

Start The
March Of Dimes
Off Right - Give

The Sunday Brand

22 PAGES
TODAY
Including 8 Pages Comics

Published Every Sunday

Our Slogan: "More People—More Forms"

Hereford, Deaf Smith County, Texas, Sunday, January 15, 1949

Price Ten Cents Per Copy

VOLUME 2—NUMBER 29

Annual March of Dimes Drive Commences Monday With 1950 Goal Set For \$5,000

Hereford joins the nation Monday morning in the annual March of Dimes campaign, which runs from Jan. 16 through Jan. 31, with a local goal of \$5,000 sought by the Deaf Smith County Chapter of the National Foundation of Infantile Paralysis.

Groundwork was laid this week as blue and white collection boxes announcing "Join the March of Dimes," sprang up in business houses all over town, and an Advance Gifts committee headed by Bruce Wooddell, contacted 40 men whose contributions will spearhead the 1950 drive.

To encourage Herefordites to dig deep in their pockets and poll the necessary funds to help prevent spread of the dread polio, which, during the past two years has swept the state in major epidemics, this year's drive will feature another coffee day, a basketball game, a home talent hour, perhaps, a square dance contest and maybe a Canasta Tournament.

In addition, taxpayers, school children, and business houses will get specific attention during the 16 day drive. All taxpayers will receive the publicity material furnished by the national association which includes the dollars - worth-of-dimes folders, sent out each year, The Business and Professional Woman's Club has charge of distributing these folders.

Classes Get Scrolls
School children will be encouraged to make their gifts through their home rooms, and will then be enrolled on the school room scroll. These scrolls will be distributed to classrooms tomorrow at Central, Shirley, Junior High and Dawn Schools, announced George Graham, superintendent.

Business scrolls will be distributed to 500 business houses in the county by members of the Rotary Club on Monday.

Thursday has been tentatively set as the date for Coffee Day, announced Paul Coneway, president of the Jaycees, sponsoring organization. Further plans are pending, but due to the success of the coffee day inaugurated last year, the club would like to repeat the project whereby business houses charge ten cents for coffee served that day, and contribute the extra nickel to the March of Dimes fund.

The home talent show will be held in the auditorium of the Star Theatre Tuesday night, January 24, following screening of the picture, Sister Kenny, the story of the famous Kenny Treatment for polio.

Local Talent Show
This Amateur hour will feature local talent in a half hour

stage show which will include short skits, musical numbers, impersonations and prestidigitator. Francis Hardwick has donated the theater for the show, and admission to the movie and the amateur hour performance will be fifty cents plus donations, he said.

Bob Wear will discuss the March of Dimes and its battles against polio in two Sunday afternoon talks to be held from 1:45 to 2 p. m. over KPAN. Following his address Sunday, Jan. 29, the Jaycees and station KPAN will sponsor a pick-up-gift program, when donations, called in to the station will be collected by cars of club members touring the town.

Again this year the Lions Club will have its table at the corner of Third and Main Streets, to screen the loose change from the pedestrians. The table will be set up in the afternoons of the campaign.

Two Benefit Shows
The annual "Dance so Others May Walk," party will be held again this year. Two dances are planned during the last day of the campaign, with a nickel-

con furnishing music at the Club house and an orchestra to play at the City Hall.

As the drive progresses more details on the current events will be announced in the Brand.

Serving as chairman of the 1950 drive is Raylan Evans, J. W. Roberson, Jr., heads the Lions Club Committee; George Graham, School Committee; Bruce Wooddell, Advance Gifts; Ernest Wade, Rotary Club; Dayton McWhorter and Ivan Block, Jaycees; Mrs. V. L. Hilton, B & PW, American Legion and VFW, Poster Distribution; Debbs Knox, Dance; Mrs. O. G. Hill, City chairman; Mrs. H. H. Miller, Dawn community; Mr. and Mrs. Bernard Roberson, Summerfield community; Bob Wear, Speakers Committee; Dalton Criswell, Basketball; Hal Blymiller, Radio Show and Phyllis Radovich, Publicity.

One of opera's most amusing comedies will be seen next Sunday, January 22 when Wolf-Ferrari's opera of the gay nineties, "The Secret of Suzanne" is presented at the High School Auditorium, according to Miss Frances Young, secretary of the Hereford Concert Association.

First produced at the Metropolitan Opera House shortly after the turn of the century it was an immediate success, due to a great extent to the fact that its main theme had to do with a woman smoking. Later it declined in popularity with the novelty wearing thin, but in the past decade it has been revived as a period piece with great enthusiasm.

"The Secret of Suzanne" is a playful conceit. Count Gill is very much in love with his wife, but is averse to cigarette smoke, and Countess Suzanne, who is a devotee of the cigarette, takes the opportunity to smoke during her husband's absence. On her return she smells smoke, and, after questioning the servant, concludes his wife is receiving attention from another man.

Wolf-Ferrari's music is charmingly melodious, having great vivacity and color. It is quite reminiscent of many melodies of old and modern composers.

Playing in "The Secret of Suzanne" are three of New York's finest young singing stars, Andrew Gaiety, leading baritone of the New York City Opera Company, Marie Rondahl, soprano star of NBC, and Paul Knowles, the sensational young tenor, who made such a hit with the Boston Symphony last December.

The opera, in English, will be preceded by a short concert by the three artists.

Final Program
On Association
Series Sunday

One of opera's most amusing comedies will be seen next Sunday, January 22 when Wolf-Ferrari's opera of the gay nineties, "The Secret of Suzanne" is presented at the High School Auditorium, according to Miss Frances Young, secretary of the Hereford Concert Association.

First produced at the Metropolitan Opera House shortly after the turn of the century it was an immediate success, due to a great extent to the fact that its main theme had to do with a woman smoking. Later it declined in popularity with the novelty wearing thin, but in the past decade it has been revived as a period piece with great enthusiasm.

"The Secret of Suzanne" is a playful conceit. Count Gill is very much in love with his wife, but is averse to cigarette smoke, and Countess Suzanne, who is a devotee of the cigarette, takes the opportunity to smoke during her husband's absence. On her return she smells smoke, and, after questioning the servant, concludes his wife is receiving attention from another man.

Wolf-Ferrari's music is charmingly melodious, having great vivacity and color. It is quite reminiscent of many melodies of old and modern composers.

Playing in "The Secret of Suzanne" are three of New York's finest young singing stars, Andrew Gaiety, leading baritone of the New York City Opera Company, Marie Rondahl, soprano star of NBC, and Paul Knowles, the sensational young tenor, who made such a hit with the Boston Symphony last December.

The opera, in English, will be preceded by a short concert by the three artists.

All Trucks Go Out On Thursday Night Fire

An unestimated amount of damaged resulted Thursday night when, according to Fire Chief Earl Phillips, faulty wiring caused a short in an electrical pump system on C. Martin's place, 604 South Main in Hereford. All trucks, manned by 17 firemen, answered the call.

Firemen reported the fire fairly hard to get to in order to fight. Several layers of material had to be torn away to reach the blaze. A fireman said it took about 30 or 40 minutes to put the fire out.

Farm Bureau Meeting Is Called Thursday Night

Farm Bureau members who met Thursday night in the County Court House at 7:30 will discuss the program carried out by the Wheat Growers' Association, according to Clarence Morrison.

He said he plans to attend the Wednesday morning meeting in Amarillo with E. M. Jack and Harold Caraway at the Amarillo Hotel to hear the same subject discussed. Any other Deaf Smith farmer wishing to attend the Amarillo meeting at 7:30 o'clock Wednesday morning is urged to do so.

There will also be a picture show at the meeting here Thursday night.

NEW HOTEL MANAGER ARRIVES He Likes The Hotel, The Hotel Site Hereford, And Everything About It

Vaughn Reifel says he quit a good job in New Mexico to come to Hereford and manage Hotel Jim Hill. He said he likes this town and likes the hotel business. He's been at it for the last eight or nine years and like the policeman, he can't get it out of his system.

"And I want everybody here to call me Vaughn," he said. "I have just finished driving around your fine town and everyone I have met is fine and very friendly."

Reifel was born in St. Louis, Missouri. Both his wife's and his own parents live in Houston now so that Missouri business can't be held against him.

This is the first new hotel he has had. He said he had taken several old hotels and built them up but never had the chance to start out with a new one.

"It is a thrilling challenge to both the people of Hereford and to me and my entire staff. We have a job to do in running the hotel to please everyone." He added that a hotel man's life was a rough one because all the gripes come directly to him. Still, he likes it, he said.

Will Live In Hotel
Reifel comes here from the Harden Hotel in Hobbs. He has no children and he and his wife will make Hotel Jim Hill their home. His wife is eagerly looking forward to coming here. They are retaining their rooms at the Hobbs Hotel until the first of February.

"It is a marvelous little town. It is a good, solid town. This hotel is just one of the things Hereford needs. It will attract the right kind of people here."

Reifel can't seem to get enough superlatives and gestures to tell what he thinks of this town.

He gives a lot of credit to the person who designated the location of the hotel.

"You don't want the hotel on Main Street and you don't want it too far from the business section," he said. "Right where it is—with the courthouse in the place it is—makes the location perfect." Reifel said.

"The fellow who selected that site sure knew what he was doing."

Cecil Mills, general manager of Associated Federal Hotels, calls Hotel Jim Hill his "Little Shamrock" and says he is in Dallas, Mills, whose office is in Dallas, is sold on Hereford and the hotel. He was here last Wednesday and Reifel said it was hard to keep Mills out of the new hotel.

Reifel is bringing a good attraction with him to Hereford.

"Wait until you see my chef. He is a big guy and real good natured. He is tons when it comes to preparing food. We are going to cater strongly to parties and banquets. That seems to be what Hereford wants and I am going to do my best to do the job."

This chef was formerly at the Herring Hotel in Amarillo. He is now serving at Crazy Hotel in Mineral Wells. He will be here for the opening.

Reifel said he was going to back-slide and join the Lions Club. He was a Kiwanis member in Hobbs but they don't have that club here.

"You all sure are lucky to get Carmel Cavallero for your opening. He is a wonderful attraction. My wife has practically all his records." He said nothing definite had been set on prices as yet.

Vaughn Reifel is 40 and bald. He is full of life and a very busy man. He has a good set of teeth and he may have come to Hereford to keep them.

"Some people lose their teeth and some lose their hair. I lost my hair but I sure have a good set of teeth."

Insurance Dividend Flood Starts Monday

Monday is payday for ex-G.I.s.

That's the day the Veterans Administration will start mailing out \$2,800,000 worth of insurance dividend checks. The checks will range from 90 cents to \$525 but the average will be about \$125. They will be mailed out on the average of 200,000 checks a day. About 1,000,000 checks will be mailed out to about 16,000,000 veterans.

A VA spokesman said some checks were sent through the Treasury's check writing unit this past week and are now being dispatched in bundles to Post Offices throughout the country. The bundles will be opened Monday for distribution through the mails to the veterans. No checks will be mailed until tomorrow, Monday.

Marion Rutter Is Candidate

M. T. (Marion) Rutter this week authorized the Brand to announce his candidacy for the office of Commissioner of Precinct 1, subject to action of the Democratic Primary in July.

A resident of Deaf Smith county for the past 39 years, Mr. Rutter feels that he is well acquainted with the problems and needs of this territory, having served most of that time as a farmer. He also feels that his experience as a county employee for the past several years places him in a position to know the needs and to assist the entire court in maintaining the best possible roads at the lowest cost.

In announcing his candidacy, Mr. Rutter promises to devote his time and best efforts toward getting the office like the people want it filled, asking the consideration and influence of his friends upon the basis of his qualifications to make you a good commissioner.

Lions Club Drive Launched Thurs.

Preparation for the 1950 membership drive for the Hereford Lion's Club which will seek to raise the membership roll from 110 present enrollment, to an approximate 150 in honor of the founder, Melvin Jones, during his birthday month, January, is well under way, Lyle Blanton, Lion's Club president announced at a Ladies Night meeting held at the City Hall Thursday night.

"The membership drive is conducted each year in January as a tribute to Melvin Jones," Mr. Blanton said as he launched the program for the month.

Wayne Evans, past president, was master of ceremonies for the evening and introduced D. C. Kinsey, program chairman, who presented Sam Allen and a male quartet from Wayland College, Plainview. The quartet pleasingly presented four popular selections and Sam Allen, by request, sang "I Love You Truly" accompanied by Wayne Evans.

Main speaker for the evening was Ray Nobilit of Clarendon, who used "Making Democracy Work" as a theme for his talk. He linked Lionism with the basic truths underlying democracy which he said is based on Christianity, and urged every citizen to have a part in promulgating the ideals of freedom laid down by the founding fathers.

Committees Named For Evaluation Of Hereford High School Courses

Hereford High School is standing back and taking a look at itself this semester in preparation for an official evaluation next year. As a member of Southern Association of Secondary Schools and Colleges the school must submit to the evaluation every 10 years.

A dozen committees have been set up at the school to do their own evaluation now. Next year the evaluation will be accomplished by an outside group.

After all the committees have reported and listed their findings they will report to the Central Reviewing Committee. There the final evaluation will be looked over and commented upon.

CENTRAL REVIEWING COMMITTEE: D. T. Martin, chairman; D. C. Martin, Byron Durham, H. V. Stanton, Mrs. Collier, Mrs. Hromas, Mrs. Thomson and Mrs. Herd.

PHILOSOPHY AND OBJECTIVES: J. W. Garner, chairman; Pat Sullivan.

PUPIL POPULATION: Della Stagner.

CURRICULUM AND COURSES OF STUDY: Mrs. Dettman, chairman; Mrs. Calvert and Mrs. Quattlebaum.

PUPIL ACTIVITY: Miss Rigler, chairman; Miss McMinn and Mr. Stark.

LIBRARY SERVICE: Mrs. Criswell, chairman; Mrs. Hromas, Mrs. Welch and Mrs. McInnis.

GUIDANCE: Mr. Jones, chairman; Mr. Smith.

INSTRUCTION: Mr. Sullivan, chairman; Mr. Garner.

OUTCOMES OF EDUCATIONAL PROGRAM: Mrs. Hudspeth, chairman; Mr. Williams.

SCHOOL STAFF: Miss Womble, chairman; Mrs. Little, Miss Rigler, Miss Bonosio, Mr. Mayes, Mrs. Christman and Miss McMaster.

SCHOOL PLANT: Mrs. Bryant, chairman. High School — Mr. Criswell, Mr. Cupell, Mrs. Wilder. Junior High — Mr. Thompson, Mrs. Groom, Mrs. Ramey. Central — Mr. Moad, Mrs. Bryant, Miss Hicks, Shirley — Mr. Lee, Mrs. Crawford, Miss Shannon.

SCHOOL ADMINISTRATION: Mrs. Collier, chairman. High School — Mr. Beene, Mr. Groom, Mr. Stanford. Junior High — Mrs. Brown, Mrs. Garner, Mrs. Williams. Central — Mrs. Collier, Miss Bell, Mrs. Miller, Shirley — Mrs. Thompson, Mrs. Walton, Mrs. Malone.

THE WEATHER

Temperature readings for Wednesday through Friday taken at 6 o'clock each evening.

Wednesday - High 65, low 34.

Thursday - High 55, low 17.

Friday - High 56, low 21.

Total precipitation for year and 1948 - 20.



A LITTLE BULL THAT'S GOING A LONG WAY—That's the case of Larry Dominoe 3rd, young Hereford Bull from Boy's Ranch. He'll board the plane in Amarillo Feb. 5 with the Hereford delegation to the Hereford House opening in Bronzville, New York and fly to his new home in the East.

AROUND TOWN SIGHTS, FACES SEEN

SCOOP!—Watch for a big area-wide Canasta tournament with prizes that'll make the most ardent bridge player switch to Canasta in the near future.

Among those going to Dallas, Fort Worth and Eastern markets this week are Mrs. Bess Moore, Mrs. Bill Blood, Mr. and Mrs. Irving Alexander, and Mrs. Arthur Thompson who will accompany Mr. and Mrs. W. B. Little and Mrs. Eva Caraway and Mrs. Coonaugher of Littlefield.

The hottest tip we almost had was Saturday morning at 8:30 when a lady thought there was going to be a fire and called the fire station to be ready in case she did want to sound the alarm.

Ralph Smith says he has applications for Minnesota War Veterans who wish to apply for their state bonus. They are in his office now as are the POW pension forms.

Lude Virginia Turner was chosen as the representative of the Amarillo district, one of 40, in the United States in the "Cinderella Girl" contest Phillip Morris is conducting. That's quite an honor, and boy if she wins again she hits the jackpot.

Hereford Cotton Gin expects to round up their work this week, falling short of their predicted bale total for the 1949 season by about 400 bales. Saturday they had very little cotton going through the gin and had slightly over 4,600 bales ginned. It was previously predicted that 5,000 bales would be handled by the gin this season.

Poll tax payments have picked up in the Sheriff's office. Around 1,133 had paid their taxes to vote up until noon Saturday.

Mrs. D. H. Alexander, who underwent surgery at Deaf Smith County hospital, Thursday, was reported improving Saturday afternoon.

S. A. Duckworth, chairman of the Jaycee All Star vs. Jaycee Amateur Christmas Decoration benefit game or JAS-JACDBG if you prefer, says tickets are now selling at the News Stand and most Jaycee members can also furnish you with one or more.

Annual Banquet Honors Football Team Friday Nite

Themed to honor "Stars of '49," the annual Hereford High School football banquet was held at the Baptist Church Friday night. With the school colors of maroon and white employed in decor arrangements, the swaying of shining stars suspended from the ceiling and the entire banquet room a-glitter with stars of all shapes and sizes, the affair sounded a high school spirit in brilliant tribute to 1949's shining football stars.

Tables were arranged in shapes of five large stars outlined in maroon with a pair of shiny black football shoes holding arrangements of maroon heather and white carnations in the center of each star. Stars bearing the player's number marked their places and programs for the players carried each man's picture corresponding to the number. Places for other guests were marked by programs, bear-

ing the inscription "Stars of '49" backed by a star studded football, with the order of the evening's entertainment and the menu printed inside. The speakers table was centered with a large maroon football holding heather and carnations, flanked by lighted candles in small football holders. A miniature White-face Bull stood near places marked for the co-captains, Duane Christian and Dale Doak, and were presented to them as gifts during the evening.

The following program was presented: "Toward the Stars," Rev. Russell Wingert; Thanks to the "All-Stars," Co-Capt. Duane Christian; Response, Mrs. A. J. Schroeter; "Glad You're Shining," Don T. Martin; "What It Has Meant to Be a Star," Co-Capt. Dale Doak; "New Stars," Coach Dalton Criswell; "Introduction to Another Star," George L. Graham; "The New Way to Stardom," Clark Jarnigan; "Symphony of Stars," and "The Star Set," a benediction, Rev. R. H. Casle.

Approximately 175 persons attended the banquet which according to traditional custom, was prepared and served by mothers of the football boys.



CHAMPION COWBOY — Harley T. May (above), sophomore at Sul Ross State College, Alpine, Texas, whose home is in Deming, N.M., was elected president of the National Interscholastic Rodeo Association at the group's annual convention held in Denver, Colo., Jan. 2 and 3. May won the title of National Interscholastic Rodeo Champion Cowboy. (AP Photo)

Military Rites Will Be Held For Former Castro County Man

Military graveside rites will be held this afternoon at 2:30 at the Dimmitt cemetery for Carl Baker, 57, who died in Siloam Springs, Arkansas, January 11.

Baker was born in Nebraska March 3, 1892. He married Jessie Keller in May of 1919. He came to Castro County in 1910. The Bakers moved to Siloam Springs from the Big Square Community in 1936 where they remained until his death.

He is survived by his wife and two brothers, Ralph Baker and Tom Baker. The brothers live in Nebraska and are unable to attend the Dimmitt services.

The body was received by Gilliland Funeral Home of Hereford Saturday from Arkansas. They will be in charge of the funeral which will be under the officiation of Rev. Horace Brooks of the Dimmitt Methodist Church.

Hospital Notes

Deaf Smith County Hospital
Patients discharged from hospital: Mrs. Joe Stagner, med.; Mrs. John Crum, med.; Jake Tiefel, T&A.; Dennis Barnard, med.; Mrs. Jack Weaver, O. B.; Mrs. C. C. Combes, surg.; W. M. Marnell, med.; Katherine Jennings, med.; Michael Gallagher, T&A.; Nancy Duncan, med.

Patients in hospital: Mrs. Dora L. Smith, surg.; Mrs. T. H. Davidson, med.; Mrs. Fred Henry, med.; Jake H. Carroll, med.; Mrs. C. E. Lundry, O. B.; Connie Urbanczyk, med.; Mrs. W. C. Lowry, surg.; Mrs. Ira Scott, surg.; Mrs. A. G. Bell, surg.; Joan Southern, med.; Mrs. Bertha Henderson, med.; Mrs. Carrol Krieg, O. B.; Sylvester Slagle, surg.; Edith Winfrey, med.; Mrs. Laura Marsh, med.; Mrs. D. H. Alexander, surg.; Jose Lopez, med.; Sandra Townsend, med.; Mrs. A. E. Jury, med.; Mrs. J. R. Johnson, med.; Mrs. O. A. Radd, med.; Morris Sowell, med.; Mrs. Roy Jowell, surg.; Jimmy Hill, med.; Mrs. Mary Acker, surg.

Lingenfeller's Clinic Records
Mrs. F. D. Davis admitted to Amarillo Osteopathic Hospital January 10 for major surgery.
Mrs. Ann Dougherty was admitted to Amarillo Osteopathic Hospital January 10 for medical tests.

