, if dead to his heirs, unknown heirs and legal representatives GREETING:

You are commanded to appear and answer the plaintiff's petition at or before 10 o'clock A. M. of the first Monday after the expiration of 42 days from the date of issuance of this Citation, the same being Monday the 28th day of January, A. D. 1946, at or before 10 o'clock A. M., before the Honorable District Court of Deaf Smith County, at the Court House in Hereford, Texas.

Said plaintiff's petition was filed on the 10th day of December, 1945.

The file number of said suit being No. 2821.

The names of the parties in said suit are:

J. B. Latham as Plaintiff, and

Melvin J. Nelson, if living, if dead, his heirs, unknown heirs and legal representatives as Defendant.

The nature of said suit being substantially as follows, to-wit: Trespass to try title to Lots 9 and 10 in Block 14 of Baskin Heights subdivision of Block 25 of Mabry Addition to Hereford, Deaf Smith County, Texas, as shown by plats recorded in the deed records for said Deaf Smith County. Also claiming under the five and ten year statutes of limitation.

Issued this the 10th day of December, 1945.

Given under my hand and seal of said Court, at office in Hereford Texas, this the 10th day of December, A. D., 1945. (Seal)

R. L. THOMPSON, Clerk
District Court,
Deaf Smith County, Texas.
By Lillye London, Deputy
50-4tc

Lilburn Ray, who has been employed as a member of a geophysical crew in Venezuela, joined his wife and daughters in Hereford on Dec. 6. Mrs. Ray, who has been making her home with her mother, Mrs. Artis Daniel, met him in Fort Worth.

R. A. Daniel, who has been stationed at Stockton, Calif., has received his honorable discharge from the Army and ar-

rived home last week.

Remember the fellows in the circus who used to stick their right arm in the lions mouth? Now they call him "Lefty."

Mahatma Gandhi could never pull a Sir Walter Raleigh.

If is peculiar how some people stimulate our mind and others paralyze it.



A GOOD WAY to keep Christmas well is to bring joy to everyone we can. This, we believe, is the spirit of this community . . . one of the important reasons why living here affords such genuine pleasure.

To you who have stood by us so faithfully during the year 1945 we wish a whole world of happiness pressed into this Christmas season. Merry Christmas to you and to every member of your family.

Hereford Laundry
AND DRY CLEANERS
F. M. CAMPBELL & SONS

May
HAPPINESS AND GOOD CHEER

BE YOURS TO ENJOY ALL THROUGH THE COMING YEAR



We thank you for your consideration last year, and look forward to your continued good will next year and for many years to come.

Pitman Service Station
MR. AND MRS. W C PITMAN AND EMPLOYEES



Today's grownups are only yesterday's children who once stood before a fireplace on the Christmas Eves of the past, or who, just before Christmas, were as good as they could be.

The heart of the Christmas season is friendship and eternal youth, and we could not ask for finer friends than ours. It makes us happy to greet all our friends this Christmas season of 1945 with the best of Yuletide wishes.

Rose & Barber
REAL ESTATE

P. J. (Jack) Rose

Frank Barber



Stealing over the countryside is the blessed peacefulness of Christmastime. The very air seems charged with it. Even the birds—what few remain—appear to share in the general rejoicing that has come over the world.

We earnestly hope that this Christmas season of 1945 will bestow unusual blessings upon you and yours . . . that it will bring to your home the soft glow that even Christmas tree lights cannot bequeath—the full joy of Christmas seasons long past but forever remembered. May such a Christmas be yours!

CITY OF HEREFORD
AND EMPLOYEES

It's a Pleasant Custom to Send
SEASON'S GREETINGS



You may be sure we extend our Greetings of the Christmas Season in all sincerity. We thoroughly enjoy this occasion of renewing friendly associations.

Our thanks for your patronage during the past year. May the New Year bring fulfillment of your every desire, as well as Health, Happiness and Prosperity



SEARS & TETER GRAIN CO.

W. A. (Bill) TETER

HENRY SEARS

**LETTERS...
to Santa Claus:**

Hereford, Texas
Dear Santa Claus:
Please bring me a steam shovel and 3 boxes caps and army suit, and some candy, and a flashlight.

Thank you,
Jerry Glynn Davis

Hereford, Tex.
Dear Santa:
I am five years old and want you to please bring me a ring, a picture book. A knife and any

thing else you can bring me. Don't forget my twin sister Doris. And my mother and father, and all the other little children.

Your little friend,
Donald Wagner

Dear Santa Claus:
Please bring me a flashlight, Hickory Dickory dock clock, Walkie duck and a bride doll, and some candy.

Thank you
Terry Wayne Davis

Hereford, Tex.
Dear Santa:
I am a little girl 5 years old, please bring me a ring, a little

broom, a doll and a picture book. I would like some clothes for my old dolls. Please bring my little twin brother and my other brothers some nice things.

Your little friend,
Doris Wagner.

Mrs. Wilde's Brother Dies at Valley View

Mrs. Frank Wilde, accompanied by her son, James Wilde and his wife, returned last week from Valley View, Tex., where they were called on Tuesday by the death of Mrs. Frank Wilde's brother, Joe Schmitz.

Enroute home they visited with Mrs. Wilde's relatives at Muenster.

Chrysanthemums will grow in any soil that grows vegetables. They should be planted in the spring.

LEGAL NOTICE

NOTICE
TO ALL PERSONS INTERESTED IN JOHN W. DeAtley's Subdivision of Block 2 to 14 inclusive of DeAtley's Addition to the town of Hereford, Deaf Smith County, Texas, and the streets, alleys and avenues therein, or any part thereof and DeAtley's Addition:

Notice is hereby given that H. V. Hennen, V. O. Hennen, W. Q. Duggan, Curtis C. McMahon, George T. McMahon and J. P. McMahon, did on the 14th day of November, 1945, file in the Commissioners Court of Deaf Smith County, Texas, an application as follows, to-wit:

"Now comes H. V. Hennen, V. O. Hennen, W. Q. Duggan, Curtis C. McMahon, George T. McMahon and J. P. McMahon hereinafter called applicants, and would respectfully show to the court the following:

"That V. O. Hennen, Curtis C. McMahon, George T. McMahon and J. P. McMahon own the following described land located in Deaf Smith County, Texas, to-wit:

A part of Block No. 10 of John W. DeAtley's Subdivision of Block Nos. 2 to 14 inclusive, in DeAtley's Addition to the Town of Hereford, Texas, and H. V. Hennen owns the balance of said Block No. 10 and all of Block Nos. 9, 11 and 12 of said subdivision of said addition; and that W. Q. Duggan owns all of Block Nos. 13 to 16 inclusive of said subdivision and said addition as shown by a plat of record in

Volume 19 at page 402, deed records of Deaf Smith County and said blocks above mentioned being also described as Blocks Nos. 9, 10, 11, 12, 12, 14, 15 and 16 of DeAtley's Addition to the Town of Hereford in Section No. 80 of Block K-3, Deaf Smith County Texas as shown by plat recorded in Block 19 at pages 158-159, deed records, Deaf Smith County, Texas, and being also a portion of Block Nos. 10 and 11 of Womble Addition to Hereford. That said Blocks are located in Deaf Smith County, Texas.

"That said lands are not located within the limits of any incorporated city or town. That the streets, avenues and alleys on said two recorded plats above referred to, concerning said blocks have not been opened and have never been used. That cancellation of such portion of such subdivisions owned by

Applicants will not interfere in the established right of ways of any party owning any portion of such subdivision or any adjacent land owners.

"That the streets, alleys and avenues shown on said plats, through, between and across said blocks owned by applicants have never been and are not now in use or open, and the same should be in all things ordered closed and should be cancelled, and the closing and cancelling thereof by the Commissioner's Court will not interfere with the established rights of the public or any purchaser or any owner of any portion of such subdivisions and there is no established right of ways or any person or persons whomsoever on, to, between or across said blocks owned by applicant or the streets, alleys or avenues shown between said blocks (except the state and Federal Highway) and this

application is not intended to affect said highways.

"Wherefore applicants pray that the Commissioner's Court enter its order herein cancelling the portion of such subdivisions as is above described so as to place such portion into an acreage tract, and that an order be entered cancelling such subdivisions insofar as said blocks owned by applicant are concerned, and that such order be spread upon the Minutes of said Court.

H. V. HENNEN
V. O. HENNEN
W. Q. DUGGAN
CURTIS C. MCMAHON
GEORGE T. MCMAHON
J. P. MCMAHON

That said application to cancel such portion of such subdivisions as is above mentioned, will be heard by said court at a regular term thereof on the 14th day of January, 1946, at the Court House in Deaf Smith County, Texas, and all persons

interested in such lands, subdivision, additions, streets, alleys and avenues thereof, are hereby commanded to appear at such time and place before said Commissioner's Court to contest said application if they desire so to do.

