

Garden Club Enjoys Pre-Christmas Festivities

The Hereford Garden Club held its regular meeting in the home of Mrs. John Jacobsen, Friday afternoon. Mrs. W. S. Flait, president, presided over a short business session.

The program was in the hands of Mrs. Ralph McCullough who gave an interesting talk on Landscaping with Members of the Iris Family. She told how to use the iris with other plants and showed pictures taken of the same garden at different seasons of the year. In conclusion she said "If chosen carefully, the iris can be made to bloom most of the flowering seasons."

A round table discussion of unusual Christmas packages and a display of various types of Christmas decorations concluded the program.

The next meeting will be held with Mrs. O. G. Hill on December 22.

Penney Employees Receive Extra Pay

The board of directors of the J. C. Penney Company have authorized a special year-end payment of an amount equal to two weeks' pay for all full-time associates who have been employed for the full year of 1950 and proportionate amounts for extra and part-time associates and those employed less than a year.

All Penney associates except management staff members, whose earnings are determined largely by the Company's long-standing profit sharing plan, will share in the payment. It will be made on December 15 at each associate's December 15th pay rate.

S. B. McLain, manager of the J. C. Penney Company store, said that more than 50,000 Penney associates throughout the United States would participate in the payment, including 17 of the Hereford store.

He said the Company president, A. W. Harbo, in a letter to store associates pointed out that the payment was based upon the results obtained for 1950. An extra payment of this sort for a Company of our size represents a very large amount. The possibility of similar payments in future years will continue to depend upon the results of this year's work.

Mr. Harbo's address: Mr. Harbo's address.

"We are happy that the Company is able to recognize its associates for their contribution to the regular Company operations for the year," he said, "which includes the Stock Benefit Plan, the Gratuity, Death and Disability Benefits, Paid-up Thrift and Profit-Sharing Retirement Plan and others."

Letter To Editor

The Hereford Brand... Thank you for making this... for America's favorite comic strip... for Texas' most complete news coverage... for A giant Women's Section every day!... for Texas' best rural and farm news!... for "This Week" Magazine, every Sunday!

Mary McGilvary In McMurry Band

A Hereford student at McMurry College in Abilene will be among 50 members of the McMurry Indian band selected to go on the group's annual fall tour, which begins Saturday (Dec. 9), according to an announcement made this week by Raymond T. Bynum, director.

Personnel for the five-day trip will include Mary Helen McGilvary, daughter of Mr. and Mrs. R. C. McGilvary of Hereford.

Concert schedule for the coming tour, as released last week by Gordon Bennett, assistant to the president at McMurry, calls for 12 concerts to be presented in 11 Texas Panhandle cities.

Initial program is slated for Saturday night in the Abernathy High school auditorium. Other cities to be visited by the band include Plainview, Dimmitt, Canyon, Amarillo, Phillips, Pampa, Shamrock, Canadian, Wellington, Childress and Memphis.

Last month the band presented entertainment at Snyder (Texas) for a reception staged by Snyder County residents for United States Senator Lyndon B. Johnson. Sharing the spotlight at the Snyder reception with Senator Johnson and the Indian band were Congressman George Mahon and Ken Regan and Governor Roy J. Turner of Oklahoma.

Jaycees Hear Howard Gault

Members of Hereford's Junior Chamber of Commerce gathered at the Jim Hill hotel Tuesday and heard Howard Gault, president of the Deaf Smith County Water Conservation Association, explain the history and the recent developments of the underground water situation as it affects local and other water users.

Gault explained why the High Plains Water Conservation and Control Association had been created, and told how it sought to control the water and the use of water through local hands rather than "vest the control to a state bureau."

A round-table discussion followed Gault's explanation and Jaycees' questions about the matter were answered.

District Scouters Meet, Make Plans

The monthly meeting of the Deaf Smith District of the Boy Scouts of America, was held yesterday noon at the High School Cafeteria in Hereford. Chairman Robert Thompson presented reports received from the Operating Committee Chairmen.

Chairman J. C. Reese of the Camps & Activities Committee announced that plans had been made for a District Camp at Camp Don Harrington on December 9 and 10 and that all Units be represented at the special program which has been planned.

In the absence of Commissioner Urlin Streu, Field Executive H. A. DeLashmuth, Jr., reported Victory Roll Calls had been held in all Units in the District except Troop 50 which will be held at an early date.

Bob Wear, Chairman of Organization & Extension Committee, announced the District continued to increase in membership and 204 boys were enrolled in Cub Packs and Explorer Units. Mr. Wear was presented the Bison Track Award for the month of November by W. J. Hiatt, Scout Executive.

Mr. Thompson announced that plans were made to invite the Scouters and Cubbers to the District to a special meeting on January 8 and that the group would be guests of the District Committee at the luncheon.

Institutional Representative Bob Wear reported on the activities of Post 50 in earning funds for the Troop treasury. It was announced that Scoutmaster Gerald Wilson of Troop 50 had returned home from the hospital and expected to be out at an early date.

Mr. E. N. Martin, Neighborhood Commissioner from Austin, Texas, which is headquarters of the Capitol Area Council, Boy Scouts of America, was a visitor and he reported upon activities in their Council and the special projects that their Scouts were performing serving as ushers at the University of Texas football games. The Executive explained what ways Boy Scouts could serve in the Civilian Defense Program and announced that Troop 52 under the leadership of Scoutmaster C. W. Covington was repairing toys for distribution at Christmas. Several other community service projects and Christmas Good Turns will be announced at an early date. Plans are underway for the celebration of the 41st Anniversary of the Boy Scouts of America during the week of February 6-12.

Scouters present were: Chairman, Robert Thompson, Bob Wear, J. C. Reese, Jimmy Almutt, Jr.

Office Hours — 8:30 - 5:00

Dr. F. M. Kester will be in my office to serve you for the next few weeks, during my absence because of illness.

Dr. MILTON C. ADAMS
140 W. Third OPTOMETRIST Phone 37

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Dr. MILTON C. ADAMS
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12 OZ. CAN	43c	
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2 CANS	37c	
1/4-SIZE	37c	
2 CANS	37c	

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Campbell's TOMATO SOUP 3 Tall Cans 29c

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Small Center Cuts	Pork Chops lb. 49c
Wilson's Corn King	Sliced Bacon lb. 45c
Shoulder Cut	Pork Roast lb. 45c
Full Cream Longhorn	Cheese lb. 42c
Sugar Cured	Bacon Squares lb. 39c

Furr's Fresher Produce

Washington State	APPLES 2 lbs. 27c
Texas	ORANGES 5 lb. bag 25c
Texas Marsh Seedless	GRAPEFRUIT lb. 6c
Green Pascal	CELERY lb. 12c
Sno-Ball	CAULIFLOWER lb. 15c
U. S. No. 1 Red	POTATOES 10 lb. bag 29c
Large	WALNUTS lb. 45c
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Whole Kernel Corn NIBLETS 2 12-oz. Cans 35c	Sunshine CRACKERS lb. Box 27c		-\$6.95 Val. DOMINION POPPER CHEF \$4.79
Hydrex COOKIES 7 oz. Box 27c	Toilet Soap CASHMERE BOUQUET 3 Reg. Bars 25c 2 Bath Size 25c		
Soap TREND 2 Lge. Boxes 35c	Toilet Soap PALMOLIVE 3 Reg. Bars 25c 2 Bath Size 25c		
Bleach CLOROX Quart 15c	Lge. Box FAB 29c		
	Giant Box VEL 69c		
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The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"
Hereford, Deaf Smith County, Texas — Phone 30

JAMES M. GILLENLINE Publisher

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

Sherman

(Continued from Page 1.)
her's memory and health were good until the day he died. He could remember the shots from the Civil War. He was 15 years of age at that time. She said he had been ready to die for about six years, having decided he would probably die at the age of 96 as had two of his sisters. He was active in Christian activities and held stock in a bank and a factory.

Round Town

(Continued from Page 1.)
the rapidity with which it rents.

Mrs. A. Petersen surmised citizens these days must really have their minds on the war. A letter to the draft board came in the other day addressed "War Board, Hereford, Texas."

Old Santa Claus himself will be at Penney's at 2 p. m. Saturday to greet little boys and girls. He is planning to be there each Saturday until Christmas.

Santa said for you children to bring your Santa letters to him there or to give them to any employee at Penney's and they will be forwarded to the North Pole.

Water

(Continued from Page 1.)
in the various areas. So far, water association officials said, such a legal district has not been formed here.

The district, according to the law, would work for the conservation of underground water in the area, and would deal with all problems concerning that water and its use. Local officers warned that the group "now attempting to throw out the old law" would use our not having formed such districts as one argument for their case.

"If we do not act quickly," Gault said, "the forces attempting to take away local control will be able to say we have not worked in accordance with the conservation clauses in the law and still are permitting water to go to waste."

"They will then argue that only through state control can underground and other water be properly controlled," the local president continued.

Musicales Slated Sunday Afternoon

Piano students of Mrs. Ellis Coombes will present an Afternoon Musicales Sunday afternoon, December 10, in the First Christian Church at 3 o'clock. All interested persons are invited to attend.

The varied program will include solos, double numbers and ensembles. Billy Robinson and Mrs. Coombes will present "Ave Marie" (Bach-Gounod) in an organ and piano arrangement. The yuletide season will also be emphasized by the performers.

Those who will appear include: Daleine Tinnin, Verita Sanders, Billy Robinson, Norma Grace Gray, Leaton Clark, Jackie Brown, Joan Brown, Donald Lovett, Patsy Childers, Raymond Wells, Eleanor Aven, Bonnie Ruth Franz, Dawnne Franz, Ramon Childers, Sara Wade Rockwell, Ellene Rockwell, and Patricia Kaywood.

Baptist Workers Conference Here

The Tierra Blanca Baptist Association workers conference opens at 10 o'clock this morning at the First Baptist Church here, announced Rev. R. H. Cagle, local pastor, this week. Cagle said a good crowd is expected here, representing 18 churches of the area. The local church is host to this meeting once each year.

Speakers for the occasion include Rev. Mayo Carpenter of Oklahoma Lane, Rev. Tommy Allen of Friona, Rev. A. A. Simons of Summerfield, Rev. Harvey Hudnall of the Salem Church near Tulla, and Rev. A. L. Shaw.

Mrs. Denson Suffers Second Degree Burns

Mrs. T. I. Denson was recovering yesterday in Deaf Smith County Hospital from second degree burns suffered early yesterday morning in an accident at the Denson home, seven miles south of Hereford.

Mrs. Denson said she pushed the bassinette-size baby bed of her small daughter, Barbara Sue, age 10 weeks, into the living room and was standing by the fire changing the baby when her gown caught fire, at about 6:45 yesterday morning. She called her husband who was milking, but managed to get the gown off before he could get to the house.

Mrs. Denson said she applied medicine to the burns and then decided to come to the hospital. She suffered second degree burns on her hips.

Kiwanians To Hear Toastmaster Talks

The program for the regular meeting of the Hereford Kiwanis club at noon Thursday includes entertainment by speakers of the Toastmasters club.

Prepared speeches will be given by Hereford Toastmasters and the Kiwanians also will hear impromptu topic talks on various subjects.

Miss Carney Overcomes Big Obstacle to Achieve Much

Having overcome a big handicap—the fact she is totally deaf, Miss Pat Carney, daughter of Mr. and Mrs. C. E. Carney, is an accomplished young lady. Painting is high on the list of her achievements, and this week some of her work is on display—the Christmas scenes on the windows of E. C. Eubanks office.

A special attraction in the windows is Santa Claus going down the chimney head first. Only his black boots and his legs from the knees down (or up—it's according to which way one looks at it) are showing from the chimney. The other window is a Christmas scene with big bells predominating.

Miss Carney is totally deaf, but she is able to speak, having been trained to make sounds properly in special schools.

Perhaps her greatest accomplishment, other than her ability as a bookkeeper at Eubanks accounting office, is her beautiful textile painting. She paints many ties, towels, and scarfs, and she especially likes to do chalk pictures.

Pat loves to dance as do many of the other students who have attended the schools for the deaf. Her other diversions include reading, which she does a lot of, and attending movies, especially action-filled ones.

At the age of three, Pat started to a school for the deaf in

St. Joseph, Missouri. Summer vacations were spent at home with the family, but her sister reports she was much better satisfied at the school than at home as the school had become home to her.

When she was 15 years of age, Pat completed the eighth grade and then started to high school in Amarillo where she was classified in the same grade with her sister, Betty, now Mrs. Werner Kueber. Her grades were good, and Betty helped her by taking down assignments for her, but Pat didn't feel she was really earning her grades and she didn't like that feeling.

Pat transferred to St. Louis to a regular girls high school where she really had to work for the grades she attained. She read the teacher's lips pretty well, and other girls, especially the negro girls in the school, were helpful. Pat completed her high school training there, and was graduated with honors. Her grades averaged from 92 to 95.

A daughter of Mr. and Mrs. C. E. Carney, Pat now lives with her family southeast of town. She has two sisters, Betty, who is employed by Bruce Miller, attorney, and Mrs. Robert Van Fleet of Oakland, Calif.

She was employed as a clerk and bookkeeper by the Associated Growers of Hereford before taking her present position.

Mr. and Mrs. Lee Biggs and sister relatives in Hereford Sunday. Miss 14 shopping days are left until Christmas.

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Scottie DOG FOOD	2 Cans	15c
White Swan PUMPKIN	No. 2 Can	15c
Wapco - Chuck Style Light Meat TUNA		25c
White Swan MILK	3 Tall Cans	25c
MINCE MEAT	2 - 9 oz. Boxes	29c

Tree Top **APPLE JUICE**
Qt. 27c
White Swan

SLICED **PINEAPPLE**
No. 2 Can 29c

BUYS in FRUITS and VEGETABLES

Red Delicious or Winesap **APPLES** 3 lbs. 29c

Maryland Sweet **YAMS** 2 lbs. 15c

Yellow Spanish Sweet **ONIONS** 1 lb. 5c

Idaho **POTATOES** 10 lb. mesh bag 35c

Cello Bag **CRANBERRIES** 2 lbs. 35c

TOKAY GRAPES 2 lbs. 25c

FRESH MEAT

Pinkney's Tenderized **PICNICS** 1 lb. 39c

Deaf Smith or Pinkney's **BRICK CHILI** 1 lb. 49c

Pure Pork Country Style **SAUSAGE** 1 lb. 29c

Fancy Deaf Smith Co. **BEEF ROAST** 1 lb. 55c

PORK CHOPS center cuts, 1 lb. 59c

PORK CHOPS end cuts, 1 lb. 49c

Pinkney's **SLAB BACON** 1 lb. 43c

PLENTY OF HENS and FRYERS
PLACE YOUR CHRISTMAS TURKEY ORDERS EARLY

RECIPE OF THE WEEK
By Mary Lee Taylor

Nut Brown Pudding

1 1/2 cups 1/2-in. bread cubes (2 days old)
1/2 cup molasses
1/2 cup finely cut nuts
1/2 cup water
3 tablespoons soft butter
1/2 cup sugar
1/2 teaspoon salt
1/2 teaspoon ground cloves
1/2 teaspoon ground cinnamon
1/2 teaspoon ground nutmeg
1 unbroken egg
1/2 teaspoon baking soda
4 teaspoons water

Turn on oven; set at very slow (300°). Grease a qt. baking dish. Mix bread cubes with molasses, nuts, milk and 1/2 cup water. Let stand. Put butter into bowl; blend in mixture of sugar, salt and spices. Beat in egg. Stir in bread mixture. Then stir in mixture of soda and 4 teasp. water. Put into greased baking dish. Bake 25 min., then stir; bake about 35 min. longer, or until firm and brown. Serve warm. Makes 4 servings.

You Will Need:
Pet Milk, Nuts, Seedless Raisins, Ground Cloves, Ground Cinnamon and Ground Nutmeg.

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2-Piece Living Room Suite

Cushioned comfort for ease while reclining. Choice of Grey, Green, Rose, Beige and floral in a wide selection of styles and fabrics.

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\$289.50 value

\$249.50

2-Pc. Studio Divan Suite

35 suites to choose from in a galaxy of colors and patterns. Wanted fabrics with light and dark wood trim.

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\$229.50

2-Pc. WAGON WHEEL AND OX-YOKE SUITES

Covered in Dupont Fabrolite. Choice of designs and shades. Red, Tan, Ivory, Chartreuse, Saddle Brown with matching occasional pieces.

\$199.50

Beautiful Pullman Sleeper Sofa

Paratex Construction is the reason for so much comfort. Reversible innerspring mattress. Fits flush to the wall. Makes into larger than full sized bed. High grade floral tapestries. This sofa must be seen to be appreciated.

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BED

4 Pc. Mass

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Prima Vera finish with wide Roomy 5 drawer chest, Chest, Vanity Bench and

4-Pc. Col

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\$209.50 value

Genuine New Hampshire guided and dustproof You'll love it!

4-Pc. O STYLE

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\$419.50 value

The largest suite in town Vanity has beautiful lac A buy at twice the price

4-pc.

Sleigh foot and headboard is finished in Dupont Durability.

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Base Rockers

Full Innerspring Construction In Tapestries, Friezes, Mohairs, Plastics - Choice of Colors.

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Regular \$39.50 Values

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Trimmed Double, Pleated Silk Shades In Bronze, Gold, Silver - 6 Way.