Births
Mr. and Mrs. Carroll Crieg, a son, Michael Joe.
Mr. and Mrs. Hernenia Aguerro, December 31, a daughter, Rose Mary, nine pounds and four ounces.

Mr. and Mrs. E. W. David, a son, January 3.
Mr. and Mrs. E. Hutcheson, a daughter, Kathy Lynn, January 7, eight pounds and four ounces.
Mr. and Mrs. H. V. Feltreton, Dimmitt, a daughter, Mary Ann, January 12, eight pounds.

**Annie Rooney,
Popeye,
Blondie,
and Little
Miss Muffet
join the
March of Dimes**

Wesson SPECIALS

FARM & RANCH HOME

150 acres of good land, 6 room modern farm home with lots of fine farm buildings. Electric water pressure pump, and butane at the home, 2 wells and windmills in pastures, 2 irrigation wells. Good fences. 1000 acres in cultivation. 350 acres fine grass land, 250 acres summer tilled wheat, 250 acres late sowed wheat, 250 acres volunteer wheat that can be irrigated. Good terms can be arranged. Possession on purchase. Located 15 miles south east of Hereford. A fine farm and ranch home at a bargain. Per acre \$85.00

320 ACRE IRRIGATED FARM

5 room house, 2 wells and windmills, 2 good 8" irrigation wells set at 140 ft. All fine rich level land except about 40 acres sloping land, and small lake. Good terms can be arranged. Possession now. Located 20 miles south west of Dimmitt, on designated farm to market paved road. A bargain. Per acre \$115.00

160 ACRE FARM

Unimproved, except has good 8" electric irrigation well. All good land in cultivation, but some of it is sloping. A good home location on REA, and good road. Good terms can be had. Possession at once. About 60 acres good wheat goes. Located about 10 miles south west of Hereford. A mighty good buy. Per acre \$110.00

20 ACRE FARM

Good modern home and out buildings, small irrigation well. All good level land in cultivation. Good terms. A fine location close to Hereford. A mighty fine little farm for the price. Per tract \$12,500.00

CITY PROPERTY

We have many fine listings in city property, dwelling houses, business houses, business lots, resident lots, tourist courts, and other businesses.

FARM LOANS

If you need money to improve your farm, put down irrigation well, or to buy land let us tell you about our John Hancock farm loan service. A service of fair dealings, liberal appraisal, prompt action, low int. rates, and long time terms.
LET US SELL FOR YOU WHAT YOU HAVE TO SELL
We Put An Effort Behind Every Listing



WESSON REAL ESTATE

Phone 944 Hereford, Texas 716 W. 1st St.

TRY
A
Cramer

POSTURE CHAIR
AND BE SURE
INVERTED BEARING

ADDS YEARS OF LIFE

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

REDUCED!

REGULAR
1.98
2.98
3.98
4.98

NOW
1.29
2.00
2.75
3.75

fashionably yours'

SINCE 1921

POPULAR STORE

final CLEARANCE

LOTS OF GOOD BUYS LEFT

Last Call!

ONE RACK
DRESSES
GABARDINES, RAYONS,
COTTONS, CREPES, SATINS
Sizes 9-15, 10-20, 12 1/2-24 1/2
Values to 19.75
A SPECTACULAR VALUE

\$2.50

for

TEEN-AGE DRESSES

\$2

Each

One Rack
Satins, Tofetas,
Crepes, Cottons
Sizes 10-14
Values to \$8.95

CHILDREN'S DRESSES

Our Famous Kate Greenways and Others MUST GO because of Late Shipments. Sizes 1yr. to 12 yrs.

Reduced!

GROUP
DRESSES
OUR ENTIRE STOCK
OF BETTER DRESSES
Values to \$39.75
Sizes 7-15, 10-20, 38-52,
12 1/2-24 1/2
DRASTICALLY REDUCED
FAR BELOW COST

\$5

NOW ONLY

ROBES
And
GOWN & ROBE SETS
SATINS,
NYLONS,
CREPES
Sizes 10-40
Values to \$25

1 GROUP
YOUR
CHOICE

\$5

Never before priced
so LOW!

ALL
WINTER MERCHANDISE
MUST GO

EDITORIALS...

HEREFORD'S NEWEST

Radio Prowl Cars

Recent purchase of equipment and announcement of proposed installation of two-way radio service by City of Hereford police has been received with a wave of discussion.

Actually it does appear questionable to purchase hundreds of dollars worth of equipment in order to furnish radio service to one City patrol car; add to this another installation in the police chief's personal car, and the plan is still questionable.

Initial cost of equipment, although considerable, is a mere drop in the bucket when compared with the cost of operating two-way police radio 24 hours each day, and this is the point at which the public raises the question:

"Is it practical to add three men (three eight-hour shifts) to the City payroll to afford radio service to one, even two, patrol cars?"

Hereford merchants, in addition to paying heavy City taxes, were recently solicited and agreed to pay regular monthly sums in order to secure a nightwatchman, a service which the town has not maintained for a long period. Hereford merchants are willing to double their costs for police protection substantiated findings of a nation-wide survey that you cannot replace the "Cop on the beat", whereas radio contacts and patrol cars are primarily designed to apprehend criminals after the crime has been committed.

On the other hand, Hereford has come a long way under the present City administration. Planning has been excellent and results are apparent. Perhaps the City Council has an adequate answer to its critics on this particular problem. In fairness to all concerned, The Brand again offers its columns for presentation of detail plans regarding the proposed two-way radio installation.

If the people understand the plan, they may like it and, to say the least, such a large increase in costs of city police operations is unquestionably worthy of detail explanation to the public.

A WORD ABOUT

Higher Telephone Rates

Are increased telephone rates justified in Hereford?

Southwestern Bell Telephone Company uses literally thousands of words in a petition explaining that a rate increase is not only justified, but necessary. Most convincing in the plea is one little figure—a percent net income of 1.47. Without question, such a small return does not justify the present, or any future investment, on the part of the company.

However, Southwestern Bell is equally consistent in ignoring the factor of Long Distance calls, prices for which are set by federal agencies. Without the Hereford telephone system, these long distance calls would not be possible in Hereford. Furthermore, despite complications, it would appear that revenue from long distance calls must, of necessity, be considered in making final calculations.

Eight people gave eight answers regarding the situation in the Brand's "Question of the Week" today and the uniformity of the answers was startling. Furthermore, they show such excellent reasoning that the entire list might well become Hereford's answer to the telephone company.

In substance, the general opinion of the answers was: "Yes, we are willing to stand a reasonable increase in rates—provided, improved service, dial telephones, more one-party lines, and improved facilities will result." Installation of dial phones and more one-party lines was started in Perryton this week. Hereford is of approximate size and wealth.

In other words, the people of Hereford are willing to pay a little more, provided they get something a little better. In addition to being sound business, this is a generous answer to Southwestern Bell, which certainly cannot expand operations with a 1.47 return on its investment.

All in all, we would say that the people answered and, furthermore, they "hit the nail on the head".

Scientists Serve Truth

Science is awesome as it tells us that the earth may be close to 2,500,000,000 years of age and that there may exist in the outer universe huge suns that are so far away that light, traveling at the rate of 185,000 miles a second, takes more than a billion years to reach the earth.

If these facts jar you, let us state that they are some twenty years old, so far as general publicity is concerned, and while accepted on the basis of modern science may be modified if it develops, as some claim, that light, supposed to travel in a straight line indefinitely, may be limited, after all, by what is termed a closed universe.

These theoretical facts may not be reliable and the scientists may be regarded as careless fellows who give ear to unbaked theories. Nevertheless, they are practical boys who study what lies before them and come up with answers based on available facts and present logic.

In time, it may develop that present facts are not the whole truth and that present intelligence is far from perfect. Just the same, it is much better for man to seek the explanation for his material universe, including himself, in terms of reason than in the mythological stories that have come down through the centuries of ignorance and superstition that clouded the thinking of mankind.

NOTES AND COMMENT

Few resign from paying jobs.

No man is free unless he knows the truth.

The wages of sin have been reduced very little.

Trade at home if you expect hometown trade.

Light is to reading what facts are to intelligence.

"Take care of yourself," says a writer; if you don't, who will?

Nearly every business man thinks he has to work very, very hard.

Every author thinks, in his heart, that he has written a great volume.

If it wasn't for the detailed work, every businessman would be a wizard.

Give the people enough money and everybody would buy many things.

Job-hunting is not altogether unknown among those who hold high offices.

Suggested motto for Hereford spenders: Buy it in Hereford.

The expression of personality is not synonymous with oddity or insanity.

The further a man gets from his associates, the more positive he becomes.

Thrilling statistics: There are about fifteen applicants for every post-office job.

Every once in a while life presents a surprise: some good and some not so good.

We find it hard to understand why human beings go to sleep on railroad tracks.

Any married couple, with a couple of youngsters, knows that marriage is a racket.

Life is impeded by people who want the benefits with the accompanying obligations.

Never worry about the course of events; just be sure you are right and hold to your faith.

Candidates, who are elected, retain their faith in the ability of the people to rule themselves.

It is better to sell something for less than it is worth than to keep it when you have no use for it.

Temperance, be it understood, is a double-edged sword that cuts away excesses to secure a balance.

The business man who depends on luck usually find that when he needs it most he hasn't got much of it.

The human body is worth 97 cents if sold as "material," but not less than \$10,000 if killed in a wreck.

Even a business man can do as he pleases: he can advertise or he can let his competitor get the business.

The people who get rich quick usually get that way by taking money from people who think they will get rich quick.

If little taxpayers were as successful in dodging taxes as the millionaires of the land are, there would be a little government bought and paid for.

Subscribers are reminded that newspapers need money each week and those who have coin to spare can help by paying their subscription accounts promptly.

The Sunday Brand

Hereford, Texas
Established 1948
Published every Sunday



Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher
Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier delivery, 50c per month. Singles copies, 10c each.

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

News Editor Jerry Stolis
Society Editor Mrs. John McLean
Adv. Manager Best Nealey
Mechanical Supt. Vernon O. Boland



A-Bomb Progress

NOW that loquacious Sen. Ed Johnson of Colorado has discussed various atomic matters on television, it is possible to speak frankly about the awesome race to develop death by the atom.

1. Although the United States now has an A-bomb many times more powerful than that dropped on Hiroshima, nevertheless it is true, as Senator Johnson says, that scientists are working on a bomb more devastating than anything so far conceived by the mind of man.

This is a hydrogen bomb. The present A-bombs are made of plutonium. But hydrogen is what makes the sun burn, and a hydrogen bomb would literally burn up large portions of the earth's surface.

One difficulty in making a hydrogen bomb is producing the detonation instrument to make it explode. This will require unheard of, and it looks as if about the only thing that could make a hydrogen A-bomb explode is the present plutonium A-bomb we have today.

Another important chapter in death-dealing which scientists are working on feverishly is the nature of the nucleus of the atom. Today, only a small portion of the potential energy in the atom is used in the current atomic bomb.

However, scientists now expect to achieve sufficient understanding of the nature of the atom to enable them to double and triple the explosive power of the bomb without increasing the amount of plutonium required.

Finally, American scientists have developed instruments to detect radiation which are so sensitive they can pick up traces of an atomic explosion at a distance up to 10,000 miles. In fact, following the test explosions at Bikini, physicists at Cornell University, Ithaca, N. Y., were able to detect radiation from the explosion in the clouds above Ithaca.

Truman's Cat-Naps

Insiders say that the secret of Truman's good health and amazing vitality for a man of his age is not only the prescribed diet of White House physician Brig. Gen. "Wally" Graham, but Truman's cat-naps. In the middle of the afternoon, the President invariably breaks his official duties with a 20-minute cat-nap. White House attendants say that Truman goes to sleep almost as soon as his head hits the pillow. "Everyone around the White House marvels at his ability to do this, but say that it's because Truman follows his own advice about 'not taking your troubles to bed'."

Russia's Inventions

It is no secret that the Kremlin has been engaged in a mad scramble to claim all the noteworthy inventions of the past 200 years. But it is not generally known that Communist leaders consider this phase of their internal propaganda so important they have made it compulsory for college students to memorize the ever-growing list of "Great contributions" made by Russian and Soviet scientists.

All these inventions, Moscow points out, were the products of the great "ideological struggle" which is being waged by Soviet scientists. The inventions, largely produced in the propaganda offices, not scientific laboratories, now number in the thousands. But here is a summary of some "Russian inventions" recently claimed by Moscow:

Mechanical Weaving—Developed not by Arkwright of Great Britain but Glinkov of Moscow.
Jet Propulsion—The Russians "invented" this in 1890;
Theory of Relativity—Discovered not by Einstein but Lobschewsky;
Steel Girders—An unknown Russian in the Ural mountains invented them in 1725;
Diesel Engines—Invented not by the German engineer Rudolf Diesel but by Comrade Grinetzky in 1890;

Vitamins—In 1890;
Sulphuric Acid—"Years earlier" than in Germany;
Television—An inventor from Kiev named Stoletov.
The above list is in addition to the Reds' earlier claims for the invention of radar, the telephone, AC and DC electricity, the parachute, and the propeller.

Italian-Americans will be fascinated by Russia's latest "discovery." Not content with having "invented" all the above, the Russians now claim that they discovered America. But—they say they accomplished this amazing feat in 1684, exactly 150 years after a chap named Columbus had completed his hazardous journey. Everything bears witness to the fact that one of Deznev's (Russian, explorer) groups was driven by a storm to the coast of America, where the group settled, established Russian claims.

Epigramme
Mother to small boy who is going to a party: "Now, dear, what are you going to do when you've had enough to eat?"
Little Tommy: "Gonna home."

Help Wanted



SUNDAY'S CURRENT QUESTION

Phone Users Want Better Service And Efficiency For Higher Rates

Do you think the telephone rates should be increased in Hereford?

Mrs. G. W. Edwards: We might favor a reasonable increase if it means better telephone service. A dial telephone system is part of that better service. We could use better rural service on telephones, too. Increased efficiency on the part of the telephone service would warrant a reasonable increase in phone rate is what my answer would be.

Mrs. E. Y. Crow: I don't think so. They are pretty reasonable as they are. Long distance calls come extra and I think the regular rates are alright as they are now and should not be increased.

Mrs. John Hicks: I don't know. I haven't given it much thought. I think the service is good as far as I, individually, am concerned. It took us three years to get a phone. We applied in 1946 and got one in 1949. I don't figure it was the fault of the phone company, though. They told us shortages made the delay necessary. They said business houses needed the phones more. We didn't argue with them.

Mrs. Wallace Cox: Well, yes, if they see they are not making any money and losing money. We have had good service and if they think it is necessary they should go ahead and do so. I am sure they are going to be fair about it.

Mrs. Emerson Roland: If it means getting better service and getting a private line when you need one like we do I would be in favor of the raise in rates. We have to have a phone whether they raise the rates or not.

Mrs. Veira Kelley: I don't think the phone rates are too high. I think that if we had more modern equipment and greater efficiency the increase in rates would be alright. We have had good service on our phone and, only for a while, the operators were so busy we didn't get a response right away.

Mrs. Wood D. Vaughn: I guess a raise is alright here if they have been raised elsewhere but I think greater efficiency should go hand-in-hand with the raise. This is a spur-of-the-moment answer.

Mrs. Troy Moore: I think if a raise comes in telephone rates there should certainly be a more modern type of service put in. Hereford is surely large enough for a dial system and I think we should have one if the rate is raised. We need an efficient dial system in the telephones, I think.

About Your Home

By FRANCES DELL
In most sections of the U. S. A., the gardens are in a very unattractive stage. However, in order to be happier over next spring and summer's results, now is the time to put in some hard work and planning. Make a compost pit, which is very easy and an important "must" for impoverished soils. Simply dig a pit one to three feet deep and five or six feet in diameter, depending on the amount of compost needed. Arrange alternating layers of leaves, weeds, stalks and manure. Add to this a quart of soil of a good commercial fertilizer; Molsten and turn frequently. Allow thorough decomposition before using. Start new beds at this time by incorporating manure and bone meal deep in the soil and allowing the soil to remain turned.



Gaylord Newell's new modern grocery is certainly a far cry from the earlier models we remember where a customer bought a slab of the rat-bait variety of cheese and a nickel box of cackers for lunch and spent the afternoons sittin' around under foot to visit with all the other country folks who came in to buy a week's supply of grub. Used to be a woman made up her list of raw materials to be put together but now if she has plenty of water and a mixin' spoon at home the grocer can practically serve up the meal all but settin' the table.

We were ten years old before we knew that anything but an Irish potato would fit over the spout of a coal oil can.

Wonder how many hours Lem Carlyle, Mont Baker, George Stambaugh and Glen Weir have spent readin' scales! We would say more than all the weight conscious women in the county put together.

For years we've been tryin' to sell Henry Cloyd a lamb and now with the complete set up he has at Piggly Wiggly we don't see how he is goin' to be able to avoid the issue any longer—this is if you who often ask about lamb will be consistent enough in your buyin' to help eat the ribs and shoulder roasts as well as the other half.

Jim Pilsant, newscaster and announcer, out at KPAN was such a pleasant and informative host as he showed us about the station last week that we've decided not to register a complaint if they change programs without prinin' them for our information.

Buster, our pug-nosed lad, took a long look at the antenna out there and remarked, "Gee, I sure would hate to climb up that to look in a bird's nest."



(Editor's note: The Bootleg Philosopher probably knows what he's talking about this week. A man can't have as much to say as he does and not be right once in a while.)

Dear editor:
I don't like to be given advice to the President on how to run the country when I can't do no better job runnin my own farm than I'm doin', although understand the way I'm runnin my farm suits me and if I don't I still wouldn't do much about it, do much about it, but I was readin in a copy of the Globe-News which blew off the front of a radiator where somebody had put it to keep the cold out of his car last week and which I picked up and took home with me to start a fire with where President Truman in his budget message to Congress said the only solution he could figure out to the high cost of runnin the government was to overspend now and reduce later on.

This is a good solution on paper, but after a lifetime of practical it, I can tell President Truman it never works out that way. Every year most of my life I've told myself after I get through spendin what I'm spendin now, I'm gonna cut down and save, but lookin back on it I don't mind sayin I never did get around to it. Invariably something else was always comin up, and I'd put it off again.

I don't like to compare myself with a politician, but the promises I've made myself to cut down spendin later on reminds me of the promise practically every politician makes about reducin 'taxes. They're always promisin to reduce em, but up to now they ain't never got around to it. For years, as long as I can remember, candidates have been cuttin the cost of government durin the campaign and raisin it after they're elected. While everybody knows the cost of government is constantly goin up and most folks want it to judgin by the demands they want, ain't no candidate yet thought of runnin on a frank platform sayin taxes are goin up, at least ain't no candidate got elected that way.

Overspendin now and reducun later on is like over-eatin now and reducun later. Ain't been done yet. But I estimate it'll be tried for the next quarter million years.

Yours faithfully,
J. A.

Louisa's Letter

My dear Louisa,
The first years of our married life were very hard. My husband had a small business with very little capital and had to work very hard. We had two small children but I took care of them, helped with the business one day each week and had a part time job outside during the depression years. We came through all right and business has come into its own and we are on easy street. Both of us have had the time and more money to enjoy the leisure and things we lacked in the past.

But this is the peculiar part about it. My husband and children seem to have forgotten that I ever did a day's work. They dwell on the fact that Dad, by the sweat of his brow, has made such a success. They laugh and recall what a poor house-keeper I was in the old days and I sometime wonder what kind of house they would keep if they lacked the conveniences I lacked and were trying to do three jobs at one time. I sometimes wonder what they would think if they knew that at one time they would have lacked the one good suit they had if I hadn't made some extra money by working outside the home. I sometimes wonder if they will ever be as tired as I have been after staying awake all night with a sick child, going out to work during the morning and coming back to piled up household tasks and the sick child at lunchtime? Add to that the problem of trying to make ends meet each month with insufficient funds and doing the budget out so each creditor would get a part of his bill and you have an idea of the mental strain. I am not trying to detract from their Dad in any way. He worked very hard and deserves their praise. In fact I have told them many times of the obstacles he had to overcome. But I wonder why, when all this praise is being ladled out, I have yet to hear my husband say just once that "your mother helped."

PERPLEXED—Fla.
AN ANSWER:
Perhaps he tells them when you are not present. As for children, they usually get their idea of father from mother and mother from what father thinks. All children are inclined to take parents for granted and have to be taught to appreciate them. A reader, who asks that we do not publish her letter, writes that the man she has been going steady with for about a year has taken another girl out and admitted it but says there is nothing to it. However, the other girl has put out the word that they are to be married. Our writer is worried as to whether or not to trust him.

Well, Wilmington, I could not possibly tell you whether this boy is telling you the truth or not but the mere fact that you, yourself, are uncertain about his intentions makes me a little dubious about him. If a man is very much in love with a girl she can usually tell it by the way he acts and by any number of little things. But, if he has fallen out of love with someone he has been going with a long time he finds it hard to tell her about it and will sometimes lie about it rather than have a disagreeable scene.

On the other hand, there are girls who are experts in stealing other girl's boy friends and one of their best schemes is to link their names with the objects of their chase. So keep your eyes open and don't let some sly girl out scheme you.

LOUISA.
Address your letters to: "Louisa," P. O. Box 532 Orangeburg, S. C.

Ticklers By George



"There goes Mr. Dobbs, the wealthy hobo, on another vacation trip in his custom-built trailer."

WANT ADS

FREE

Theatre Tickets

to see



STAR THEATRE

WEDNESDAY - THURSDAY

January 18, 19

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

Be Sure and Ask for your free tickets!