This notice is hereby given under the direction of said Court by publishing the same in the "Hereford Brand" a newspaper, published in said county in the English language for three weeks prior to the action of said court on said application on said day, as above specified.

IN TESTIMONY WHEREOF, witness my hand and seal of office on this the 27th day of November, 1945.

Issued this 27th day of November, 1945.

(Seal)
R. L. THOMPSON,
County Clerk,
Deaf Smith County, Texas
49-3tc



Christmas is All of These

Christmas is the good will shared at the family hearth; the carol sung together; the candle in the window, the glowing faces gathered around the festive board. And it is much more—ever so much more!

We cannot begin to put into words all that Christmas is, nor begin to express how ardently we wish for you the complete enjoyment of Christmas. So, all we can say to you, kind friends, is Merry Christmas To You.

Robert L. Thompson
Your District and County Clerk

Christmas Greetings

It has been our privilege to serve the people of this area for several years now . . . and we have sincerely enjoyed your friendships and patronage. For these considerations we are truly grateful.

We extend our Best Wishes for a Joyous Christmas Day and our hopes that the New Year will be one of Health, Happiness and Prosperity for each of you.

Blanton Butane Gas Co.
AND EMPLOYEES
HEREFORD, TEXAS

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

HEREFORD SUPER MARKET
Gaylord Newell . . . Lem Carlyle . . . Ernest Layman
Bub Newell . . . Charles Layman . . . Don Hooper . . . Gene Moore
Dale Russell

A MERRY CHRISTMAS

AND A GENUINE
THANK YOU
 FOR YOUR LIBERAL
 PATRONAGE IN
 THE PAST



A HAPPY NEW YEAR

MILLER AUTO STORE

J. W. Hulse J. R. Fowikes
 Adeline Koelzer

Old-Fashioned CHRISTMAS GREETINGS



THERE are a thousand and one ways of extending the season's greetings to you, but no words we can put into writing, no words we can frame with our lips, ring with more sincerity than the old-fashioned greeting—

**MERRY CHRISTMAS
 TO YOU**

Hereford Creamery
 MR. AND MRS. CECIL MALONE
 AND EMPLOYEES



a Jolly Christmas

To One And All

CHILDREN looking out of the window at a desolate landscape try to catch a glimpse of a mythical sleigh drawn by mythical reindeer. But there is naught that is mythical about the spirit of Christmas that transforms the commonplace. That Christmas of 1945 may be for you the happiest Christmas of all is our sincere wish.

THANKS, Friends, one and all for your Kindness to Us!
Jack Wright
 and ALL THE GANG... at
WEST TEXAS FEED & SEED CO.

Guest Violinist Entertains Music Club

Music Study Club members look forward each year to activities of Christmas and the traditional Christmas music which each yuletide season holds in promise. Important event of this week for the Music Study Club is the Musicales and Christmas party given Sunday afternoon at the home of Mrs. Norman Harris.

The Harris home was festive with holiday decorations of holly and greenery. A bright and lovely tree stood in one corner of the room. The tea table from which refreshments were served was centered with a small silvered tree adorned with red rosebuds flanked by red tapers. Mrs. C. H. Dyar presided at the silver tea service and Mrs. J. R. Allison presided at the coffee service.

A guest entertainer was a feature of the program. Miss Norris Louise King, Amarillo violinist and concert mistress of the Amarillo Symphony Orchestra, played "Sicilienne" by Paradis, "Adagio" by Franz Ries, and "Taselli Serenade by Fradkin." Mrs. Harris and Miss King played a two violin Stoesel Suite with Mrs. J. C. McCracken accompanying at the piano. Mrs. McCracken also accompanied Miss King in her solo selections.

Members of Miss Mattie Mae Swisher's Voco Club were special guests and members of the club attending included Mesdames C. C. Acker, J. R. Allison, J. E. Beyler, H. L. Broadwell, H. A. Close, R. P. Coneway, Ellis Coombes, W. E. Dameron, C. H. Dyar, C. C. Ferguson, H. K. Fox, J. B. Jones, J. C. McCracken, G. A. F. Parker, T. W. Roberson, A. J. Schroeter, C. R. Smith, Glenn Snyder, A. C. Thompson, A. O. Thompson, Earl Phillips, Miss Eloyse Pitman, Miss Mattie Mae Swisher.

LETTERS... to Santa Claus:

Dear Santa,
 I am a good little girl, three years old. I would like for you to bring me a doll, dishes and a ball. Please remember my dear uncles who are over yonder.
 Your little friend,
 Dorothy Fern Harris

Dear Santa,
 I am a little boy seven years old. I feed the pigs for daddy. Please bring me a truck tractor and doctor set. Would like some candy and nuts. Will have you some candy waiting on our tree.
 Your friend,
 Douglas Harris.

Dear Santa,
 I am a little girl eight years old. I help Mama with the dish. Will you please bring me a doll, doctor set and a broom. I have been a pretty good girl mama says. Remember all the other little children.
 Your friend,
 Imogene Harris

Dawn, Texas
 Dec. 17, 1945

Dear Santa,
 Please bring me a doll and doll buggy, set of dishes, ball and some jacks. I am going to school this year.
 My little sister wants a doll and buggy some dishes and a purse.
 Don't forget the other little boys and girls.
 Lots of love
 Patsy Jo and Marilyn Joy Jones.

Dear Santa Claus:
 Pay no attention to the other letter. This is what I really want.
 Painting set, cowboy two gun set, gold ring, one cowboy automatic and holster.
 Pat Elliston—Age 7.

Dear Santa,
 I have been good this year. I want you to bring me a bicycle, a book about Tarzan and the Jewels of Opar and some candy and nuts. My brother wants a knife, a gun and some candy and nuts.
 Your friend,
 Billy Winkler.

Dear Santa Clause
 Please bring me a red wagon and tractor. Thank you
 Mike Wilson

Dear Santa Clause
 Please bring some football pants size 10 and a football shirt

PHEBEAN CLASS HAS CHRISTMAS PARTY

Members of the Phebean Class of the First Baptist Church enjoyed a Christmas party at the country home of Mr. and Mrs. Clinton Jackson last week.

Gifts were exchanged and games of 42 made up the entertainment for the evening. Refreshments were served to Messrs. and Mesdames L. R. Pittman, A. G. Biggers, Jimmie Allred, Clinton Jackson and Billy Jackson and Mesdames R. A. Singer, J. B. Harlin, Clarence Schulz and J. W. Schulz.

Mr. and Mrs. Carl Mountz were in Lubbock last week, helping to move the household furnishings of their son and daughter-in-law, Mr. and Mrs. Carl D. Mountz, who will make their home in Lubbock where he is employed by the Santa Fe.

and a football.
 Tunny Wilson
 P. S. Thank you

FAMOUS DISCOVERY acts fast on the kidneys

—to ease painful bladder irritation caused by excess acidity in the urine

Thousands are thanking DR. KILMER'S SWAMP ROOT for helping them to remove the cause of needless "getting up at night." For this pure herbal medicine, originally created by a practicing physician, acts quickly to increase the flow of urine... helps relieve backache, run-down feeling, uncomfortable symptoms of bladder irritation. SWAMP ROOT is a scientific preparation. A combination of carefully blended herbs, roots, vegetables, balsams. Absolutely nothing harsh or habit-forming when you use Dr. Kilmer's medicine. Just good ingredients that act fast to bring you new comfort!
 Send for free, prepaid sample TODAY! Like thousands of others you'll be glad that you did. Send name and address to Department C. Kilmer & Co., Inc., Box 1254, Stamford, Conn. Offer limited. Send at once. All druggists sell Swamp Root.

FOR
 PROMPT, DEPENDABLE
 SERVICE
 on

Hauling

In Town or Country
 Call 7—Day Phone
 9007—Night Phone
H. E. Westler



With a full sense of gratitude for having been able to serve you; with full realization of the value of tried and proven friendships and the advantage of living among such splendid people, we send our Greetings to our friends. May the best of everything be yours this Christmas. May the Yuletide occasion make all of us more appreciative of our way of life. May it truly be an American Christmas

A Merry Christmas

AND

A Happy New Year

Wade Cleaners

MR. AND MRS. ERNEST WADE
 AND EMPLOYEES

THE JOYS OF CHRISTMAS

Are enhanced by the thoughts of the splendid associations which have been ours in the past. It reminds us of the loyalty of our hosts of friends in the area. We wish you a Merry Christmas.