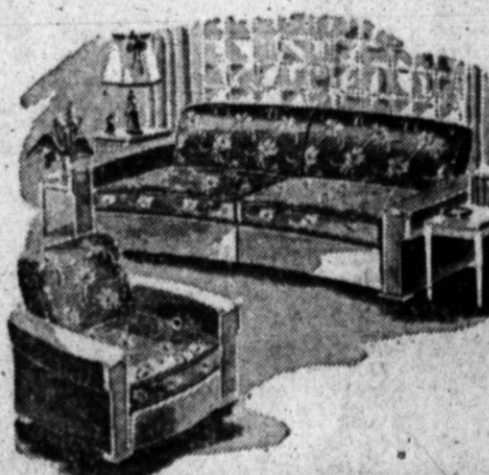
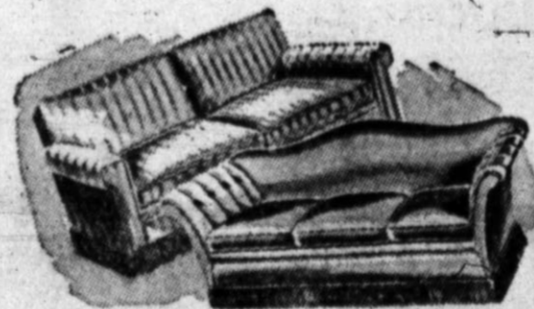
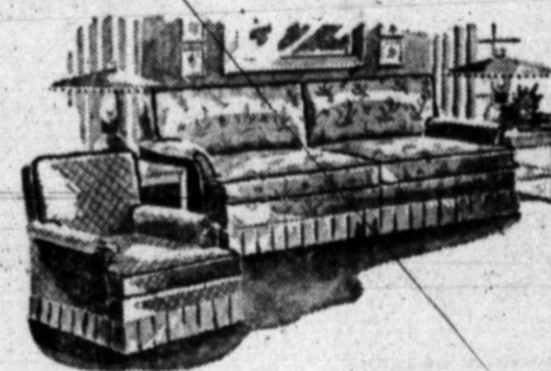


MR. DALE MARTIN Suggests FOR CHRISTMAS GIVING

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\$5.95 to \$29.50

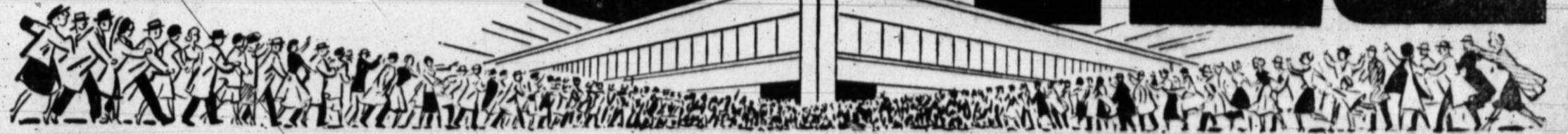
Some With Lights in Base - Some Smoking Stands and Reading Lamp Combinations with Step Table and Electric Cigarette Lighters - See Them To Appreciate Them.



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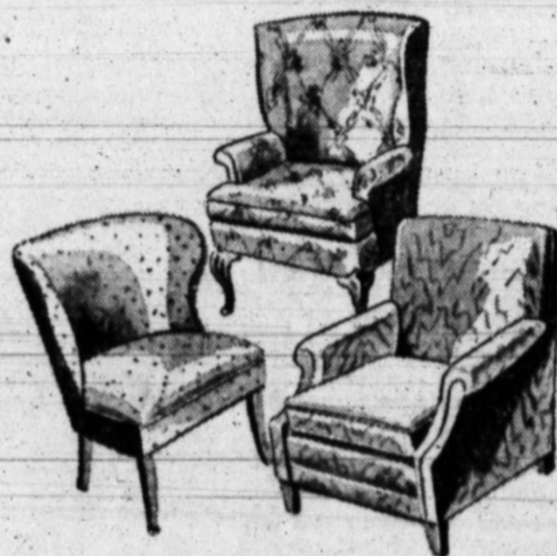
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Prize - You Do Not Have To Be Present - Must Be 18 Years or Older. Group Includes: 2 Table Lamps, 1 Floor Lamp, 1 Base Rocker, 2 Table and 1 Metal Smoker.

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An Excellent Gift for Papa and Mama. Choice of Colors and Fabrics - Full Comfort and Good Looks.



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Cedar Chests
\$49.50 up

Bleached Mahogany, Lined Oak, Solid Cedar, Birdseye Maple, Period and Modern Designs. A Gift That Is Appreciated for Life.



MR. J. H. JACKSON Suggests
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MIRRORS

Framed and Venetian in All Sizes and Shapes. **\$5⁹⁵**

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Mountain, Western and Religious Subjects and Scenes. **\$2⁹⁵**



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Poster Bedroom
\$289⁵⁰

Blonde woods. Waterfall design. Divided and dustproof throughout. Bed, chest, dresser, and vanity.

Maple Suite
\$159⁵⁰

Maple. Large 5 drawer chest center bottom. Get acquainted with maple.

OKE RANCH
ROOM SUITE
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As the biggest bargain. Solid oak. Glass mirror. High 5 drawer chest.

Century Bed Room Suite

Gold bead trim throughout. 4 drawer chest. Suite guaranteed full plate mirror. The suite of the century. **\$147⁵⁰**

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Drop leaf table with 3-12 inch extension leaves. Modern credenza with 6 chairs.

Regular **\$249.50 Value** **\$199⁵⁰**

5-Pc. Maple Dinette

This lovely little dinette suite has drop leaf table with four saddle seat chairs. A real buy!

Regular **\$64.50 Value** **\$49⁵⁰**

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We feature Virtue Dinettes the Most Beautiful and Exciting Dinettes on the Market. We have Too Many To Describe But Anyone Who Needs A Dinette They'll Find the Price and Style.



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APPLIANCES

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- HARDWICK

Plus a Large Supply of Small Appliances So Good for Christmas Gift Items.



By JIMMIE GILLENINE

Joe Poindexter and Wayne Edwards are carrying one of the doggondest feeds you ever heard of. Joe has this big ranch up near Pierre, S. D., and he was home a few weeks ago and got to telling Wayne what a fine country it is. He casually mentioned that Santa Claus has the place joining his north pasture and said that Old Santa told him confidentially that he expects to drop this part of the country from his regular schedule. Wayne tells Joe after Santa's visit here last week that the old fellow with the white beard got to looking around—and has about decided to move down to Deaf Smith County. Joe says that you can look at Santa's reindeer and see what this country does to them, besides the chimneys in this country are far from adequate. He even pointed out the picture on E. C. Eubanks window where Santa had to enter head first to make the grade.

Each of these boys concede the other is a gentleman and wouldn't tell a lie for the world—and they are about to shove the blame off on Santa Claus. Joe indicates Old Santa might be just a little bit "two-faced" in his conversations—and that's where they drug me into the argument.

I had to side with Joe on the subject, which made Wayne mighty angry. I told them that personally I figure it would be much better for Santa to stay in South Dakota. Just coming down here in December, the old rascal keeps me broke all of the year and I sure would hate to see him locate here as a permanent fixture. We might, of course, get used to having him around and everything might work out alright. However, I am beginning to absorb some of J. A.'s Bootleg Philosophy. We're doing bad enough with having him once a year—let's just let Joe keep him up there in Dakota.

Also saw Dayton Chisolm a while back. He is living full time near Pierre and looked like a million dollars. Dayton was back in this area for, of all things, a deer hunt.

David Goldstein says working in a grocery store is hard on the nerves. The other day David was energetically carrying groceries from the check stand at Piggly-Wiggly out to customers cars. Loaded down with a huge box,

he balanced it on one knee and carefully opened the car door. Something fell to the ground with a loud moan and David was horrified to glance down and see a small baby on the ground. He dropped the box, grabbed up the baby, fondled it and began sobbing: "Oh, you poor, sweet little thing." When the customer began laughing David was all the more horrified. Finally she stopped laughing long enough to tell David that it was one of those giant size Baby Coos dolls—and everyone started laughing, including David.

People keep on talking about politics influencing the Korean War situation, but I doubt it very much. Right now we should have only two parties in this country: Americans and Communists—and the quicker we oust or jail these communists, the better things will be.

Furthermore, it seems a bit selfish for this part of the country to keep screaming for the Canadian Dam, while conditions are critical. It just doesn't seem right to go out picking these 85 million dollar political plums at times like these. Generally, it gives me a queasy feeling in my stomach to see this dam news mixed up with Korean war reports on the front pages.

Glenn Snyder says that some old boy down near Plainview has the greenbug problem licked. Glenn says this kid is just out of college and he mixed up some caesote and crankcase drainings and released them through his irrigation ditches on 50 acres, which made an excellent yield; the adjoining acres were lost completely. Glenn says that salesmen keep telling him about this deal and he thinks the boy has something. How about it, Mr. County Agent Clearman? Let's write a letter to the Hale County Agent and find out about this deal. If true, it should be released over the entire irrigation belt.

Meanwhile, everything is getting critical—and will get more so during the next three months. Steel is going out fast. Newsprint is once again becoming dear. Notice the Amarillo paper jumped to 15 cents on Sundays. Print prices have increased 5 percent to 25 percent, and the trouble hasn't even started yet; 1951 will see a drastic cut on print imports from Canada, where most U. S. print



Here's Why it's fun to live in America," Roy Bass, Lubbock lawyer, and Kiwanian tells the Hereford Kiwanis Club at their regular Thursday-noon luncheon in the Jim Hill Hotel. Bass, a part-time instructor at Texas Tech in Lubbock told the Hereford Kiwanians a number of reasons why it's fun to live in America. His address was spiced throughout with humor.

—Photo by Bill Patton

H. D. Club Plans Christmas Party

West Hereford Home Demonstration Club met recently in the home of Mrs. Carlos Vaughn with the president, Mrs. J. W. Witherspoon conducting the business session. Mrs. J. H. Luck was in charge of recreation.

Mrs. Vern Witherspoon, work simplification leader, presided as members gave reports on simplified work measures. Mrs. Jack Flowers, clothing demonstrator, had members model garments made or remodeled.

Mrs. Tom Draper, CHDA, gave a demonstration of proper label setting including the right use of cloth and appointments for different occasions. Mrs. Ed Cox gave the council report and the annual Christmas party was planned for December 12 at the home of Mrs. Ulys Pierce.

Refreshments were served to Mesdames J. W. Witherspoon, Vern Witherspoon, Ida Vaughn, Jack Flowers, F. H. Luck, Ulys Pierce, Minnie Walker, Wes Bradley, Ed Cox, John Jacobson, Tom Draper, Miss Evelyn Bell and the hostess.

To Meet Saturday
The Home Demonstration Club Council will hold its annual Christmas party in the First Christian Church Saturday afternoon at 2:30 p. m.

Just 14 shopping days are left until Christmas.

comes from. The Brand newspaper comes from Canada. This is going to be plenty rough on all newspapers, regardless of size. Whether it's wrapping paper, shoe boxes, paper towels, writing paper or post cards, look out for sky high prices in 1951.

EXTRA NO END TO SAVINGS EXTRA AT YOUR PIGGLY WIGGLY

MANY PRICES FALL IN BARGAINS WAR DECLARED ON HIGH COST OF LIVING!



HAM SALE

Wilson's Certified Tenderized Hams

SHANK END	Whole 12 to 14 Pound Average	BUTT PORTION
lb. 49c	lb. 52c	lb. 59c

Cudahy's Gold Coin Sealed Packages

Sliced BACON lb. 45c

No. 1 Kansas Longhorn

CHEESE lb. 45c

Streaked Lean No. 1 Sides

SALT MEAT lb. 35c

Fresh PICK-O'MORN PRE-PACKAGED TOMATOES Box of 4 27c

Hereford GREEN BEANS 2 No. 2 cans 29c

Hawkeye Cream Style WHITE CORN 2 No. 2 cans 29c

Campfire PORK and BEANS per can 10c

Dinty Moore BEEF STEW 24 oz. can 49c

Toy Town Peas & Carrots 2 No. 2 cans 35c

Roxey DOG FOOD 3 Cans 25c

Delicious SARDINES 3 flat cans 29c

PLENTY OF XMAS CANDY & NUTS

Save While You Spend with S & H Green Stamps

Hereford NEW POTATOES 2 No. 2 cans 25c

Hershey's CHOCOLATE BITS 6-oz. bag 19c

Pitas PEANUT BUTTER 12 oz. mug 39c

Shurfine PUMPKIN 2 No. 300 cans 23c

Regan's Texas canned TOMATOES No. 2 can 10c

Curtiss POP CORN tall can 15c

Hunt's Country Style PICKLES 2 1/2 size jar 27c

Hunt's WHOLE KERNEL CORN 10 No. 1 cans \$1.00

Sugar Cane SUGAR 10 lb. bag 85c

Southern Maid 1/4 Pound Colored OLEO lb. 25c

STURGEON or SHURFINE Red Pitted CHERRIES 4 No. 2 Cans \$1.00

Armour's Star Hot Tomatoes 2 10 1/2 oz Glasses 35c

BETTY CROCKER CRUST QUICK Plus KREML Refilling Both for 20c

GARDEN FRESH PRODUCE
No. Yellow Spanish Sweet ONIONS 2 lbs. 9c
Ocean Spray CRANBERRIES lb. cello bag 19c
Texas Marsh Seedless GRAPEFRUIT 2 lbs. 17c
California Royal Ace CARROTS 2 bunches 17c
California Large Heads CAULIFLOWER 2 lbs. 27c

RINSO Giant Box 65c

White King Giant Box 65c

TREND 2 Large Boxes 39c

Super Suds Giant Box 65c

Silver Dust Cannon Dust Towel Free 65c

Best Of Luck

To Otis and Verne on the Opening of Their Fine New Furniture Store. H and H Furniture Store Is an Asset To the Community.

Hereford Lumber Company
PHONE 656

Long Time Ago

45 YEARS' AGO
So wide spread has the fame of Deaf Smith's cotton become that even Wall Street has begun to make careful investigations with a probable view of controlling the enormous production which may reasonably be expected from this county within the next few years.

A wire from H. H. Price of New York City said, "Please wire collect early tomorrow actual figures of cotton ginned this season to November 30 and last year also ginned between November 14th and 30th."

The reply was: "35 bales ginned last year and 25 bales this year, with about 25 bales yet to be ginned."

O. F. Smith, J. G. Callens, Mrs. R. S. Coward and T. M. Coulson are among the merchants who are making special preparations for the coming holidays.

The Women's Home Mission society of the Methodist Church welcomed back Mrs. John H. Biggs and Mrs. O. D. Stallings, and enrolled three new members, Mrs. Thomas S. Barcus, Mrs. George W. Barcus, and Miss Maud Brittain. Plans were completed for a Doll Bazaar and Baby Show.

Editorial—We are just a lit-

le proud to be able to present to our readers this week a twelve-page, all home print paper. We can boast of setting more type each week than any paper in the Panhandle. (J. Ray, Editor).

Won't Hereford be swell looking when she gets her streets graded? The next thing in order, will be the construction of side walks and planting trees in the residence portion of the city.

Hereford again manifested her ability to entertain conventions last week while Panhandle teachers were within her gates.

On Sunday, December 3 (1905) at the home of the bride's parents, Dr. and Mrs. W. J. Rogers, Mr. Joe L. Carter led to the marriage altar Miss Sydna Myrtle Rogers, the youngest daughter and child of this home. The ceremony was performed by Rev. Thos. S. Barcus of the Methodist Church in the presence of a large company of friends.

Attendants were Miss Tressye Co'son and Mr. Scott Stringfellow. The bride was beautifully gowned in silk of "Alice" blue with trimmings of cream applique and lace. Miss Co'son wore white mull over blue. The gentlemen wore the

conventional suits of black. Mr. Carter is a leading business man of the town, being at present engaged in the livery business with a large patronage. The presents received were many and valuable and as follows:

Hen Party—... A number of young ladies met at the home of Mrs. Head in West Hereford at the invitation of Misses Beulah and Jessie for a "hen party."

25 YEARS AGO
Realizing the value of the cotton industry to this section and the necessity for placing it on a firm foundation, the executive committee of the Hereford Chamber of Commerce is investigating the purchase of better seed and early maturing seed.

Dr. John W. Overton held his annual "possum and taters" dinner at the Stockman's Cafe last Sunday noon with a sumptuous repast built around the meat dish of the Magnolia and bottom land country. The Doctor presided with his urbanity and fluent vocal ease.

Clayton Woolery and Miss Ina Sullivan, both from the Frio community, were quietly married by the Rev. J. R. Ross of the Presbyterian Church at the manse Tuesday afternoon about 3 o'clock.

The auditorium of the new high school building will be ready for the opening program on Friday, December 18.

The annual Hereford Poultry Show opened today at the sales pavilion where Prof. T. M. Moore of W.T.S.T.C. at Canyon will judge.

On the 11th grade honor roll for the high school were Lucile Hughes, Urlin Steru, Blanche McDonald, Dyalthia Stovall, and Wanda Wilkinson.

Fourteen shopping days until Christmas.

VALUE DAYS

HURRY!

MARCO - SMALL - FANCY Whole Green Beans 4 Cans	\$ 1.00	SAVE	BRIMFULL - FANCY QUALITY ORANGE JUICE 3 46 oz. Cans	\$ 1.00
BRIMFULL - ALL GREEN ASPARAGUS 4 cans	\$ 1.00		DORMAN'S - FANCY TOMATO JUICE 4 46 oz. Cans	\$ 1.00
RED & WHITE - WHITE OR GOLDEN CORN Cream 6 No. 303 Cans	\$ 1.00		BRIMFULL - QUALITY PRUNE JUICE 3 quart Bottles	\$ 1.00
BRIMFULL - FANCY WISCONSIN KRAUT 7 No. 2 Cans	\$ 1.00		RED & WHITE - FANCY QUALITY CATSUP 4 14 oz. Bottle	\$ 1.00
RED & WHITE - SMALL FANCY PEAS 4 No. 2 Cans	\$ 1.00		RED & WHITE - QUALITY FRUIT COCKTAIL 4 tall Cans	\$ 1.00

e. B. Black Co.

GIFTS that SHINE on any Christmas Tree

Gifts for Him

- MEN'S SHAVING SETS BY COURTLEY OLOSPICE STAG YARDLEY \$1.75 to \$10.00
- KAYWOODIE PIPES
- ROGER TOBACCO POUCHES, PIPE RACKS, ASH TRAYS, LIGHTERS \$1.50 to \$12.00
- BRING YOUR DOCTOR'S PRESCRIPTIONS TO US FOR FILLING. AT YOUR FAVORITE DRUG STORE

Gifts for Her

- COMPACTS \$2.50 to \$10.00 BY COTY, RICHARD HUDNUT ELIZABETH ARDEN
- MANICURE SETS BY CHIN-YU & REVLON \$3.75 to \$12.75
- PERFUMES BEAUTIFUL WRAPPED FOR SPECIAL GIFTS BY RICHARD HUDNUT, BUBARRY, ELIZABETH ARDEN, CARON, LINTHERIC, WEIL, YARDLEY.