Notice to Classified Advertisers:

Effective July 1, and thereafter, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand:

- Tuesday:** No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date.
- Sunday:** No ads will be accepted after 12 o'clock Saturday immediately preceding publication date. Identical rates will be maintained in both publications. 1st insertion 4c per word Each Additional 3c per word —when paid in advance! No Blind ads will be accepted in either publication!

FOR SALE Miscellaneous

We clean and block hats for \$1.00. Acme Cleaners. Phone 111 B-1-11-tfc

We Have It! FRED MOLASSES Any Quantity PRASER MILLING CO. B-1-30-tfc

For Sale: Steel stock tanks. Steel for granaries, gas line pipe. Casin all sizes. Messers place east on Highway 60. Hereford, Texas B-1-13-tfc

FOR SALE at Pitman Elevator: 400 bushels seed rye, cleaned and sacked. \$1.75 bushel. G. W. Brumley. B-1-16-24-tfc

FOR SALE: A few loads good alfalfa. W. D. Natzger. B-1-11-50-tfc

FOR SALE: Two piece sectional bed type divan, beige. Two cut-form rockers. Five piece dinette suite, blond. All in very good condition. Mrs. Doyle Rose, Phone 177-W, after 5. B-1-23-28-3c

FOR SALE: U. G. Butane tank, 220 gallons. Contact A. T. Dilley at Pitman, Grain. B-1-15-2-5p

FOR SALE: 27 Pan-American three room house trailer. Tandem wheels, refrigerator, awning, air conditioner. Apartment size butane range and heater. Excellent condition. Many more extras. See to appreciate. Bob Higgins place, nine north, 1 1/2 miles west. B-1-36-2-2p

FOR SALE HOUSES TO BE MOVED

2 and 3 Bedroom Interior ready to be finished in your own color scheme. Priced from \$2150 up for 2 Bedroom \$3550 up for 3 Bedroom See these on 1200 East First, Texico Highway CLOVIS, NEW MEXICO Builders Supply & Manufacturing Company S-1-26-tfc

FOR SALE: Fresh milk cow. Phone 193-W. Charles Sowell.

FOR SALE: Bedroom suite, cheap, also small house for rent. 511 Grand. S-1-12-29-1p

OR SALE: Bargains, closing out on all furniture at The Trading Post Station, west Hereford Highway 60. B-1-17-51-tfc

OAT Sowing Time COMBINE OATS C. C. Billingslea 2 miles north, 1/2 east of Joel Switch B-1-2-12p

FOR SALE Farm Equipment

FARMERS Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-tfc

FOR SALE: 1949 Wheatland type Minneapolis-Moline UTS tractor. Used very little. Cogdell Motor Company, 322 North Main. Phone 392. B-2-20-46-tfc

NEW WHITE IRRIGATION MOTORS READY TO GO. JOHN WOOD EQUIPMENT COMPANY. B-2-11-38-tfc

FOR SALE Automobiles

FOR SALE: 1946 Ford 2-door Super Deluxe one owner. Car good condition. Reasonable. Kenneth Neill, Summerfield, Texas. B-3-18-29-tfc

REAL ESTATE For Sale or Trade

FOR SALE Have some good buys in irrigated, and dry land farms from 80 acres to 640 acres also small tracts irrigated and dry improved and unimproved from 10 acres to 40 acres near Hereford. J. M. HAMBY The Trading Post Station Highway 60 - West Hereford B-4-27-tfc

I AM TAKING my place off market. Sec. 5V, Block 3, O. E. Sherman. S-1-13-29-1c

FOR SALE: 1 section of farm and pasture land with irrigation well, misc. machinery. 12 miles south, 2 west of Willadorado. John Cheatham.

FOR SALE: 4 room house, with attached garage, fenced in back yard. For information call Raylan Evans, at 51. B-4-19-2-tfc

FOR SALE: Choice residence lots 3 blocks of Main, 2 of school. Pavement, trees. Phone 80-W, Frances Dameron, owner. B-4-19-52-tfc

ESTATE LIQUIDATION

Out of State heirs will sell their South 1/2 Section 25, Township 5, Range 3, E. Deaf Smith County. Comparatively level good grass land. Want best offer, reserving 1-2 mineral and oil rights. Write William E. Demots, General Delivery, Hereford, Texas for particulars. B-4-2-tfc

FOR SALE 6 room house, bath, garage and workshop on paving. \$6,000 4 room house, 1 lot \$3,000. Also some small businesses in Hereford and business lots. J. M. HAMBY The Trading Post Station Highway 60 - West Hereford B-4-27-tfc

FOR SALE to be moved. Two bedroom house. Will also build to suit you. Two miles east on Highway 60. O. E. Hext, E. C. Messer. B-4-26-1-tfc

FOR SALE OR RENT: House and lot for \$3200. Apply 203 Avenue A. B-4-13-28-3p

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

E. B. Posey, Realtor Bus. Ph. 710 Res. Ph. 306-W 338 Main, Hereford, Tex. S-4-18-tfc

I WILL TRADE or sell my place: 30 acres with 8 inch irrigation well. In alfalfa. Seven room house. Place joins city limits. W. J. (Jack) Wilson. B-4-27-29-4c

FOR SALE: Two east front lots. Will sell single or double. Located on B off Grand Avenue. See Fred Higgins at Carl McCaslin Lumber Company. S-4-25-29-1p

FOR SALE: 6 room house. Modern. Phone 172 or come to Caddell's Laundry. S-4-13-29-2p

FOR RENT: Bedroom for men. 509 Ross, phone 847-J. B-5-9-44-tfc

FOR RENT: Apartments. Men preferred. 109 Avenue A, Phone 277-W. B-5-10-25-tfc

FOR RENT: 1 small garage apartment. Furnished. Bills paid. Call 692, 219 Lee. B-5-13-2-2k

BEDROOM for rent: Phone 692, 219 Lee. B-5-9-2-2k

FOR RENT: 2 room modern house with bath. Phone 415-W. S-5-10-29-1k

FOR RENT: 3 room unfurnished house. Apply 507 Jackson. S-5-9-29-1k

FOR RENT: 2 room furnished apartment for adults. 711 East 3rd Street. B-5-12-29-tfc

FOR RENT: Bedroom. Call 60-J. S-5-9-29-1k

FOR RENT: Bedroom. 401 Lawton. Mrs. W. M. Megert. S-5-9-29-1c

FOR RENT: Garage apartment, furnished. Bills paid. 203 Park Avenue, Phone 963-W. S-5-12-29-1p

FOR RENT: 4-room unfurnished garage apartment, very reasonable to couple only. Desire lady to keep children occasionally. 113 Avenue B St., telephone 809-W. S-5-24-29-1k

FOR RENT: Nice bedroom adjoining bath. Close in. For men 111 West 6th. S-5-13-29-1k

FOR RENT: A three room and bath unfurnished apartment. 113 Avenue G, Phone 357-W.

FOR RENT: Bedroom. 718 Miles Phone 369-W. S-5-9-29-1k

WANTED WANTED

Wheat Pasture for Cattle O. G. HILL Phone 93-W or 357-J. B-6-15-tfc

WANTED by young married man with two children, job on irrigated farm. Contact W. E. Roberts, Canyon, Texas, Phone 571-J. B-6-20-2-2p

WANTED: Well drilling, clearing out, pump and windmill work. Phone 147 E. C. Messer, Moore Trailer Court. B-6-16-27-tfc

WANTED TO RENT About 50 Acres of clean land with a good water supply. Cash Rent PHIL BARKLEY 827-25 Mile Avenue Hereford, Texas Telephone 378-W B-6-2-tfc

HAVE 40 H.P. electric motor and switch box. Almost new. Will trade for good butane set up. Prefer Buick or Chrysler motor with 1-1 ratio. 3 miles southeast Kress. R. H. Clark. S-6-33-29-1p

Wanted: Will do wet washes, rough dry or ironing. Bring to 128 Ave. J. Mrs. E. W. Allen. S-6-45-tfc

7. Dressmaking-Ironing

CUSTOM made buttons, belts, buckles and button-holes Mrs. Hazel Sparks, 340 Schley, Phone 158. B-7-45-tfc

COVERED buttons, belts, and buckles. Dressmaking and alterations. Mrs. Mathis, 224 Avenue C, Phone 305-W. B-7-23-27-tfc

WANTED: Sewing, alterations, and buttonholes made. 224-B, Avenue I. B-7-9-29-2p

8-HELP WANTED

Farm Equipment Distributor needs salesman to travel, sell to independent dealers. Trade experience helpful, sales experience necessary. Salary, expenses and car furnished. Write or apply in person Monday or Tuesday. Kirby Sales Co., Hereford. S-8-29-1c

WANTED: Stenographer for general office work. Must know shorthand. Kirby Sales Company. B-8-12-29-2c

10. NOTICE

NURSERY: Plant now - fruit trees, hedge, evergreen, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main. B-10-20-21-tfc

INCOME TAX SERVICE Mrs. Clyde Coanougher 108 - 8th Street B-10-25-tfc

FOR Amarillo Times call 890-W 75 cents a month. B-10-9-28-4p

WANT TO TRADE: 2 5/8 horse power motors for 2 large six cylinder M M gas motors. Call 907-W. B-10-19-2-2k

11. BUSINESS SERVICES

INCOME TAX RETURNS J. K. BAKER 105 Roosevelt Phone 589-W B-11-52-tfc

WANTED: Sewing and alterations. 224B Avenue I. B-11-18-27-6p

SEE US about digging your foundation, ditches and bulldozer work. We have a brand new outfit. We can go anywhere and can dig a ditch from 12 up to 22 inches wide and 42 inches deep. Our prices will be right. See Carl Jeter at 340 Hiway 60 or call C. F. Finley. Phone 204-W. B-11-54-1-8p

MAKE your old furniture beautiful and up to date to fit your color scheme. Free estimate. Upholstery of all kinds of fine furniture and repair at 310 McKinley, J. H. Hinds Upholstery Shop. Phone 447-J. B-11-35-27-8c

Radio and Appliance Service Joe Buckert at White's Auto Store

SERVICEMEN GIVE TO USO



WASHINGTON, D. C. - Lt. General Henry S. Aurand, Army Chief of the Pacific, turns over a check for \$1500, representing contributions the USO from the enlisted men in his area. Receiving the gift is Major General Philip B. Fleming, Maritime Commission Chairman, who serves as liaison from the Federal government to the USO. Today there are 170 USO clubs, lounges and units providing civilian services and to meet the off-duty needs of the 1,600,000 Americans in the Armed Forces.

Camp Fire Guardians Make Plans For "Discovery Unlimited" Show

A meeting of Camp Fire Guardians was held at the Camp Fire Hut Friday afternoon. Mrs. Bob Wilson conducted a class in etching aluminum and copper trays. Plans were made for the Camp Fire Birthday Project which will be sponsored by the group on January 28-29 at the hut. The project called "Discovery Unlimited" will include a showing of antiques-heirloom pieces of the past and future featuring hand made articles in a young girl's home, both foreign and domestic. Each piece will carry with it a written history and explanation. The show will also include Robert McKenzie's textile prints and Lillard, art teacher in the Phillips schools, will show paintings. Mrs. Forrest Minton will show some pieces in ceramic art. Plans were also discussed concerning the 4-H Club Show to be held here February 24-25, when the Camp Fire girls will sponsor a food booth.

The last week in March was set as the date for the 3-day school in leather craft, and which will be open to the general public. Mrs. Pauline Davis of San Antonio, a professional leather craftsman, will conduct the school. Members of the guardians organization attending the meeting were Mesdames Earl Plank, president; Bob Wilson, J. C. McCracken, Urilin Streu, C. O. Williams, W. A. Goettsch, S. S. Williams, Earl Springer, D. W. Robertson, A. L. Manjeot, Louis Woodford, Joe Smith, O. H. Culpepper, and Earl Phillips.

"WHEELY" A QUEEN - Chosen by those who travel in fast circles—the American Racing Drivers' Club—lovely Mary Hatcher is "Miss Dangerous Curves" for 1950. This makes the film star's 1950's first queen.

Mary Martha Class Meets In Fridley Home Friday The Mary Martha Class of the Methodist Church met in the home of Mrs. E. E. Fridley Friday, January 13, with 11 members present. After a business meeting and a program of delicious refreshment plate was served. The following Mesdames attended: O. B. Russell, F. L. Terrell, J. C. Cummins, L. W. Alderson, A. B. Christian, A. L. Dowell, W. M. Stovall, E. F. Drury, M. T. Sparkman, Joe Poindexter and the hostess.

Frances Young is still a secretary at Kinsey Motor Company. NOTIFY G. W. Brumley of stray cattle. Branded Bar-D left hip. Plus on left hip, Open A, Backward-S left shoulder; O left shoulder. S-12-20-49-tfc

Mrs. Wilson Is Hostess For Westway HD Club

Westway Home Demonstration Club started the new year last Wednesday with Mrs. Junior Wilson as hostess. Roll call was answered with "my new year's resolution for clothing in 1950." The program was given by Mrs. Argen Draper on Beginning clothing construction. She gave several hints for improving home sewing. Year books were then filled out and the meeting was adjourned. Refreshments were served to Mesdames Joe Wagoner, Elmer Combs, B. B. Northcutt, Kenneth Rudd, G. C. Merritt, Paul Rudd, Johnny Townsend, Joe Landers, M. T. Hawks, C. A. Sauley, Grady Wilson, Clarence Morrison, M. G. Kaywood, L. R. Boyer, Vernon Wilson, Carl Schroeder, S. A. Duckworth, and the hostess: Guests were: Mesdames Harold Rudd and Leland McMurray.

The next meeting will be January 25 at Westway School house. About Your Home (Continued from Page 3) ed until spring; Also, put wood

TEST YOUR I. Q.

1. What is a Wapititi?
2. Name the strategic island which has become the last refuge of the Nationalist government of China.
3. When was the first two-way conversation carried on between planes in the air?

Answers to TEST YOUR I. Q. 1. It is a large North American deer, sometimes erroneously called an elk. 2. Formosa. 3. On Aug. 20, 1917, two Army officers talked to each other by radio from different planes for the first time. 4. In the Persian Gulf, off the Arabian Coast. American companies have extensive oil interests there. 5. Delaware.

1. Stalactites are ice-like formations which hang from the ceiling of a cave. Most musical terms are derived from the Italian language. Cantatas and operas differ in that a cantata is a musical drama sung without costume, scenery or action, while those things are present in an opera. Taft, an ex-president, gave Herbert Hoover into office as resident. If the President and the Vice-President of the United States should both die, the Secretary of State, an unelected official, would succeed to the office. Millions of tiny plants give the Red Sea its color.

POLITICAL ANNOUNCEMENTS FOR County Sheriff, Tax Assessor and Collector J. C. REESE For Commissioner Precinct 1 SYLVESTER SLAUGER M. T. (MARION) RUTTER

1901 1949 E. B. Black Co. FURNITURE

Rebekahs Install Lodge Officers Officers of Rebekah Lodge 288 were duly installed for the current 6-month term on Tuesday night, January 10 by the regular installing staff. Elected to office were Allie Fullwood, Noble Grand, Pauline Lady, Vice Grand, Ethel Fridley, Recording Secretary, Earline Manning Financial Secretary, and Ruby Smith, Treasurer. Appointed officers were Mrs. Ola Hacker, Warden; Leona Matthews, conductor; Julia Sowell, chaplain; Ursalee Jacobson; musician; Ella Cockrell, R. S. N. G. Verna Sowell, deputy marshal; Orpha Nickerson, district deputy and Ola Womble, reporter. Draping of the charter in memory of Alice Olive Paddock was performed very impressively by Noble Grand, Vice Grand, Warden, Conductor, Past Grand and Chaplain. Closing the ceremony with a solo "Beautiful Isle of Somewhere."

Many people want to buy or build but are not sure what they can afford. A good safe rule is to have about one-third of the total cost of house and lot in cash at time of purchase, with carrying charges not to exceed one-fourth of your income. We'll be glad to talk over your plans without cost or obligation.

Low Cost - Long Term - No Delay - Mortgage Loans See Elizabeth Womble at the

HEREFORD INSURANCE AGENCY

Mr. and Mrs. A. W. (Bill) Hembree OFFICIAL SANTA FE WATCH INSPECTOR

HEMBREE'S DIAMONDS \$240

A joy forever - our expertly designed, perfectly beautiful marriage duos. Selected blue-white diamond handsets set in 14K gold with matching wedding band. Select from our quality jewelry.

HEMBREE JEWELRY

TRACTOR OWNERS:

Let Us Service Your Tractor Tires
Right at Your Home -- On the Farm!
All Sizes Tires
ANTI-FREEZE FOR TIRES & TUBES
OR
Trade 'em in on New Tires!

A COMPLETE STOCK SEIBERLING TIRES For Your Car



RE-CAPPING and VOLCANIZING

See Us For YOUR BATTERY NEEDS

SHELTON TIRE EXCHANGE

122 EAST FIRST, HEREFORD

Baptist Educational Building Will Probably Be Ready In Early March

It is a pretty safe boast for Hereford Baptists to say they will have one of the most modern and well-equipped educational buildings in the Southwest when the addition is ready for use probably around March 1, Rev. R. H. Cagle said Saturday.

Cagle said work was going along fast now that strikes and other obstacles have been overcome. On the upper floor plasterers are working putting on the colored walls. The color, a cool green, is mixed in with the plaster. The cement floor has already been run on the top floor as has been on the lower floor. The walls of the street floor will be a Harvest Buff, which resembles beige in color.

Radiant heating, a \$10,000 item on the addition, will be one of the modern touches. Copper pipes have been in the construction of both floors and the cement was poured in over them. Air pressure was put on the pipes during pouring of cement to insure their top condition upon the finish of the cement work. Hot water will flow through the pipes, providing the heat. This system is low on maintenance costs and eliminates the fumes of ordinary heating.

An outside and inside thermometer are utilized to coordinate both temperatures.

Secretary's Office

The suite of offices is to be modern, also. The church secretary will have her own offices with a clothes closet. All offices will be illuminated with fluorescent lighting and the pastor's office will have a private rest-room.

Modern, plastic folding doors will be used in the training and classrooms. With these doors, smaller classrooms can be made larger simply by folding up the doors. This will make the space more easily utilized and the space flexible, in that rooms can be enlarged.

The doors are 12 inches thick. Two of them are 34 feet in length.

For the whole building, seven new blond pianos have been

purchased. They are of the studio type and will provide music for each of the classrooms. They were bought from Myers Piano Company in Amarillo, according to Cagle. New furniture throughout the building will be blonde.

The single, ground-floor-level breezeway connecting the church with the educational building will be enlarged to the extent of a two-story passageway. This way, persons desiring to go to the addition won't have to come downstairs from the auditorium level of the church. They can just go across on the second-story passage way.

Armstrong asphalt tile appears on each of the addition floors. They will be buff and green in color.

FROM THE GRANDSTAND

By WILBUR MARTIN Associated Press Staff

Want to join the guessing game and try to figure who will be Baylor's new football coach? Will it be George Sauer, late of Navy? Or J. V. "Sike" Sikes, now coach at Kansas? Or Ray Morrison, Austin College mentor?

These are three random guesses. And of the three, only Sauer is now "at liberty."

Sikes, we believe, would leave Kansas for a chance to become a head coach in the Southwest Conference.

Two years ago there wouldn't have been any doubt about Morrison. He'd have jumped at the chance.

But the Daddy of razzle-dazzle football has a good deal now at Little Austin College. Still he might like to get another crack at Texas, Texas Christian, etc.

Dr. W. R. White, president of Baylor, has said Morrison is the type of man that Baylor would like to have as its new football coach.

White and members of the athletic committee at Baylor are combing the field to find a successor to Bob Woodruff.

Woodruff's decision to leave Baylor for a seven-year contract at \$17,000 per year at Florida hit Baylor like an unexpected norther. The Baptist university was caught unawares.

"We'll get the best coach in the country," White said. He indicated Baylor was in no hurry to make a decision.

There is a possibility that Baylor will dip into the ranks of assistant coaches to pick its new mentor. And the name Raymond (Bear) Wolf might turn up in this line of thinking. The ex-Florida University head coach and former assistant coach at Texas Christian University is a new assistant at Tulane University.

Ray Russell of Southern Methodist is another assistant that would make Baylor a good head coach. But Russell apparently is very content at SMU, where, rumor says, he's getting a head coach's pay.

Other assistant coaches in the Southwest Conference who might fill the bill are Abe Martin at Texas Christian and Eck Curtis at the University of Texas.

And for a really long shot in the race for the job, what about Homer Norton, the old Texas A&M coach?

Mr. and Mrs. Ralph Clennin from Falfurrias have been visiting Mr. and Mrs. Homer Fox during the past week. Mr. Clennin, is Mr. Fox's brother. He is now the Division manager of the Schulmberger Oil Company at Falfurrias.

Newell Hughes was in Hereford Wednesday through Friday. He is now living in Pecos.

Two Hereford Boys Enter Worth Fat Stock Show

FORT WORTH, Texas — Herbert Howell of Hereford has entered a steer and Jimmy Howell, also of Hereford, has entered three pigs for judging in the boys' show at the Southwestern Exposition and Fat Stock Show, which will be held in Fort Worth Jan. 27 through Feb. 5.

Entries are pouring in for the Southwestern Old Fashion Square Dance Championship contest, a big, new, free attraction which is open to all teams and there is no entry fee. One thousand dollars in prizes are offered.