Merry chris'mas

JACOBSEN BROTHERS

Mr. and Mrs. John Jacobsen, Jr.
 Mr. and Mrs. Berry Jacobsen
 Chris Jacobsen



IF YOU ENJOY THE FESTIVITIES

of the Yuletide Season, we want you to regard this little message as a personal acknowledgement of your goodwill and splendid cooperation. Because of these factors you have made it possible for us to enjoy the Holiday Season more thoroughly.

The management and personnel of this institution join together in extending to all of you and yours sincere best wishes for a Christmas of great happiness and a New Year of good health and good times.

Greetings



from

Urlin Streu
 Jean Streu
 Helen Frances Farmer
 —and—
 Walter London
 Bill Rice
 Vivian Major
 Leo Hellman

Streu Hardware Co.

LETTERS ...

to Santa Claus:

Dear Santa,
Please bring me a doll with hair I can comb and a bunk doll bed. A Bible.
Judy Pittman

Dear Santa Claus,
I would like a bicycle for Christmas and a pen and pencil set. I am seven years old and in the first grade.
Yours very truly,
Fred Wegner

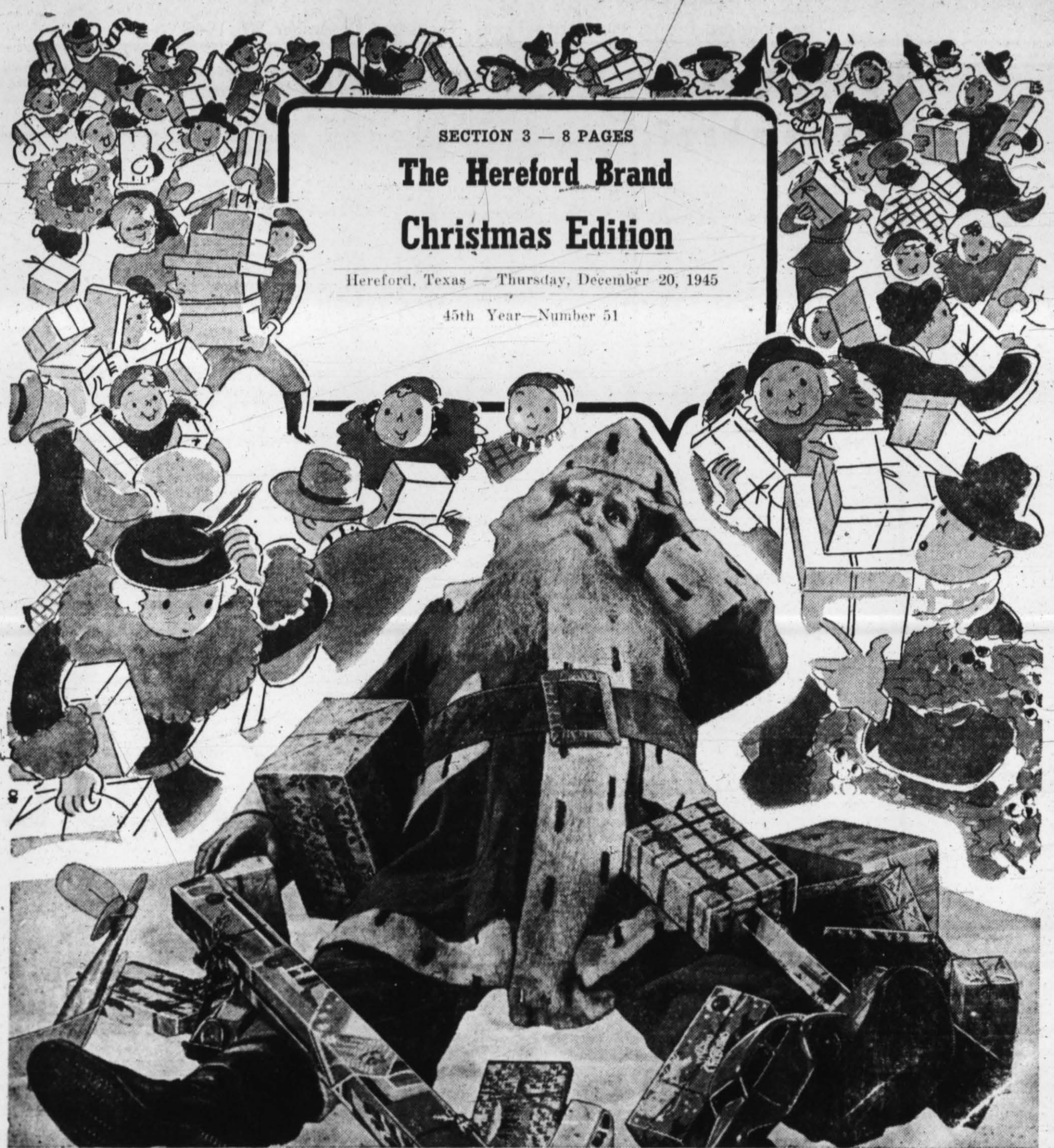
Dear Santa Claus
I would like a little toy red tractor and some tinkler toys and some candy and nuts.
Yours very truly,
Robert Lee Wegner

Dear Santa:
I am 7 years old and have three brothers Brendon 6 yrs. Winsend 4yrs. and Eddie 2 yrs. We try to be good boys and would like to have a football, wagon, roller skates tricycles dump truck and train for Christmas also fruit candy and nuts.
Pat Gallagher

Dear Santa my name is Glenn Martin I am 7 year old I want a little toy train and a gun and scabbard and a football a baseball and bat and a set of dominoes. my sister want doll and set of dishes and a tricycle.
Glenn Marlin Pierce

Dear Santa,
I have been a good girl and I hope I can be good 25 more days. I want a nurse kit and a world map and a tepipone and a set of dishes and a zipper notebook and some nuts.
Your friend,
Nellean Flowers.

Be sure and come.
Dear Santa,
This is what I want. I want a monopoly game buggy and a nurse aid kit candy orange apple chewing gum and a telescope checker game I guess that is all. But please remember my mother and father, sister and brothers My friends at school and the teacher. She wants a doll six feet tall. Good by Santa Claus
Love
Veradelle Andrews



SECTION 3 — 8 PAGES
**The Hereford Brand
Christmas Edition**

Hereford, Texas — Thursday, December 20, 1945

45th Year—Number 51

LETTERS ...

to Santa Claus:

Dear Santa Claus,
I have a grandmother here who says you won't come to see me if I am mean but I am four years old now and I am over this mean stuff.

Most of all I want a steam shovel. I would also like to have a ladder truck or a car if you can find one.

Bring all the boys and girls some toys.
You can find me by coming straight to my house from town.
Love,
Buddy Bob Campbell

Dear Santa:
I am glad Christmas is back for I like the snow. I guess I will tell you what I want a doll that says Mama and Papa and that ha hair. The 3 weaving looms and some beads. Three puzzles of Donald Duck and snow white and Autumn Scene. A mirror, comb and brush.
The book of Lassie Come Home. I am glad you sent my uncle Woodrow home goodbye Santa.

The 11 year old girl
Laverne Goetsch

Santa Clause is coming here to get me a present get me a doll and bicycle.
Joan Paschel

Dear Santa Claus
I would like a color set and scooter and gigsaw puzzle. I love you.

And Jackie Ray would like a pistol and a holster and scooter I love you and candy and oranges and nuts
Jackie Ray and Margaret Ellen

Dear Santa Claus
I want a Indian Suit and I want two guns and I want two holster and one scooter
I love you Santa
Dean

Dear Santa:
I have been a good girl. So if you have any wagons I would like to have one. I would also like to have a nice big doll and a fuzzy Teddy bear. And please bring my daddy home by Christmas. That's what Mother wants. Be good to all little children everywhere.
Patricia Lynn Smith.

It Went Over Big Last Week ---- So Here We Go Again!



10 BIG TURKEYS FREE!



SATURDAY AFTERNOON, DEC. 22 ----- 5 P. M.

These Big Christmas Turkeys will be turned loose from the awning in front of the STAR THEATRE

Everybody had so much fun last Saturday that we decided to Repeat our Turkey offer! This is your Last Chance to get one of those

Big Christmas Turkeys . . . Absolutely Free

COME ON DOWN ---- JOIN THE FUN

If you CATCH ONE he's YOURS!

at — HEREFORD, TEXAS

Turkeys Given Away Thru The Courtesy of the Following Civic Minded MERCHANTS and BUSINESS MEN

QUALITY GROCERY
CITY DRUG STORE
ELITE CAFE
STREU HARDWARE

LITTLE FASHION SHOP
STAR and TEXAS THEATRE
THE GOODRICH STORE
HEREFORD LAUNDRY
FRANCIS HARDWICK

HEREFORD BRAND
ELIZABETH WOMBLE
HEREFORD BAKERY
CARL McCASLIN LBR. CO.