Gerber's STRAINED BABY FOOD
12 Cans \$1.00

See!

DOG FOOD
8 Cans \$1.00

NUTS

SUNSPUN SLICED IN SYRUP
PEACHES 4 No. 2 1/2 Cans \$1

CANDIES

SKINNERS RAISIN	BRIMFULL PORK & BEANS 10 1 lb. Cans	\$1	MARCO TAMALES 4 cans	\$1
BRAN 2 Boxes 35c	BRIMFULL APPLE BUTTER 4 28 Oz. Jars	\$1	MARCO PEANUT BUTTER pint jar	25c
SKINNERS MACARONI 2 Boxes 19c	NORTHERN TISSUE 12 ROLLS	\$1	MOTHER HUBBARD PINEAPPLE PRESEVES - 1 lb. jar	23c
BRIMFUL WHOLE KERNEL CORN 12 oz. can 15c	RED & WHITE - QUALITY COFFEE Lb.	79c	CUDAHY'S GOLD COIN BACON sliced, lb.	44c
CELLO PACKAGE CARROTS Lb. 17c	SHORTENING 3 lb. Tin	83c	BACON SQUARES lb.	31c
FRESH FANCY CELERY Hearts 24c	MARCO MILK 8 Tall Cans	\$1		
IDAHO - RUSSETT SPUDS 10 lb. BAG 29c	BEEF STEAK Fancy Sirloin, Lb.	84c		
CELLO BAG CRANBERRIES Lb. 19c	DEAF SMITH COUNTY CHILI 1 Lb.	49c		
WHITE - LARGE ONIONS Lb. 3c	END CUTS PORK CHOPS Lb.	42c		

CLOSE Rexall DRUGS
YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

HUNTER'S **RED & WHITE STORE**

Free Parking Lot Next To Store

For Free Delivery Phone 143

The Hereford Brand

The Hereford Brand, Hereford, Texas, Thursday, December 7, 1950.

Section Two

New Thomas Food Opens Formally This Weekend



OWNERS OF THOMAS FOOD, J. W. Thomas, on the left, and his brother, L. C. Thomas, take a minute from their work of preparing for the grand opening to discuss their plans. The store is holding its formal opening Friday and Saturday when favors will be distributed and a big turkey drawing will be held each of the two days. Stores will stay open until 9 o'clock each evening.

Two brothers, L. C. and J. W. Thomas, this week announced the formal opening of the new Thomas Food Store Friday and Saturday. The store will remain open until 9 o'clock both days in keeping with hours set by all merchants in the new Park Avenue Village. The Thomas Food was formally

Powells Operate New Washateria

Mr. and Mrs. T. W. Powell will be making a change from one type washing machine to the other when they open the Hereford Automatic Washateria this week. They are holding their formal opening in the Park Avenue Village Friday and Saturday when all stores will be open until 9 o'clock each of the two days.

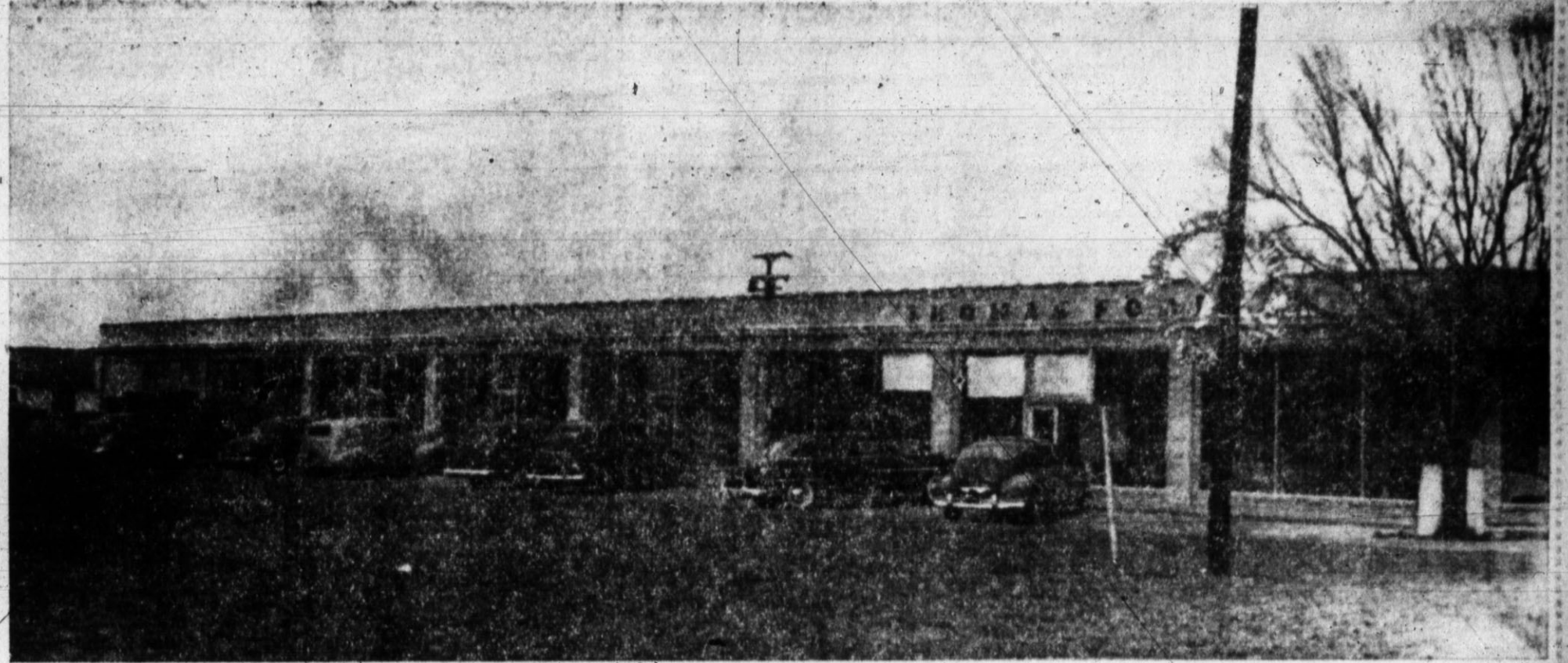
Mr. and Mrs. Powell have been operating the Powell Laundry with the conventional type washers for the past year. Both of them are well-experienced in the laundry business.

The new laundry will feature the usual laundry service in addition to the washateria service. Mr. Powell said the laundry will furnish the soap and charge by the machine for washing in the Bendix washers provided.

ence for the Thomases though J. W. had gained plenty of experience along that line in his 16 years of selling products—meat—much of the time.

L. C. Thomas was in the service three years before coming to Hereford. Prior to that time he was with the state welfare department. "Before that I taught school 100 years", he added with a chuckle.

James McMahon is in charge of the meat department at the new store. Oldest employee of the firm is Hubert White who was with the original City Food when it opened in 1944. Other employees include Mrs. Frankabel Bell, Mrs. Lucille Hopson, and Mrs. Opal Dement. In addition the store employs extra help on Saturdays and special days.



PARK AVENUE VILLAGE is holding open house Friday and Saturday with all merchants in the village cooperating and staying open until 9 o'clock each evening. Six of the businesses are housed in the recently completed modern structure shown above. The merchants have been busy this week completing installation of fixtures and plans for the big occasion. Many gifts will be given during the two days and some of the merchants are holding special drawings. A wide variety of services will be available in the new shopping area.

Park Avenue Village Stages Grand Opening

The grand opening for all stores in the new Park Avenue Village is Friday and Saturday of this week when all the village merchants plan to keep their doors open until 9 o'clock each evening in order that everyone may have an opportunity to visit the new establishments.

Some of the stores are completely new, while others have moved into the new location from other places around Hereford. The village is located across the street from the swimming pool on Park Avenue.

A large variety of gifts will be given by the merchants during the two-day affair. Flowers,

refreshments, turkeys, and souven'ars are included. Some of the stores will have special drawings each day. There are gifts for both the lad and the young. The merchants said children should be accompanied by adults in order to participate in the free merchandise. Some of the drawings are for adults only.

Most of the stores are located in the new modern brick building with plate glass front recently completed on the avenue. Also included are the Wonderland Toy and Gift Shop and Dr. H. H. Cooke's clinic. Other stores in the village, which of-

Home Beautiful Formally Opens

Mrs. Louella Cowser is formally opening her Home Beautiful Interior Decorating and Home Accessory business in the new Park Avenue Village Friday

and Saturday when the stores in the village will remain open until 9 o'clock each evening for inspection by Hereford shoppers.

Mrs. Cowser, wife of Ray Cowser, attorney, has been in this type of business here three and a half years, having recently had her business at E. B. Black's Furniture Company.

The owner of the new store has had seven years' experience in home decorating, spending two years with Dunlap's decorating department in Lubbock and with Breuner Brothers, one of the largest home furnishing stores in Sacramento, California,

day and Saturday when the stores in the village will remain open until 9 o'clock each evening for inspection by Hereford shoppers.

While in California, Mrs. Cowser took a course in color and has had a course with the New York school of interior decorators. She is also an artist.

Mrs. Cowser is cleverly arranging display cases to partition her shop into rooms for properly showing draperies and furnishings in home settings.

Mrs. Lee Carter is employed by the Home Beautiful shop.

Father Is Ill
Mrs. Leona Blood and children left Saturday for Massachusetts where her father, Eugene Blood, is ill. His condition was reported improved when they returned Tuesday.

Our Heartiest CONGRATULATIONS

To The Owner and
The Tenants of
This Fine New Building
In Hereford - We Wish
Them Success And
Great Prosperity.

W. L. STARK

GENERAL CONTRACTORS

Amarillo

Phone 7157

GRAND OPENING

HEREFORD'S FINEST DRUG STORE

IN THE PARK AVENUE VILLAGE

FRIDAY & SATURDAY, DECEMBER 8 & 9

FREE

Swift's Ice Cream to the Children with their Parents
To the Ladies, "My Tynes" Special Hand Lotion

Come in . . . See Our Complete
Line of Drugs All In A Modern
Setting.
COSMETICS DEPT.
CAMERA DEPT.
COMPLETE LINE OF DRUGS
CHRISTMAS CARDS & GIFTS
COMPLETE
FOUNTAIN SERVICE
COFFEE - PIES

WE GET
PERSONAL!

There's nothing as personal as a prescription; we want you to enjoy with confidence the personal attention of our prescription department. When accuracy counts . . . you can count on us.



PRESCRIPTIONS BY PHONE



1496

Park Avenue Drug Store

Rex Tynes, Pharmacist and Manager

509 Park Ave.

Phone 1496

NORTHWEST HEREFORD NEWS

Farmers Meet Deadline on Beets; Cookes Return from Houston Sunday

By Mrs. R. C. Childers

Everyone in this vicinity made the deadline on the beet harvest. The beet dump gave the farmers another day, but didn't remain open but half that day, as there were no beets coming in.

With the grain and beet rush over, farmers are beginning to stack feed, build fences and many of the things that they have had to let go during the busy seasons. Farmers never get through, there are always fifteen jobs ahead of them.

E. L. Adams has two combines in his field and is threshing bundle stuff right in the field.

Cookes Return

Mr. and Mrs. R. N. Cooke returned Sunday morning from Houston where they have been with their young daughter, Carolyn, having tests and examinations made. They left Carolyn with Mrs. Cooke's brother and family, Mr. and Mrs. J. Allen of Sigwell, Texas. She was to have more tests and examinations this week. The Cookes will return Wednesday or Sunday according to the reports that come in from down there.

Mr. and Mrs. O. S. Barclay and young son, Larry, were guests in the home of Mr. and Mrs. Bill Simpson Sunday.

Guests in the home of Mr. and Mrs. F. G. Witherspoon were Mr. and Mrs. John Johnson and daughter, Mary Leona from Pampa and Mr. and Mrs. R. C. Childers and Raymon, Jr. Mrs. Johnson is the former Marion Littlefield who taught school at Central about six years ago. Mr. Johnson is a brother of Mrs. Childers.

Mr. and Mrs. Orvil Houser went to Santa Fe Sunday for their little nephew Leon Roger Hartman. They plan to keep him for about two months. He is two years old.

Mrs. Paul Corbett and son James and Mrs. Grady Parsons were in Amarillo Wednesday.

Mr. and Mrs. Gardy Parsons attended a surprise birthday dinner of M. Parsons brother, Aubrey Tallery, at Halfway, Texas Sunday.

Still Critically Ill

Charles Inman still remains in a critical condition. Some of the family are still sitting up with him each night.

Mr. and Mrs. J. C. Childers from Tulla were visitors in the home of Mrs. Childers parents, Mr. and Mrs. Grady Parsons.

The Cultural Home Demonstration Club was one of the Hostess clubs to serve at the Federated Luncheon Monday.

Lt. Conklin Reports For Air Force Duty

First Lieutenant Donald O. Conklin, son of Mr. and Mrs. Arch Conklin of Route 2, Charleston, Arkansas, reported to Reese Air Force Base, Texas, for a fifteen day mobilization assignment with the 3500th Pilot Training Wing.

After having received his wings and commission in January of 1944, Lieutenant Conklin flew over four-hundred hours combat time with the 14th Air Force in the China-Burma-India Theater. He possesses the Air Medal with three oak leaf clusters, and the Distinguished Flying Cross. He was separated from the Air Force in November, of 1945.

Lieutenant Conklin graduated from Hereford High School, Hereford, Texas, attended West Texas State at Canyon, Texas, for one and one-half years, and received his BS degree in Electrical Engineering at Texas Technological College in Lubbock.

He is associated with the consulting engineering firm of H. N. Roberts and Associates at 1310 Avenue Q in Lubbock. Lieutenant Conklin and his wife, the former Susie Blackwell of Lubbock, reside at 1805-A Avenue R, Lubbock.

The Council Christmas Party will be held in the Christian church Dec. 9 at 2:30 P. M. All the Home Demonstration club women should attend this party.



Mrs. Leona Blood is owner of the Home beautiful Interior Decorating and Home Accessory business in the Park Avenue Village. She has been in this type business here for three and one half years. In the picture she is standing by one of her display cases which will partition her new shop into rooms.

Guests in the home of Mr. and Mrs. Loyd Lovell are his mother, Mrs. S. C. Lovell, of Fresno, Cal., and a sister and husband, Mr. and Mrs. Eugene Medlock, of Lancaster, Calif. The Medlocks also visit in Oklahoma. Leo Forrest attended a telephone meeting in Lubbock Tuesday.

Shop Celebrates First Year Here

The Wonderland Tot and Gift Shop is celebrating its first anniversary in connection with the formal opening of the Park Avenue Village of which it is a member.

Mrs. Leona Blood has the honor of having opened the first business in the new shopping area. She opened her shop about two weeks before Christmas last year.

Mrs. Blood's two children, Susan, age 5, and Billy, age 4, have been an inspiration in the opening of the children's shop which has already proven a successful enterprise.

Chatreuse decorations will

Shirley Fifth Grade Wins First Prize

Miss Mona McMaster's Fifth Grade at Shirley School won first prize for selling the most tickets to the exhibit of masterpieces held at Central School recently. The prize was a \$10 picture.

Mrs. Mary McInnis' Fourth Grade room at Shirley and Mrs.

be featured for the formal opening in the Tot shop where the "sugar plum tree" is already wearing a new costume for the holidays.

The shop recently opened a new line of maternity wear. Mrs. Lola Owens is now employed at Wonderland Tot and Gift Shop.


Cawthon Bryant's Fourth Grade room at Central tied for second and will each receive a \$7.50 picture.

Miss Della Stagner, coordinator of the elementary schools, said interest was unusually great in this exhibit among the younger children, and interest was good on up through Junior High School.


Miss Stagner said the schools will be able to buy approximately 25 pictures for use in the various buildings.

This week, Miss Stagner said an art workshop is being conducted for teachers and a few interested townspeople. Clyde Clack of Dallas, representing a commercial art company, is in charge of the 15-hour workshop.

You're Invited
To Attend Our
OPEN HOUSE
FRIDAY & SATURDAY 8 & 9th
It's Our
First Anniversary
and the Opening of
Park Avenue Village



SANTA SAYS
I'll See You At
Wonderland
December 8 and 9th
Friday & Saturday
from 3 P.M. to 6 P.M.



Gifts For the Kiddies
Don't Forget Now! 3 P.M. to 6 P.M.

I want to take this time to thank each and everyone for your Patronage you have given me, in my first year of business.
Mrs. Bill Blood

Wonderland
Children's Shop
501 Park Ave. Phone 1027



Welcome!
TO OUR OPEN HOUSE
FRIDAY & SATURDAY, DEC. 8 & 9th
At The
Park Avenue Village
507 Park Ave. Phone 1507

Mrs. Jerry Rennie Gives You These Fine New Services In Hereford

SILHOUETTE REDUCING SALON

Something new... something different. Just what you been waiting for. It's here now at the Park Avenue Village. We invite you to visit during our open house and get acquainted... For ladies and men

CHEER UP! REDUCE! KEEP YOUNG!
BE SLIM and LOVELY TO LOOK AT... ALWAYS

GYRODUCING—America's Most Complete Slenderizing Method

- As easy as rubbing a magic lantern
 - As smooth as a ride on a flying carpet
- Special Patented Units for All Parts of the Body

Silhouette Reducing Salon

507 Park Ave.

Phone 1507

JACK & JILL DIAPER SERVICE

It's a treat to the housewife. No worries about that extra chore... Just Dial 1507. We give you complete Diaper Service Pickup and Delivery Service... also container for the Used Diapers

One Week Services \$2.25 A Week

Includes Diapers, Pickup & Delivery, Diaper Container and two Deliveries
\$1.75 a week with your own diapers
All diapers go through 16 washes and rinses
Guaranteed clean and sterilized

Jack & Jill Diaper Service

507 Park Ave.

Phone 1507

DAWN NEWS

Community Night at Dawn Draws Large Crowd; Community Is Active

By Bertha Frye

More than 100 persons attended the community night at the Dawn school house Friday night.

Games of "42" and canasta were played and refreshments of cake, doughnuts, and coffee were served.

The community also took this occasion to honor Mack McDill, one of the school bus drivers, on his birthday. They presented him a birthday cake and a season hat.