A record-breaking number of entries will have special "days" and 50 bands will be heard. Champion cowboys will take part in the world's greatest indoor rodeo which also will present six top-notch specialty acts, ranging from the artistic to the comic.

Hereford Girl At TSCW Pledges With New Voters

Special to: Hereford Brand

DENTON, — Miss Patricia Hardwick, daughter of Mr. and Mrs. W. F. Hardwick, who celebrates her first birthday as a voting citizen this year, pledged last week, with 237 other New Voters at Texas State College for

Women, to become an active citizen to her state and country.

The New Voters were honored at a college assembly sponsored by the Campus League of Women Voters in order to focus attention on the fact that becoming a voting citizen is an important event in the life of every person in the United States.

Mrs. Martin Row of Dallas, state president of the League of Women Voters, was guest speaker.

Miss Hardwick is a junior clothing and design student at the college.

EVERYTHING For Baby!

SPECIAL EVERY DAY!

J. C. PENNEY CO.



STOCKINIT WRAPPERS!
79c

Basic layette needs—baby never has too many! Soft-as-down combed cotton knits! Gripper fastener closings. In white with pink or blue trimming.



PLASTIC PANTS FOR INFANTS!
39c ea.

Six-snap pants with rubber binding at the waist and leg openings. Water-proof, durable, and long-wearing. S, M, L sizes.



BABIES' COTTON CRIB BLANKETS!
2.98

Heavyweight cotton blankets bound with a 6" rayon satin rimming—a wonderful baby gift! Permanently woven enclosed patterns. 36" x 50".



NURSERY DIAPERS!
2.79 doz

Penney's soft-textured long wearing diapers! 27" x 27" Birdseye diaper cloth, packed one dozen to a package. Highly absorbent!



ALL WOOL BOOTIE SETS!
2.98

Bonnets, sweaters, and booties to match in a host of pretty baby colors! Blue, white, pink, maize, white, or pink, white/blue, and yellow.



ALL WOOL SWEATERS
1.98

Infants' fine knit button front cardigans with plain and hand embroidered trimming. White, pink, blue, or maize. Grand for gifts! 1, 2, 3.

Babies **PANTS and VESTS 39c**

Receiving **Blanket 59c**

KNIT **Towel \$1.79 SETS**

Double Woven **Gauze Diapers 2.98 DOZ.**

Evertite Fitted **Crib Sheets \$1.49**

QUILTED **Rubber Pads 59c 18 x 18**

CHUX DISPOSABLE **DIAPERS \$1.59 DOZ.**

Rayon **PILLOW & COMFORT SETS \$5.90**



TODDLERS' TUB FROCK! SAVE! 1.98

Tiny jumper styles with flared skirts. Cute-as-a-button! Woven gingham and 50 sq cotton prints—in a host of colors! Sizes 1, 2, and 3.

Announcing

the association of **MR. OTIS DICKEY** in our Storage, Fertilizer, and Potato Shipping Business

We are happy to announce the association of Mr. Dickey in our firm. Most of you already know him, and we are sure that his wide acquaintance and his business administration background will materially add to our efficiency and service to you.

IT IS OUR BELIEF THAT

A customer is the most important person in our business. We believe also that this is the time to plan better farm management and practices for the coming season. Knowing that all wealth comes from the soil let us urge the best methods possible in soil conservation and maintaining soil fertility.

Let us be of assistance to you in planning your fertilizer needs from our ample stocks on hand which include a new product for this year.

11-48-0

Is this new material and should be particularly good for sugar beets, grasses and alfalfa seedings.

IT IS ALSO OUR BELIEF THAT

A rich man is the only man who can afford to farm without it

Howard Gault

THE FASTEST BUSINESS FORMS EVER DEvised!

For your Handwritten Form problem, consider:



THE MOORE PORTABLE REGISTER

- Light and easy to carry!
 - 25% faster than the fastest operating office hand!
 - 27% faster than loose forms and carbon!
- When teamed with Continuous Filing Register Form, the Moore Portable will give you TOP SPEED!
- Designed for all businesses and ideal for: accountants, tax preparers, dry cleaners, clothing stores, specialty shops and all other retail stores! Ideal for sales slips, cash receipts, invoices, delivery receipts and for hundreds of other applications.

Write or Phone Today!

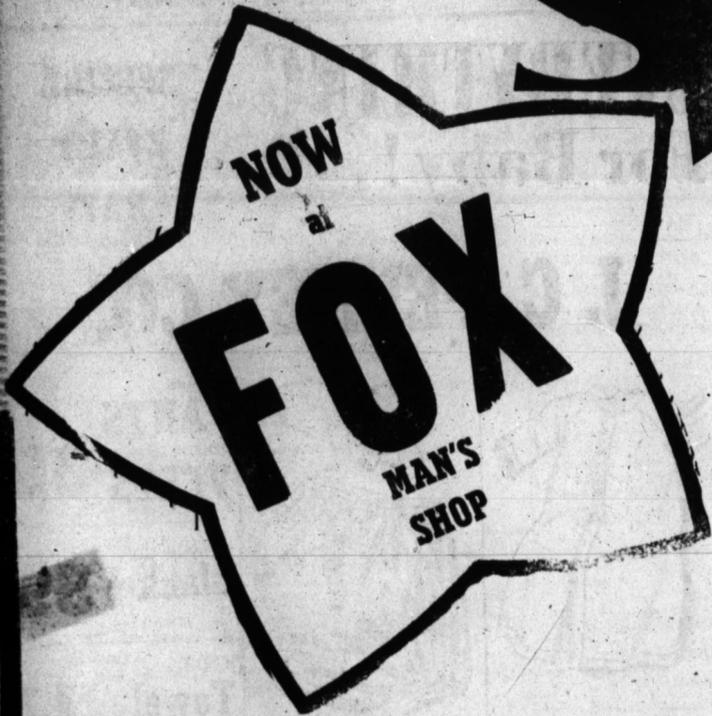
The Brand
Phone 30

GIGANTIC

S

SALE

E



NATIONALLY ADVERTISED LINES OF

men's clothing

at tremendous savings!

All Items Cash



EXTRA SPECIAL
ONE LOT
DRESS SHIRTS **\$1.45**
Regular 2.95, 3.50, 3.95, WHILE THEY LAST

Wilson Bros. and Beau Brummel
GABARDINE SHIRTS **\$3.95**
3 button sleeves ON SALE AT
Regular 4.95, 6.00, 6.50

Wilson Bros. and Field & Stream
GABARDINE SHIRTS **\$4.95**
Regular 7.50 and 10.00 GOING AT

ONE LOT
GABARDINE SPORT SHIRTS **\$2.95**
Regular 3.95 and 4.95 SALE PRICED AT

Wilson Bros.
TURTLE NECK T-SHIRTS **\$1.95**
Browns, Grays, Green
Maroon, Scarlet
Regular 2.95

ALL
WILSON BROS. DRESS SHIRTS **\$2.95**
REGULAR 3.95 ON SALE AT

Wilson Bros.
RINGSIDER SUPER SHORTS **\$1.20**
REGULAR 1.50 NOW

Wilson Bros.
FAULTLESS NO-BELT PAJAMAS
REGULAR 3.95 FOR **\$2.95**
REGULAR 4.95 and 6.00 FOR **\$3.95**

100% WOOL
SLEEVELESS SWEATERS **\$2.95**
REGULAR 4.95 ON SALE AT

3 ONLY
LEATHER JACKETS **\$8.95**
26 Inch, Size 40 to 46
\$12.50 to \$27.50 Values
AT THIS GIVE-AWAY PRICE

6 Only of These... Come Early!
PLAID JACKETS **\$3.95**
Sizes 36 to 44

ONE LOT
SHOWER-PROOF JACKETS **\$1.95**
SALE PRICED AT

100% WOOL
GABARDINE
TOP COATS **\$24.50**
REGULAR 32.50

7 ONLY
ALL WOOL ELASTIQUE CLOTH
WESTERN SUITS **\$29.50**
24 INCH JACKET
REGULAR 42.50 VALUES ON SALE AT

The Famous Cooper Brand
Men's
HEAVY WEIGHT UNION SUITS **\$2.15**
RIBBED NOW PRICED AT

MEN'S WORK SHOES **\$4.95**
ONE LOT
Broken Sizes
5.50 to 8.50 Values
DURING SALE AT

One Lot of these Well-known Brand
FORTUNE DRESS OXFORDS **\$5.95**
\$8.95 VALUES
Sale Priced at

JUSTIN
Brown Calf
DRESS OXFORDS **\$7.45**
Broken Sizes
CLOSE OUT AT

One Lot
STEVENS
DRESS HATS **\$2.50**

ONE LOT
STEVENS DRESS HATS **\$5.00**
REGULAR 10.00 VALUES
SALE PRICED AT ONLY



FOX MAN'S SHOP

FOX MAN'S SHOP

FOX MAN'S SHOP

FOX MAN'S SHOP

Miss Marilyn Miller Weds Collins A. Wilkins In Bryan

The First Baptist Church in Bryan was the scene of nuptial rites performed-New Years Day at 4 p. m. to unite Miss Marilyn Miller, daughter of Mrs. L. E. Miller and the late Mr. Miller of Bryan and Collins A. Wilkins, son of Mr. and Mrs. C. O. Wilkins of this city. Many relatives and friends of the couple were assembled to witness the single-ring ceremony which was read by Dr. W. H. Andrew, pastor.

Palm trees and fern were used to flank the nuptial space in which floral decorations were large. Arrangements of pink gladioli and pink carnations in graceful baskets. Arched candelabra held pink unlighted cathedral tapers. Pews for the family and close friends were marked with pink satin bows and pink gladioli and carnations adorned the choir rail.

Mrs. Imogene Nash Robertson, organist, played a prenuptial concert as the guests assembled and accompanied Mrs. Preston Doughty as she sang "Ah Sweet Mystery of Life" and "Because." She also played the bridal choruses from Lohengrin as the professional and the Mendelssohn Wedding March as the recession.

Mrs. Ormond R. Simpson, sister of the bride, attended as matron of honor while Mrs. A. C. Lambert and Mrs. Guy Davis were brides-matrons. They wore frocks of pastel green satin fashioned with fitted bodices made with wide berthas to form cap sleeves. The full skirts fell in unpressed pleats. Their head-dresses were of woven satin and they wore long satin gloves of the same material and slippers tinted to match. They carried bouquets of pink tinted gardenias.

William F. Smith of Hereford was best man and groomsmen were Pat Zapolac and Guy Davis. Col. Ormond R. Simpson gave his sister-in-law in marriage. She wore a gown of imported Chantilly lace over blush pink satin. The dress was designed with an elongated bodice finished in tiny scallops, long fitted sleeves and a full ballet length skirt. Her nylon veil of illusion was in that delicate shade of blush pink and fell from a frilled cap of the illusion. She wore pink tinted opera pumps and carried a small Bible overlaid with a deep purple orchid tied with satin-streamers.

The bride's mother wore a dress of French gray lace and chiffon and a hat fashioned of gray chiffon and pink tulle. Rose-pink camellias formed her shoulder corsage.

Mrs. Wilkins, the bridegroom's mother, wore black crepe with black lace inserts. She wore a small black hat and a white gardenia corsage.

The reception, which followed the wedding, was held at the Woman's Club which repeated the pink and rose theme of the wedding in decor. The young couple, with their parents, received the guests.

The bride's table was done in pink and white with pompon chrysanthemums and carnations interspersed with slender spikes of silver and blush pink. At one side was the single wedding-ring cake embossed with garlands of bride's roses. Mrs. June Thornton presided at the silver coffee service and Mrs. S. F. Simpson served white cake squares topped with pink rosebuds. Others in the house party were: Mesdames H. A. Saunders,

D. Paul Dansby, P. G. Haines, F. M. Nelson, Gabe Cazell, Ed Burkhardt, Charles S. Myers, Mac Stewart, Tom Edwards and John F. Lowery.

When the couple left on a wedding trip to New Orleans, the bride traveled in a Pietro model suit in toast gabardine with dark brown velvet trim. Her accessories were in lizard and her corsage was of orchids.

The bride is a graduate of Stephen F. Austin High School and of Texas Tech, Lubbock, where she was a member of Sam Soutci Club. Mr. Wilkins graduated with the class of 1949 at A&M College, receiving his degree in Agricultural engineering.

He is now a teacher of vocational agriculture with the government training program in Temple.

Among the many out-of-town guests attending the wedding were Mr. and Mrs. C. O. Wilkins and daughter Cecelia and Mr. and Mrs. William F. Smith of Hereford. Also, Mr. and Mrs. Jim Sanders of Austin who are former residents of Hereford.

Many pre-nuptial courtesies were given to honor the bride, including the rehearsal dinner which was given at "The Oakes" by Lt. Col. and Mrs. Simpson. Out-of-town relatives and friends were feted at a buffet supper Sunday evening at the home of the bride's mother.



MR. AND MRS. COLLINS A. WILKINS

Book Review-Musical Program Given At Dawn Music Study Club Meeting

Featuring a covered dish luncheon at noon, the Dawn Music Study Club was entertained in the home of Mrs. Carl Wimberley Tuesday. During a short business session presided over by the President, Mrs. E. C. Reinauer, Mrs. J. M. Anderson and Mrs. R. T. Stewart were named to serve with committees from other local clubs in the March of Dimes Drive.

The program for the afternoon was divided into two parts with the first part given over to a book review given by Mrs. Carl Wimberley.

Quoting from the book, "Everyone Musical, Psychologically Speaking" by Sydney J. Lawrence, Mrs. Wimberley said, "It is only in degree of performance that individuals vary. Everyone has the right to be taught to perform music within his individual understanding and capacity. The study of music must be made as important for the average student who is making it part of his culture, as for the gifted student who is seeking to make it a career. Children

should be taught, not forced, to practice. The music teacher of today must have greater vision and wider scope in her work and the parents of today must bring an atmosphere of sympathy and encouragement to the youngster's work."

Musical selections included: "Clair de Lune" (Debussy) piped, by Mrs. N. R. Miller; Postponed vocal numbers, "Habenera" (Bizet) from Carmen, Mrs. J. B. Caraway; "La Donna e Mobile" (Verdi) from Rigoletto; Mrs. Carl Wimberley, accompanied by Mrs. R. T. Stewart; "Lullaby" (Godeard) from Jocelyn was sung by Mrs. R. T. Stewart with Mrs. Wimberley accompanying.

Those attending were Mesdames Baker Wombie, David Rodgers, and Coley Avender, guests of the club, and members Mesdames: Zed Stwerat, L. L. Alrhart, Ray Kerschen, Melvin May, N. R. Miller, J. M. Anderson, R. T. Stewart, E. C. Reinauer, J. B. Caraway and the hostess.

Ceramic Art Club Gives To Hospital

Hereford Ceramic Art Club met at the home of Mrs. W. S. Fluit Saturday afternoon with members telling of ceramic art pieces they had made for Christmas gifts. At the next regular meeting members will give helpful hints for ceramic art work in answer to roll call.

Plans for the new year which begins in April were made and Mesdames Vivian Major, Robert Veigel, Jed Miller, Bob Wear, R. C. Childers, Floyd West, J. I. Findley, Urlin Streu, Jeff Gilbreath, L. C. Thomas, Vivian Major, V. T. Kelly, V. E. Dodson, D. C. Allison, Glenn Boardman, O. H. Culppeper, E. D. Hopson, E. M. Cox, J. W. Thomas, John Robinson and the hostess.

Reports were heard and the project committee reported that funds amounting to \$70.00 which were derived from the Ceramic Art Show sponsored by the club in December, has been turned over to the authorities for the benefit of Deaf Smith County Hospital nursery.

Members attending were Mesdames Carlos Vaughn, Lloyd Neill, George Benson, Robert Veigel, Jed Miller, Bob Wear, R. C. Childers, Floyd West, J. I. Findley, Urlin Streu, Jeff Gilbreath, L. C. Thomas, Vivian Major, V. T. Kelly, V. E. Dodson, D. C. Allison, Glenn Boardman, O. H. Culppeper, E. D. Hopson, E. M. Cox, J. W. Thomas, John Robinson and the hostess.

The Sunday Brand SOCIETY

Sunday, January 15, 1949

Section Two

O. E. S. Completes Plans For The Entertainment of Grand Officials

Plans were completed for the entertainment of grand officers who will visit the local chapter on January 17, at the Order of Eastern Star meeting held Tuesday night at the Masonic Hall. A banquet will be given in honor of the deputy grand matron, Mrs. Elsie Abernathy of Amarillo for all Masons and members of the Order of Eastern Star. Reservations may be made through Mrs. L. C. Thomas. Other grand officials who will attend the meeting are: Mrs. Robbie Dyer, past worthy grand matron; Mrs. Pauline Baker, district deputy district 2 and Mrs. Alwyn Royce, grand representative to Nova Scotia, all of Amarillo.

Mrs. Nell Culppeper, worthy matron, presided over the bus-

ness session when Mrs. Roy Ford was welcomed as a transfer member. Announcement was made that Mrs. Martha Nelle McRight of Delta, Colorado, former resident of Hereford, has been made worthy advisor of the Order of Rainbow for Girls in Delta. Mrs. McRight is the daughter of Mr. and Mrs. Noah Ewton.

Mrs. Johnny Sanders was initiated into the Order and in conclusion the associate worthy matron, Mrs. Ada Higgins, presented Mrs. Culppeper with a gift in honor of her birthday. The social hour which followed was arranged as an honor affair featuring the worthy matron's colors of pink and white. Hostesses were Mesdames Ray Sult, Noah Ewton and Howard Gault.

Study Club Hears Mrs. O. P. Cowart Talk On "Child Handcraft" Monday

Mrs. O. P. Cowart was guest speaker for the El Nino Study Club meeting held Monday evening in the home of Mrs. W. H. Patton.

Mrs. Cowart spoke on "Child Handcraft" emphasizing that mothers and fathers using child care methods of their own childhood, are following the old pattern of trying to turn out children who will be like themselves. "The world is changing too fast for any such policy," she said.

Boys and girls who will live in tomorrow's world must have as early as possible as wide a range of experience as can be provided for them. They need to be taught to work with their hands. Illustrating that point Mrs. Cowart told how to make homemade clay for modeling, and in discussing ways of keeping a child busy she showed paintings from "My Book House" and recommended reading to children from My Book House and other good books for children.

A round table discussion followed the speaker's talk when members of the club expressed their ideas concerning the subject.

Refreshments were served to Mesdames Alton Biggers, Ivan Block, Elizabeth Bonesto, Jim Bookout, Ben Childers, Paul Conaway, T. J. Clay, R. A. Dan- Jacobson, Jr., Byron Durham, John Millard Nobles, Sam Nunnally, W. J. Reeves, Bill Smith, Worth Ware, Bruce Woodwell, Darrell Blanton and the hostess.

Some folks collect stamps for a hobby. Others collect even stranger things. But D. R. Carmichael, a man of surprising energy at the age of 80, collects the memory of friendly faces and now, retired from his lifetime activities of farming, he serves his memories back to himself, his family and his friends with delight and enjoyment. He claims the hobby of hunting and fishing and it is the friends made on hunting trips whose memories stand out in his collection.

January 7 and 8 were red-letter days for Mr. and Mrs. Carmichael for a two-day family reunion was held by way of celebrating their fifty-sixth wedding anniversary.

Mrs. Carmichael was 14 a Stone whose parents came to Texas and located on a farm near Cleburne in 1892. She was born in Georgia. Mr. Carmichael was born in Alabama but left that state at the age of nine when his family moved to Mississippi. In 1889 they moved to Grandview, Texas, locating on a cotton farm.

The couple met in a cotton patch. She was just 16, but that evening when she went to the house she told her parents, "I've found my man." He proved more than willing, in fact he set about such a fast courtship that in less than a year they were married. The wedding might have taken place sooner than that had her parents not objected so vigorously. They would not let her be married at home nor would they attend the wedding, but on Sunday, January 1, 1894, they were married at his parent's home after they had gone to church and he had spent his last nickel for a Bible, the New Testament. The pastor of the Baptist Church which they attended, married them.

Mr. Carmichael and his brother were batching in a little log cabin leased with the farm and so Mrs. Carmichael had company for the first meal in her new home. "My-how happy I was—I believe I was the happiest person in the world," Mrs. Carmichael recalled. "I loved that little house—and I would be happy there now, too."

They lived there a year and then leased another farm and that year he cleared 156 cords of wood off of eight acres. About 1900 they filed on 160 acres in Greer County, Oklahoma. She started out in a covered wagon with their two daughters aged 3 and 6, camping at night and driving by day, and arrived at their destination after 28 days on the road.

Experiences of that trip were related by both Mr. and Mrs. Carmichael during the reunion. "Those were the happiest days of our lives," Mrs. Carmichael said. "The country was wild but game was plentiful and how Mr. Carmichael did love to hunt. He always carried a gun and he would shoot anything that moved." Her husband agrees with her that the trip was an unforgettable experience even though they traveled through practically virgin territory. He recalled the first Sunday night on the road when they discovered a group of young negroes in a brawl near where they had camped. They were fighting, screaming and crying and yelling but when he waved his pistol around and threatened to shoot everybody in sight, the negroes, vanished.

They lived in Greer County nearly four years and then traded for land near Delhi but in the meantime a tragedy had occurred. The boy girl's clothes caught fire from an open fireplace on Christmas eve, and in spite of the heroic efforts of her older sister who was alone in the dugout with her, the child was burned to death.

Up to this time they had lived in dugouts that the cowboys had made but they decided to build one of their own. "We worked like beavers to get it finished and I was so proud and happy," Mrs. Carmichael said.