A BLANKET of snow on the roof, a peace and stillness and warmth and firelight, the lovely litter of Christmas on the living room floor. Certainly there's a Santa Claus, and as we wish you a Merry Christmas we add this wish for good measure: May good old St. Nicholas come laden, this Christmas of 1945, with more of the good things of life for you than you have ever before enjoyed.

Hereford News Stand

Charlie and Verna and employees Wallace and Bobbie

Do You Remember?

DECEMBER 22, 1905
EDUCATIONAL COLUMN: Our little friend, Edgar Webb, was taken suddenly ill on Wednesday morning... We are sorry to note the absence of Buford Farmer on account of sickness... Misses Lillian Ford and Pattie Williams of the eighth and ninth grades will spend the vacation at their respective homes in the country.

Columbia University has excluded football and other colleges and universities are seriously considering its banishment from the list of permitted athletics.

The many friends of Miss Bertha Watson will be glad to learn that she has returned to Hereford and will hereafter hold the fort at the Hereford central office.

Mustache cups, cups and saucers and shaving mugs at J. M. Witt's.

VEGA NEWS: The ladies of Vega and vicinity will organize a "Ladies Aid Society" in the near future. They will meet twice a week to discuss the shortcomings, real or imaginary, generally imaginary, of all their lady acquaintances who are not present.

Eugene and Frank Dyer came in this week from Globe, Arizona, where they both have good positions in the copper mines.

DECEMBER 24, 1925
SANTA CLAUS LETTERS
Will you please bring me a Tot-bike, a sand bucket, a little bird in a cage, some nuts and

Jap Prosecutor



Joseph B. Keenan of the Department of Justice heads U. S. prosecution of Jap war criminals. Keenan is a native of Cleveland, O.

candy... With love, Calvin Edgar Brumley.

Dimmitt, Texas
Please bring me a doll, doll bed and set of dishes... Thank you very much... Your little friend, Katherine Easter.

"This Week" by Arthur Brisbane: Mrs. Ferguson, governor of Texas, takes prohibition seriously. She wonders why they arrest bootlegger who carry two or three pints for sale but don't arrest boot-leggers worth more than \$5,000.

The Lady-Governor has something to learn about American methods. In this country \$5,000 means protection, five million dollars means immunity.

The Star Theatre was advertising Tom Mix in "Riders of the Purple Sage," Richard Dix in "Too Many Kisses," Bebe Daniels in "Lovers in Quarantine."

W. T. Provides Housing For Student Veterans

CANYON, Texas.—Veterans of Deaf Smith county will soon find living accommodations available here to permit them to go to college under provisions of the G. I. Bill.

West Texas State will move 59 trailer cottages from Amarillo and Borger to the campus and will rent them exclusively to veterans, married and single. A contract for the project has been signed with the Federal Public Housing Authority. The units will be ready by the beginning of the spring semester of the college.

In the trailer cottage unit will be five utility houses. Title to the cottages will remain with the government. The college will be responsible for moving and

establishing the housing units, authority, setting up regulations, and furnishing utilities. Rentals will be agreed upon with the federal authority.

Try a 'Want Ad'



BEST WISHES...

for a Christmas day filled with happiness and a New Year that is filled with blessings.

Merry Christmas Hereford Floral Shop

J. R. Daniel and Employees

LIVESTOCK HAULING

	30-Foot Trailer	34-Foot Trailer
1 to 5 Miles	\$5.00	\$7.50
5 to 10 Miles	7.50	10.00
10 to 20 Miles	10.00	12.50
20 to 30 Miles	12.50	15.00
30 to 40 Miles	15.00	17.50
40 to 50 Miles	17.50	20.00
50 to 60 Miles	20.00	22.50
60 to 70 Miles	22.50	25.00
70 to 80 Miles	25.00	27.50
80 to 90 Miles	27.50	30.00
90 Miles and Over per Mile	30c	35c

OKLAHOMA CITY (loaded at Hereford) 50c Cwt.
(Loaded within 30 mile radius of Hereford) 55c Cwt.
FORT WORTH (loaded at Hereford) 60c Cwt.
(Loaded within 30 mile radius of Hereford) 65c Cwt.

We are responsible for your Livestock Under All Normal Conditions

FAST, Efficient SERVICE MODERN DEPENDABLE EQUIPMENT

Individually Owned and Operated

HEREFORD Bull Haulers

	Office Phone	Res. Phone
TROY MOORE	161	262W
W. J. (WOODY) WILSON		63W
HOMER HAMILTON		750J
OSCAR EASLEY	472	294
HOMER BRUMLEY	9024 F2	150W
DUTCH FORE	161 OR 63W	
BURK INMAN		



MERRIEST Christmas OF ALL 1945

And now comes another Christmas to be added to your store of memories. We hope this Christmas of 1945 will be a very enjoyable one—a truly happy one—fulfilling all the fine traditions of Christmas.

Accept our hearty thanks for the pleasant business associations of the past year. Once again we say **Merry Christmas!**

CASHWAY GROCERY & MARKET

GERALD TOM ROBERT TONIE ETTIE JOY WAYNE SHORTIE BUCK VIRGIL CAPPY ELMER

Dear Santa:

Box 509
Hereford, Texas
Nov. 30, 1945

Dear Santa Claus:
I'm a little boy six years old and I live in Hereford Texas. Would you please bring me a big red wagon and a foot ball if you have them or if you don't have that I'd like a cow boy suit and a semi truck.

Remember all of my little friends too.
Your little friend,
Luther Roy Flowers

Dear Santa,
I am a little boy in the first grade and have tried to be good so please bring me a gun, cow-boy suit, bow and arrow and a truck. Bring my little sister a doll and buggy. Remember all the other little boys and girls. I'll be waiting to see you Santa.

Max Winkler.

Hereford, Texas
Nov. 29, 1945

Dear Santa:
How are you? I thank you for the things you left me last Christmas. I got to go to see my Grandmama and Grandpapa at Thanksgiving time this year. My Grandpapa was 72 years old the day before Thanksgiving. Little Paul was there and we had lots and lots of fun. If you don't have all of these toys, please leave me what you think I should have. A pair of rubber boots, roller skates, a ring and a good dog story book, something like "Lassie Comes Home." I hope all the folk have a Merry Christmas all over the world. Mother and I will have something for you to eat under the tree. I will put Richy in his doghouse so he won't hurt you. I will be looking for you. If you have anything to keep my Daddy awake please bring it.

Love
O.C. Renfro.

P. S. Be good to Mother and Daddy.

Dear Santa Clause,
I am a 7 year old girl, am in the second grade.
Please bring me a doll trunk, and doll—and a purse.
Please bring my brother a toy gun, dump waygon and a truck.
Thanks
Eddie LaNelle, and Junior Morrison.

Hereford, Tex.
Dec. 3, 1945

Dear Santa Claus:
Remember me (of course you do) for I write you a letter each year. I am going to school this year, for the first time and I just love it. Mrs. Hobbs is my teacher.

Santa this year I would like for you to bring me a doll dressed like a bride, a doll buggy, and a birthstone ring. Be sure to remember my little cousin, City Utah, he is just eight months old.

Thank you Santa.
Your little friend,
Sandra Jo Caraway.

Hereford, Texas
Dec. 4, 1945

Dear Santa Claus:
We thank you so much for everything you brought us last year.

Our first request this year is that you will bring something extra special to the little children whose Daddies are still overseas.

Little brother, Troy would love a black and white Panda and a pull toy.

Little sister, Glenna Faye is almost three years old and loves dolls so please bring her a baby doll and a doll bed.
Ray wants a red wagon, San-

ta and a tractor and a gun.
Please bring me a set of dishes we all four may enjoy, a pair of rubber boots for school and a doctor and nurse set.
Don't forget Mother and Daddy. Also all our friends.
We'll be looking for you.
Your little friend,
Earle Dean Gandy

Christmas to all the boys and girls.
Carolyn Kester.

Hereford, Texas
December 2, 1945

Dear Santa Claus:
If you have any cap pistols, I would really like to have one. Do you have any scooters, I will be at Odessa this Xmas, so be sure and find me and Joan there. I have been a good boy this year.

You might bring me some fruit and nuts if you have any. Remember all other little boys and girls. Thank you, Santa Claus.