Children Ill

Quite a number of children in the community are ill with mumps, measles, and chicken pox.

The Junior Music Club gave a recital at the church on Sunday afternoon when a good crowd was present.

Mr. and Mrs. Horace Fain of Amarillo spent several days out on their ranch while the Carathers were away on their trip.

Mrs. H. H. Millard had as guests on Wednesday her father, G. W. Wilson and two brothers, Donald and Larry, of Faith, South Dakota.

Mrs. L. L. Airhart and son, Billie, spent several days with her daughter, Mrs. Pursley in Pampa.

Mr. and Mrs. Boyd Stewart, Pat and Parker, of Littlefield spent the week end with Mr. and Mrs. Zed Stewart.

Dinner guests on Sunday in the Clifford Stewart home were Jess Dodson and children of Canyon, Mr. and Mrs. O. D. Williams and daughter of Amarillo.

Mr. and Mrs. Alfred May had as dinner guests Sunday Mr. and Mrs. Ernest May of Hereford and Mr. and Mrs. Melvin May. Callers later in the afternoon were Mr. and Mrs. H. H. Miller, Audni and Jon David, and Mr. and Mrs. H. V. McCabe.

Pat Miller, son of H. H. Miller, left Sunday morning for Rocky Ford, Colo., to visit Mr. and Mrs. Don Heizer to do some pheasant hunting during the three-day season.

Mr. and Mrs. Johnnie B. Caraway spent Thanksgiving with Mrs. Caraway's grandfather, J. P. Gandy, in the Wyche community.

Section foreman H. T. Drake, Mrs. Drake and son, Robert, moved to Canyon last week. Their son, Hubert Drake, who

is stationed at Ft. Sill, Okla., was home on furlough for a few days last week.

Goes On Vacation

Mr. and Mrs. Johnnie B. Caraway and Mr. and Mrs. Johnnie Carothers left Friday for Carlsbad Caverns, the bottomless lakes near Roswell, and other points of interest. They returned on Sunday. Linda and Johnnie Charles Carothers visited their aunt, Mrs. Virgil Barton in Amarillo while their parents were away, and Robert Elden and Alife Ann Caraway stayed with their grandparents, Mr. and Mrs. Will P. Caraway.

Mr. and Mrs. Bud Hopson and daughter of Hereford spent Thursday with Mrs. H. H. Millard.

Surprise Birthday Party

A surprise birthday party was given Monday night honoring Raymond Sargent and Henry Spicer by the B.T.U. young people's class and the community at the school house.

Following the playing of games, refreshments were served to Wilma June, Wilma Mae and Wayne Wilcox, Bernice Lanelle, and Sid Perkins, Ginger and Sara Jo Smith, Wanda Sue Wimberly, Dona Airhart, Nancy Smith, Noel Smith, Manuel Beavers, Clifford Galley, and guests.

Also attending were Rev. and Mrs. Coley Arender and family, Mr. and Mrs. H. S. Fuller and family, Mr. and Mrs. William Adams and family, Mr. and Mrs. H. H. Millard, Mr. and Mrs. A. C. Hershey and family, Mr. and Mrs. Zed Stewart, Lloyd Airhart, Lloyd Bentley, Carl Wimberly, and Clifford Stewart.

Emerson Roland and Loyd Lovel of the local REA attended a Texas A&M training course in Amarillo Tuesday.



T. W. POWELL and his wife are this week opening the Hereford Automatic Washateria in the Park Avenue Village and are holding their grand opening in cooperation with the other village merchants. Powell is shown discussing plans for the grand occasion. The Powells have recently operated the Powell Laundry on 25 Mile Avenue which will continue operation under new management.

Large Crowd Attends Presentation Of Messiah, Group To Sing Sunday

Approximately 700 persons attended the 16th annual performance of Handel's Messiah by the Hereford Civic Chorus Sunday evening at 5 o'clock at the First Methodist Church. The audience included many from adjoining towns including a good number from Plainview and Amarillo.

Twenty-five or 30 singers from Amarillo, some from Plainview, and a large number from Friona and Dimmitt joined with the local chorus in singing the "Messiah."

"To many of us it seemed like the best performance we have had," said Miss Mattie Mae Swisher, president of the chorus. A Clyde Roller, director of the Amarillo Symphony Orchestra was present. He will direct the Amarillo presentation of the Messiah next Sunday evening at 8 o'clock at the Municipal Auditorium when many Hereford singers will participate.

Hereford singers are urged to be at the auditorium at 2:30 for the dress rehearsal, after

which refreshments will be served.

Local singers who do not have a way to go to Amarillo Sunday are requested to contact Robert Thompson, and those who will have extra room in their cars are also to contact him. The group plans to leave from Ward Hall of the Methodist Church about 1 o'clock Sunday afternoon.

Seats for the presentation are being distributed by the Furr Food Stores in Amarillo who are sponsoring the event. Miss Swisher said it is her understanding that there is no admission charge.

Mrs. Bruce Miller attended to church business in Amarillo Tuesday.

Week end guest in the home of Mr. and Mrs. Ira Page was Mrs. Page's mother, Mrs. H. E. Bell of Quail.



Mrs. Rennie Has New Business

Mrs. Jerry Rennie is owner and manager of the Jack and Jill Diaper Service and Silhouette Reducing Salon which is holding its formal opening in the Park Avenue Village Friday and Saturday.

Mrs. Verda Chilton of Amarillo, former owner of a reducing salon in Santa Monica, Calif., is assisting with the opening.

The reducing salon is fully

equipped, including six reproducing chairs, various tables, and a steam bath.

Mrs. Rennie says the diaper service will either furnish diapers or take care of those belonging to individuals. She stressed the fact that those who furnish their diapers will have their own diapers returned to them each time. The diapers go through six steam waters, four washes, and 12 rinses. They are sterilized after they dry. The service also features pick-up and delivery, and a deodorized container is always furnished.

A crib service will include sheets, pillow cases, washable

Edmer G. Riley Will Be Inducted Dec. 11

Edmer G. Riley this week volunteered through the recruiting office at the court house for service with the United States Air Force. He is to be inducted

on December 11 at Lackland Army Air Base at San Antonio.

Riley, age 21, is a son of Mr. and Mrs. J. Riley of Cayuga, and Sgt. H. M. Riddle of the Recruiting Office. He attended Henderson Junior College at Athens.

Riley obtained a leave of absence from the seismograph crew which works through the Mobilgas Petroleum Company.

Dale Tinsin is in Chicago this week attending an automobile lubbers school. He plans to return home Saturday.

Fourteen shopping days until Christmas.



FARM LOANS

A JOHN HANCOCK FARM LOAN SERVICE, FOR MAKING IMPROVEMENTS TO YOUR FARM, BUYING LAND, OR REFINANCING YOUR PRESENT LOAN, FREE AND LIBERAL APPRAISALS. NO STOCK TO BUY, NO COMMISSIONS TO PAY. LET US TELL YOU ABOUT OUR LOAN SERVICE.

Wesson Real Estate

716 W. 1st Street Hereford, Texas Phone 944



SOME of the things we think should be stressed in running a BANK . . .

First . . .

Adherence to sound policies on management and credit, that have been proven in the past.

Second . . .

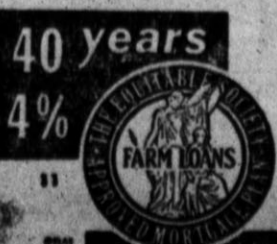
A firm conviction that your financial affairs are entitled to confidential treatment.

Third . . .

A belief that frankness and candor serves everyone's interests most of the time.

Fourth . . .

A friendly atmosphere is most conducive to mutually satisfactory business transactions.



THE FIRST NATIONAL BANK OF HERFORD

Member: Federal Reserve System Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers.

ANNOUNCING the FORMAL OPENING of the

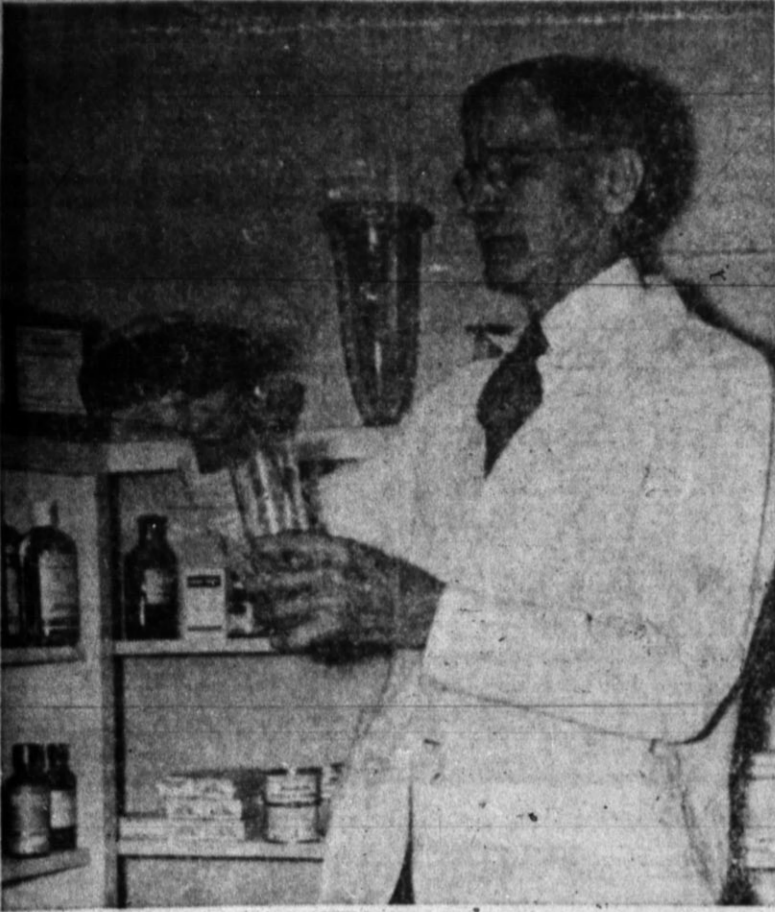
HOME BEAUTIFUL INTERIOR DECORATING and ACCESSORIS SHOP PARK AVENUE VILLAGE In Hereford's New Shopping Center

REFRESHMENTS WILL BE SERVED TO THE LADIES FROM 6 P.M. TO 8 P.M., FRIDAY & SATURDAY



We want everyone in Hereford and vicinity to visit our new store. Please feel free to come in and browse around because it was all designed to give you a layout and ideas for your home . . .

Come in and see such items as . . . Decorator's Furniture, Antiques, China, Silver, Glassware, Lamps, Linens, Draperies, Bedspreads, Gifts and Books.



REX TYNES is filling a prescription at Park Avenue Drug Store which is participating in the grand opening of Park Avenue Village Friday and Saturday. The owner and manager, Tynes realized an ambition of many years when he recently opened the store in Hereford. He first came to Hereford in 1905 upon completion of pharmacy school at the University of Texas. He and his wife moved to Lubbock to send their children to school and returned to Hereford recently. —Photo by Elmer Patterson

New Cleaners Is Owned by Owens

Owners and managers of the new Community Cleaners in the Park Avenue Village are Mr. and Mrs. Gwynn Owen, who are experienced in the cleaning business. Their formal opening is Friday and Saturday in cooperation with other merchants of the village.

Mr. Owen has recently been employed by his father at the Acme Cleaners. He has had five year's experience in the cleaning business.

The couple formerly operated a cleaning establishment at Hale Center.

The new store is modern both in store fixtures and equipment. Mrs. Woodrow Welty and Mrs. Oscar Altman are employed as wool pressers and silk finishers at the new cleaners.

Cub Scout Leaders Are Announced

Cub Scout Pack meet was held at the Scout Hut Friday night with the program built around the theme for the month "Radio-Stuff." Colors were presented by the adult leaders who gave instruction on respect to the flag.

John Hicks introduced the following leaders: Coy Patton, new field commissioner; Frank Lookingbill, Pack 50—cub master, Harold Meacham, assistant; Jason Luck, Pack 51—cub master, Bruce Miller, assistant. Mrs. Archie Scott is the den mother for den No. 5 for Pack 50.

The program opened with songs led by Rev. Roy Ford followed by games in the form of a radio skit conducted by Mrs. Ed Cox. Bob Wear was the announcer.

Advancements were awarded including—Bobcat, Gary Tannahill, John Wear, Don Roland, Harold Meacham, Jr., and Duard Jacobs. Wolf award—Steve Lingenfelter and Gene Plank. Bear—Buddy Bob Campbell, Jeff Minton, Donnie Jackson, Phillip Roland and Skeet Collier. Lion—award to Carl Zimmerman.

Arrow points were presented to Ronnie Jones and Jan Wallace.

One year service stars were presented to Mrs. W. D. Jones, Mrs. Homer Bramley, Fred Lee Drury, Lois Brock, John D. Carroll and Phillip Roland.

Commissioner Hicks announced the Den Chief training course beginning Wednesday night December 9 and continuing through the next three months. Meetings will be held at 7:30 p. m. each Wednesday and Friday evenings at the hut and cubs must attend at least 6 meetings to receive credit for the course.

Bob Wilson entertained the group with a handicraft demonstration showing how to make roasting forks from scrap copper wire.

A dog calling contest concluded the program with Bob Wear winning the callers prize.

before returning to Hereford. The Tynes children, Rex, Jr., an electrical engineer at Albuquerque, N. M., and Mrs. Gerald Ramsey (Nina), a dietitian in the Dallas schools, were reared here. Mr. and Mrs. Tynes have three grandchildren, all of Albuquerque.

Mrs. Pete Hopson is in charge of the front of the newly opened drug store, and Mrs. Clay Angelo works at the soda fountain. Ida Rae Brunson and Nellie Jean Brown, high school students, are after school employees.



THE COMMUNITY CLEANERS is owned and operated by Mr. and Mrs. Gwynn Owens, who are shown above standing behind the counter at the new establishment in Park Avenue Village. The pipe shown in the picture is a rack for holding clothes while the clerks are making change. The couple formerly operated a cleaning business in Hale Center. —Grand Staff Photo

Christmas Gift Arrangements Are Exchanged at Bud to Blossom Meet

The Bud to Blossom Garden Club meeting for December was held in the home of Mrs. D. C. McWhorter Friday afternoon.

A short business session was held when Mrs. L. H. Lookingbill, Jr., was welcomed as a new member. Members voted to present iris-bulbs to Shirley School as a part of their beautification project.

Holiday games were directed by Mrs. McWhorter and the meeting was highlighted by the exchange of Christmas arrange-

ments for the home. Each member made a Christmas decoration for the home for display at the meeting and at the conclusion each took home a different arrangement for her own home.

The next meeting will be held on January 5 in the home of Mrs. A. O. Thompson.

Holiday-time refreshments were served to Mesdames John Aldridge, Cecil Parker, Scott

Winkler, H. H. Caraway, Bruce Kirkpatrick, W. H. Patton, Ed- gar Skypala, W. Glenn Williams, Herbert Haseloff and the host- ess, Ben Childers, R. A. Daniel, Jr.,

CONGRATULATIONS

To All the Merchants
at the
New Park Avenue Village

We are glad to have taken part in the construction in the building of Hereford's Newest addition . . . and the Merchants a Growing Success in the year ahead.

ELDRIDGE & SCHNEIDER

ELECTRICAL CONTRACTORS
Licensed & Bonded
Phone 1271 or 949 Hereford, Texas

Tynes Announces Formal Opening Of Drug Store

An ambition of many years was achieved by Rex Tynes when he recently opened the Park Avenue Drug Store, which is holding its formal opening Friday and Saturday.

Tynes first became a pharmacist in 1905 when he moved to Hereford after having graduated from Texas University. He worked for different drug stores for 35 years. It has been his

ambition for a long time to own a drug store, and he has always wanted to make Hereford his home. This, he said, was his first opportunity to get a drug store here.

Mr. and Mrs. Tynes moved to Lubbock to send their two children to college. Tynes was with the hospital lab in Friona a year

CONGRATULATIONS

to all at the
PARK AVENUE VILLAGE

We are proud to have taken part in the New Project . . . It's another mark in the progress of our growing town

HEREFORD HEATING CO.

529 E. 1st St. Phone 708

GOOD LUCK

Yes! the best of luck to all the Merchants—at the New

PARK AVENUE VILLAGE

We are happy to have taken part in the project of Hereford's Newest Addition

DICK WALKER

REFRIGERATION SERVICE
305 EAST 3rd ST. PHONE 402

CONGRATULATIONS

WE CONGRATULATE THE ENTERPRISING MERCHANTS OF THE NEW . . .

Park Ave. Village

- ★ COMMUNITY CLEANERS
- ★ HEREFORD AUTOMATIC WASHATERIA
- ★ JACK & JILL DIAPER SERVICE
- ★ THOMAS FOOD STORE
- ★ PARK AVENUE DRUG STORE
- ★ HOME BEAUTIFUL HOME DECORATING

We Are Happy and Proud to Have Had a Part In the Construction of This Fine New Building.