Panel Discussion Program Given For Pioneer Study Club Members

Pioneer Study Club was entertained in the home of Mrs. Burl France Tuesday afternoon.

The program was built around the theme "The relation of religion and morals to the pursuit of happiness" and relative topics were discussed by Mesdames O. M. Dickey, leader; H. E. Miller, John Patton and E. O. Jordan.

During the panel presentations the pursuit of happiness was defined as that seeking after the moral truths upon which democratic societies are based. These moral truths are fair-play, honesty and truthfulness, tolerance, loyalty and justice. Man may evade these truths, and even deny them, but he does not attain happiness in so doing. Moral goals must be realized if happiness is to be achieved for happiness is an inner state which is the spiritual part of man. In conclusion the theory was advanced that to attain happiness through the observance of these moral truths, man must have a

religion about which to anchor his conduct.

Those in attendance were Mesdames: Bonnie Brumley, Jay Boston, H. A. Close, O. M. Dickey, Noah Ewton, John Patton, N. E. Gass, Carl Gilliland, Matt Gilliland, O. G. Hill, E. O. Jordan, F. M. Kester, Tandy Legg, A. L. Manjeot, H. E. Miller, Wjt Phillips, B. E. Roberson, Mary Seigler, F. L. Terrell, C. B. Williams, and the hostess, Mrs. Mary Draper was a guest.

Dawn Musettes Plan For A Party Soon

The Dawn Musettes met Monday afternoon at the Dawn school house with Mrs. Alfred Smith serving as hostess.

Dona Airhart presided over the business session when plans were made for a party to be given in the near future at the home of Mrs. Ray Kerschen. Plans for a recital in March were also discussed.

The program opened with Janet Kerachen playing "Garden of Roses" by Streaburg and Janice Kerschen played "Little Fairy" Myrtle Smith followed with "The Desert Song" and Wanda Wimberley concluded the program by playing "Crescendo." Group singing was led by Myrtle Smith and Dona Airhart.

Lone Star Study Club Meets In Newsom Home

Mrs. G. W. Newsom was hostess for the Lone Star Study Club session Tuesday afternoon with Mrs. Ed Warren assisting. Roll call was answered by members giving pointers for success in cooking.

Program theme for the afternoon was "The Housewife As A Caterer and Cook." Mrs. Coy Phillips read a paper prepared by Mrs. Lawrence Wombie on "Menu Planning and Marketing" in which the writer stressed that when planning menus for a period of time and marketing accordingly the housewife not only saves time but money as well.

Mrs. Ed Warren discussed "Table Setting and Service" beginning her talk by saying "Many families are together only at meal time and the atmosphere created at the table has become increasingly important in the life of a family. Homemakers set the standard for family relationships, conduct and comradeship."

The next meeting will be in the form of a guest-day affair when a guest speaker will be featured. The meeting will be held at the home of Mrs. Louie LeGrand with Mrs. Joe Kendall, assisting.

Members present were Mesdames E. L. Adams, R. G. Blue, V. E. Dodson, W. S. Fluit, Jack Grady, H. E. Henslee, E. W. Hobson, Berry Jacobsen, John Jacobson, Jr., Stanford Knox, Millard Nobles, Sam Nunnally, W. J. Reeves, Bill Smith, Worth Ware, Bruce Woodwell, Darrell Blanton and the hostess.

"Mental Hygiene" Is Subject For Child Study Club Program Meet

A program on mental hygiene was presented for the Child Study Club meeting held at the home of the president, Mrs. George Heard. Mrs. Heard welcomed the guests, Mrs. Carl Oldham of Woodward, Okla., a former member of the club, and Mrs. Elmer Patterson.

Mrs. Lisle Woodford was in charge of the program and presented the recorded program, "Meet Your Mind" arranged by Dr. William C. Menninger, narrator, assisted by a cast of outstanding radio actors.

Before presenting the recording Mrs. Woodford gave a brief sketch of Dr. Menninger's life, most of which was spent in Topeka, Kansas, where to gether with his father, Dr. C. S. Menninger, and his brother, Karl Menninger, founded the Menninger Foundation for Psychiatric Treatment, Education and Research, and is generally recognized as the world's leading psychiatric clinic. She stated further that Dr. Menninger entered the Army in 1942 as a colonel, receiving successive promotions until he became the Army's top man in mental hygiene and mental adjustment. At present

he is a member of the executive board of the American Psychiatric Association and general secretary of the Menninger Foundation at Topeka. His latest books are "You and Psychiatry" and "Understanding Yourself."

At the conclusion of the recording Mrs. Woodford reviewed a talk given by Dr. Rudolph Kieve, psycho-analyst of Santa Fe, N. M. for the Hereford Child Study Club recently. His main points included that every act of a child is motivated, even tantrums are the child's way of telling that he needs something, and it becomes increasingly important that mothers try to understand rather than mete out punishment. Also that mothers should give a child genuine love and affection. The speaker emphasized the need for the physical expression of love, Mrs. Woodford said.

Those attending the meeting were Mesdames Ira Foster, Marlin Gilliland, Clinton Jackson, John Robinson, Earl Springer, Joe Story, Frank Watson, F. G. Witherspoon, Lisle Woodford, N. D. Bartlett, Jr., the hostess and the special guests.

Couple Celebrates 56th Wedding Anniversary

Mr. Carmichael grew to know and respect the Indians in those early days in Oklahoma and at times when money was scarce he worked for Quannah Parker.

"He was fifty years old then I suppose, but I found him fair and square in all his dealings. I knew his first wife, too, however, he only had five then for he had gotten rid of two. I remember his first wife making him a buckskin coat and it was as nice a piece of work as you ever saw. She had cut it every bit with a knife and when she showed it to me she said, 'See—Me heep love my Quannah.'"

He and his boys made a success of the farm and it was only last year that he retired and

moved to their modern home at 709 I Street.

It was there that the anniversary reunion was held with all of their children attending. The main event was the dinner on Sunday featuring the large wedding cake bearing the inscription done in gold and white: "Robert and Ida—56 Years." "It was a happy time," Mr. Carmichael said, "but actually with all these conveniences we are not any happier then we were when we lived in a log cabin. I go hunting every fall and last fall I got a deer in Colorado, but hunting was best in those long ago days and I remember every one of those old-timers I hunted with."

"I like to grow things and am looking forward to spring when I hope to have a pretty yard and some flowers about. I want to raise a garden, too," Mrs. Carmichael said.

If our memories hold out, and I think they will, we are in for a lot more happiness," they both agreed.

The couple's children include: Mrs. Gladys Brown, Oregon City, Oregon; Mrs. L. E. Griffin, Liberal, Kansas; Mrs. W. B. Griffin, Borger; Lois Carmichael, Borger; Pete, Troys and Woodrow of Hereford. They have 27 grandchildren and 17 great-grandchildren.

Others attending the reunion besides the children were Mr. and Mrs. Hubert Carmichael and Karen and Mrs. Emma Carmichael, Sayre, Okla.; Mrs. J. B. Shannon, Weatherford, Okla.; Mrs. Lous Carmichael, Danny Mac, Susan Kay, Billie Ruth, Marilyn and Mickey Griffin, Borger; L. E. Griffin, Delores, Shirley Ray and Darrell Dean of Liberal, Kansas; Mr. and Mrs. Robert E. Griffin, Barbara Jean and Bobby of Hugoton, Kansas; Mrs. Troys Carmichael and Merle and Mr. and Mrs. A. O. Thompson, Mrs. P. L. Carmichael, Bill Kenneth and Shari, all of Hereford.



MR. AND MRS. E. R. CARMICHAEL

FOR DANCING UNDER THE STARS—Here's a formal dress that will make any evening enchanting. It has a fitted, lace bodice, a floating skirt of Celanese Chiffon, and a matching scarf stole. Just right for formal opening of a hotel, too! \$15



PARK AVENUE LOOK? Yes—or Michigan Boulevard or Champs Elyses or Hereford's Main Street. In short, they say it's "The Cosmopolitan Look" as achieved in this shimmering satin dress-suit. Top of the dress is black with short sleeves. You can choose from copper, turquoise or mauve pink for the background color. The dots remain black.

Outlook Confused 1950 Poultry

A look at the possible food supplies for 1950 reveal that Americans are in for a good year as far as eating is concerned. Louise Mason, extension foods and nutrition specialist of Texas A&M College, says total supplies of meat and fish in 1950 are expected to be larger than in 1949. There'll be more pork, more grain-fed beef, more lamb but perhaps less mutton and chicken. Turkeys should be plentiful throughout the year. There should be plenty of orange juice for the breakfast tables of the nation, she says. Florida is expected to harvest a record and much of it may go to frozen concentrates. Lemon and grapefruit supplies are expected to be smaller because of freeze damage last year in

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

NOTICE OF MEETINGS
ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night



BALLPLAYER WORKS IN WINTER—Outfielder Dick Kokos of the St. Louis Browns weighs a shipment of valve compression springs. Dick spends the baseball off-season in the shipping department of a Chicago spring and wire company.

Texas, California and Arizona. Apples, pears, grapes and other fruits should be plentiful during the coming months. Milk production continues at a high rate and this means more dairy products. Eggs will be more plentiful during the first half of the new year. Supplies later in the year may depend on how much the poultrymen get for their eggs during the first part of this year. Good supplies of fats and oils are predicted. Indications new point to smaller quantities of fresh and canned vegetables but to near record quantities of frozen vegetables, she says.

Texans in Washington

By TEX EASLEY

Washington (AP)—If Associate Justice Tom Clark continues his present clip, he stands to become one of the most prolific writers of opinions in the Supreme Court's long history.

The Texan has both a member of the court only three months but already he has written five of the majority opinions which the court has handed down.

It was on Oct. 3 that the tall and amiable Clark, after serving as Attorney General, donned the black robes worn by members of the high tribunal. Less than five weeks later, on Nov. 7, he handed down the majority opinion of the court in a complex Wisconsin inheritance tax case. It was his first opinion.

Proper appreciation of Clark's start comes with a glance at the records of other members of the court, and knowledge of the work that must go into an opinion.

In the guarded privacy of their chambers, after all arguments have been concluded in open court, the jurists discuss a case among themselves. Before them for reference are the briefs submitted by lawyers for both sides.

After exploring all the aspects of issues involved, the justices vote. The Chief Justice turns to one of those who has been with the majority and asks him to write the decision.

If there is a split, the minority has the privilege of writing a minority opinion. Frequently if there are only one or two dissenters, they will refrain from setting forth their views, simply letting the announced vote of the court show how they feel. Often a judge will withdraw himself completely from the discussion and voting because he has had some personal relationship with a case, either with individuals involved or in the handling of a suit. For instance, the Tideland suit against Texas was filed by Justice Clark as Attorney General. When it comes before the Supreme Court Feb. 6, he may sit on the bench and listen to arguments because of personal interest, but he undoubtedly will take no part in the decision.

Once a Justice has been assigned the writing of a majority opinion, his work really begins. A minority opinion usually requires much less labor; it is generally brief.

The author of the majority opinion is fully aware that he is

interpreting the law of the land in a decision that may influence the outcome of other cases for generations to come. He has clerks on his staff, themselves lawyers, who can help him dig up statutes to cite, but the real work and responsibility are his in putting the decision into words.

After he has finished writing an opinion, the justice sends it around to the other members with whom he had concurred. That is a double check to make sure their position has been set forth properly.

Now for a look at the record. Only one of his associates, Justice Robert H. Jackson, has equaled Clark's output from the opening of the Court's fall session until the end of last year. New members of the court seldom are very active; they have to take time to acquaint themselves with procedure and custom.

Jackson is a veteran of eight years on the court, one of its senior members in length of service. Justice Hugo Black, with the longest service, wrote only two majority opinions in the October-through-December period. Chief Justice Fred Vinson wrote only one.

Justice Sherman Minton, the newest member of the court (he was sworn in Oct. 12), wrote two majority opinions by the end of the year. By contrast, Justice Harold Burton went on the bench Oct. 1, 1945, but didn't hand down his first majority opinion until Jan. 26, 1946.

Elevation of a man to the Supreme Court often catapults him out of the realm of ordinary citizens. But Clark is viewed as probably the most democratic

individual to assume a place on the tribunal in the memory of its employees. He has a greeting or a handshake for law clerks, telephone operators or other workers he may meet in the corridors.

The day before Christmas he dropped in to say hello to a lot of the Court's attaches who were having a party in the printing

office, where the opinions are prepared for distribution without danger of the content being made public prematurely.

At 50, Clark's one of the youngest men ever to serve on the court.

Oklahoma is the only state whose capital, Oklahoma City, bears the state name.

The fox trot was named after a New York dancing instructor. President McKinley was the first to toss out ball at the beginning of a baseball season.

He died at the end of his first month as president, serving the shortest term on record.

Camels and pigs are said to be unable to swim.

COMPLETE HOME LOAN SERVICE
COMPLETE INSURANCE SERVICE

Whether you plan to buy or build a home of your own or want to refinance your present loan, be sure to investigate our **COMPLETE HOME LOAN SERVICE**.

PROMPT - COURTEOUS SERVICE - LOW RATES - CONVENIENT PAYMENTS ON: CONVENTIONAL, GI & FHA LOANS

John McLean Insurance Agency
127 West 3rd Street — Phone 273



Carlye

50 WORDS ON 1950

- Supple, simple mid-century fashions — Carlye's new day and night collection.
- Boyish jackets over prints or slender skirts.
- The new bloused line in suits.
- Inspired plain and fancy separates.
- Smooth redingotes over Carlye's own prints.
- Short sweet party dresses and wedding suits.
- Quantities of failles, crepes, pastel jerseys, cotton taffetas, rayon taffetas.

All ready for 1950 winter vacations and spring at

THE *Vogue* For "the Lady of Fashion"



ASK FOR

INSPECTED DEAF SMITH COUNTY MEATS

At Your Grocery & Market
"NONE FINER"

STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL DIRECTORY

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

<p>THIS SPACE FOR SALE</p>	<p>TRIPLE E CAFE Short Orders Steaks a Specialty A Nicer Place for the Whole Family to Eat 24 Hours Service ROY and ADA</p>	<p>A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.</p>	
<p>Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694</p>	<p>Hereford Wrecking Co. HIGHWAY 60 USED PARTS See Us For Expert Repair Work of All Kinds!</p>		
<p>REMINGTON TYPEWRITERS OFFICE SUPPLIES FARM AND HOME FLOOR AND WALL SAFES AT YOUR HEREFORD BRAND</p>	<p>T. J. CARTER Realty Company Wheat land, irrigated land and ranches for sale. Farms and ranch loans. Long terms 4 1/2% interest.</p>	<p>PARKER BROTHERS PLANING MILL & CONTRACTORS We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.</p>	
<p>THIS SPACE FOR SALE</p>	<p>GEAR HEAD REPAIRS For Irrigation Pumps In Stock or Made in Our Modernly equipped machine shop for any make gear head. BEARINGS, GEARS, SHAFTS W. M. (Bill) WHITESIDES 207 EAST FIFTH PLAINVIEW, TEXAS</p>	<p>FOAM LATEX CUSHIONS at the For Office, Home, Car, and Tractor Brand Office</p>	<p>THIS SPACE FOR SALE</p> <p>PICK-UP AND DELIVERY SERVICE PHONE 111 ACME CLEANERS All Garments Insured 308 N. Main MADE TO MEASURE CLOTHES Hereford</p>

IT'S
STAR-STUDED
 With
**NEW
 FEATURES**

Gas Saving
 Automatic
 Overdrive
 Available on
 all models

Automatic
**HILL
 HOLD**

Self-
 Adjusting
 Brakes

Large Capacity
**OIL
 CLEANER**
 Full-Pressure
 Oiling
 System

Full Length
 Water
 Jacketing

Valve Seats
 Integral
 With Block

Vacuum
 Booster
 for
 Windshield
 Wipers

Variable
**STEERING
 RATIO**

**1950
 STUDEBAKER'S
 REALLY
 ROLLING**

THE
 NEXT RIDE
 IN MOTORING
 IS HERE

...the
"Miracle Ride"



JOHN WOOD INC.

Scouting Around

Troop 52 studied how to measure the width of a river, etc. without crossing it, and how to estimate the height of objects from a distance, at the regular meeting Tuesday night. About 20 boys were present.

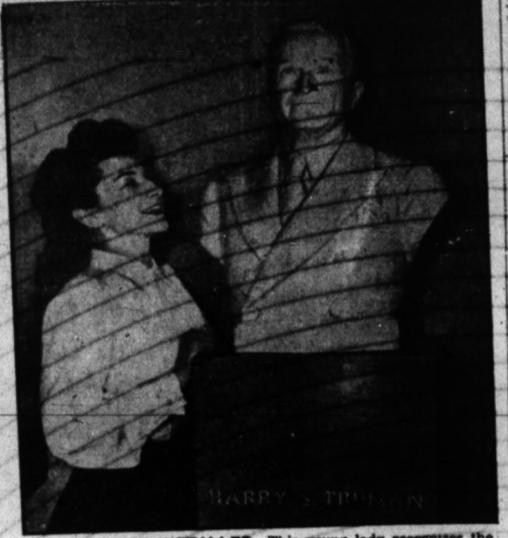
Tentative plans for Scout Week, Feb. 6-12, were discussed Wednesday night at a Scout Leader's roundtable. Representatives of every scout unit in town and from the council and committees were present. Window displays, parent's nights, and such events were tentatively planned.

Explorer Scouts Kenneth Brock, Tommy Cuipepper, Ted Houston, Douglas Hicks and Larry Slaughter received Investiture services as Explorers Monday night. The Apache crew won a Morse Code contest from the Comanches.

Troop 50 started a Patrol Leaders training course Friday night. The course will be held six times every other Friday night, plus a training hike and at the end of the course an overnight camp. Patrol leaders and assistants are enrolled.

Explorers scouts in Troop 50 organized Monday night with Tommy Woodford as explorer guide, Virgil Cocanougher, quartermaster, and Dabney Williams, scribe. Duwayne Wallace and Lee Drake were selected as crew leaders.

Troop 50 will go swimming in the West Texas State indoor pool Wednesday evening from 7 to 8 o'clock.



TRUMAN BUST INSTALLED—This young lady recognizes the newly installed white marble bust of President Truman, which has been placed in the corridor of the main floor of the Senate Chamber of the Capitol. The bust was executed by Charles Keck of New York.

1950 Chicken-of-Tomorrow Program For State Of Texas Is Announced

Recent changes in the poultry support price program have somewhat confused the outlook for poultry in 1950, says E. D. Parnell, professor of poultry husbandry of Texas A. & M. College. Egg prices last year were supported at 90 percent of parity. Parnell says this means a reduction in support prices of about eight cents per dozen.

He points out that the reduction was not unexpected and had actually been recommended by groups to bring supplies more nearly in line with demands. Prices on most major poultry and January egg prices are the lowest for several years. Since eggs are the major source of income to the poultry industry, it is easy to understand how the recent change has disturbed the poultryman.

Parnell also sees a brighter side. He believes the better quality feed and the improvements brought about through poultry breeding and selection programs per hen and this in turn will cut production costs. The number of shell eggs in storage is not excessive and storage supplies should not be a serious problem so far as egg prices are concerned.

The price situation as it concerns poultry meat is some different, says Parnell. In the first place, there is no support program in effect at the present time on chicken or turkey meat but there are provisions for support in the legislation now in force and they believe they may come later. Despite the lower prices for eggs and meat, he believes the poultry industry, in 1950, will again produce a gross income of near \$33 billion and that, adds Parnell, makes the poultry industry one of the largest in the entire agricultural field.

Speech Recital Will Be Given Sunday Afternoon

Speech students of Mrs. D. W. Hawkins will be presented in a recital program Sunday afternoon, January 15, at the First Methodist Church at 3 p. m. All persons interested in the program are invited to attend.

Those scheduled to take part are: Donnie Fellers, Linda Kay Morton, Virginia McDonald, Jimmie Carnahan, Helen Elaine Jones, John David Bryant, Katherine McDonald, Maxie McCathern and Geraldine Patterson.

One on Mike
Pat—Molke do yez know why an Irishman hits the pepper box off the bottom an' a Dutchman hits it on the side?
Mike—Bogorra, Pat, Oi don't know is it?
Pat—Shure, an' it's to get the papper out, Molke.

Careful laundering and frequent dry cleaning help give woolen garments that new look.

Indignant

Little George came home in a sad state. He had a black eye, many scratches, and his cloths were a sight. His mother was horrified and with tears in her eyes, said rebukingly: "Oh, George, George! How often have I told you not to play with that naughty Brown boy?"

"Play!" answered little George looking at his mother in deep disgust. "Do I look as if I've been playing with somebody?"

The Very Idea

Do you have fits of giddiness?" a doctor asked a middle-aged stern-looking woman.

"No, I don't," came the snappy retort. "I'm a respectable married woman."

Hinglish Umer

"What a big family you have, Mrs. Jones," said the visitor.

"Yes'm. And the funny thing is that all the names begin 'Erbert, Emery, 'Ugh, 'Ukbert, 'Aroid, 'Arriet, and 'Ety—all except the last one, and we 'ad er named Halice."

Tested
"Trust her! You surely don't think she could keep a secret?"
"Well, I've trusted her with other things, and she kept them!"

DR. C. D. KELTON
CHIROPRACTIC CLINIC
501 Jackson Ave. Hereford, Texas
Office Hours, 9 to 12 — 2 to 5:00 p. m.
Or by Appointment, Phone 91 or 738W

BUY IT BAKED!

FRESH!

DELICIOUS!

NUTRITIOUS!

ButterKist of course!