Eddie May

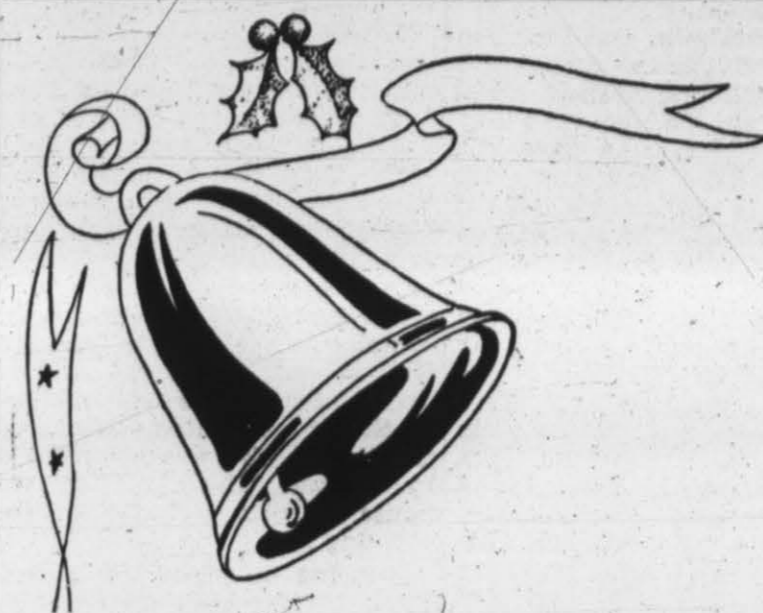
Women prefer skinny men because they like anything that is reduced.

because they both make their best showing in the wind.

When a horse takes a fence, he jumps. When a man takes offense, you jump.

They refer to ships as she

The person with but little to share is always willing to share



We Extend Our
SINCEREST WISH
for
A Merry Christmas
AND A
Happy, Successful
New Year

We wish to say "THANK YOU" and to express our appreciation for your friendship and loyalty to us. It has been a privilege to serve you and we hope to merit a continuation of Your Patronage

JENNING'S BEAUTY SHOP
BESS and MARY ANN

Merry Christmas

To wish you all the joys of a
REAL AMERICAN CHRISTMAS
And good health and happiness
IN THE COMING YEAR!

F. A. Tucker
PAINTER and PAPER HANGER

Make Application FOR YOUR

BENDIX Home Laundry NOW!

SEE **Hugh Bookout** at **FRASER'S Commercial Oil Co.**
36-tfe

MAY THE CHRISTMAS BELLS RING IN A MOST HAPPY SEASON

Our wish for you is that Christmas will be very happy for you and yours.

And it is with a full sense of gratitude for having been able to serve you, with the value of true friendship of the finest people in the world, we send our greetings to our friends.

We thank you for your splendid patronage during the past years and again wish you a

MERRY CHRISTMAS

Milburn Service Station
Emmett Milburn and Employees

Here's a Christmas

PLEDGE PLEDGE

TO THOSE WHOM WE SERVE



AS THE SHADOWS OF THE OLD YEAR LENGTHEN TOWARD THE TWILIGHT AND AS WE PREPARE OURSELVES FOR THE PROBLEMS OF THE NEW YEAR, IT GIVES US REASON TO PAUSE FOR A MOMENT OR TWO TO CONSIDER THE PLEASURES THAT HAVE BEEN OURS. WE SINCERELY BELIEVE THAT WE HAVE MANY GENUINE FRIENDSHIPS AMONG THE PEOPLE OF THIS FINE COMMUNITY; FRIENDSHIPS WE VALUE ABOVE ALL THINGS MATERIAL. ASSOCIATIONS THAT HAVE BEEN CEMENTED

BY THE LOYAL THOUGHTFULNESS OF THOSE WHOM WE SERVE. WE ARE INDEED GRATEFUL FOR THE OPPORTUNITIES THAT HAVE BEEN PRESENTED TO US, AND WE ARE CONSCIOUS OF OUR RESPONSIBILITY TO YOU. WE DO NOT HESITATE TO RENEW OUR PLEDGE OF SERVICE AND CO-OPERATION IN WHATEVER CAPACITY WE MAY BE CALLED UPON. A JOYOUS AMERICAN CHRISTMAS IS EXTENDED TO THE CITIZENS OF THIS AREA.

THE FIRST NATIONAL BANK
OF HEREFORD

A HOME OWNED INSTITUTION

Member:
Federal Reserve System
Federal Deposit Insurance Corporation

OFFICERS:

E. B. Hedrick
George L. Muse
C. C. Acker
V. O. Hennen
Cliff Estes
Virginia Eberle
Monica Albracht

DIRECTORS:

E. B. Hedrick
George L. Muse
Troy Womble
James W. Witherspoon
V. O. Hennen

EMPLOYEES:

Mrs. Morgan Cain
Leona Luke
Bess Hagar
Geraldine Kendall
Melvina Stewart
J. T. Carroll
Jane Harris
Mack Beach

Teachers Plan for Holidays

Hereford teachers were given an added week of holiday vacation when school was dismissed Friday because of influenza which had reached epidemic proportions. By Sunday most of those who were planning to leave town were well on their way.

Supt. and Mrs. Chester Strickland and their little daughter Kay Nell plan to spend some of the time at their home here and to visit relatives in Silvertown. Miss Margaret Elliott will visit in Guthrie and Spur and Mrs. Kathleen Criswell will go to Throckmorton.

Mrs. Sam Hoch left Saturday morning for Fort Worth and Miss Pauline Hancock will visit in Quannah.

What promises to be a wonderful Christmas for the White Face football team will be when Coach H. V. Stanton accompanies the team to the Cotton Bowl game on Dec. 31.

Elizabeth Patton has gone to her home in Windom and Florene Lloyd, whose home is in Hereford, plans to spend the holidays in Oklahoma City. Mr. and Mrs. A. V. Isbell and children planned to leave Tuesday to

be in Fort Worth for the holidays.

Miss Thelma McMinn hopes to go to Denver, Colo., for Christmas and Miss Kathryn Easter left Friday night for her home in Dimmitt.

Homer Franklin has gone to Wichita Falls for the season and Mr. and Mrs. Hoyt Byrd will spend a part of the time in Hereford and some time in Cross Cut. Miss Jean Cox will remain in Hereford until Christmas and then she will go to Lamea. Miss Evelyn Millam has gone to her home in Sudan. Miss Irene Crawford expects to remain in Hereford.

Central School Teachers
Principal and Mrs. R. D. Ford and children plan to stay in Hereford for the holidays. Others planning to remain here for the holidays are Miss Mary Brady, Miss Ethel Womble, Mrs. W. C. Hromas, Miss Madeline Bell, Miss Eloyse Pitman and Miss June Dameron.

It's to be a wonderful Christmas for Mrs. W. R. Black because her husband who has been overseas for several months has just been released from the Army and they will spend the holidays in Truscott with relatives.

Miss Charlotte Word will be in Clarendon and Amarillo. Her brother Bob has just returned home from 19 months overseas to make everybody in the family happy.

Miss Ela Aikman will visit with her brother in Olton and Mrs. C. H. Forson plans to visit in Roswell, N. M., Mrs. Mary Alyce Hobbs expects to visit in Dallas and Houston.

Mrs. Weldon Poff will visit in Abernathy a part of the time and Miss Marian Littlefield will be at her home in Crosbyton. Miss Alta Mae Fortenberry who lives here will spend some time in Clovis, N. M.

Mrs. Althea Hutchison has gone to Canyon to spend the time between now and Jan. 2, when school reopens and Mrs. F. G. Collier may make a brief visit in Lubbock. Mrs. Homer Franklin will be here and in Happy.

Mr. and Mrs. Dexter Schofield of Los Angeles, Calif., have arrived to spend the Christmas holidays with her parents, Mr. and Mrs. Jack Roberson.

Building Planned For W. T. College

CANYON, Texas—Board of Regents members of West Texas State, in a special meeting here, have ordered all possible speed in the college's building program. Total cost of contemplated construction will exceed \$600,000, according to President J. A. Hill.

C. S. Lambie of Amarillo was given an \$80,000 contract to complete an annex to Randall Hall for girls. Work will start at once. Brick will be used instead of the stone contemplated at the time work was interrupted by the war. The new unit will house 100 girls and will include a dining hall.

Drawing of plans for a new dormitory for girls facing Cousins Hall, to house 125 girls; a new unit at Stafford Hall to house 90 men; and a unit to increase the capacity of Terrill Hall to 100 men, will be pushed with utmost speed, Dr. Hill said. Regents are expected to award contracts on this construction in February.

The dormitories, with the exception of the Randall Hall, will be financed by bonds based on the pledged revenues of the boarding places.

The Regents recognized West Texas State's need of a library building, a new gymnasium, and a home for the president. These needs will be placed before the next session of the Texas legislature.