CARL McCASLIN

LUMBER COMPANY

Phone 7 The Lumber Number

Congratulations

to the
Merchants and Operators
of
New Park Avenue Village

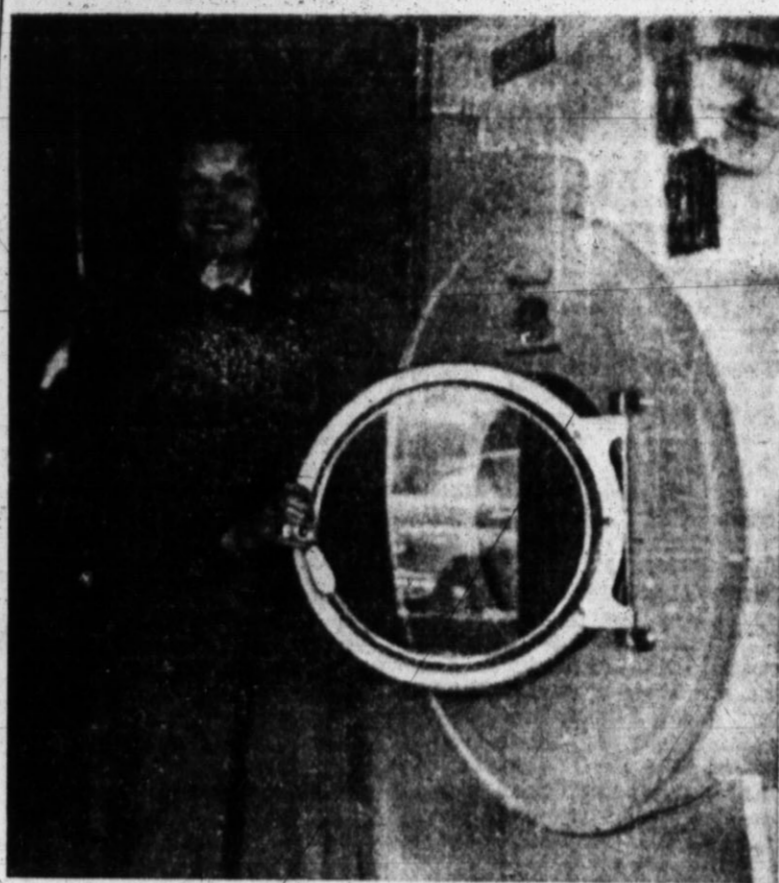
Given add Beauty and Service
to the People of Hereford
We Are Proud to take part
In This Fine New Addition

SCOTT KIRKPATRICK

Painting Contractor

510 Ave. K

Phone 1331



MRS. JERRY RENNIE, owner of the Jack and Jill Diaper Service and Silhouette Reducing Salon in Park Avenue Village, is pictured with a large sterilizer and tumbler to be used with the diaper service. The heat in the sterilizer goes up to 300 degrees. Mrs. Rennie has her shop well equipped and ready for inspection in the Friday and Saturday opening.

Church Notes

Ladies of the First Baptist Church are meeting each day this week at the church at 2:30 for observance of the week of prayer set aside by the W.M.U. Each one is urged to make a mission offering this week as they are thinking about others at this season of the year.

In charge of the program on Monday was Mrs. D. C. Kinsey;

Tuesday, Mrs. R. E. Caddell;
Wednesday, Mrs. Jack Kirksey;
Thursday, Mrs. E. W. Young;
Friday, Mrs. O. G. Hill
Saturday, Mrs. O. G. Hill.
Saturday morning at 10 o'clock, The local Baptist Church is host today (Thursday) to the Tierra Blanca Baptist Association workers conference. The program begins at 10 o'clock

his morning when each member is requested to attend some of the meetings and meet the people from neighboring churches. The local congregation only entertains this meeting once a

year.
Rev. H. V. Fields is pastor of the Avenue Baptist Church which makes the following announcements for the week:

Sunday school, 9:45; Morning worship, 11:00; Training Union, 6:45; evening worship, 8:00; prayer meeting, Wednesday, 7:30; W.M.U., Tuesday, 2:30.

BEST WISHES

From

OWENS & HIGGINS

Cement Contractors

600 S. Main

Phone 1362-J

and

We Are Happy to Have Taken Part In the

Building of Hereford's Newest Addition

The

PARK AVENUE VILLAGE

Grand Opening!

FRIDAY & SATURDAY, DECEMBER 8 and 9th
of the

HEREFORD AUTOMATIC WASHETERIA

In Hereford's New Shopping Center
PARK AVENUE VILLAGE
Free . . . Gifts to the Ladies

You're invited to attend our Grand Opening Friday and Saturday. Come in . . . look around . . . you'll find it's something new in Hereford. All Automatic Self Serve Laundry . . . a housewife's Dream that came true . . . a wash day time saver.

OUR SERVICE TO YOU . . .

- 20 Automatic Machines
- One Machine Holds 9 Lbs. Of Dry Clothes
- Cost of One Machine 30c Soap Furnished
- Extractor 5c Load
- Dryer 4c Pound

2 Large Dryers & Extractor
For one average family of Four . . . it will take from 3 to 4 machines to do a full week's washing. Complete Washing in 35-minutes

PICK-UP and DELIVERY SERVICE

Hereford Automatic Washateria

Manager Mr. T. W. Powell

513 Park Ave.

Phone 1508

Announcing

The Formal Opening

Of The

Community Cleaners

FRIDAY and SATURDAY, DECEMBER 8 & 9th

At the New Park Avenue Village, Hereford's New Neighborhood Shopping Center

We want you all to attend our Formal Opening.

Come in . . . and get acquainted and see our new Modern Plant and Equipment

Our Policy will be Friendly and Dependable Service at all times . . . also these FOUR GOOD REASONS

- LONGER LIFE FOR YOUR CLOTHES
- ECONOMY THROUGH CARE
- CLEANER LOOKING CLOTHES
- DEPENDABLE SERVICE



FREE

ROSE BUDS
TO THE LADIES
FRIDAY & SATURDAY

Community Cleaners

OWNERS & OPERATORS MR. & MRS. GWYNNE OWEN

FREE PICK-UP and DELIVERY

515 PARK AVE.

PHONE 1497



COGDPELL FIRES ONE TO THE PIN—Frank Cogdell, winner of the first flight in the City tournament last fall, holds that pose as his shot on number four drops on the green. Frank probably gets as many rounds a week as any at her local divot digger. Most of them will be in the respectable seventies too.

Diggin' Divots

Bad weather has wreaked its havoc on divot digging this week.

Players who tried over the weekend were Maurice Tannahill, Bill Amery and Bud Amery, Bill Waldrep, Buck Clevinger, Lloyd Neal, Ray Hardy, John Downey, Howard Hume, Pic Harman, Urin Streu, W. W. Gilbreath, J. Posey, J. E. Springer, Keith Hodges, W. L. Davis, Jr., Frank Latimer, Owen Jacks, John Channer, Will Graham, Grant Fuller, Homer Owens and Edward Young.

There are two new Hereford golfers, Bob Lindley and Jay Drennan, both of whom are from KPAN. Their game indicates they have played before—either that or their beginning skill is unusual.

DeMarce Goes Out With Sleeper Hold

The matches at the Bull Barn were "rough" according to all who witnessed them Saturday night.

In the first fall of the first event—Bob DeMarce of Green Bay, Wisconsin, won with a full Nelson over Frank L. Murdock, Waxahatchis. In the second fall, Murdock took over with a pih-on—a sleeper—over Demarce. Bob never did wake up in time to come back for the next fall, and the bout ended there.

In the second event, Tommy Martindale won in 17 minutes with a rolling cradle split over Bob Cummings of Seaside, Oregon. But Bob came back to win the next fall in 12 minutes with a knee-action leg binder.

He came back again to repeat the same hold and win in two minutes. It was reported a "good, clean match." Wrestling clean is unusual for Cummings, but he stuck to the rules all through his match.

Paul Mischler of Clovis served as referee.

Guy Lawrence, wrestling promoter, reported that carrying DeMarce was quite a task. DeMarce went to the dressing

Courthouse Records

Deeds of Trust

A. E. Lewis et ux to Rural Life Insurance Co. S 1/2 Sec. 31, T3N, R2E.

James W. Witherspoon et ux to Amicable Life Insurance Co., N 70' of Lot 4, Blk 8, Evans Addition.

J. B. Pool et ux to First Federal Savings & Loan Association of Clovis, E 75' Lot 9, Blk. 4, Wemble Addition.

Freland D. Davis, et ux to First Federal Savings & Loan Association of Clovis, Lot 25 and Lot 24 except the West 25 feet, Blk. 2, Burk's Sub., Blk. 17, Mabry Add.

Philip Barkley et ux to Ben Childers, pt. Blk. 1, Womble Add.

Lowell R. Sharp et ux to J. E. Foster & Son, Inc., S 80' of the E 113' Blk. 21, Evans Add.

A. A. Kendall to E. E. Doak, SE 1-4 Sec. 93, Blk. K-5.

Sam Nunnally et ux to S. E. Burleson, East 156' Lots 19 and 20 and the E 150' of the S 10' Lot 18, Turrentine Sub. of the E 1/2 Blk. 10, Evans Add.

J. H. Burrell et ux to John Hancock Mutual Life Insurance Co., W 1/2 Sec. 23, Blk. K-8.

Elwin D. Herring et ux to J. E. Foster & Sons, Inc., Lot 43 and N 1/2 Lot 44, Barber Sub. of Blk. 22, Evans Add.

Heard Whitefield et al to room when Murdock put him out.

John P. Gallagher et ux, E 1/2 Sec. 19, Blk. K-8.

Newton B. Hood et ux to First Federal Savings & Loan Association of Clovis, Lots 21, 22, 23 and 24 in Blk 38, OT.

Charles B. Dye et ux to Gulf Coast Investment Corporation, Pt. Blk. 15 Evans Add.

J. D. Gilbert et ux to J. L. McGee, N 120 A. of the W 1/2 Sec. 50, Blk. K-3.

C. M. Hicks, Administrator E. L. Donner Estate to Mary Beth Thomas, Lots 1, 2, 3, 4, 5, 6, and N 10' Lot 7, Blk 1, Dodson Sub. of E 1/2 Blk. 4, Evans Add.

Owen L. Bybee to W. A. Helton, Pt. SE 1-4 Sec. 77, Blk. K-3.

Woodson M. Tottenham et ux to Great American Reserve Insurance Co., S 10' Lot 12; N 45' Lot 13 Blk 31, Renfro & Price Sub. of Blk 31, Evans Add.

John D. Phillips et ux to Pearl Harrison, Lot 6 of John D. Phillip Sub. of Blk. 31, Evans Add.

Releases

B. R. Foster et ux to George H. Cook, SW 1-4 Sec. 3, Blk 5-3, Randall County; SE 1-4 Sec. 5, K-6.

H. B. Stanfield to Jack V. Pickens et ux, pt. Blk. 15, Evans Add.

Rel. Farwell Winston to P. B. Sowell et ux, Sec. 32 & 33, T3N, R4E.

Kansas City Life Insurance Co. to John P. Gallagher et ux.

Quit Claim Deed

First National Bank of Hereford to Furr Food Stores, Inc., E 50' Lots 7, 8, & 9, Blk. 26, OT.

Warranty Deeds

J. A. Wylie et ux to Porter U. Wylie, SW 1-4 Sec. 17, T2N, R2E.

Porter U. Wylie et ux to James A. Wylie, Sec. 10, & S 1/2 Sec. 3, T2N, R2E.

John P. Gallagher et ux to Heard Whitefield et al, E 1/2 Sec. 19, Blk. K-8.

Card Of Thanks

We wish to thank each and everyone for every deed of kindness and the beautiful floral offering in the loss of our darling wife and mother. May God richly bless each of

you.
Mr. John Shannon
Mr. and Mrs. Bob Nickelson
Mr. and Mrs. Jack Bivens
Mr. John H. Shannon

See
LUTHER PEVLEY
about
Real Estate
Res. Phone 524-W



All used farm equipment we offer here bears the Blue Ribbon Certificate. It is your assurance that the machine you buy has been expertly checked by 11 trained service men and placed in top-notch operating condition. Be safe and sure. Buy used equipment that carries our Blue Ribbon Certificate.

Come in LOOK OVER THESE BIG VALUES TODAY

- 1944-H With Single Front Wheel 100 Inch Rear Axles \$975.00
- W-30 \$350.00
- 22-36 \$350.00
- L A CASE \$1450.00
- 1949-TD6 CRAWLER \$3,000.00

This Price Represents 800 Hours Usage Figured at \$1.50 Hour Depreciation.

HEREFORD IMPLEMENT CO.

SAVE!
25% TO 65%
at LAMM'S
Pre-Christmas Sale

Watch Bands - Baby Jewelry - Many Other Items
Get Your Xmas Gifts at A Saving

307 N. MAIN Phone 527

Martin Is Improved
D. C. Martin, principal of Central Elementary School, continues to improve at Baylor Hospital in Dallas where he underwent a major operation 10

days ago. Mrs. Martin returned home Saturday.
Ira Page spent Monday and Tuesday in O'Donnell visiting his father, F. M. Page.

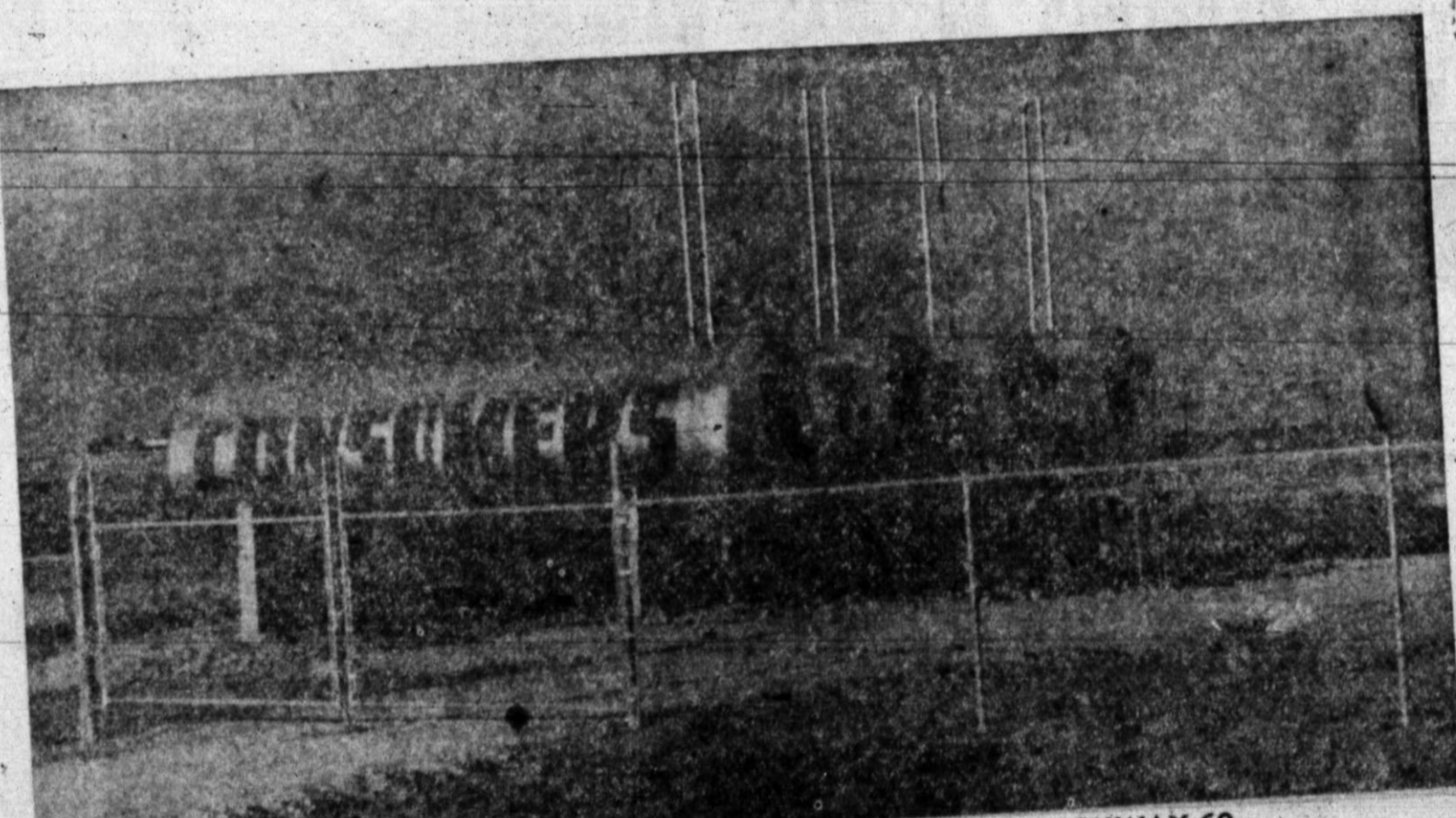
J. A. Pitman and Cecil Guseman went to Canadiar last week end quail hunting. They reported good luck during the hunt. Mrs. Pitman visited in Canadiar.

Our New Propane and Butane Plant

IN COMPLETE OPERATION

40,000 Gallon Storage Tanks

ONLY THE LATEST AND MODERN EQUIPMENT USED IN OUR PLANT.



NEW PLANT OF CONSUMERS LOCATED WEST OF HEREFORD ON HIGHWAY 60

We Are Equipped to Change Over Tractor and Commercial Motors Now! Come and See Us For Details

Phone 124 or Write Box 392

FOR SERVICE

House and Commercial Storage Tanks Available

Consumer's Fuel Co-Op Assn.

Hereford, Texas



GIFTS FROM Anthony's FOR A WONDERFUL Christmas



LOVELY GIFT ROBES
in NYLON-ACETATE CREPE **\$9.90**

Sizes 12 to 20

A luxurious nylon and acetate robe with contrasting piping trim around large shawl collar and cuffs. One button front with double breast effect. Full swing skirt.

or Feathery Soft Chenille

\$4.98

Soft warm cotton chenille robe with chenille applique trim skirt. Wrap around model with self tie belt. Sizes 12 to 20 and 38 to 44.



54 Gauge 15 Denier

STYLESpun NYLONS

\$1.29 Pr.

3 Pair in \$3.50 Gift Box

Extremely sheer serviceable nylons. Anthony's own brand Stylespuns guaranteed to satisfy. New colors.

Good Looking SOCKS for Men

Sizes 10 1/2 to 12

49c

Choose vertical stripe and clock dress socks or bold bright patterns sport socks. Ankle lengths.



INDIVIDUALLY GIFT BOXED ROBES FOR MEN....

A - BUR-MILL GABARDINE

\$7.90

Burlington Mills' fine rayon gabardine robe with piping on collar, cuffs, pockets and down front. Self tie belt. In maroon and blue. S, M, L.



B - RAYON JACQUARD

\$9.90

Deep maroon and dark blue all rayon robe for men. All over jacquard pattern. Self tie belt. Two large side pockets. Sizes S, M, L.