BAKERY GOODS

HEREFORD BAKERY

WHEN THE GOIN' GETS TOUGH BE PREPARED WITH CO-OP BAR-LUG TIRES

MAKE YOUR OWN ROAD IN SNOW, MUD, AND SAND!

No matter what the use, for cars, for buses, or for trucks, when there's tough driving ahead, depend on Co-Op Bar-Lug Tires—to pull you through. Co-Op Bar-Lug Tires provide maximum traction **BACKWARD OR FORWARD**. They carry full lifetime and road hazard guarantee. Be prepared, have Co-Op Bar-Lug Tires put on your vehicle soon at your local CO-OP.

We Still Have PERMANENT ANTI-FREEZE

Get 'em Here **MUD-CHAINS**

CONSUMERS

Today . . . We Celebrate Our . . . **FIFTH** Anniversary in Hereford

Today, in taking stock of the events and milestones of our five years in Hereford, our first thoughts are of YOU, for you have made possible our growth and improved service.

We are deeply appreciative of the cooperation and patronage of the garagemen and dealers of this territory who have favored us during these five years with your continued patronage and friendship.

So, from the bottom of our hearts we say THANKS!

As we enter upon a new year of service, we pledge the best service we know how to give; and we invite you to depend upon us and upon the nationally advertised products we handle, for dependable automotive service. We are proud of the many recognized lines we carry . . . they are dependable, without question. For instance:

PERFECT CIRCLE, Custom Built for Your Motor

MCCORD GASKETS	PERMITE
FEDERAL MOGUL	GATES BELTS
FRAM OIL FILTERS	AC PRODUCTS
DELCO REMY IGNITION	DELCO BATTERIES
BLUE STREAK IGNITION	ST. LOUIS MOOG SPRINGS
Like them? Sure!	and Front End Parts

Please consider this a personal message of appreciation from all of us at the Hereford Parts and Supply Company.

Sincerely,
DALE TINNIN
ESTER WAGNER
KENNETH MCGEE
BURL POTTORFF

Hereford Parts & Supply Co.
217 Main Street, Hereford
"Headquarters For Doctors Of Motors"

AUTOMOTIVE Parts and Supplies	WHOLESALE Ph. 56	TRACTOR Parts & Supplies
---	----------------------------	------------------------------------

Long Time Ago

45 Years Ago
 Week of January 13, 1905
 J. D. Thompson made a call to The Brand office and said he killed 95 jack rabbits during a 1905 snow. The Brand said that proved Mr. Thompson's hunting ability. When Thompson told The Brand he killed five hogs, the largest of which weighed 414 pounds, it was convincing evidence that he was also a good stockman according to The Brand. The five hogs weighed 1490 pounds all together.
 G. W. Green and Miss Biggs, both of Illinois were married at The Hereford House. Rev. Brennan performed the ceremony. The contracting parties were on

way to Portales where they intended to file a claim. They both had planned to file claims but on learning that only one could file, they decided they could not wait any longer and got married. The preacher was called and the contract was sealed.
 One of the metropolitan dailies speaking of Panhandle cattle, said they were so fat they cannot hump their backs to shed the snow and sleet.
 J. J. Anderson and sons of Boom offered apologies for coming to town Monday but the former stated that his coming was made necessary by the continuing cold weather's causing his supplies to run low.
 Dr. R. W. Emonds rented offices up-stairs over T. M. Coulson and Company's.
 Farmers were rejoicing over the 4-inch snow which melted away and went into the soil for about a week.
 Mr. and Mrs. G. A. Stambaugh left Tuesday afternoon for Corpus Christi where they will spend the winter for the benefit of Mr. Stambaugh's health.
 J. F. Wetzel, son of C. H. Wetzel, purchased the meat market and arrived to take over.
 In 1905, as now, The Brand was urging prospective voters to pay their poll taxes before February 1.

Beware Coughs From Common Colds That HANG ON

Creomulsion relieves promptly because it 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. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION
 for Coughs, Chest Colds, Bronchitis

George W. Dale spent an afternoon and a night at the Clarence Wheeler ranch to shoot some duck.
 At a regular IOOF meeting elected officers were installed. W. H. Russell, Noble Grand; Robert Brazill, Vice Grand; J. H. Cardwell, Secretary; P. L. Johnson, Treasurer.

The Brand editorial writer was lamenting the fact that certain national forces were trying to up the salaries of the president and vice-president of the United States to \$75,000 and \$15,000. He also scoffed at the idea of giving the president an annual pension of \$25,000 for life. This writer accused ambitious persons who hoped for the high positions of recommending this increase. Anyway, said The Brand, it was not likely the proposal would pass.

On the happier side, The Brand was boasting of the best list of correspondents of any paper this side of Ft. Worth. "We have regular contributions from Arney, Hart, Dimmitt, Cleo and Boom," said The Brand.

The Brand was also endorsing a movement for a YMCA building and organization.
 The following students matriculated over the holidays at the college: Mrs. Smith, Miss Merline Patton, Virgil Easley, Ezra Norton, Murphey Looney and Edgar Cox. The College had a new music teacher in Miss Winans. The president of the College said "If the people of Hereford want a good, strong school, they ought to patronize it rather than 'outside forces'."

Land Agent B. W. Miller was advertising 540 acres of land, 12 miles from Hereford, well improved, good house, well and windmill and some equipment for \$3,000.

Subdivision of a part of block 4, Mabry Addition to Hereford. \$450.
 S. A. McGathern and wife to Joe G. Story. All of N 1/2 of section 14, block B. \$13,645.50.
 Clarence N. Cosby and wife to Kansas City Life Insurance Company. All of SW 1/4 of section 4, block K-8, \$3,810.
 Charles Wayne Evans to Dr. John Channer. N 75 feet of lot 20, block 4, Womble Addition. \$12,000.

A. Peterson and wife to C. W. Brackman and James Miles. All of lot 6 of Peterson's Subdivision of a part of block 2, Mabry Addition. \$450.
 R. L. Pinkert and wife to J. O. Clark. Lot 17 and 840 feet of lot 18, Megert and Orr Subdivision of E 1/2 of block 20, Evans Addition to Hereford. \$6,750.
 J. M. Hamby and wife to W. B. Richardson and wife. Part of blk. 10, DeAtley's Addition to Town of Hereford. \$4,250.

H. N. Benson and wife to Luther Ellis and Judd Burnett. E 200 acres of S 360 acres of section 46, block M-7, \$35,000.
 William F. Hardwick and wife to R. E. Griffith Realty Company, Inc. of Dallas. An undivided 1/2 interest in and all of N 4 1/2 feet of lot 12, block 17, Town of Hereford.

C. M. Hicks and wife to Dorothy Parker. W 5 feet of E 1555 ft. of N 1/2 of lot 10 block 6, Womble Addition to Town of Hereford. \$75.

George E. Robertson and wife to Chester Wiggins. SE 1/4 of section 4, block K-8, \$12,388. (24) (518)

Releases

First National Bank to Sam Wilson and wife. 840 acres in section 175, blk. M-7. \$7,500.
 First National Bank of Amarillo to Toy E. Price and wife. All of W 1/2 of section 35, block 7, \$2,000.

Travis M. Dameron to G. W. Newsom. All that part of S 1/4 of section 24, block K-3, Deaf Smith County. \$5,152.35.

Oscar Hunt to R. L. Simpson. Deed of Trust.

First Federal Savings & Loan Association to Fred F. Bell. All of lots 4 and 5 of Hester and Basher Subdivision of block 3, Mabry Addition to Town of Hereford. \$1,600.

J. G. Evans to Charles Wayne Evans. All of N 75 feet of lot 20, block 4, Womble Addition to Town of Hereford.

COURTHOUSE RECORDS

Warranty Deeds
 H. M. Thomas and wife to B. F. Cain. N 82 acres of NW 1/4 of section 50 in block K-8. \$5,310.83.
 Wm. Schroder to H. M. Thomas. All of NW 1/4 of section 50 in K-8. \$26,932.50.
 Mary Spinhirne, et ux, to E. B. Berryman. All of lots 1 and 2, block 68, City of Hereford. \$4,000.
 Ralph Smith and wife to Maurice C. Hill. Lot 14, Ralph Smith

Mrs. Don Martin Leads Study Club Program

George P. Turrentine to F. J. Knabe. All of S 1/2 of section 14, blk. B. \$1,720.
 Roberts Dyar to William F. Hardwick, et ux, Lot 12, block 17, original town of Hereford. (518)
Automobile Registrations
 Foster E. Hendon, 1949 Studebaker 4-door sedan.
 Louis E. Pyka, 1950 Ford 2-door.
 Rock Brothers, 1950 Pontiac 4-door.
 G. K. Horton, 1950 Ford 2-door.
 Will H. Nunn, 1950 Ford 4-door.
 Alton Kemp, 1949 Hudson 2-door.
 O. W. Vanderwork, 1949 Chevrolet 2-door.
 Audyn E. Hodges, 1949 Ford 2-door.
 John F. Kelley, 1950 Ford 2-door.
 Celestine J. Pittner, 1950 Mercury sport sedan.
 Green and Scott, 1950 Mercury sport sedan.
 E. C. Reinauer, 1950 Studebaker 4-door.
 Henry N. Benson, 1949 Chevrolet 4-door.
 Kirby Sales Company, 1950 Mercury sport sedan.
 C. L. Bogle, 1950 Mercury coupe.
 T. W. Roberson, 1950 Studebaker 4-door.
 John N. Patton, 1950 Chevrolet sedan.
 Noah Ewton, 1950 Chevrolet 2-door.
 J. L. Blount, 1949 Pontiac coupe.
 Mrs. Lillian M. Smith, 1950 Ford 2-door.
 V. C. Hodges, 1950 DeSoto club coupe.
 E. K. Pinnell, 1950 Oldsmobile 4-door.

Mrs. Dennis Baker was hostess for the Young Mothers Study Club meeting in the home of Mrs. Jerry Richardson Monday night. During the business session Mrs. John Schneider was welcomed as a new member.

Mrs. Don Martin was program leader and discussed the topic "Brothers and Sisters" making a point that brothers and sisters need to understand that they must give as well as take, and that they must share alike.

Mrs. John Winkler told how "Play Time is Growing Time" pointing out the advantages in providing children with educational toys.

A general discussion was held after the topics were presented. Members present were Mesdames Leroy Aven, Mac Bainum, Bartley Dowell, G. W. Edwards, Norman Gray, Paul Harvey, Lee Kent, Charles Hill, Don Martin, Joe Reinauer, Pat Robinson, John Winkler and the hostess.

HOME FROM TRIP
 Mr. and Mrs. E. W. Young and daughters Dixie and Mary Ann returned Tuesday from Marysville where they attended Golden Wedding anniversary observances held for Mrs. Young's parents, Mr. and Mrs. W. J. Davidson. Mr. and Mrs. C. E. Leasure and daughter Cynthia, who also attended the observances returned Sunday. They were accompanied by Mrs. Leasure's brother, Virgil, and after the entire group had visited Mr. Young's relatives in Tyler, he re-

turned to College Station where he is a student at Texas A&M College. Coffee grounds make a good sweeping compound for the cement basement floor.

"Service in Jigg Time"
JIGGS SERVICE
 TEXACO PRODUCTS
 OPEN 3rd & Sampson Ph. 875

ROSE & BARBER
Realtors
 Real Estate Insurance
 Loans
 IF IT'S A GOOD LOAN - WE CAN MAKE IT
 Phone 45 104 East 3rd St.

INSURE
 IN SURE
 INSURANCE

PLAINS INSURANCE AGENCY

Jno. H. Patton Wm. H. Patton



BIGGER SALES GAINS THAN ALL OTHER TRUCKS COMBINED PROVE FORD IS AMERICA'S NO. 1 TRUCK VALUE!

No other truck can match this increase!

Economy-wise truck buyers make FORD NO. 1 IN SALES GAINS!

No other truck can match this trend of user preference!

PROOF OF FORD LEADERSHIP 1949 new truck license registrations as reported by E. L. Palk & Co.—total for the latest available 3 months period of 1949 (August, September, October) compared to 1st quarter—show:

FORD TRUCKS	Truck increase 24,683
All Other Trucks Combined	Truck increase 15,382
TRUCK "B"	Increase 9,884
TRUCK "C"	Increase 3,815
TRUCK "D"	Increase 2,179
TRUCK "E"	Increase 5,026
ALL OTHERS	decrease 5,542
TOTAL	15,382

Economy-wise truck buyers know FORD IS NO. 1 IN VALUE!

No other truck can give you all these features!

- ★ Choice of V-8 or 6-cylinder power!
- ★ Two 148-horsepower Big Jobs!
- ★ Over 175 models to choose from!
- ★ A new 110-horsepower SIKI!
- ★ Ford Million Dollar Cab!
- ★ Bonus! Built-in construction which means big reserves of strength and power!
- ★ Ford longer truck life!
- ★ 21 Smart Trucking Advancements for 1950!



Smart Truck Buyers recognize extra value... They know Today's Smart Buy is the '50 Ford!

Hereford Motor Company
 Dudley Green Hereford, Texas Archie Scott

Ford Trucks Cost Less because FORD TRUCKS LAST LONGER

Swansdown

briefed box fleece coat is the best investment you can buy!

This is the year for fleece... and this is the fleece coat of the year! Boxy, beautiful, so soft, so light-weight... a born companion to all your casual clothes! Its smart three-quarter length makes it usable four seasons a year... its oversized patch pockets, big-and-gold buttons, wingspread collar and notched cuffs are dramatic details that never go out of style! And what a wonderful traveler it is! In pure wool fleece by Stroock.

this little Swansdown's suit will be the biggest thing in your spring wardrobe!

It's new... it's exciting... it's exactly what you're looking for, for Spring! A tailored little suit with a decided French accent... unobtrusive in detail, but very obviously good fashion! Lots of self-covered buttons, a little notched collar, slanted slot pockets, a jacket line that curves up at the sides. And of course, this year's pet slim skirt! In Fortmann's rich Milaleen.

The Little Fashion Shop
 "Smart Clothes for Smart Women."

How To Play Canasta— Start In The Thursday Brand

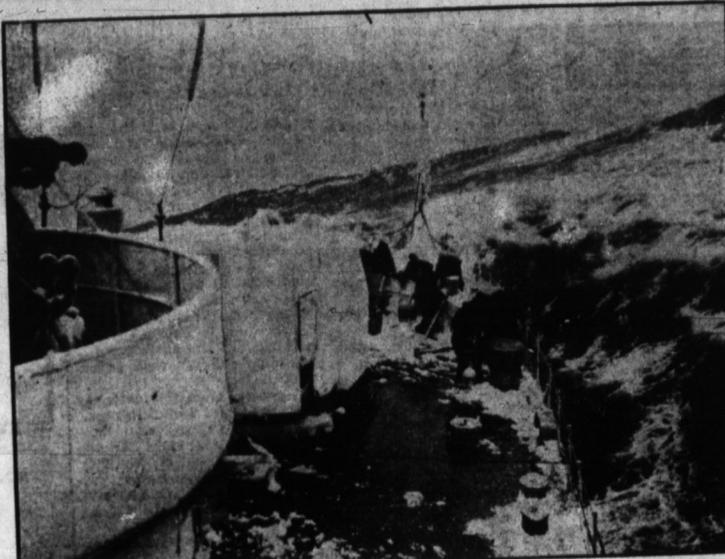
Like Canasta is here to tell for sure, but denying the new form from the Argentine of the fancy of a fair of our population. The game has been in the development for about 20 years in South American and the most prominent of Uruguayans. Canasta was borrowed the best from each of the many and more or less game which is called the American fancy. The "legs" is inserted because some doubt as to whether the people in Hereford playing Canasta would prize the game as others play it, and vice versa.

It is hard to understand of this new pastime. The greater change of more sensation-creating spots than most other games. It goes along at a steady pace, then sudden swings into high which in turn may be promptly as it came. The game is in its speed, with expected big coup always just ahead, keep up and suspense at high banish monotony. The "Canasta" means "and in the game of the one side has a certain collection in a basket, in reality the pile is closed up when you get seven cards in it which is one of the principal items in the scoring.

The game resembles its rummy predecessors in that there is a deal followed by drawing, discarding and melding, but that is about as far as the likeness may be figured. Brand new features are what makes it exciting. It is like the form of rummy called "Oklahoma" in that it uses two complete—standard—decks of cards all shuffled together (you can buy Canasta decks with 108 cards in it). But Canasta also features deuces wild and four Jokers. The game has a special status which adds to the excitement of the game.

With the publication of a big "March of Dimes" Canasta tournament in the offing we are going to run a series of articles so that everyone who wishes will know enough about the game to win, or shall we say, play the game? Watch the Brand for the next five issues.

As a part of this orientation phase here's how the new game came to our shores. Americans first encountered Canasta on ships plying between the United States and various ports of the southern Hemisphere. Eventually one of those who had witnessed the game aboard ship asked Mrs. T. Charles Farrelly, head of the New York City Re-



WEATHERMEN BATTLE HEAVY SEAS—The Coast Guard cutter Ponchartrain plows through the turbulent waters of the North Atlantic, maintaining weather patrol regardless of stormy seas. Aboard this "ocean station" of the U. S. Weather Bureau, personnel and equipment are carried for the collection, recording and transmission of vital weather data.

gency club, where lessons could be had in the game. In turn she requested her chief of staff to find out and what she did is the story of how the game came to the U. S.

Learning that Senor Alexander Rosa, from Buenos Aires, was enthusiastic about the game, she ascertained that this member of the United Nations secretariat was more than eager to explain it—not just to help, but so that he would have someone to play with. Mastering from him the features of its peculiar structure, Mrs. Ottilie H. Reilly became the first American instructor in Canasta, brought out a book about it and introduced it, the craze, to Newport, East Hampton, Lake Placid, Florida, and California.

There's so much to the new game, so much that is different from other games, that the explaining of it requires departmentalization under several headings. So to make it easily understandable, you'll get an article on the complete scoring used in the game Thursday. Clip out the series if you like red-hot

fun and excitement at the card table, you won't regret it.

St. Anthony's Guild Has Regular Weekly Meet

Mrs. Owen Jacks and Mrs. Walter Lueb were hostesses for the St. Anthony's Guild meeting in the school basement Wednesday evening at 7:30 o'clock.

Father Dominic Kenny opened the meeting with prayer. Mrs. O. V. Hennen presided over the meeting. It was decided that the Guild would have a bake sale Saturday, Feb. 11. Mrs. Ed Loerwald gave a reading on "Family life relation in the mystical body."

The remainder of the evening was enjoyed by playing Bunco. Mrs. Ed Bezner won high and Mrs. John Frerick won low prize.

Refreshments were served to Mesdames Joe Huckert, Loula Huckert, Leon Vinton, Frank Brinkman, Ray Wilhelm, J. A. Wintroath, Mike Koelzer, Ed Dziuk, A. A. Brinkman, Frank Bezner, Harold Herselz, Ed Loerwald, W. J. Albracht, Jerry Albracht, Louie Dupnik, Mary Hellman, John Frerick, Joe Paetzold, John Gallagher, Frank Walterscheid, O. V. Hennen, Joe Peters, Sylvester Fangman, Father Dominic Kenny and the hostesses, Mrs. Jacks and Mrs. Lueb.

Charlotte Lynne Hill Has First Birthday

One year old Charlotte Lynne Hill had a single candle on her birthday cake when her mother, Mrs. O. G. Hill, Jr. entertained on January seventh honoring her birthday. Balloons were blown up for the children and given as favors and the tiny tots enjoyed supervised play.

Those attending the party were Keith Blanton, Pamela Winget, Paula Waldrep, Karen Sue Daniel and the honoree.

Others attending were Mesdames Darrell Blanton, Richard Winget, Bill Waldrep, R. A. Daniel, Jr., J. D. Neill and the hostess.

Sunshine Club Elects Officers For New Year

Officers were elected at the Monday meeting of the Sunshine Club in the home of Mrs. Oscar Vaughn. Members planned meetings for the coming year and decided to feature book reviews and needlework. The next meeting was announced for January 23 in the home of Mrs. George Minor.

Refreshments were served to Mesdames J. C. May, D. F. Mathis, Clint Lundry, Gloria Mathis and the hostess.



ELECTRICITY

-works for everyone



On the farm, at home, in factory or store, dependable low-cost electric service is used by just about everyone, whether at work or at play. Every day existing uses are broadened... new ones are found. Nowadays, folks just naturally depend on electricity.

Alert to those ever-expanding needs, we at your Public Service Company are dedicated to providing the best possible electrical service to the vast area we serve.

With just the flick of a switch, the many comforts of good living—electrically—are brought to more and more people in the great Panhandle-Plains-Pecos Valley area.

Yes, all the folks at your Public Service Company work to make sure that low-cost electricity works for everyone!

SOUTHWESTERN PUBLIC SERVICE COMPANY

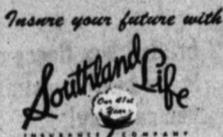
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

ABOUT Retirement?

The time to plan your retirement is now. You'll have more years to save at less cost per year.