Several hundred students who wished to attend West Texas State this year were unable to find boarding accommodations.

Miss Helen Acker, student at the University of Texas will arrive home Sunday to spend Christmas with her parents, Mr. and Mrs. C. C. Acker.

Read Our Want Ad Page!



YULETIDE GREETINGS

A very real wish, for very real friends!

Jennings Cafe
AND EMPLOYEES

BETWEEN US PERSONALLY!

There are so many things we would like to say to each of you personally. Personal wishes created by our mutual friendship. These are in our heart and you will know this simple greeting covers them all. May this Christmas bring you an abundance of health, happiness, peace and prosperity.

Claud Higgins
REAL ESTATE

BUBBLES SEZ—



• Bundles from heaven, yes... but babies take twice their weight in wash! And it's awful hard to get the soap! Where there's fat, there's soap, remember. So keep saving USED FATS to help make it.

For Swift, Sure WINTER Lubrication Use This New Fighting

AVIATION OIL with TWIN ACTION*



• You can rely upon Champlin HI-V-I... the new fighting aviation oil... to give your car the swift, sure lubrication it needs in winter.

At the first turn of the motor... even at zero or below... it flows freely... assuring instant lubrication. This protects close-fitting, moving parts against friction, wear, and damage.

After the motor gets hot, even extreme temperatures... boiling or above... fail to break it down or thin it out.

You see Champlin HI-V-I was developed with this special TWIN-ACTION to meet the all weather demands of our air forces. An amazing new solvent, N-HEXANE, is used to thoroughly de-wax it, producing a remarkable new cold pour test rating. Then, it is built with a high viscosity index for extra stamina to withstand excessive motor temperatures, pressures, and speeds.

You can buy Champlin HI-V-I now in refinery sealed cans from friendly Champlin service stations and dealers.

CHAMPLIN REFINING COMPANY

PRODUCERS, REFINERS, AND DISTRIBUTORS OF PETROLEUM PRODUCTS SINCE 1916

ENID, OKLAHOMA



CHAMPLIN HI-V-I Motor Oil

ON THE GROUND... OR IN THE SKY



CHRISTMAS CHEER

War or peace, a brave new world is in the making. Justice, freedom, and unity prevail and we may all look hopefully to the future. With gratitude for your continued friendship, we wish you and yours a joyous holiday season.

Pitman Grain Co.

AND EMPLOYEES

Dear Santa:

Dear Santa,
I want a doll, doll buggy, aples, nuts, oranges and candy, chewing gum and a bracket, dishes, knives, forks and spoons. Remember my little sister and brother.
Deloras

chewing gum, nuts, oranges and apples. And remember my little brother.
Glenda Robbins

Dear Santa Claus
I want a bank and bicycle and a football a gun and soom candy
Your friend Charles R. S.

Dear Santa,
I am a little girl 6 years old. I have been a very good girl. For Christmas I want a doll, doll buggy, ball, set of dishes, knives, forks and spoons and a telephone and some candy.

Dear Santa Claus,
I am a very good girl. This is what I want. I want a nurse aid kid and a bicycle. And I want some candy, an chewing

gum, an a apple an a oranges, an some nut, an some peanuts. The teacher wants a nigger doll. And don't forget our school. And the name of the school is Frio.

And non't forget my brother. and goodbye Santa Claus.
Clara Mae

Dear Santa Claus
I want a fire truck and a jeep and tractor a truck, cowboy suit with two guns to go with it, a car a lumber truck a wreck truck a ice truck and a trailer to go with my jeep a football a airplane a food truck a dump truck
William Ray Layman

Dear Santa,
I want some candy, nuts, chewing gum, oranges, a necklace, a game and a sharp. please remember my school mates, my mother and daddy. I go to school at Frio and have been a very good girl so dont forget me.
Genelle Benson

Dear Santa,
I wanta jeep, some candy, some oranges, chewing gum, nuts, peanuts, trailer, cowboy suit, wagon, puzzle and a car. please remember me as I haven't been a very good boy.
Laurence Layman

Dear Santa,
I have been a very good girl so please remember me for Christmas. I want candy, oranges, chewing gum, doll buggy, doll, necklace.
Just Frances Andrews

Dear Santa—Please bring me an ironing board and a wedding doll. Thanks for last years presents and don't forget the other boys and girls.
Your friend,
Patricia Ann Medlin

Dear Santa Clause.
I want you to bring me a Tommy gun a pistol and a little truck some blocks and a dart set.
And please don't forget my little nephew and his mama in Laredo.
Your little friend,
George Walter Davis

Dear Santa Claus:
I am a little boy 3 yrs. old and I'm really happy cause my Daddy is home again.
Please bring me a Teddy bear, a book, a wagon and a gun and some candy, nuts and fruit.
Lots of love
Your little friend,
Harold Eugene Meacham

Dear Santa Claus:
This year I am 7 yrs. old and am in the 2nd. grade. I love my Teacher and I hope you will bring here something real nice. Please bring me a doll that can stand up, a pr. of fuzzy house shoes, a paint set and some animal books—also candy, nuts and fruits.
Thanks,
Your little friend,
Doris Janet Turner

Dear Santa,
How are you this year Santa? We are in bed sick today and we decided we had better write you. I am a little boy five years old and I have been a pretty good little boy I guess; anyway Mother said I was. I would like for you to bring me an airplane hangar, a bomber, two guns with scabbert and football if you have one, and my little sister Linda Lee wants a gun and scabbert, a doll with real hair and some dishes.
If you have any candy and nuts we would like just a little bit. Be good to all the other little boys and girls and especially Uncle D. D., who is overseas.
Thank you Santa, We love you lots,
Donald and Linda Lee Renfro

Dear Santa:
I have a good doll so I want some clothes a nurse set and a sewing set. that is all I want for this Christmas.
Your friend,
Dixie Young,
609 West 3rd St.
Hereford, Texas

Dear Santa,
I want a bride doll and a suitcase full of clothes.
That is all I want this Christmas.
With Love,
Marianne Young,
609 West 3rd St.
Hereford, Texas

Dear Santa:
I want a baby doll. And a piano. And a heart bracelet and a ring and housecoat and househoses and a little divan and a little chair to match.
Good bye Santa,
Darlene Tinnin
904, 25 Mile Ave, Hereford,
Hereford, Texas

Dear Santa,
I am a little boy three years

old and have been a pretty good boy. Santa will you please bring me an aeroplane, truck, wagon and a shovel. Please bring my little sister Bonnie Mae a doll and a set of dishes. Please remember all the other little boys and girls.
We will see you at the Christmas tree.
Love, your little friend,
Tommy Dwayne Sparkman

Dear Santa Claus:
I am a little boy four years old and have tried to be good this year.
Please brin me a steam shovel and a little man who walks an a string and an airplane.
Thank you,
Ronald Lee Jones

Try a Want Ad!



MERRY CHRISTMAS
☆ TO ONE AND ALL ☆

Unselfish interest in others is the keynote of happiness at Christmastime. May each gift you receive breathe love and devotion and bind the ties of home and friendship more securely.

As for ourselves, we desire to express our appreciation for your loyalty to us in 1945, and wish you a Merry Christmas.

Cecil Lady

Your MAGNOLIA Dealer

Holiday Greetings



To each of us the word Christmas summons many happy memories. To some it recalls a ride over the frozen countryside to grandma's, sleigh-bells tinkling all the while. To others it recalls happy reunions in mirth-filled living rooms, gay banquets and glowing Christmas trees. But to all it recalls days of charm and endearment, the happiest days of our lives. May you know this happiness in all its fullness once again, dear friends, this Christmas season of 1945.

Acme Cleaners

Mr. P. Owen Mr. and Mrs. Gerald Wilson
Gwynne Owen Mrs. Terry
Mr. and Mrs. Campbell Wayne Lawrence



TO WISH YOU
Christmas Joy 1945

At Christmastime we feel more sensibly the charm of each other's society, and are drawn more closely together by dependence on each other for enjoyment.
—WASHINGTON IRVING.

May this spirit of Christmas, which Washington Irving so ably wrote about, pervade your home this Christmas season of 1945.

Best wishes from us
for a
Merry Christmas

Terrell Feed Store

F. L. Terrell — J. T. McIver



We know just how you feel



We, too, have our hands full this time of year.

For us, December 24 and 25 are always busy days at long distance switchboards—and they will be busier than ever this Christmas.

There will be unavoidably long delays on long distance and some calls may not get through at all.

You will get quicker service a few days before or after the holidays.

SOUTHWESTERN BELL TELEPHONE CO.



CHRISTMAS IS THE TIME
for friendliness, for the open house and the open heart

It is the time, too, for us to greet our friends, to thank them for their consideration of us, and to wish them all a very Happy Christmas.

from the folks who serve you every day in the year . . . and like it!