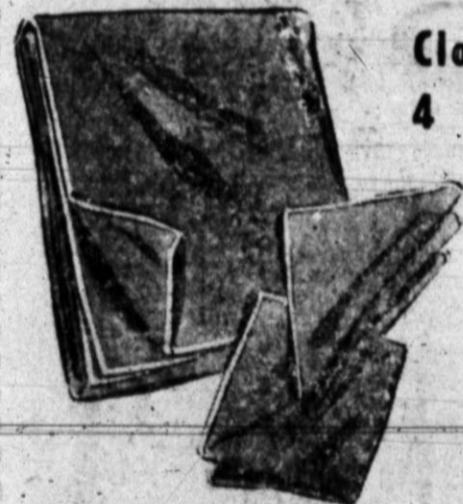
C - SATIN TRIM JACQUARD

\$14.75

Rich all rayon with all over satin jacquard pattern. Full rayon satin lining, satin trim collar, cuffs and fringed satin belt. Maroon and blue.



FIVE PIECE BRIDGE SET



Cloth and 4 Napkins

\$1.98

Sizes 36x36

Cotton and rayon bridge set. Beautiful pastel shades. An ideal Christmas gift.

Better Quality DAMASK Luncheon Set



Size 52x70

\$2.98

All over plaid pattern woven into the cloth. Won't shrink and bright colors are guaranteed fast.

GIFT PACKAGED Underwear For Men....

RibKnit Shirt

49c

Soft rib knit athletic shirts. Roomy arm and neck opening. Extra length. Sizes 34 to 46.

Broadcloth Short

59c

Sanforized fast colored printed broadcloth shorts. Gripper snap fly front or boxer types. 38 to 46.



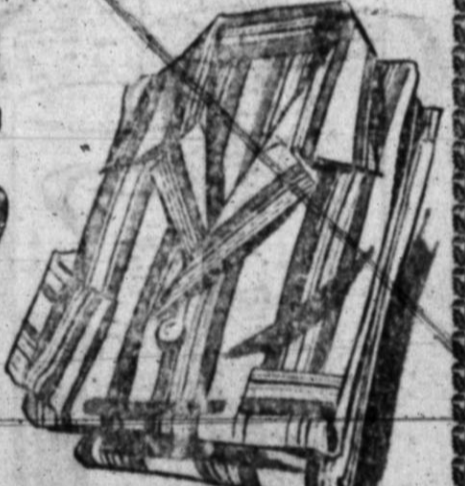
COAT STYLE PAJAMAS

Sanforized Broadcloth

\$3.49

Sizes A, B, C, D

Bold blazer stripe closely woven broadcloth pajamas. Coat style notched collar. Sanforized fast colors.



Women's **HANKIES** **98c** ea.

Soft cotton lawn with hand embroidery trim edges. Neat hand rolled border. White and colors.



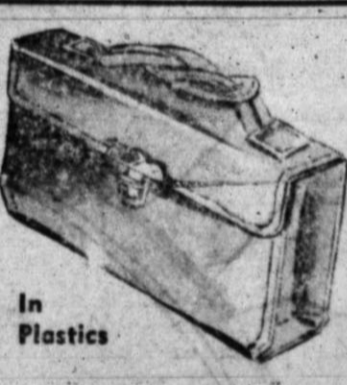
Fabric Glove **98c**

Don skin weave cotton-rayon fabric gloves. In white and dark colors. Washable.



All Nylon **Globe Brief** **\$1.98**

Sheer tricot knit all nylon briefs. All nylon elastic waist and leg bands. Loop trim. 5 to 8.



In Plastics **HANDBAGS** **\$1.98**

See-through patent leather or grained leathers in black, green, red, and blue.



Pure Silk **Head Scarf** **98c**

Hand made on silk leavers in all over prints or solid colors. Large 35 inch squares.



Dainty **HANKIES** **49c**

Handkerchief lawns with embroidery and applique trims. Wide or narrow rolled hems.



LEATHER GLOVES **\$2.98**

Cape leather with cuffs in black. Sizes 6 1/2 to 8. A Perfect Gift



Genuine **Leather Bag** **\$4.98**

Guaranteed all genuine leather smooth and rough grains. Beautifully fitted and lined.



Rayon Fringed **MUFFLERS** **\$1.98**

Smart rayon crepe mufflers for men in all over printed patterns. Self fringe ends. All colors.



Men's **HANKIES** **25c**

Men's white handkerchief with neat wide hems. Good larger sizes. Ideal gifts.



Initialed **HANKIES** **98c** Box 3

A box of three soft white handkerchiefs for men, embroidery initials. Self stripe border.



Men's Padded Sole **SLIPPER** **\$2.98**

Men's opera pump house slipper. Smooth kid leather uppers on padded leather sole and heel. 6 to 12.



Men's Women's **Loafer Sock** **\$1.98**

For men and women, all wool loafer socks. Padded leather sole. Assorted colors.



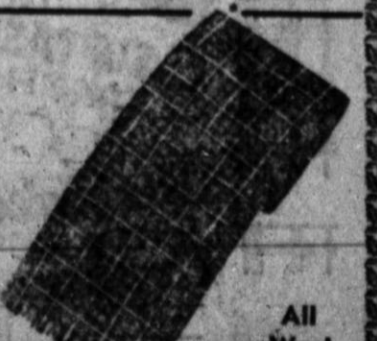
Men's **GIFT TIES** **98c**

Stripe or all over novelty print patterns. Hand made ties that hold their shape. No curl.



Head Pointed **GIFT TIES** **\$1.49**

Western and modern hand pointed patterns. Fine quality all rayon crepe. Hand made throughout.



All Wool **Plaid Muffler** **98c**

Warm good looking bright plaid mufflers for men. Self fringe trim ends. All colors.

THOMAS FOOD GRAND OPENING

SUPER SERVICE! SUPER VALUES! SUPER SAVINGS! SUPER QUALITY!

Peaches Shurfine In Heavy Syrup 2 No. 2 1/2 Cans 27c	Cranberries Ocean Spray Strained or Whole No. 303 Can 16c	Ivory FLAKES Large Box 20c
--	---	--

LUX FLAKES Large Box 23c	PORK CHOPS  CENTER CUTS Lb. 47c END CUTS Lb. 41c	HAMS Shank Ends Lb. 51c BUTT, Half or Whole, Lb. 55c SLICED CHEESE Lb. 47c PICNIC HAMS Lb. 39c
	SLAB BACON By the Piece Nice Lean PORK ROAST Lb. 37c	

POND'S TISSUES 41c 300 Count 2 Boxes	VIENNA SAUSAGE 91c Camp Fire 10 Cans
LIMA BEANS 33c White Swan - Small Green No. 2 Can	CHINESE DINNER 59c La Choy Complete
PICKLES 29c Hunt's Country Style Large Jar	BING CHERRIES 17c Stockley's Dark Sweet Small Can
CLEANSER 2 for 23c Ajax	SALMON PINK 59c Happy Vale Tall Can

HEREFORD'S FINEST NEIGHBORHOOD
SUPER MARKET
 In Park Avenue Village
 519 Park Ave. Phone 15
 Don't Miss Our Gala Opening - Celebration - Come on Out
 Bring Your Family and Friends - Free Gifts - Free Refreshments

FREE 20 TURKEYS

10 TO BE GIVEN EACH DAY
 BE SURE TO REGISTER - NO PURCHASE NECESSARY - DRAWING TO BE HELD FRIDAY & SATURDAY NIGHTS AT 8:30 P.M. YOU DON'T HAVE TO BE PRESENT TO WIN. NAMES WILL BE POSTED MONDAY AT THE STORE.
 Winners Can Leave Their Turkeys with Us till Christmas. You must be 16 or over to enter.



HERSHEY BARS Almond or Plain Reg. 25c bar 19c
HERSHEY BARS Almond or Plain Box 90c
WRIGLEY'S GUM Special Box 65c

HOLIDAY SPECIALS

SOFTASILK CAKE FLOUR 41c

Bisquick 24c

Crustquick 19c

CAKE MIXES 3 for 97c

Party Cake
 Devils Food Cake
 Ginger Cake 26c

SALAD DRESSING 58c Kraft Miracle Whip	FRENCH DRESSING 58c Kraft 8 oz. Bottle	VELVEETA CHEESE 81c Kraft's Food 2 Lb. Box	PEANUT BUTTER 33c Peter Pan 12 oz. jar	PICKLES CHIPS 23c Sweet, Hunt's 12 oz. Jar	PICKLES Sour or Dill 29c Tastewell Qt. Jar	CHERRIES 23c Sturgeon Bay No. 2 Can	SLICED APPLES 23c Luck Leaf for pies No. 2 Can	TOMATO JUICE 29c Hearts Delight No. 2 - 2 Cans	PINEAPPLE Sliced 31c Wanda's Fancy Heavy Syrup No. 2 Can	BARTLETT PEARS 27c Hearts Delight hvy. syrup Tall Can	GRAPE JUICE 46c Church's Qt. Bottle	SUGAR PEAS 29c Mission 2 No. 303 Cans	CUT WAX BEANS 19c Wapco No. 2 Can	WHOLE BEETS 17c Stakeley's No. 303 Can	MUSTARD GREENS 9c Shurfine No. 2 Can	SOUR KRAUT 29c White Swan 2 No. 2 Cans
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FRESH FRUITS and VEGETABLES

PICK-O'MORN PRE-PACKAGED TOMATOES Box of 4 **27c**

ORANGES 43c Golden Ripe
 Mesh Bag 5 Lbs. **BANANAS** 2 lbs. 23c

YAMS 3 Lbs. 25c Porto Rican
 Red Delicious **APPLES** 2 Lbs. 25c

IDAHO RUSSET POTATOES 35c
 10 Lb. Mesh Bag

WE'VE GOT IT! Biscuits **STIR-N-ROLL BISCUIT RECIPE**

GOLD MEDAL ENRICHED FLOUR 10 Lbs. 83c
 WESSON OIL Pt. 37c

White Swan Hawaiian **PINEAPPLE JUICE** 46 oz. Can .43-



You Are Invited To The Kinsey Motor Company Saturday To See The New 1951 CHEVROLET!

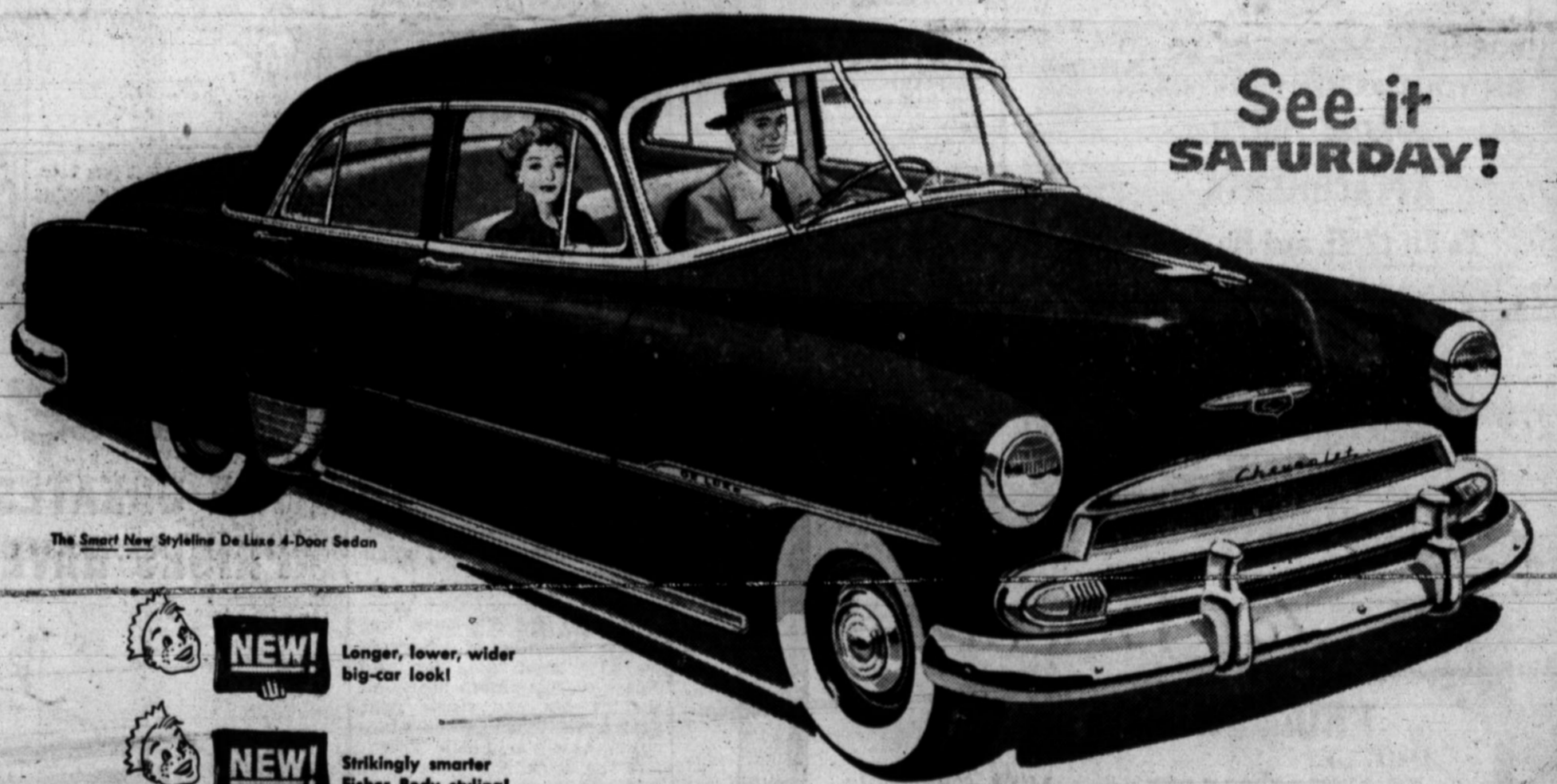
"I'm Sure Going
To Be There'
Because I've
Heard The New
Chevie Is The
Hottest Car On
The Market!

**YES, FOLKS, THIS
IS YOUR INVITATION TO VISIT US NEXT
SATURDAY, DECEMBER 9th, AND SEE
THIS BEAUTIFUL NEW CAR ... WE'VE
SEEN AND WE KNOW WHAT A REAL SUR-
PRISE IS IN STORE FOR YOU. WE'LL DO
EVERYTHING WE CAN TO MAKE YOU
FEEL AT HOME DURING YOUR VISIT.**

**NEW
1951**

Chevrolet

AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!



**See it
SATURDAY!**

The Smart New Styling De Luxe 4-Door Sedan

NEW! Longer, lower, wider
big-car look!

NEW! Strikingly smarter
Fisher Body styling!

NEW! Luxurious Modern-
Mode interiors!

NEW! Jumbo-Drum brakes—
largest in field!

NEW! Glare-Proof Safety-Sight
instrument panel!

NEW! Improved, easier
Center-Point steering!

plus TIME-PROVED
POWER Glide
Automatic Transmission
—proved by over a billion miles of
performance in the hands of hundreds
of thousands of owners.
Optional on De Luxe models at extra cost.

Refreshingly new IN ALL THE THINGS YOU WANT!

New outside! New inside! Refreshingly new in feature after feature! That's Chevrolet for 1951!

It's America's largest and finest low-priced car, with distinctive new styling, new front and rear-end design, and new America-Preferred Bodies by Fisher.

And, with all these new things, it also brings you the proved things, which make Chevrolet America's top car.

It brings you extra-sturdy, extra-

rugged, extra-durable Chevrolet construction; it brings you that more thrilling and thrifty Valve-in-Head engine performance for which Chevrolet is world-famous; it brings you comfort feature after comfort feature and safety feature after safety feature found only in Chevrolet and higher-priced cars.

Come in . . . see Chevrolet for 1951 . . . and you'll agree it's America's largest and finest low-priced car.

**MORE PEOPLE BUY CHEVROLETS
THAN ANY OTHER CAR!**



PHONE 740

Kinsey Motor Co.

244 E. 3 ST.

Hereford Brand, Hereford, Texas, Thursday, December 7, 1950

BOOKS ON PARADE

"Little Britches" Is Story Of Father-Son Relationship On Ranch

By Corinne Jennings

"Little Britches" by Ralph Moody has for its theme a father and son relationship and takes place on a Colorado ranch near Denver. There are others in the family but these two forged a partnership to support and protect them.

The Moody family moved from New Hampshire in the early 1900's because the elder Moody's health, a lung condition brought about by his work in the wool mills, forced a move west.

It was at that time Ralph, then eight years old, really began to know his father. And their respect for one another began and braved all conditions that arose in the years ahead. On the whole the account is of a happy boyhood.

Illustrated by Edward Shenton, events are portrayed effectively in a simple style which adds extra appeal for boys and girls as well as adults.

Being hardy people, the Moody's take up their new life on the ranch with zest. Upon ar-

rival they find waiting for them a ranch devoid of anything but a single run down, paneless little shack which was to be their home. But they were not daunted by such state of affairs and set to work to make it livable.

True to the code of the old west it was not long until neighbors showed up to help and give them a hand which would be them over then and later on in times of need. These were ranch owners and the cowboys.

School days, when Ralph had to fight his way because his clothes were different were none too easy at first. But once he took things over into his own hands in this case, he managed nicely from then on. With his dad's aid, he wore levis like the rest of the boys, though his mother was never happy about it.

Just when they had their place livable, a tornado arrived to destroy most of the work they had spent months in accomplishing. The members of the family were fortunate in escaping with their lives, which



they did by crawling to a ravine nearby until the "big blowing" was over. Returning home they found only the house still rooted to the ground and that was all, even the stock was gone.

During the first summer's vacation Ralph worked on a nearby ranch. His father was very proud of the horsemanship he easily and well accomplished by his son. It was here that Ralph's ideal cowboy lived and the one who had earlier given him the name of "Little Britches."

This friend and Ralph practiced as a team doing tricks on horseback until they were able to win first place at the rodeo. Ralph was happy over the pride he saw in his father's eye in spite of the fear on his mother's face when she knew he was to take a part. It was times like these that he felt so very near his father.

There were times of give-and-take between the two as well

MYSTERY FARM—Mrs. Bill Craig of Hereford scored 100 percent when she correctly identified the mystery farm above last week. Awaiting her at the Brand office are two free theatre tickets for the movie this week.

BELOW—Four more tickets will be divided two ways between the first person to identify the mystery farm below. An early telephone call Thursday morning usually does the trick. Remember, it's worth two free tickets to the first caller who knows the right answer.

—Band Staff Photo

Says Man-Made Weather Controls Agriculture

Frank E. Summers of Memphis, Missouri, who says he owns property near Hereford, brought the Brand a booklet he wrote entitled "How Man-Made Weather Controls Agriculture," and explained his theory that weather depends on the "absorption of light."