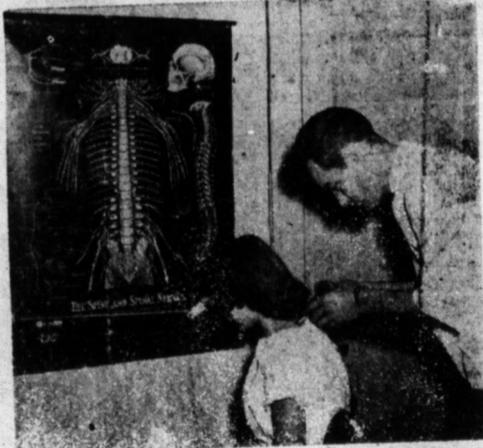
J. W. ROBINSON, JR.,
211 Park Avenue
Phone 269



ACCIDENT • HEALTH • HOSPITALIZATION

STAPP CHIROPRACTIC CLINIC

Corner 3rd and Main
Hours: Mon. - Wed. - Fri. 9-12 — 2-5
Tuesday - Saturday 10-12
By Appointment
Thursday - Sunday
Phone 128 For Appointment



Neurocalometer examination of the spinal nerves given by Dr. Stapp locates defective nerves emitting from the spine on their way to the organs and glands of the body. Here we determine which nerves are defective, when they return to normal and other data.

Stories published here from the files of Dr. Le Clinic in Austin. They played here to show the and scope of Chiro-

practicing medicine years, and spinal ortho- for 10 years I am daily had at the remedial of Chiropractic spinal nents as a cure of di-

LeForest Potter, M. D. edist, New York

restored normal func- the entire ill-function- Upon discharge, this reported no symptoms remained. The body everything necessary h If its forces are free efficiently.

O. 35: A middle aged

woman suffered stress from colitis, stomach cramps and sourness were constant. Despite professional attention the condition was continually getting worse. She was advised to visit a Chiropractor and a series of spinal adjustments brought her relief. Shortly afterwards, when venturing outdoors on a severe winter day, she caught cold in both knees. They became swollen and arthritis developed. She returned to her Chiropractor and further spinal adjustments were given. The arthritis cleared up and has not returned since.

HIGH BLOOD PRESSURE

CASE NO. 1894:
A grandmother, age 63, although under the constant care of her doctor for eighteen months, was gradually growing worse. She had high blood pressure, heart attacks, dizziness, nervous indigestion, gas and bloating which caused heart distress and pains, gall bladder pains and tenderness, kidney trouble and pain, swollen ankles and hands, and for each of these conditions she has been taking something different, but gradually becoming to try the Chiropractic Clinic. Spinal Neurocalometer analysis and X-rays located the causative subluxation in the spine. Adjustments corrected the misaligned vertebrae, removed the interference to innervation of the vital organs. Upon discharge this lady reported that she was free of any symptoms of illness of any kind and was doing all her house work. Her own words were "I feel as though I had never been sick, I

feel just grand, thanks to Chiropractic!"
CORNEAL ULCERS
CASE NO. 1589
A girl of 3 was brought in after unsuccessful treatment for corneal (eye) ulcers, nervousness, and constipation. After a spinal Neurocalometer examination and X-rays revealed an injury of the spine causing motor nerve wave interference, she was accepted for spinal corrective adjustments. Upon discharge none of the previous symptoms were present and the child was enjoying normal health.

ASTHMA

CASE NO. 1419:
After trying for years in some of the best medical clinics to find health, a boy, age 8, was brought to the Chiropractic Clinic. His parents stated that he had suffered from Asthma all of his life; was nervous, awaking at night, crying out because of nightmares; stuttered when trying to talk; had cramps after meals; was constipated, susceptible to frequent colds and fever which confined him to bed. His mother recalled that birth injury to neck and spine was possible. Neurocalometer and X-ray analysis of the spine disclosed a neck injury, a vertebral misalignment, causing nerve wave interference and defective energization. Corrective adjustments and reduced interferences to brain - nerve waves. This boy began to gain weight, sleep soundly, and returned to normal health in a few months.

West Hereford HD Club Meets In Yarbro Home

West Hereford Home Demonstration Club met Tuesday afternoon in the home of Mrs. R. N. Yarbro.

Mrs. E. M. Cox, retiring president, conducted installation rites for new officers. The officers include: Mrs. J. W. Witherspoon, president; Mrs. Howard Gore, vice-president; Mrs. Jimmy Mercer, secretary; Mrs. Carlos Vaughn, treasurer; Mrs. Ida Mae Vaughn, council delegate; Mrs. Travis Caraway, reporter; Mrs. R. N. Yarbro, parliamentarian and clothing demonstrator; Mrs. Vern Witherspoon, work simplification leader; Mrs. John Jacobsen, Sr., Federation councillor; Mrs. Elton Brooks, recreation leader.

The program included a review of "Stop Worrying and Live" by Dale Carnegie, given by Mrs. John Jacobsen, Sr.

Those present were Mesdames Ulys Pierce, Elton Brooks, Roy Boyd, J. W. Witherspoon, Jimmy Mercer, Jack Flowers, Vern Witherspoon, Wes Bradley, Carlos Vaughn, Travis Caraway, E. M. Cox, John Jacobsen, Sr., Ida Mae Vaughn, Josie Funderburg, Edna Bowe, P. H. Luck, Miss Ara Lewis and the hostess, Mrs. Hollis Rainey was a guest.

Mongolia's great desert is called the Gobi.

LAMM JEWELRY

The Little Store Around The Corner On West Third



GUARANTEED
3-Day Watch Repair Service
All Watches Scientifically Checked on our Watchmaster
We have Rock Crystals

LISTEN TO THE
"AVA MARIA HOUR"
KPAN, Every Sunday at 5p.m. to 5:30



The New

HEREFORD LUMBER COMPANY

For Values
For Materials

For "KNOW-HOW"
and a genuine desire
to serve the building
trade

THANK YOU

We deeply appreciate the welcome given us as new owners and operators of the Hereford Lumber Company. To old and new customers alike, we express our appreciation of your confidence; and we will do our level best to merit that confidence with fair dealings, adequate selection of building materials, and with all you expect in a complete lumber company.

Sincerely,
J. M. THOMSON
JACK KIRSEY
W. L. JONES

MRS. HOWARD GAULT

Old-Fashioned Rice Pudding Tops For After-Holidays Dessert Dish

Right along in tradition with fashioned rice pudding and in the Christmas goose, plum pud—many homes it becomes a big dig or fruit cake, goes the old part of the after-holiday menu.

NEW RELIEF! For Stuffiness, Coughs of Colds

You know—like millions of others—how wonderfully effective Vicks VapoRub is when you rub it on.

Now...here's amazing, special relief when there's much coughing or stuffiness, that "choked-up" feeling. It's VapoRub in Steam...and it brings relief almost instantly!

Put 1 or 2 spoonfuls of VapoRub in a vaporizer or bowl of boiling water. Then—breathe in the soothing, medicated vapors. Every breath eases coughing spasms, makes breathing easier. And to prolong relief—rub VapoRub on throat, chest and back.

Use it in steam...Rub it on, too!



Let's Cook Something

There are dozens of ways to prepare rice, but none seems so popular as the sweetened pudding with fruit or nuts added to vary the flavor. Served with whipped cream or with thickened fruit sauce it makes an appetizing dessert for the children, with a glass of milk, or for the adult, with a cup of strong coffee.

Today's recipe is one of Mrs. Howard Gault's favorites. Her mother, Mrs. Maude Cameron of



TRUMPETING WELCOME—Romeo the elephant trumpets a happy welcome to a crowd of visitors on the first day of the re-opening of the Rome Zoo. The zoo had been closed for six months when a mysterious disease broke out among the four-footed mammals, killing some and resulting in extermination of others.

Hailey, Idaho, who is spending the winter here in the Gault home, made this pudding when Mrs. Gault was a little girl and she serves it often in her own home.

Old-Fashioned Rice Pudding
2 cups cooked rice (rinsed and drained)
1 and 1-3 cups milk
1/2 cup sugar and a pinch of salt
1 tablespoon vanilla
2 well beaten eggs
1 teaspoon lemon juice
1/3 cup raisins

Combine all the ingredients in the order given except the rice, folding it in last with a fork. Place in a buttered baking dish and bake in 325 oven until ste. Allow to cool before serving and top with whipped cream or fruit. When serving with a fruit sauce the raisins should be omitted. Almost any fruit may be used and may be substituted for the cherries in the following recipe.

Cherry Sauce
1 No. 2 1/2 can pitted cherries in syrup
5 teaspoons cornstarch (level)
Drain the cherries and reserve the juice. Mix two tablespoons juice with cornstarch to make a

smooth paste. Place remaining juice in sauce pan, stir in cornstarch mixture and heat until thickened, stirring constantly. Remove from heat and add cherries and serve at room temperature over pudding.

When Mrs. Gault decides to vary the flavor, she substitutes brown sugar for white, leaves out the lemon juice and adds one third cup chopped pecans or almonds. Eight servings.

TWO HEREFORD MEN IN DALLAS HOSPITAL

J. T. Gilbreath, Jr., who underwent surgery in a Dallas hospital Friday morning, it reported to be doing as well as could be expected. Mrs. Gilbreath and Mr. and Mrs. Ralph Hastings accompanied him to Dallas.

Al Smith, who underwent surgery in a Dallas hospital Wednesday morning is reported to be recovering satisfactorily.

Mr. and Mrs. Burl Alexander of Fort Worth and Mrs. Joe Hudson of Seagraves are at the bedside of their mother, Mrs. D. H. Alexander, who underwent a major operation at Deaf Smith County Hospital Thursday.

Man Killed In Wreck Was Homeward Bound From Hereford Visit

Newman Grady Mitchell, 53 year old Georgian, who was returning to his home in Bowdon, Ga., from Hereford was killed when an automobile rammed into the back end of the car in which he was riding near Gainesville Wednesday night a little after 6 o'clock.

Mr. Mitchell came to Hereford to get his daughter-in-law, Mrs. Millard Mitchell, daughter of Mr. and Mrs. Homer Hamilton. She came to Hereford for the Christmas holidays with her two children, a boy 3-years-old and a girl 15-months-old. She said her father-in-law had a new car and decided to make the trip because he wanted to see the country described to him by his son who was stationed at the Prisoner of War Camp here for about two years during the war.

Funeral services will probably be held Sunday afternoon, according to Mrs. Hamilton, who said the family went on to Bowdon Friday.

Millard Mitchell was driving the car at the time of the accident. He had slowed down to permit a truck ahead of him to leave the highway when another car struck them in the rear, knocking them into the truck.

The car caught fire but Millard tried open a door and rescued everyone. The fire was extinguished with a fire extinguisher from the truck.

Rev. R. H. Cagle, Mr. and Mrs. Bob Lawrence and Mr. and Mrs. Jimmy Allred returned Thursday from Dallas where they attended an Evangelistic Conference of the Baptist Churches of Texas.

Camels humps are composed of fat—the backbone is straight. Giraffe's eyes are so constructed that they can see to the rear without turning their heads.

A pig is the nearest relative to a hippopotamus.

Mulling It Over
"You've been out with worse-looking fellows than I am, haven't you?"

"She did not reply."
"I said, you've been out with worse-looking fellows than I am haven't you?"

"I heard you the first time. I was trying to think."
Home Cooking
"Is your husband fond of home cooking?"
"Yes, we are now taking our meals at a restaurant that makes a specialty of it."

We Give S & H GREEN-STAMPS

BRAID PARADE

Only \$3.49

Leading the parade of fashion this season are these multicolor nansuede braided sandals... a delicate looking sandal to give you that desired lift into high fashion and maintain comfort too!

CRISS-CROSS

Only 3.95

... a double X in straps to mark the spot where you should have your pretty little foot for quality, comfort and style... and save on this wonderful WONDERFUL price in red ink.

Clip this Handy List for Reference

1950 CONSERVATION PRACTICES for DEAF SMITH COUNTY

- CONSTRUCTION OF TERRACES FOR WHICH NECESSARY OUTLETS AND WATERWAYS ARE PROVIDED.
Large type—\$1.50 per 100 ft.; Small type—\$1.00 per 100 ft.; Large spreader terraces—\$1.50 per 100 ft.; Small spreader terraces—\$1.00 per 100 ft.
- CONSTRUCTION OF DIVERSION TERRACES TO CONTROL EXCESS WATER.
6 cents per cubic yard of earth moved.
- SUBSOILING TO PERMIT BETTER PENETRATION OF WATER.
\$2.00 per acre. Not over 4 ft. spacing 12 in. deep.
\$1.25 per acre. Not over 7 ft. spacing 12 in. deep.
- CONTOUR LISTING, CONTOUR CHISELING, CROSS SLOPE CHISELING, PIT CULTIVATION, OR CHISEL-NOT ON THE CONTOUR.
Summerfallow—60c per acre—other—30c per acre.
- CONTROL OF BINDWEED.
\$1.40 per lb. of 2,4-D.
- CONSTRUCTING OR ENLARGING DRAINAGE DITCHES.
5-7 sq. ft cross section per linear ft., 92c per 100 linear feet. 7 sq. ft. or more 10c per cu. yd.
- LEVELING FOR IRRIGATION LAND FOR WHICH WATER IS AVAILABLE.
8c per cu. yd. not to exceed \$15.00 per acre.
- REORGANIZATION OF A PERMANENT FARM IRRIGATION SYSTEM TO CONSERVE WATER AND PREVENT EROSION.
Permanent reservoirs, ditches, laterals, or dikes—8c per cu. yd.
Lining irrigation ditches with open metal flumes—50c to 75c per linear ft.
Construction of flumes, drop boxes, and chutes, concrete construction \$10.00 per cu. yd. Concrete or metal pipe (2" x 24" in diameter) 10c to \$1.20 per linear ft.
Metal or concrete turn out boxes; 6 in.—up, \$2.00 to \$8.00 per unit.
- CONSTRUCTION OF EARTHEN DAMS OR RESERVOIRS FOR LIVESTOCK WATER OR EROSION CONTROL.
Stock water dam—10c per cu. yd.; Spreader dam—8c per cu. yd.; Damless tank—8c per cu. yd.
- APPLICATION OF PHOSPHATE
92c to \$2.08 per 100 pounds. Based on percent.
- GROWING A GREEN MANURE OR COVER CROP OF SUMMER LEGUMES.
Payment rate per lb. of seed.
- INCREASING THE TOTAL FARM ACREAGE OF BIENNIAL AND PERENNIAL LEGUMES AND GRASSES.
Madrid Sweet Clover 21c—other. Biennial sweet clover 14c per lb.
- ESTABLISHING A SATISFACTORY COVER OF WINTER LEGUMES AND RYEGRASS SEEDED IN THE FALL OF 1949.
Payment rate, per lb. seed.
- CONTROLLING COMPETING WEEDS IN PASTURES BY MOWING.
50c per acre per year.
- ESTABLISHING OR IMPROVING PERMANENT PASTURES BY SEEDING ADAPTED PASTURE GRASSES, PASTURE LEGUMES, OR MIXTURES OF GRASSES AND LEGUME.
Payment rate, per lb. of seed.
Application for these practices must be made before work is begun, in order that funds for payment may be set aside. Specifications and rates may be had from your PMA County office by mail, telephone or person, first floor of the Courthouse, Hereford, Texas.

TELEPHONE 478

The State of Texas says Butane and Propane Dealers MUST KNOW GAS

The Law of the State of Texas REQUIRES that EVERY PERSON or FIRM—EVERY ONE—who installs or connects butane and propane (liquefied petroleum) gas systems, equipment or appliances MUST BE LICENSED by the Gas Utilities Division of the State Railroad Commission. These licenses are issued ONLY AFTER an applicant has taken a WRITTEN examination and PROVED his knowledge of the characteristics of butane and propane gases and his experience in handling such equipment and his knowledge of the State's Rules and Regulations governing ALL butane and propane installations.

BUTANE and PROPANE LICENSES ARE SEPARATE and DISTINCT

NO OTHER license of ANY kind permits ANY person or firm to make such installations or connections. Plumbers and Master Plumbers ARE NOT PERMITTED by Law to perform such work UNLESS they have this Specific, Separate and Distinct License issued by the Gas Utilities Division of the Railroad Commission. Because a merchant SELLS appliances for the use of butane and propane gas DOES NOT mean that merchant or any of his employees may LEGALLY install or connect this equipment for you.

Some plumbers, some merchants and their employees HAVE passed this examination and are properly licensed to do such work. But ALL have not. And the Law of Texas says the man who installs or connects ANY butane or propane equipment, MUST have this particular and specific license. This law was passed to protect YOU and YOUR FAMILY.

NO OTHERS ARE QUALIFIED

The man who holds a license as a butane and propane installer—this license issued by the Gas Utilities Division of the State Railroad Commission—is experienced in this work. He is trained for his job. He KNOWS the rules and regulations set up by the State for YOUR protection. He has PROVED his qualifications by written examination. HIS work will be done in full accordance with the Law. He—and ONLY he—can do this work LEGALLY.

BE SURE You're Sure

Don't take a chance. Don't let just anybody tamper with or work on your butane or propane equipment. Be SURE the man who does is PROPERLY AND LEGALLY LICENSED TO DO THIS WORK. Be SURE You're Sure!

If you are not absolutely and positively SURE you can find out quickly and easily by asking the undersigned Association (the state-wide organization of Licensed and Qualified Butane and Propane dealers).

There is a LEGAL installer near you. His name will be supplied on request.

Texas Butane Dealers Association

628 Lamar Blvd. - Austin, Texas

OUTSTANDING VALUES! COTTON SPREADS

2.98 To 4.95

Homespun type cotton bedspreads, slow to wrinkle or show soil. Firmly woven, soft-textured fabric. Ideal for the informal room or for children. Washable. Choice of colors, patterns. 90" x 105".

EXTRA, EXTRA, SPECIAL! NEW SHIPMENT FINE QUALITY FULL BED SIZE CHENILLE BEDSPREADS

COLORS: White & Green Blue, Gold, Rose Aqua

\$3.98

HEREFORD STORE
B. L. Harman & Son Phone 393

BOOKS ON PARADE

An Experiment In Library Reading Among Hereford Men Is Revealing

By CORINNE JENNINGS
As an experiment, we chose two books which we thought would most likely appeal to the men readers of the library, then we checked our choice against a list made up by men critics and authors, of their fa-

avorites. Next we asked half a dozen men, "What book did you like best which you read in 1948?"
First, we chose Tom Lea's novel, "The Brave Bulls," since he is a writer living in the southwest and an artist of some repute. His novel has a factual background on which he spent five years gathering information — a subject which men of

this section can appreciate.
We found that Alan Paton, Louis Bromfield and Jesse Stuart, all authors of best sellers in 1948 had placed Lea's book on their list of three favorites for the year.
It is well written, as one local critic, Mrs. Walk Boston, described it so accurately, "He is not only an artist with paints but with words as well." Lea has done a fine job of characterization, along with a clear picture of the life and customs of the Mexican people who follow bull fighting as a profession. He builds to a strong climax which does not disappoint nor let you down. As one woman remarked the ending brings tears to your eyes and not many books do that any more.

Bull fighting, its origin and early history, its followers, the breeding of the bulls on large ranches in Mexico and the art of training them for the ring are all a part of the story in which the main role is that of a bull fighter, who faces and fights the brave bulls.
The book is jacketed in a bright cerise with emblems of the bull fighter's profession embossed in black and gold on the front cover, which is a true indication of the colorful story within as well as the striking illustrations done by the author in an unusual manner.

Blue Turpen liked the book so well that he immediately called for another by the same author, or for anything in the library similar to it, which was not so bad, since this is Lea's first novel and in a class of its own.
Our second selection was "The Egyptian" which was also written by a man with the main character of a man who lived a thousand years before Christ as a physician in the court of the pharaoh in Egypt.

This book was chosen by John Marquand, whose own book "The Point of No Return" was a top seller last year. He picked this story by Waltari as one of the three which he liked best.
Querying the readers we found that they had definite ideas of their own which did not coincide with our own, proving men know what they like to read and a woman does not select what they may like best.

There is one exception, however, Mrs. Billy Jackson, picks from two to three books for her husband each time she visits the library, and though she could not name his favorite book for the year she always pleases him with volumes of historical and

biographical subjects if they are of the west or southwest.
Frank Zinser chose Chennault's "Way of a Fighter," because it is something more than a descriptive war book since it brings a message for thought along with war experiences. He tries to read the very best in both fiction and non fiction, old and new.
Father Nathaniel Madden, who prefers classics to much of that which is new, chose Tolstoy's "War and Peace" and is now reading "Don Quixote" for comparison since they are considered some of our best literature. Nearly ever one interested in good literature plans to read these—sometime. He said that he read it in two months while this month's cover girl of the Ladies Home Journal says she has been reading on it for two years. Mrs. Cecil Parker has "War and Peace" checked for the second month hoping to complete it. Frank Zinser is the only other name shown on the library copy as having read it.

A war veteran who does not want his name used (one of the library's most consistent readers) chose Mailer's "The Naked and the Dead" for its realism and says he thinks it the best book written. For a second choice which is a glimpse into the future, "The Earth Abides" by Stewart, tells of the world's almost complete destruction, but not by the atomic bomb, as one would expect.
Another war veteran reads modern fiction of certain types and by certain authors but did not express any preference for the past year's reading except that he thought it had improved in selection of material.

Any of the above named books can be obtained at the library, says Mrs. J. J. Boydston, librarian.

OES Study Club Meets In Witherspoon Home

Order of Eastern Star Study Club met for a lesson on the constitution in the home of Mrs. Myrtle Witherspoon Monday afternoon. During the business session plans were made for the entertainment for grand officers which will be sponsored by the O.E.S. on January 17. Mrs. Grace Thomas conducted the lesson for the afternoon.

Those present were Mesdames Opal Roberson, Glenn Waiser, Vivian Major, Alta Caraway, Ollie Brady, Jessie Terrell, Bessie Jones, Lena Belle McQuig, Ada Higgins, Virginia Patton, Nell Culpepper, Ethel Curry, Emma Suit and Grace Thomas.