The HEREFORD POSTOFFICE

J. R. LIPSCOMB, Postmaster
OECIL WILLIAMS, Assistant Postmaster

Office Clerks:
ELMER PATTERSON
COLEMAN WRIGHT
HORACE BAIZE
LeROY PRICE

Rural Carriers:
OWEN STAGNER
ELIJAH RAMEY
ALEX PETERSEN

City Carriers:
E. W. YOUNG
BAXTER LONDON
Custodial Force:
ARTHUR DAVIS
MAC BRACH

Dear Santa:

Dear Santa Claus:

I am a little girl 7 years old and I have been pretty good. I would like for you to bring me a rag doll, high chair for my doll, bracelet, mittens to wear to school and some candy, oranges, apples and nuts. Don't

forget my little sister and little brother who is 2 years old. They have been kinda nice too so be sure and don't forget them.

Your little friend,

Marlene Allred.

Dear Santa Claus:

I am a little girl 6 years old and I have been good part of the time so please don't pass on by my house. I don't want very much so maybe you will stop by this time. I want a doll and just bring any kind that you think I would like to have. I want some white mittens, bracelet, doll high chair. I would like to have some candy, oranges, aples and nuts. Don't forget Lynton, my little brother.

He has been a pretty good little boy too. Thanking you for listening to my letter.

Your little friend,
Clydene Allred

Dear Santa Claus:

I have been a good little boy when I am not pestering my sisters. I am 2 years old and I would like to have lots of things. I want a dog, gun, some toys to push and pull, ball and anything else you think I would like to play with. I'd like to have some candy, apples and oranges. Don't forget all the other little boys and girls my size. Come to see me soon.

I love you,
Lynton Allred

Hereford, Texas.
Dec. 10, 1945

Dear Santa Claus:

When you come to Hereford this Christmas will you, please bring me some toys? I would like to have a xylophone, a horn, some water colors, and a picture puzzle. Please remember all the other little children, especially those who are sick. Santa please bring my sister a housecoat, if she is good. I hope to see you at the Baptist church.

Love to you,
Raymond Alphas Wells

Dawn, Texas.

Dear Santa Claus:

I want a doctor set. If you have one. Don't forget the girls and boys all around the world.

I am 7 years old. I have been a good girl. I have a brother 12 years old. he want a modelaeroplane to make.

good bye,
Irene galley.

Hereford, Texas
Dec. 3, 1945

Dear Santa Claus:

Please bring me a big wagon with side bards, a steam shovel and a truck, and an aeroplane. Please bring Monadell a doll buggy, a doll and a little table and chairs; also some good candy and nuts.

Lots of love,
Richard and Monadell Hunter

307 W. 4th St.
Hereford, Texas
Dec. 6, 1945

Dear Santa Claus:

You haven't ever heard from me before but I'm much bigger this year. I am nearly 2 1-2 years old now.

Santa, I still have the wagon and bear you brought me last year and I want to thank you for them.

Santa I'm trying to keep up with my Daddy, so will you please bring me a shot gun so I can shoot ducks and rabbits. I really want a gun so much. If you can find a farm set bring one please also a telephone, a book to look at, mittens, and a boat that will sail in our bath tub.

Don't forget my cousins and other boys and girls.

Love,
Harold Anderson

Dear Santa Clause:

I am going to get my order in early so you will be sure to bring me and my little twins brothers what we order.

I want a red wagn, wrecker truck and a gun and holster for my self. And the twins want a red wheel barrow, ice truck and a little gun and holster. We are going to be very good little boys and hang up our stockings under our tree.

With lots of love,
Monty, Wendell and Edess Roe

Hereford, Texas
Dec. 10, 1945

Dear Santa Claus:

We are two little boys three and five years old. We have tried to be very good. Please bring us a tricycle, two little dump trucks, apples, oranges, candy and nuts. Remember all the little poor children.

Your little friends,
Eldon Wayne and Harvey Layne Hudson.

Hereford, Texas
Dec. 10, 1945

Dear Santa Claus.

I am a little girl 6 years old and would like a doll and telephone for Christmas.

Please don't forget my little brothers, who are two and four, they want a truck, tractor, and a telephone too.

We would like some candy and nuts if you have some.

Don't forget all of our little friends and sounsins.

Love,
Pat, John Henry and Eddie Gandy.

Dear Santa,

I am a little girl just 20 months old. But I am a very good little girl and for Christmas I want a big doll that sleeps and a little red wagon, and Dear Santa remember all the other little boys and girls.

With Love to Santa,
Barbara Ann Pulliam
403 Roosevelt Hereford, Texas

Merry Christmas to All



We are hoping that everyone of you enjoys the happiness of Christmas and the holiday season. We wish to express our thanks for your patronage and your friendship, and hope we may serve you throughout the future years!

CITY DRUG STORE

Mr. and Mrs. W. L. Alexander
Mr. and Mrs. Robert Singer



That best part of a good man's life—
His little, nameless unremembered acts
Of kindness and of love.

—WILLIAM WORDSWORTH.

Christmas is the season of the open heart and the open door. Let none stand out in the cold or be unremembered.

In this community of good fellows, where each helps share the other's happiness and all do their part towards making the Christmas season enjoyable for each and everyone, it is a privilege to be in a position to serve you. We take great pleasure in wishing you a Merry Christmas.

Your Hereford CHAMBER of COMMERCE



The long awaited occasion is here and with it the opportunity of renewing friendships . . . of saying to our acquaintances that all our good wishes go to each of them and our heartfelt thanks for the patronage that we have had during the time we have served the people of this community.

So, for Christmas we say,

- ★ PEACE FOR YOUR PATHWAY
- ★ WISDOM FOR YOUR WORK
- ★ PROSPERITY IN YOUR UNDERTAKINGS

MOORE INDEPENDENT OIL CO.

TROY MOORE, Owner . . . and ALL THE GANG



PEACE ON EARTH · GOOD WILL
...TOWARD ALL MEN...

EVERY holiday has its significance, but none can compare with Christmas. It is the one time of the year when self-seeking gives way to selflessness, and all are united in one common attitude of good will towards our fellowmen.

Our entire personnel joins in wishing Christmas joy to those whom we have served, and to others as well. Accept our sincere thanks for the privilege of being of help in making this Christmas of 1945 truly merry.



MERRY CHRISTMAS

Cogdell Motor Co. & Boyd's Radiator Shop

Frank Cogdell
Charley Cogdell
Frank Marrs
LeRoy Conklin

Roy Boyd
Robert Boyd
R. R. Stewart
Clint Lundry

Forest Marnell

REGIONAL ROUND-UP

by PAT FLYNN

WOODWARD, OKLA., votes Nov. 27 on a \$418,000 bond issue for municipal improvements including city disposal plant, larger water system, Carnegie library, Crystal Beach Park, fire station and equipment, garbage disposal equipment and storm sewers . . . Woodward, home of Battery A, 158th F. A., is also asking for a new National Guard unit . . . ARTESIA, N. M., was headquarters last week for a super-highway meeting to construct a post-war route from Fort Worth to Highway 90 at Alamogordo and named officers at a city-wide luncheon

Two-Seater



When this gentleman boards a plane, he flashes two tickets instead of just one—he takes up two seats! He's 385-pound Jack C. Stoehr, regional director of the Loyal Order of Moose. Here Stoehr shows his pair of ducts as he gets on a plane at National Airport, Washington.

PLANT at Dumas closed Nov. 16 as the Shell Chemical Co. turned all physical assets to the Government for surplus sales and shipped executives to San Francisco and England for post-war duties . . . 170 Families occupied houses at the plant . . . 75 of these families have signed up for work with other companies near Dumas, the others living on Shell property until houses are found . . . HEREFORD'S CHAMBER OF COMMERCE has employed this Service to assist in the organization of U. S. Highway 51 and other community program plans for the next year . . .

AT FARWELL, the Parmer County Commissioner Court has moved toward paving Highway 86 across the county, and also announced construction plans of a Terminal Elevator . . . ANDREWS, TEX., announces the opening of the First State Bank, following a year's discussion on the matter. ANDREWS also announced half a million monthly payroll for the city, as well as the construction of a \$350,000 High School building . . . THE SAYRE, OKLA., Lumber Co. was robbed of \$138.67 last week, the second robbery of this company. In a year as they were victims of a \$200 loss last April 15 . . . Pvt. THELMA J. HARMS, Army X-ray technician, is the first female member of the Gage, Okla., Legion Post . . . C. W. HENDRON of Fargo, Okla., has been elected a state delegate and director of the State Farm Bureau . . .