Beginning with prehistoric weather and coming all the way down to the present day, Summers, who recently returned to Missouri from California, explained the rate of absorption of light by the earth has increased steadily since the early days when the plains were covered with timber and virgin prairie.

He pointed out that more snow and rain fell when the earth's absorption of light went on at a lower rate. He said "black objects absorb nearly all the invisible and visible light that strikes them, while white objects absorb very little. Therefore the black, like plowed and cultivated land that is bare or virtually void of vegetation, absorbs an enormous amount of visible and invisible light," raising the temperature and radiating heat into the air, heating the air and causing "hot-winds and therefore droughts."

Son Is Born

William Louis Parker is the name of Mrs. G. A. F. Parker's new grandson who was named Louis for her.

The baby is the son of Mr. and Mrs. Wm. L. Parker of Palm Beach, Florida. He was born November 25. The Parkers have one other child, Harriette, age 6.

and numerous incidents brought even a greater love and understanding between the two. The story is a clean wholesome one and is recommended by the librarian, Mrs. Boydston, as good reading for the entire family.

CHEST COLDS VICKS VAPOR

To relieve distress and soothe sore throat... VICKS VAPOR

Mrs. Johnson Speaks To Ceramic Art Club

The Hereford Ceramic Art Club met at the home of Mrs. R. E. Lingenfelter Saturday at 2:30 P. M.

Mrs. A. J. Petersen was in charge of the business session, and Mrs. O. H. Culpepper introduced the guest speaker, Mrs. Ray Johnson, who brought a very instructive talk to the group on the use of lusters. Mrs. Johnson had several lovely pieces to show the group that she had done in tones of lus-

ters. Those attending this meeting were Mesdames Bob Wear, O. H. Culpepper, F. M. Kester, A. J. Petersen, V. E. Dodson, Glen Boardman, Jed Miller, J. L. Finley, Edd Cox, Ray Johnson and the hostess.

OLIVER SALES SERVICE

Finest in Farm Machinery

H. E. MILLER OLIVER CO.

YOUR OLIVER DEALER

HIGHWAY 60 PHONE 195

NOW'S THE TIME TO TRADE ON A BIG NEW DODGE!



SHARE IN OUR SUCCESS!

Greatest Dodge sales in history mean lower cost to you!

We've never had such sales as in the past few months! Never had so many cars to sell—as Dodge production breaks all records! That's why we can give you an eye-opening deal!

YOURS AT A BETTER DEAL THAN ANY TIME THIS YEAR!

Today your present car will probably more than cover the down payment on a great new Dodge

Liberal trade-in allowances will give you this value-packed Dodge at the lowest total cost of any time this year! Spend just 5 minutes with us and we will prove: You could pay \$1,000 more and not get the extra room, flashing performance, ease of handling and rugged dependability of Dodge! Don't delay! Come in today!

GET PROOF! SPEND 5 MINUTES WITH US!

GILES MOTOR CO. 209 W. THIRD ST.

Announcing 2 NEW **EVERSMAN** AUTOMATIC LAND LEVELERS and HYDRAULIC SCRAPERS

Combining in ONE Machine

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

A modern AUTOMATIC LEVELER by Eversman proven over past two years on thousands of acres and farm demonstrations. For all types of field leveling and dirt moving. Very maneuverable because of special hinged frame. Levels in corners. Excellent for orchards. Has famous Eversman Crank Axle for Automatic Leveling Action. Two way, finger tip, hydraulic control of cutting blade for field plane-ing and dirt moving jobs. Gives greater length, lower draught, superior maneuverability, greater utility. Now available in two models, the 289 (length 31', weight 1700 lbs.) for wheel tractors and small crawlers, and 489 (length 48', weight 6000 lbs.) for large crawlers.

Special hinged frame levels in the corners and between borders

One-man field conversion to large capacity hydraulic scraper

Fast and easy loading for transportation on rubber tires

COME IN TODAY FOR FULL DETAILS on 6 different mechanical and hydraulic Eversman Models for wheel and crawler tractors for use BY YOU ON YOUR OWN FARM. Priced for the average farm.

• America's Leading Land Leveler Since 1928 •

FOR NEW LEVELERS OR TO GO ON YOUR PRESENT EVERSMAN SPRING TOOTH ATTACHMENTS To Fit 12-PL and No. 289 HEREFORD IMPLEMENT Hereford

25 % Discount!

FROM THIS DATE TO JANUARY 1st, 1951 ON ALL DITCHERS at the HEREFORD IMPLEMENT CO.

- ★ Chaitin Double Wing Ditchers
- ★ Marlin-Hurmer Ditcher
- ★ Berry Direct Connected For C-H-M Farmalls

(6 and 7 foot Single Wing)

CASH! NO TRADES!

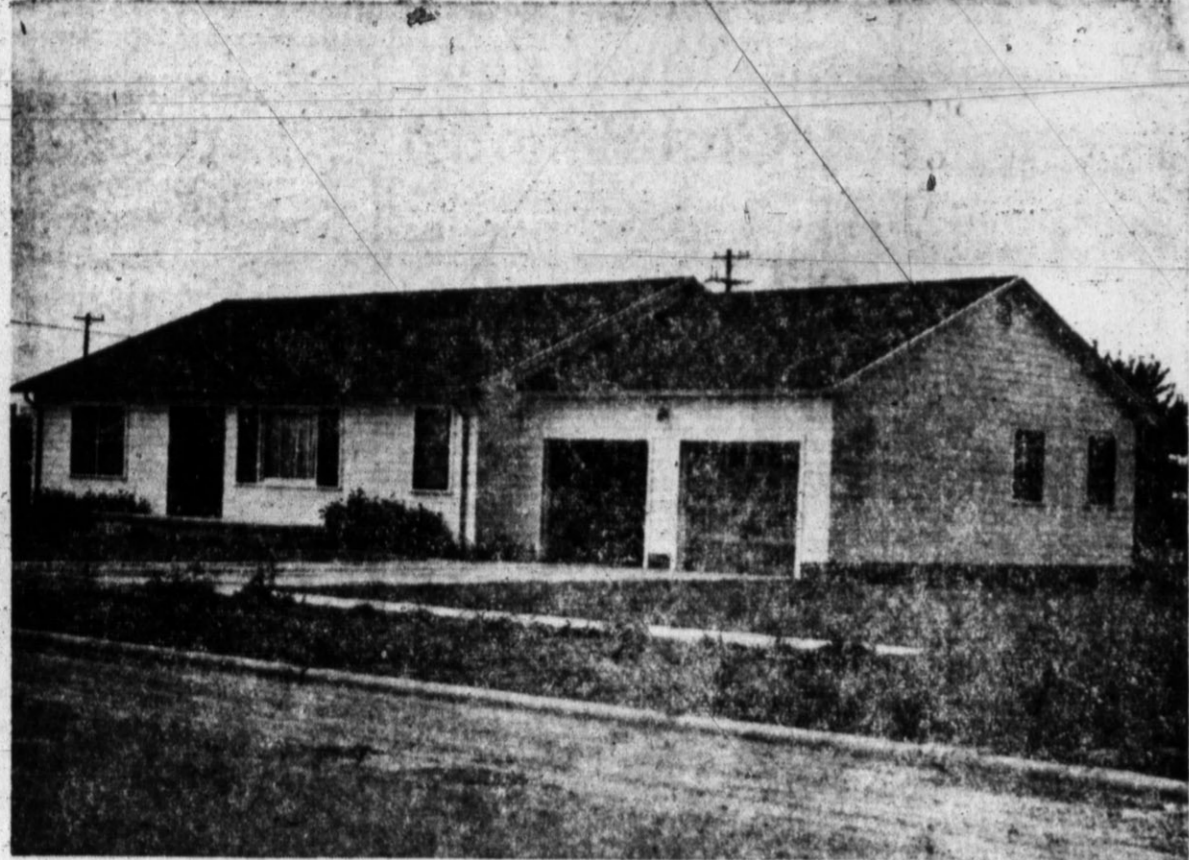
More than ever THE GREATEST REFRIGERATOR VALUE! PRICES HAVE NOT ADVANCED!

FOR MANY HAPPY CHRISTMASSES GIVE A Serval The GAS Refrigerator

Treat the family to a Serval this Christmas. You'll be glad for years to come that you chose a Serval Gas Refrigerator. Serval is first for convenience. From its big frozen food compartment to its amazing ninety-second quick-change interior, it saves time and work. See the Serval at your dealer's today.

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927



HEREFORD HOMES—One of Hereford's new and very attractive homes is the proud possession of Norman Gray of 201 Star Street.



MAN AT WORK—J. T. Wood, 27, is Hereford's Coca Cola man. Temporarily situated at 809 Miles Avenue, he will move his Coca Cola distributing center to new quarters in the near future. He is a representative of the Coca Cola company of Amarillo. The father of two children, a boy and a girl, Wood is a veteran of the Navy.

FRIO NEWS

Frio Activities Are Marked With Neighbors Moving, Guests Arriving

By Mrs. Owen Andrews

Several resident families of Frio have moved to other locations, and new families have arrived to make their home here, and guests are arriving and departing in greater numbers as the holiday season approaches.

Mr. and Mrs. Johnny Jones and children moved last week to Arkansas to a point north of Fort Smith. Mr. Sargent and Carlisle, father and brother of Mrs. Arthur Blackburn, will live in the house which the Jones vacated. The place is known as the old Tice place and is owned by the Frank Knabes.

The E. B. Berrymans visited their relatives at Wellington during the weekend.

Mrs. J. E. Warrick has had her brother from Abilene visiting her for several days.

Those from Frio attending the Baptist "M" meeting at Canyon Monday night were Mr. and

Mrs. J. E. Andrews, Miss Alma Andrews, Mrs. H. M. Mobley, Mrs. W. C. Lowrey, Mr. and Mrs. Oscar Hunt, Mr. and Mrs. W. H. Thompson, Henry Dobbs, Clark Andrews, Rev and Mrs. R. L. Shannon, Misses Lavada Shannon, Veradelle Andrews, Frances Andrews, Gladys Thompson, Mr. and Mrs. Owen Andrews.

Mrs. W. C. Lowrey and Bill Dickson were in Amarillo Monday getting bathroom fixtures for Mrs. Lowrey's house in Hereford.

Mrs. H. M. Mobley, Mrs. Raymond Mobley and Mrs. Lee Renfro were shopping in Amarillo Monday of last week.

Visiting the R. L. Simpsons during the week end were his sister, brother and families from Wellington. They are Mr. and Mrs. Wayne Roberts and daughter.

The F. L. Simpsons, the John Simpsons, the Sam Lindleys and J. C. Simpson all attended funeral services at Clovis Saturday for Elmer Gardner, who was an uncle of Mrs. John Simpson. Henry Polk was also here from Pampa to attend the services. Mr. Gardner died on Thursday.

Mr. and Mrs. H. E. Lindley were visiting his brother and family, Mr. and Mrs. G. W. Lindley at Amarillo on Saturday night and Sunday.

Dinner guests in the H.D. Robbins home Sunday were the Floyd Cole, Mrs. Mobley, Austin LaNelle and Don Mobley.

Earl Lowrey had an operation on his leg Monday morning. The operation was caused by a recent accidental injury.

Miss Mary Lou McReynolds of Hereford spent the week end with her grandmother, Mrs. W. C. Lowrey.

Visitors with the Oscar Hunts Sunday were Mr. and Mrs. Gilbert Wynn of Dalhart. They were neighbors of the Hunts at Palo Duro. They also attended church services at Frio Sunday morning with the Hunts.

Miss Rosa Lee LaPlant who is attending Drawns Business College at Lubbock spent the week

end with her folks. Miss Sonya Lowe was ill during the week end.

Mr. and Mrs. Bill Starry and sons moved to Bethany, Okla. last Wednesday. Bill's sister and her husband, Mr. and Mrs. Law-

ence Ballard, came and moved the Starrys back there.

Mr. and Mrs. Frank Robbins took Miss Betty Robbins back to school at Wayland Monday of last week and visited in Lubbock with Mrs. Robbins' uncle,

R. S. Scott, Mrs. Scott and daughter. Both the Scotts are former Hereford people.

Young people attending a party and werner roast at the Owen Andrews home Saturday night were Miss Oma Rush

Thompson, Miss Nellie Jo Strapp, Miss Gladys Thompson, Miss Mary Lester and Tom

Miss, Miss James and Clark

Mrs. W. W. Stovall has returned from Dimmitt where she

has been visiting her daughter, Mrs. J. C. Gileath, the past

HAILE DRUG STORE

Gifts

Our shelves are spilling over with dozens of wonderful gifts . . . at prices to please the thriftiest Santa!

FOR HIM

A MAN'S BEST FRIEND IS HIS PIPE!—If he smokes a pipe, he collects them . . . his array becomes a matter of pride. We have a fine assortment.

ELECTRIC RAZORS

Pamper Papa this Christmas with an Electric Razor. Schick, Sunbeam and Remington in stock. **\$24.50**

CIGARETTE LIGHTERS

Regent and Ronson windproof and conventional cigarette lighters make for real Christmas presents. **\$1.50 to \$15.00**

MEN'S BILLFOLDS

Justin billfolds in genuine horsehide leathers with or without Zippers. A delightful gift. **\$2.50 to \$7.50**

MEN'S MANICURE SETS

Just the thing to give that man in service. Beautifully bound in leather. **\$6.50 to \$12.50**

MEN'S TOILET SETS

Kings Men and Seaforth Cologne and after shave lotion sets and Cologne and Talc Sets. **\$7.00 to \$10.00**

FOR HER

THE LUXURY OF LOVELINESS—Delight her with this triple tribute to her femininity. Fragrant cologne, sweet-scented powder and a purse perfume vial.

HALLMARK GIFT WRAPPING

Large Selection Reasonably Priced

We Guard Your Health

YOUR DOCTOR

Your doctor and our pharmacist stand shoulder-to-shoulder against disease, suffering and pain . . . he tells us what to do . . . we do it for your health.

OUR PHARMACIST

Prescription Service

Francis Denny MAKE-UP KITS Alligator Case **\$8.50**

5-pc. Set COSTUME JEWELRY \$29.95 Value **\$13.50**

Midnight Dusting POWDER MIT **\$1.00**

HUNDREDS OF OTHER GIFT ITEMS IN EVERY DEPARTMENT! SHOP EARLY FOR CHOICE SELECTIONS!



Your thrifty one for '51

A great new V-8

1951 STUDEBAKER COMMANDER

Sensational new low price!
Brand new peaks of power!
Brand new driving thrills!
Brand new riding comfort!
A real gas saver!
Needs no premium fuel!

See it! Try it! Buy it!

...AND LOOK AT THE NEW 1951
Studebaker Champion!
Top value of America's 4 lowest price largest selling cars!

FRANK CRAIG
STUDEBAKER — MASSEY-HARRIS



Whiteface News

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

Editor	Gerry Patterson
Assistant Editor	Pat Walton
Exchange	Nellie Conklin, Doris Wilhelm
Junior High	Gayle Gault, Eleanor Aven
Proofreader	Marilyn Barkley
Sports	Bruce Bybee
Features	Gerry Patterson, Pat Walton, Gary Walker
Teacher Who's Who	Evelyn Tucker
Senior Who's Who	Barbara Smith
Band News	Gladys Thompson
Coming Events	Leora Wilhelm
Personality Quiz	Marilyn Lewis
Ideal Boy and Girl	Junanne Smith, Nelda Guy Lawrence
Your Opinion, Please	Janell Carter
Spot Reporters	Linda Betzen, Nelda Guy Lawrence, Junanne Smith

GLEE CLUB
Gerry Patterson
The Hereford High School Glee Club is composed of almost sixty members. Don Moore is the director. Mr. Moore was director of the choir in Mid-

land, Texas, previous to his coming to Hereford. The choir sang first for the Panhandle School Administrator's Meeting in Amarillo October 23. On November 9 the choir sang for the Kiwanis Club. The

Glee Club and Speech Department will give a Christmas program the night of December 19. This program is open to the public.

There is much opportunity for boys in the choir because there are only six male members.

The girl's sextet is composed of six members of the choir. They are: Marilyn Barkley and Jeanne Scarborough, first soprano; Shirley Sharp and Anna Lois Cummings, second soprano; and Gerry Patterson and Abbie Longbottom, alto. The sextet sang for Kiwanis Ladies Night, P. T. A. and County Federation Meeting.

The chorus this year has promises of being as good as the ones in the past.

Junior High News

The first game of the basketball season will be played at Vega Dec. 7th and the second one in Canyon January 4th. A boy from Colorado Springs enrolled in the eighth grade. He is Richard Duncan and we are glad to welcome him.

Ideal Boys And Girls

By Don McNece

Hair—La Juan White
Eyes—Jo Aven
Eyelashes—Elmor Aven
Ears—Sue Bernard
Nose—Joan McGee
Mouth—Joyce Potter
Teeth—Joyce Potter
Smile—Dovey Jane Jones
Hands—Junanne Smith
Voice—Claudia Lewis
Legs—Bettye Henry
Feet—Mary Ann Beckman
Figure—Sue Smith
Complexion—Katherine Kester
Personality—Fatsy Wiltshire
Best Dressed—Sue Smith

By Mary Lou Griffin

Hair—Franklin Boyce
Eyes—Jack Stanton
Eyelashes—Dwaine Walker
Ears—Bill Engman
Nose—Bill Kelly
Mouth—Furris Williams
Teeth—Dabney Williams
Smile—Randolph Thomas
Hands—Bill Rose
Feet—Johnny Fields
Legs—Ted Houston
Voice—Jerry Reece
Physique—Leonard Walter-schied

Complexion—Wayne Lady
Personality—Ray Graham
Best Dressed—Randolph Thomas

By Jeanne Palmer

Hair—Alvin Shirley
Eyes—Bill Rose
Eyelashes—Neil Witherspoon
Ears—Harold Morton
Nose—Bill Engman
Mouth—David Stanton
Teeth—Furris Williams
Smile—Johnny McBroom
Hands—Ray Graham
Feet—Johnny Fields
Legs—Jack Stanton
Voice—Ted Houston
Physique—Leonard Walter-schied
Complexion—Randolph Thomas
Personality—Wayne Lady
Best Dressed—Bill Kelly

Teacher's Who's Who

Evelyn Tucker

"Something I dislike is a muddy road on my bus route," is the statement Mr. W. C. Quattlebaum makes when asked what he dislikes. Driving a school bus, teaching American history and community civics are the things that take care of a lot of Mr. Quattlebaum's time; but he hopes to have a small farm near town after retiring. He might spend more time on his hobbies hunting and reading, too. Of course, eating might enter into the retirement picture, more time to spend eating his favorite food, pineapple pie.