So Sudden
Officer—"You've been doing sixty miles an hour. Don't you care anything about the law."
Lady—"Why, officer, how can I tell yet, I've only just met you."

Bright Chance
Father—Get yer jacket aff, young man, an' come w/ me.
Jock—Ay, but I thought it was me, are ya, father?
Father—I am that; didn't I tell yer this morning that I'd settle w/ yer fer bad behavior?
Jock—Ay, but I thought it was only a joke, like whin' ye tell the grocer ye'd settle w/ him.

Make every day in 1950 a safe day on your farm.

Let the Blue Flame Take The 'Blue' out of Blue Monday

Must you plan laundry times to have enough hot water?

If you are tired of spacing out your laundry to the times when you have enough hot water—see your dealer today. Let him show you the beautiful new automatic gas water heaters that will give you all the hot water you need, at the temperature you desire.

For fast dependable hot water choose an automatic gas water heater... and let the Blue Flame take the blue out of your Blue Monday. Best of all, the new modern automatic gas water heaters cost less to buy and less to operate.



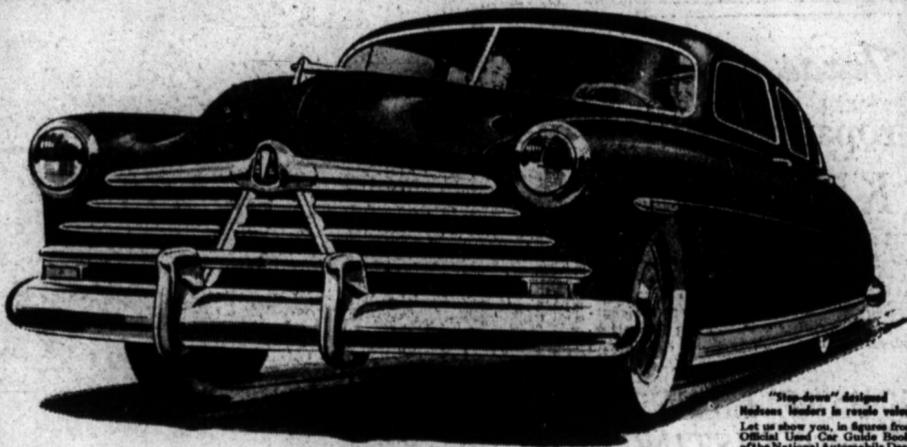
FOR HOT WATER MAGIC GAS has got it!



See Your Gas Appliance Dealer Today

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927



"Step-down" designed Hudson leaders in resale value! Let us show you, in figures from Official Used Car Guide Books of the National Automobile Dealers Association, that Hudson is a leader in resale value, coast to coast!

Lower-Priced Hudson shouts "Value!" for all to hear!

- MOST ROOM!
- BEST RIDE!
- SAFEST!
- BIGGEST DOLLAR VALUE!

Available with Hudson's new SUPER-MATIC DRIVE

YOU DON'T have to buy an undersized car just because you're economy-minded. For the new, lower-priced Hudson is a big, powerful car... priced for average pocket-books... styled to hold its own in the finest company!

You instantly see that it's the most beautiful of them all. Free-flowing, low-built design flashes the fact that here is the lowest center of gravity in any American automobile. And you know instinctively that, as a result, the Pacemaker hugs the road more tenaciously... and is therefore America's best-riding and safest car!

You'll see, too, that this new member of the Hudson family has full road clearance, and more head room than in any other mass-produced car built today, thanks to "step-down" design with its recessed floor. And amazing head room is only one

kind of interior spaciousness you'll find in the new Pacemaker. "Step-down" design gives you more space because it gives you new space that is wasted in other makes of cars. With normal outside width, this compact automobile brings you seat cushions that are up to 12 inches wider than those in cars of far greater outside dimensions!

And for dazzling get-up-and-go, there's the new high-compression Pacemaker engine—a lightning-like performer with saving ways!

No matter how much or how little you intend to pay for your next car, we invite you to look at Hudson's lower-priced Pacemaker... it has a "value" message you'll like to hear!

NOW... 3 GREAT HUDSON SERIES ONLY CARS WITH "STEP-DOWN" DESIGN

See... Drive... the New Pacemaker at these Hudson Dealers

HEREFORD HUDSON COMPANY 1220 E. 1st.

GREAT VALUES



1. No Rip Backs
2. Choice Upper Leathers
3. Special 3-Way Arch Cushion Pad
4. Solid Leather Outsoles and Insoles
5. Genuine Goodyear Welt or Nailed Construction



6. All Leather Re-inforcements
7. Steel Shanks
8. Solid Leather Counters
9. Easy-fit, blank top pattern

AS NATIONALLY ADVERTISED

6.95

10 8.95



SPECIAL DRESS VALUE

Regular 8.95

\$5.95

Perfect for

Rugged

Winter Wear

... be ready for the months ahead

\$12.95

HEREFORD SHOE

STORE

X-RAY SHOE FITTING

IT'S BIG--

"LIL" was WANTED by the LAW and the LAWLESS!



The Gal Who Took the West

Color by TECHNICOLOR

Starring Yvonne De CARLO Charles COBURN SCOTT BRADY • JOHN RUSSELL

Cartoon and News SUNDAY MONDAY TUESDAY

STAR

EMOTIONS RUN HIGH...

WHEN BLOOD RUNS HOT!



TEXAS

SUNDAY MONDAY TUESDAY

Congratulations.

Anniversaries from Sunday, January 15, through Wednesday, January 18

- Mr. and Mrs. L. H. Woodford
- Mr. and Mrs. Warren Daniels
- Mr. and Mrs. C. W. Edwards
- Mr. and Mrs. P. M. Howard
- Mr. and Mrs. L. N. Froelich
- Mr. and Mrs. H. I. Nickerson
- Mr. and Mrs. J. W. Schneider
- Mr. and Mrs. J. S. Orr
- Mr. and Mrs. Jim H. Barkley
- Mr. and Mrs. J. K. Fore
- Mr. and Mrs. H. D. Ghoson
- Mr. and Mrs. D. C. Roberson
- Mr. and Mrs. T. E. Caraway
- Mr. and Mrs. Robert Peterson

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

The Evils of the Gambling Tables

A CRAVING BEYOND ALL CONTROL!



Plus Pigskin Passes

WEDNESDAY STAR THURSDAY

NO LIMIT ON THE LAUGHS AND FUN!!



NO MINOR VICES

WEDNESDAY TEXAS THURSDAY

★ AP NEWSFEATURES ★ COMICS ★

WOMEN'S
MAGAZINES

OF COURSE I'LL GO
NIGHT CLUBBING WITH
YOU, I WAS JUST
SITTING AROUND
HERE DOING NOTHING
ANYWAY!!



HE'LL BE JUST
LIKE ALL MY MEN-
--- SOONER OR
LATER HE'LL JUST
DISAPPEAR!!



I'M NOT
QUITE READY
TO TRY THIS YET!
HOW DO I TURN
AROUND AND
GO BACK?!



SEE?
THE IDEA
IS TO KEEP
THE SKATES
BETWEEN YOU
AND THE ICE
AT ALL
TIMES!!

WINTER
SPORTS

JAY
ALAN-
1-15

The Sunday Brand

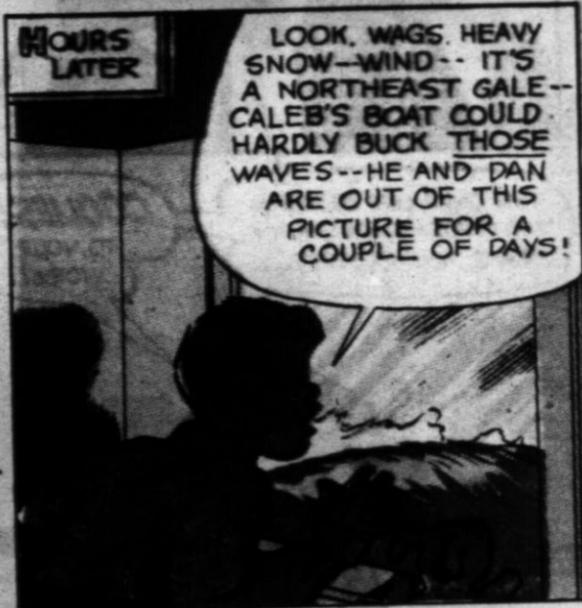
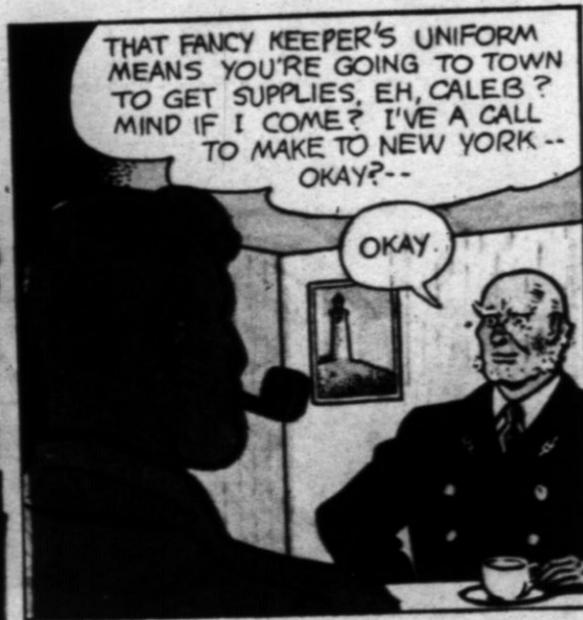
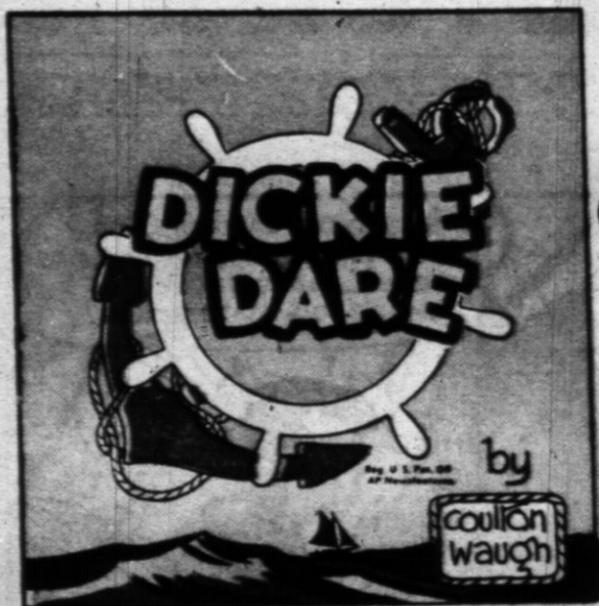
Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 15, 1950





YIPEE



HIT N' RUN



SPORT SLANTS

Mel PATTON

WAS AIDED BY A BREEZE WHEN HE RAN THE 100 YARDS IN 9.1 SECONDS ON MAY 7, 1940



-ON TRICK RECORDS!

MORBUS

-A THREE-YEAR-OLD THOROUGHBRED RAN A MILE IN 1:32 OVER A STRAIGHT COURSE AT BRIGHTON, ENG., WHILE CARRYING ONLY 105 POUNDS - 1939-



Barbara GRANVILLE

HAS BEEN TIMED 50 MILES AN HOUR ON HER SUCKING AQUA PLANE

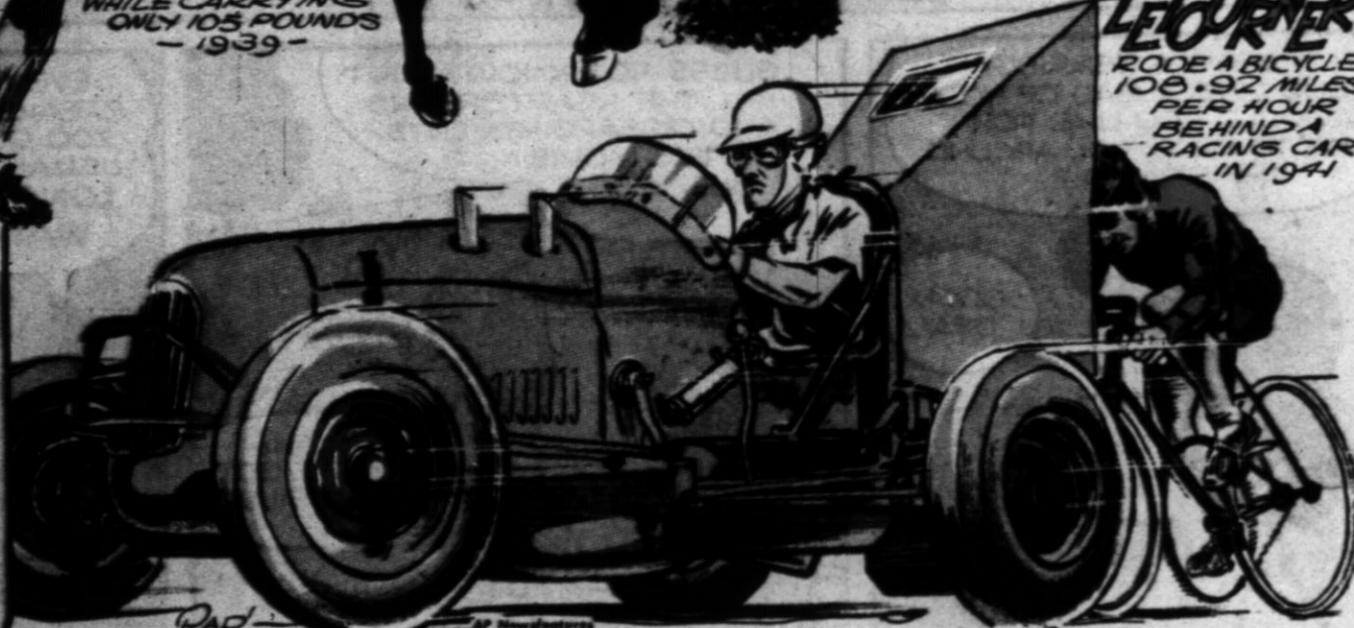


AL LE TURNER

RODE A BICYCLE 100.92 MILES PER HOUR BEHIND A RACING CAR IN 1941

MENNY MIRROR

THE GREAT PACER'S MARK FOR THE MILE STOOD FOR 33 YEARS



HOOPER

by RAND TAYLOR



DOESN'T IT FIT SNIUGLY!

YAG-AREN'T WE CLEVER TO MAKE A NEWSLIP COVER FOR HOOPER'S EASY CHAIR!



BUT DOLLARS TO DOUGHNUTS THAT HE WON'T NOTICE IT WHEN HE COMES IN!



DEAR, DO YOU NOTICE SOMETHING NEW THAT FITS SNIUGLY OVER AN OLD PIECE THAT IS COMFORTABLY OVERSTUFFED?

YOU MEAN MA HAS ON A NEW DRESS



IT'S AWFULLY CHIC, MA - THOUGHTLESS OF ME NOT TO NOTICE IT!



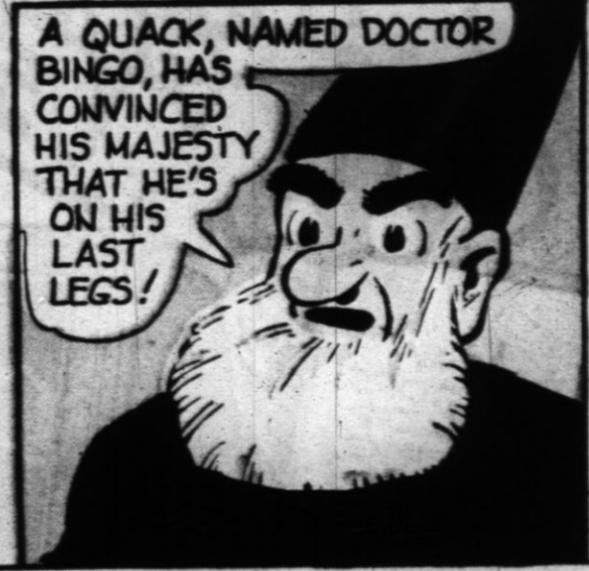
by
R.B. FULLER

AP Feature Trademark Registered



MISTER MURDOCK!
THE KING CORNY
IS SICK
ABED!

HMPH! HE
AIN'T ANY
SICKER THAN YOU
ARE, OAKY!



A QUACK, NAMED DOCTOR
BINGO, HAS
CONVINCED
HIS MAJESTY
THAT HE'S
ON HIS
LAST
LEGS!



GOSH! HADN'T
WE BETTER DO
SOMETHING?!

SURE
WE HAD!
COME ON!!



DAILY BULLETIN
TEMPERATURE 115°
PULSE 17
His majesty
resting
uncomfortably
Mrs. Bingo

WELL,
I'LL BE--

BOO-
H-HOO!



AW, GEE! DON'T CRY,
PRINCESS POMONA!

YOUR PAPA'S
GONNA BE
ALL RIGHT!

B-BUT DOCTOR
BINGO
SAYS--!



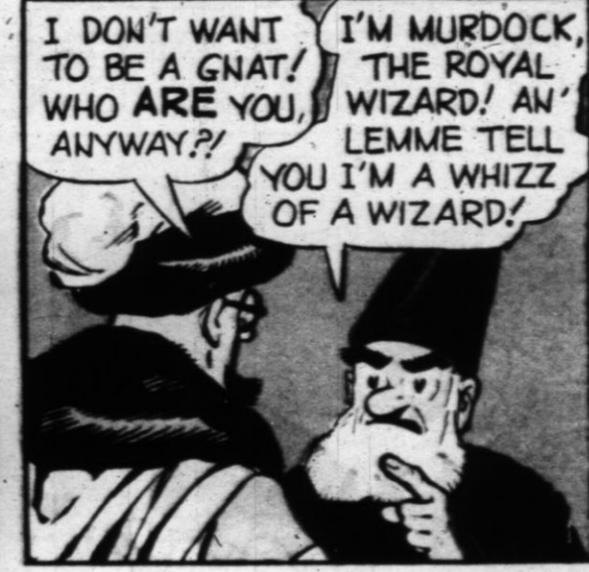
I'M NOT SO SURE HIS
MAJESTY IS
GOING TO BE
ALL
RIGHT!

THEN I
BETTER
SEE HIM BEFORE
HE KICKS TH'
BUCKET!



MY PATIENT IS
NOT TO BE
DISTURBED!

TAKE YOUR
HANDS OFF'N
ME OR I'LL
CHANGE YA
INTO A
GNAT!



I DON'T WANT
TO BE A GNAT!
WHO ARE YOU,
ANYWAY?!

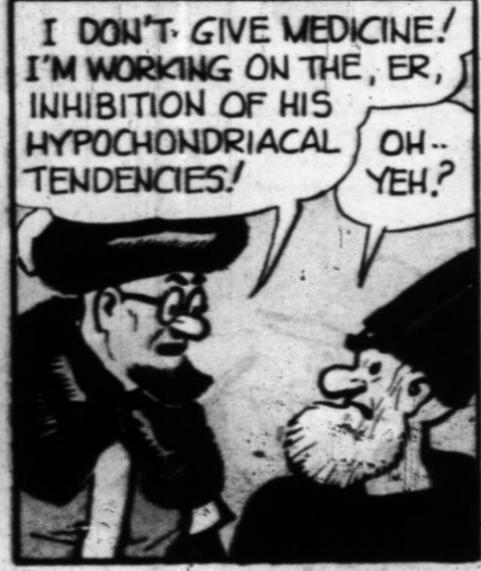
I'M MURDOCK,
THE ROYAL
WIZARD! AN'
LEMME TELL
YOU I'M A WHIZZ
OF A WIZARD!



HELLO,
MURDOCK!
I GUESS
I'M A
GONER!

HE'S
VERY
WEAK!

HMM-- WHAT
MEDICINE ARE
YOU GIVIN'
HIM?



I DON'T GIVE MEDICINE!
I'M WORKING ON THE, ER,
INHIBITION OF HIS
HYPOCHONDRIACAL
TENDENCIES!

OH--
YEH?



I'M AFRAID
IT'S GOING
TO BE
A LONG
TREATMENT!

HIS MAJESTY
BETTER BE WELL
BY MORNIN' OR
SIR OAKY DOAKS
WILL GIVE YOU
A TREATMENT
THAT'LL
ONLY
TAKE A
MINUTE!

R



NEIGHBORLY NEIGHBORS BY MORRIS



RATSY

in
Hollywood

Reg. U.S. Pat. Off.
AP Newsfeatures

by Bill Dyer

I HEARD THE STUDIO WAS
CASTING JUVENILE MALES TODAY!
HOT ZIGGITY! IF I LAND A
PART, I'M QUITTING SCHOOL
THAT'S FOR SURE!

CASTING

THERE'S A TERRIBLY
LONG LINE AHEAD OF YOU!
WOULD YOU LIKE FOR
ME TO SHOW YOU AROUND
THE STUDIO?

GOOD
DEAL!

GUESS YOU KNOW ABOUT
ALL THE HEARTBREAKS
AND DISSAPPOINTMENTS
IN THE MOVIE
BUSINESS!

YAH!!!
BUT I GOT
THE TALENT!

EVEN SO, THE
BREAKS DON'T COME
TOO QUICKLY!
USUALLY, IT'S A
LONG, LONG
WAIT!

YOU CAN'T
DISCOURAGE
ME!

1-15-50

THAT'S ALL FOR YOU
JUVENILES TODAY!
NO MORE CASTING
EXCEPT FOR MEN
WITH BEARDS!

CASTING

SEE
WHAT I
MEAN?

NOTICE