Enough bulls to make 770,000 hamburgers, "without onions", were shipped from Artesia by Joe Dunn and John Hill to Phoenix, Ariz., last week, the biggest shipment in the history of the city, if not the Southwest, as 244 head of Herefords filled 11 stock cars . . . DOYLE TURNER of Sweetwater will build a modern 20,000 bushel elevator at Erick, Okla., within the next 30 days . . . ERICK'S V. F. W. has also announced a campaign for a Teen-Town for their younger citizens . . . CLOVIS, N. M., announces a Christmas Jubilee starting Dec. 3 with hundreds of dollars in prizes for the most effort contributed toward originality of Xmas atmosphere . . .

The New Mexico Cattle Growers Association meets in Raton Dec. 17-18 to discuss forest grazing and other important problems . . . CLAYTON'S ROTARY Club celebrated Nov. 20 with an exceptionally good program . . . DUMAS, TEX., votes for the second time on a \$225,000 issue for a city hospital on Dec. 1. The first vote carried 247 to 12 but a technically called for the second election . . . The CACTUS

Fifteen carloads of turkeys were shipped in Texas in October, whereas eleven carloads were shipped in October, 1944, the Bureau of Business Research at the University of Texas has reported. Twelve carloads of chickens were shipped, and October last year there were 25½ carloads of chickens shipped. Movement of eggs during October was only 182 carloads, compared with 756 carloads in October, 1944.

The old saying "Here today and gone tomorrow" should be changed to "here today, mink tomorrow."

Our clothes are getting so thread bare we expect to get them back from the cleaners one of these days, wound around a spool.



● The long awaited occasion is here—CHRISTMAS—and with it the opportunity of renewing friendships. We cannot tell you how much these friendships have meant to us. We treasure them, every one.

Let us celebrate the Yuletide with rejoicing and good cheer. Let us celebrate it with a genuine thankfulness in our hearts for the blessings that have been ours to enjoy.

J. B. Elliston
REAL ESTATE



And Now—Peace on Earth

... good will toward men. This year as we celebrate our Lord's birthday, we give thanks because He has sent us the most precious gift of all—Peace. It is in this spirit of world peace and friendliness that we wish you the blessings of the Season—much happiness and beatitude in the New Year.

West Texas Gas Company

Announcing the Opening of
Plains Memorial Hospital, Inc.

DIMMITT, TEXAS

(IN FORMER LOCATION OF DIMMITT HOSPITAL)

Dr. R. E. Cogswell
CHIEF OF STAFF

Mr. Ester Noble
BUSINESS MANAGER

Dr. Cogswell has been associated with the local hospital for the past 14 years and Mr. Noble has been employed by the First State Bank of Dimmitt for the past 26 years, serving in all capacities from clerk to vice president.

Membership in the Plains Memorial Hospital are now being sold, and anyone interested in becoming a members is urged to contact the management for further details.

The management also invites the general public to use the services of the hospital.

CHRISTMAS

THE PLEASURE IS OURS

As another Yuletide Season is ushered in, we enjoy looking backward over our experiences of the past year. We recall many, many instances of your confidence and good will, and we find these thoughts make us extremely proud and happy.

It is in appreciation of these kindnesses that we take advantage of the Christmas Season, to tell you we have not forgotten. Your confidence in us will be our incentive to greater efforts, that we may continue to come up to your expectations.

Best wishes to you, your family, your friends—our friends.

GREETINGS

DAVIS-McCRACKEN

W. L. DAVIS



J. C. McCracken

Dear Santa:

Dear Santa,
Well here it is Xmas time again. So I will write you a letter and tell you what I would like this year. There's no use to tell you that I have been good because I am sure that you know that I am always good and help Mother and my big sister do the dishes.
So please bring me a doll that

says Mama.
A telephone and cowgirl suit, with hat, Gun and Scalbert, some doll furniture and a tricycle if you have made any since the war. And Santa I just want to say That you for for sending my Uncle home from France to spend Christmas with us?
And don't forget the little boys and girls all over the

world. Goodbye until next year. I am your little five year old friend.
Phyllis Elaine Goetsch

Dear Santa
I am a little girl almost four years old.

I am sick now but hope to be able to see you at the Christmas tree.

I want a black board and some molding clay and anything else you might have for me.

I have a little Brother Jerry Wayne who wasn't here last year. Please don't forget him. Santa and remember all my friends, especially Caren Sue. Oh, yes, Santa I have tried my best to be a good girl and I love you.

Anita Matthews

I am a little girl five years old and have been pretty good this year. Please bring me that doll in the catalogue that has a blue dress and blue shoes. I want a table and chairs and some dishes.

Thank you very much,
Sheila Millard

Dear Santa Claus
All I want for Xmas is a big red wagon and a pair of boots and a horse like Trigger.

Thank you Santa
Marshall Kent Millard

Dear Santa Claus,
This is what I want.
I want a baby buggy and a doll, a cow girl suit and a pair of cloves and I go to school at Frio, I am a very good girl and I want some candy and nuts and dont forget me I guess I had better close for now and let the other boys and girls get something for Xmas.

Your friend
Rose Marie Yandell

Dear Santa Claus,
I want a cowboy suit a fire truck tractor and guns. Bring me a airplain a bow & arrow walkie talkie dump truck.

Please dont forget my mother and father. Bring some candy and peanuts.

From Lester

Dear Santa Claus
How are you fine I hope. I will tell you what I want. I want a doll bed and a doll buggy and a doll. I want a nurse kit. I want a bicycle. I want lots of candy and nuts of all kins cake and pie apple and orange and chewing gum. Well I guess I had better close for this time don't

forget my little sister are my two little brothers and my mother and my daddy and my teacher bring her something.
Good by Santa Claus
Love V. L. Irwin

Dear Santa,
I am little boy 6 years old. I

am in the first grade and I like school very much. For Christmas I want a wagon, a gun, a cowboy suit, a football, candy, nuts, oranges and apples. A wreck truck. Please remember my daddy and mother, my sister and brothers.

Edgar Dee Layman



THE QUEST OF HAPPINESS

has ever been the ultimate goal of human beings. Some find happiness in one way; some in another; and many never find it at all. Whatever road you may have been taking in your pursuit of happiness, may your fondest hopes be realized during this Christmas season of 1945.

One other thought: we want every one of you to know that we deeply appreciate everything you have done for us during the past year.

Ireland Motor Co.
AND EMPLOYEES



As THE highest joys of Christmas come to us from the blessing of giving, we gather our humble share by giving our service to this community and our cordial and heartfelt wishes for your happiness. May the Spirit of the Nativity go with you throughout the coming year, and may your share of joy, be brightened by the acknowledgment of our appreciation of your past favors.

HEREFORD LUMBER COMPANY
STOCKHOLDERS and EMPLOYEES

Merry Christmas



'HARK THE HERALD ANGELS SING'

Once more we assemble in happy reunion to celebrate the age-old tradition of Christmas. Short though the days, long though the nights, the glowing background of Christmas makes all hearts light.

Recalling now the happy relationships of 1945 we wish you the choicest blessings this holy season can bestow.

A. O. Thompson
ABSTRACTS



Noel! Adeste Fideles! Holy Night!

Hark! The Herald Angels sing. Once again the air is filled with song and music... the music of the spheres. Once again it's Christmas with all that this sacred holiday implies.

We hope that this Christmas of 1945 will be a truly happy Christmas for you and yours.

We Wish to express our Thanks for the loyal support given us in 1945 and wish you a Merry Christmas!
AND THANKS FOR YOUR FRIENDSHIP

Phillips Petroleum Co.
JIMMIE ALLRED

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

Help them get home for Christmas

Make only essential trips during the holidays



528,000 home-bound members of our victorious forces will reach West Coast ports this month

The biggest gift that thousands and thousands of the men and women in our fighting forces could get is a chance to spend the Christmas holidays with the folks at home.

But getting them home is far more than a matter of discharge papers or a holiday leave—there's the problem of getting them to wherever home is.

Tens of thousands are now in California ports waiting to get home.

The Army and Navy tell us that better than a half million service personnel will be returning in December. That means 17,000, on the average, must be taken care of each day.

Our trains are already overcrowded. We don't want to disappoint a single soldier, sailor, marine, coast guardsman, Wac, Wave or Spar who can possibly find space for.

So won't you help us to do our share in playing Santa Claus to them by postponing your trip until after the holidays—unless it has to be made.

You'll get—we'll bet—a little glow out of knowing that you're making it possible for somebody in the service to be home. So again we ask, in all friendliness, won't you postpone your trip until we can serve you in the traditional Santa Fe manner.

SANTA FE SYSTEM LINES
Serving the West and Southwest