Nearly everyone knows about the work he did for the football team and will not be surprised to learn that football is listed among the things he likes. In fact, he likes most all sports, especially football and basketball. He thinks HHS is one of the best schools in the Panhandle; the students are friendly and as a group have a good school spirit.

Oklahoma A&M, Southwestern Teachers, Oklahoma University are the colleges Mr. Quattlebaum attended. He has taught in the following schools; Rural Schools—three years; Eruth—five years; Sayre—six years; and Anadarko—one year. There are three children in the Quattlebaum family. So, Mr. Quattlebaum is a busy man but he always finds time to be friendly to everyone.

By - Lines

By Hybee

Hereford opened their basketball season last Tuesday night at Farwell. They displayed a superior brand of basketball against Farwell.

The Herd plays Farwell again in the first game of the V e g s tournament this week. Vega is highly favored to be one of the powers in the tournament. They have a large group of experienced players from last year on their team.

The golf team is improving rapidly. A few weeks ago Alvin Shirley broke par.

Hereford will be in a new district next year. New districts were set up all over Texas for next year. Hereford still will be playing class A teams which will be known as double A teams next year. A few schools who were class double A last year will stay in double A instead of moving up to class triple A. Hereford is now in a district with Canyon, Floydada, Tulla, and Lockney. Lockney will have to be voted in by the other members. They do not quite have the number of students to make them a class double A school. This will probably be accomplished.

Hereford finished their football season with a record of seven wins and four losses to give them a percentage of .638.

Annual Pep Club Banquet

Gerry Patterson

All last week the Pep Club members were as busy as little bees. The annual Pep Club Banquet was held on Friday, December 1, in the Shirley School Gymnasium. The theme for the banquet was "Music", which was carried out with maroon and white, the school colors. For the center-piece of each table a white paper music staff was used with the school song spelled out in maroon letter-notes on it. The wall decorations consisted of large silhouettes carrying on Page 5.

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"HILLBILLY
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Announcements of
Your Civic Club Meetings, etc.
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for a Merry Christmas

Practical—Pretty—Perfect—electric appliances will score as Christmas gifts on all three counts. Used every day of the year, remembered every day of the year, electrical gifts will assure everyone on your gift list of a "Merry Christmas".

Toasters, waffle bakers, coffee makers, griddles, electric blankets, irons, electric shavers. Your local appliance dealer has all these gift suggestions—and many others—on display. Give the gift that keeps on giving—**SHOP EARLY** an electric appliance.

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PUBLIC SERVICE
COMPANY**

36 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



HOGS

WE NEED 'EM BRING 'EM IN!

Top Market Prices!

BRUMLEY HOG CO.

AT STOCKYARDS

Homer Brumley

Henry Williamson

Tri - Hi - Y

Katherine Snare

Sharon Moore opened the Tri-Hi-Y meeting of November 28, with a prelude. A short song service put the members in the proper spirit.

The club will, of course, put on a stunt, "Sofapillo" is its name. The characters are Patsy Wiltshire, Sharon Moore, Betty Hamilton, Shirley McCullough, and Virginia Sigle. The project for Christmas will be baskets of food and toys.

After discussion of this and other business, Joan Moore gave a devotional on the subject, Sharing. Sue Smith then read "Thanksgiving, 1950," a tribute to these troubled times. The story of Durer's famous painting "Praying Hands" was told by Sue Scarth.

The members formed the Friendship Circle and the regular closing was held.

FACTS ABOUT MONEY!



"SWEEPS"

The floors of the workrooms are carefully swept every day in order that losses of the precious metals may be held at a minimum. The "sweeps," which include such things as cans, ashes, aprons, gloves, etc., are thrown in the melting pot. Is it worth the trouble? Over \$10,000 a year is recovered.

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Whiteface News . . . Banquet...

ing out the musical theme. Superintendent George Graham gave the invocation. Clara Jayne West acted as toast-mistress. A sextet composed of Sue Eysage, Shirley Sumner, Joyce Polter, Nancy Patterson, Barbara McGee and Gerry Patterson sang "Without A Song" and "Play A Simple Melody."

The prophecy was read by La Juan White and Joan McGee. The highlight of the evening was the announcement of the new cheer-leaders for next year by Patsy Wilshire. They are: Betty Hamilton, Sue Smith, and Joan McGee automatically become head cheer-leader. This year the Pep Club eliminated all but nine of the try-outs and the student body voted for the two selected.

Holidays Are Coming

By Sylvia Cox
The holidays are coming. The snow is falling fast. On sleighs the bells are ringing. As they go swiftly past.

The Christmas trees are selling. The holly has been bought. And at Santa's North Pole Home. The reindeer have been caught.

St. Nick has polished both his boots. And they are ready to wear; Mrs. Nick has cleaned his bright red suit. And combed his snow white hair.

Now the nose of Rudolph Reindeer. Has been polished all aglow. At Christmas Santa Rudolph will guide. Through white and drifting snow.

The Law And You

DO YOU KNOW why you "acknowledge" legal instruments? Most everyone has at some time or another signed a legal instrument before a notary public, and had him take your acknowledgment to the same in the space below your signature. The notary public is some one who is vouched for and is known to the authorities. The notary, when he takes your acknowledg-

ment vouches for you, and says that he knows you, and knows that you are the person who signed the instrument. When the notary signs the acknowledgment and seals the same, you then may place the same on record without any further proof of who you are.

It is a procedure to prevent fraud and forgery. Many instruments which have no business being filed might find their way into the Deed Records and cloud the title to your property were it not for the requirement of an acknowledgment.

For further information on this subject, see your local attorney.



MEET MRS. MARY CARTER, teacher of second grade at Central School. Bill Kelly is holding a large rock, one of a collection of many rocks used in a study of soil and rocks. The children made the collection themselves, and their teacher says they are very interested in the study. Mrs. Carter holds her bachelor's degree from Trinity University and has done graduate work at the University of Texas.



MEET MRS. THOMAS HOWARD, teacher of social studies in the fifth grade at Shirley School. Mrs. Howard also teaches some health and physical education. In the picture, she is explaining a geography lesson with the assistance of Jeannette Smith, a fifth grade student. Mrs. Howard holds her degree from Mary Hardin Baylor and is now doing correspondence work from West Texas State at Canyon.

"Peace Through Understanding" Is Subject for Panel Program

A panel discussion on "Peace Through Understanding" highlighted fall programs for the Pioneer Study Club when members met in the home of Mrs. John Patton Tuesday afternoon. Mrs. O. M. Dickey was cohostess.

Mrs. Wirt Phillips was leader of the discussion which was divided into four parts. She gave a comprehensive outline of what the United Nations organization is, what it does and how it works. She also gave a brief history of its organization.

Mrs. Al Werner told of the accomplishments of the U N during its first four years of existence.

Mrs. Carl Gilliland told of UNESCO and discussed its purpose.

Mrs. Bonnie Brumley recalled accomplishments made last year by the U N and told of current problems being brought up in the sessions at Lake Success. She also conducted a question and answer program on the

Shirley Honor Roll Announced This Week

Fifty-six students were listed on the Shirley Elementary School honor roll for the second six weeks.

Listed alphabetically on the roll are:

Billy Jean Barnett, Bobby Batterman, Brenda Beasley, Ada Bettis, Lynell Best, Gloria Billingsley, Beverly Boyer, Jane Bookout, Judy Bradley, Jimmie

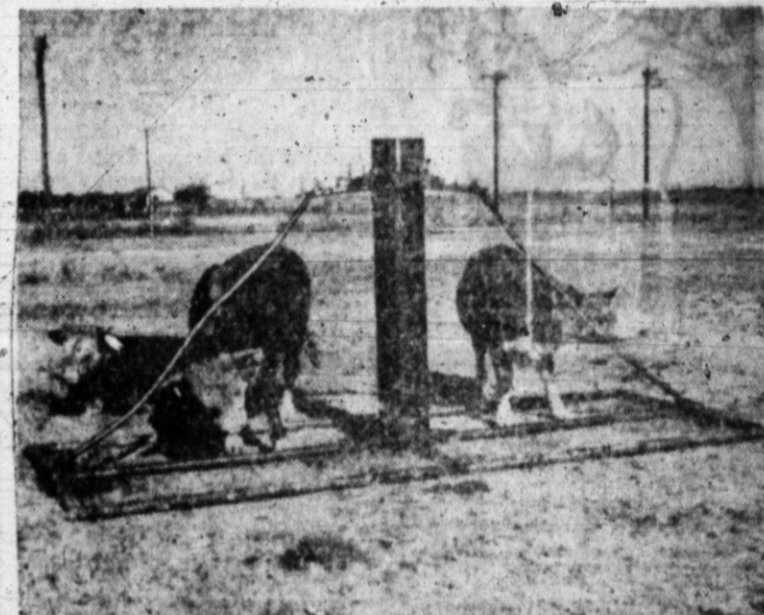
United Nations organization.

In conclusion the leader summarized the subject by tracing the part women have already taken and will take in the United Nations program.

During the business session plans were made for the annual Christmas party which will be held on December 14. A sacred program with music will feature the meeting.

The club members include Mesdames Fred Barrett, A. G. Bell, J. E. Beyer, Bonnie Brumley, Jay Boston, H. A. Close, Noah Ewton, Burl France, N. E. Gass, Carl Gilliland, O. G. Hill, Ray Johnson, F. M. Kester, C. B. Williams, Tandy Legg, A. L. Manjot, H. E. Miller, Wirt Phillips, B. E. Roberson, Mary Seigler, F. L. Terrell, Al Werner and the hostess.

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CHURCH OF CHRIST
(Sunday)

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

Evening Young People 6:15
Worship 7:00

Play Radio Program 9:30 A. M.
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These days you want a car that will stay young, stay in style, and keep its value. That's why, more than ever before, your pick should be Ford!

You can pay more... but you can't buy better!

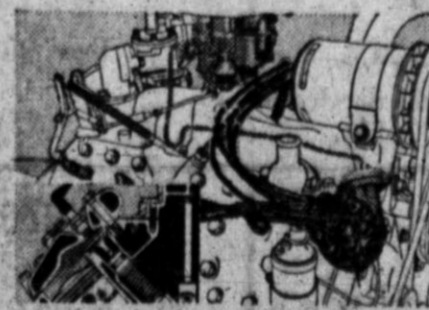


Buy the '51 FORD!

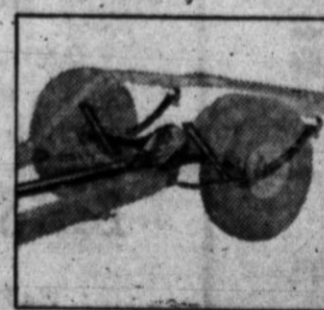
[WITH 43 "LOOK AHEAD" FEATURES]

"LOOK AHEAD" features galore have been built into this '51 Ford to give it lasting comfort, beauty and economy. In addition to the features pictured Ford offers you new Double-Seal King-Size Brakes for greater safety... a new More Rugged Chassis Frame... and a new Waterproof Ignition System.

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Ford's Automatic Mileage Maker is a three-way combustion, ignition, and carburetion system that gives you high compression performance with even regular grades of gas.



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And the new, long-wearing "Color-Keyed" Fordcraft Fabrics... the new "Safety-Glow" Control Panel in Ford's "Luxury Lounge" Interior match exterior colors!

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Church Notes

Tuesday evening at 7:30 in Ward Hall, the regular Steward's meeting of the First Methodist Church will be held. All Stewards are urged to be present.

The Wesleyan Guild will meet Tuesday evening at 7:30 in the home of Mrs. Bill Stanford. Mrs. Byrdie Dee Fellers, President, will preside over the meeting. Each member is to ask one guest.

Methodist Men will meet Wednesday evening, December 13th at 7:30 in the basement of the Church. Several quartets will give a musical program. All men are urged to come and bring their covered dish with them.

Choir Practice is held each Thursday evening at 8 o'clock. All members are urged to be present.

In the worship service Sunday morning at 11:30 A. M. Immanuel Lutheran Church will observe Universal Bible Sunday. The general theme for the day is "The Bible a Light and Guide."

Sunday School and Bible Class begins at 10:30 A. M. The Bible Class is currently engaged in a study of the Gospel of St. Mark.

Pastor Lichtsinn conducts a study course in the fundamental doctrines of the Bible at the church each Wednesday evening at 8:00 P. M. The public is welcome to join these classes at any time.

Every Wednesday afternoon at 1:30 P. M. the church presents a 15 minute radio program over KPAN.

The December meeting of the Ladies' Aid will be held at the church next Wednesday, December 13. Mrs. E. Springer is the president of the group.

Elder G. A. LaGrone, visiting

minister from Amarillo, had the 11 o'clock services for the Seventh Day Adventist Church. Assisting were Elders F. W. Fortner and George Cantrell.

Using Matthew 18:16 as a basis for his sermon, LaGrone said, "We as Christians must accept the humility of Christ as little children. Keep our hearts receptive as a child—be as eager to grasp the lessons of Christ as does a child receiving instructions for his earthly parent. Christ gave His life for the child—our children, as He did the parents. He stands with outstretched arms of love saying to the world of sinners, 'Come—Look and Live'."

A group from the church officially opened the Ingathering Campaign (The world-wide mission program) by going out Christmas caroling Saturday night.

"God the Preserver of Man" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist, next Sunday.

The Golden Text is: "The Lord is my rock, and my fortress, and my deliverer; the God of my rock; in him will I trust; he is my shield, and the horn of my salvation, my high tower, and my refuge, my saviour." (II Samuel 22:2-3).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "He that is our God of salvation; and unto God the Lord belongs the issues from death" (Psalms 68:20).

The Lesson-Sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The central fact of the Bible is the superiority of spiritual over physical power" (page 131).

All are cordially invited to attend Christian Science Services in the Star Theatre each Sunday morning at eleven o'clock.

There was a Parish dinner Sunday night at the Jim Hill Hotel for the St. Thomas Episcopal church. The dinner, an annual affair, was attended by more than 35 persons. The budget for 1951 was presented, approved and adopted.

The women of the church are going to Amarillo Wednesday as guests of St. Andrews Episcopal auxiliary for luncheon.

The cookbook being prepared by the auxiliary women is almost ready for the printers.

The daily radio program and other regular services for the Church of Christ include: Daily broadcast, KPAN, 9:30



THE HEREFORD HIGH SCHOOL BAND really put on a grand performance in the Santa Claus parade Thursday, furnishing plenty of an appy music for the affair. The members were a little tired from the long march, but their music was still snappy and the drum majors were still prancing when the parade ended.

each morning Monday through Saturday; 9:15 on Sunday morning.

Sunday: Sunday school, 10 o'clock; morning worship, 11:00; young people's meeting with classes divided into three groups for all ages of young people, 6:15; evening worship, 7:00.

Wednesday: Ladies Bible class, 3:00; mid-week services, 7:00.

The Church of Christ is located at 205 East Sixth Street where Bob Wear is minister.

Tonight the laymen's league of the First Christian Church will meet at 7:30 when ladies of the church are giving the men a Christmas dinner. The executive committee will meet at 7:00 in the church office.

The Christian Women's Fellowship held a luncheon yesterday at noon when Mrs. Price, superintendent of the Juliette Fowler Orphan's Home, was guest speaker.

"On Sunday, December 17, the choir will present a carol cantata, "Carols of Christmas" at 5 o'clock in the afternoon. The vesper service is under the direction of Mrs. C. H. Dyer. This is a Carol-Fantasia arranged by Ellen Jane Lorenz.

Goal for the Christmas offering of the local First Christian Church for the Juliette Fowler Home is \$1,000.00.

Employers Increase Employees Decrease

There are more employers and fewer employees these days. That's the report, at any rate, from Tom Bourland, local Texas Employment representative.

But the situation is far from serious, the employment man points out.

Most of the vacancies now listed with the agency have occurred on farms, while the

employment situation among townfolks remains stable.

There are a few applications in now, Bourland said, for all-year work on farms. Still other applications are on hand for salespeople, in the event such should be needed. Bourland said so far the Christmas rush has caused no labor shortage among local merchants.

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MAUREEN O'HARA - JOHN PAYNE

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Hit No. 2...

ROARING SIX-GUN ADVENTURE! ACTION!

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SUNDAY - MONDAY - TUESDAY ALL THE NATURAL BEAUTY OF AFRICA IN TECHNICOLOR

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KING SOLOMON'S MINES

STEWART GRANGER DEBORAH KERR RICHARD CARLSON

LIONEL GILMORE - HUGO HAAS

Merry Workers Club Meets In Landers Home

When the Merry Workers Club met in the home of Mrs. O. L. Landers last Thursday, a quilt top was pieced for the hostess.

Refreshments were served to Mesdames Paul Lee, Perry Lee, Lola Blankenship, J. M. Holbert, D. P. Henson, and A. D. Thompson.

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Anniversaries from Thursday, December 7, through Saturday, December 9...

Congratulations

Mr. & Mrs. Lloyd B. Sharp Mr. & Mrs. H. Waldron Melton
Mr. & Mrs. Jack Welty Mr. & Mrs. A. C. Flowers
Mr. & Mrs. John W. Sexton Mr. & Mrs. V. C. Woolery
Mr. & Mrs. Fletcher E. Cole Mr. & Mrs. Charlie Callaway

TEXAS YOUR FAMILY THEATRE

DOUBLE FEATURE DAY FRIDAY - SATURDAY Feature No. 1

DAREDEVILS of the DEEP!

KILLER SHARK

RODDY McDOWALL

Laurette Luez - Roland Winters - Dick Yalim - Douglas Fowley

Feature No. 2 WILD BILL ELLIOTT HANDS ACROSS THE ROCKIES

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