

Death Works a 24-Hour Shift; Drive Carefully

Published Every Sunday

Our Slogan: "More People—More Farms"

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Volume 1—Number 27

## AROUND TOWN

SIGHTS, FACES SEEN

Faust Collier, Production and Marketing Association head, has called attention to the extension on grain sorghum loan applications which may be made through the PMA office until February 28. Wheat purchase agreements and government loan applications expired December 31.

Proving they don't play favorites, when the police started cracking down on the parking meter violations they spread a web that snared, among others, Chamber of Commerce President Francis Hardwick, Bob Estes, who Jan. 1 became County Judge of Castro County, and Bill Clutter who made a big point of the fact that it was Mrs. Clutter who overstayed the time limit.

After almost a week of living like a millionaire driving the pretty-pretty Buick, the Denzil Pulliams have kissed it goodbye and now are owners of a maroon two-door Ford coach. Wednesday a dealer in Amarillo took the convertible and Denzil took the coach. He now has less horsepower and fewer worries. It was the taxes, according to Denzil.

Ernest Kendall is in the laundry business now. Friday he purchased the Hereford Laundry and Dry Cleaners from F. M. Campbell and Sons and assumed operation Jan. 1. Ernest is making a quick switch from getting dirty, as a farmer, to keeping clean, as a laundryman. And in the meantime the Campbell's they are just going to take a vacation.

Early Saturday morning while the clerks and manager at C. R. Anthony Company were quietly taking inventory, in the manner of most of Main Street's business houses on New Year's Day, the telephone rang.

"No," Paul Harvey replied. "This is 1949."

"You're crazy. Do you think this is still 1948?" the caller retorted and hung up.

Harry Engman is getting things ship-shape for the opening of his new cafe on Third Street and invites the public to attend the opening Monday. Harry is handing out free coffee and donuts to all the first day patrons and invites you to drop by Sunday and inspect the place. It features a dining room available to special parties.

Carl McCaslin's young son Butch got a set of trap drums for Christmas, thus winning his dad the nomination as the most patient, (or most unknowing) father of the year. Two days after Christmas two of the drum heads had been hammered in. Jerry did it. At least that's what Carl says.

A. V. Hendricks is sure biting his pipe stem harder these days. Quite unexpectedly New Year's Eve a friend from Hollis descended and said he had an extra ticket to the sugar bowl game and an extra seat in the plane he was flying down to New Orleans. He'd make it to the game and back in one day. Wouldn't Hendricks like to go? He would, but he just couldn't! And the new year got off to a mighty bad start.

Now that 1948 has had its say and the infant 1949 has gotten its first big look at the world it's going to carry around for the next 365 days we wonder how this year will look to the historians. When they start peering at it through the more reliable eyes of time will they see it as The Year of the Fifth Democratic Victory, or the Year of the Stuffed Pumpkin or the Shivering Year of the Cold War and the Draft, or merely the Year



Groves Golden, age 1 salutes the land of his father after arriving at La Guardia Airport, New York, from Germany. Groves and his parents were on their way to Waynesville, N. C. His dad, an American occupation soldier, met his mother in Kassel, Germany.

### 'Best Citizen of Year' Selection Due in January

Selection of Hereford's "Best Citizen of the Year" will be made this month by the Lions Club secret committee as they pick the third person to be awarded the silver loving cup presented each year for outstanding contributions to the community.

Previous winners have been presidents of civic organizations, but this is not a condition of eligibility. In 1946 the award was made to Wayne Evans, then president of the Chamber of Commerce, and in 1947, W. J. "Dub" Reeves, president of the Jaycees was named best all-around citizen.

At the request of the Lions Club an official ballot is being published in the Brand for the convenience of townspeople who wish to nominate a candidate. Both men and women are eligible to receive the honor. The nominee should be a resident of the Hereford area, but he need

### Police Hand Out Tickets for 68 Meter Violations

The new traffic officer issued 68 meter violation tickets Thursday afternoon.

In his first day on duty Officer L. A. McBrayer, Jr. hit careless drivers who had been ignoring time limits on the meters, and in one afternoon issued 16 per cent of the traffic tickets passed out the entire year.

City coffers are \$428 richer during 1948 for traffic violations from over parking on meters.

Fine payers have represented a cross section of town, teenagers, farmers, business men, homemakers and civic leaders.

Men apparently are a little reluctant to admit their traffic oversights, for Zula Gilliam said nine-tenths of the men who came in to pay fines shoved their dollars over the counter with the remark, "This is my wife's. She stayed too long at the beauty parlor—or buying groceries—or something."

McBrayer has issued a reminder to drivers that police are keeping a continual check on parking meters now and when the red flag is up it may mean danger.

Fines still are a dollar for each hour of violation, and unless drivers make some New Year's resolutions on the subject, there may be more than 428 tickets issued next year.

### Area Farmers Guard Against Wind Erosion

Wind erosion damage that occurred in Deaf Smith County in early December started farmers into spending between \$4,000 and \$5,000 this month in taking some precautionary measures against further blowing and making what repairs were possible in salvaging blown wheat land.

Bill Clutter, head of the Soil Conservation Service, estimated that since Dec. 4 some 8,000 to 10,000 acres of land had been eroded in an effort to bring the acreage under at least partial control.

He placed cost estimates at 50 cents an acre average for the work.

Most of the chiseling was done on farms scattered over the northwestern part of the county where erosion damage had been particularly bad.

"This will not completely alleviate the possibility of blowing," Clutter pointed out, "but it will help to stop it. The damage resulting during the rest of the year will depend a great deal on the kind of weather we have."

Clutter also announced a meeting of the Wind Erosion Board scheduled at 2 p. m. Jan. 16 in the Soil Conservation office.

The regular monthly meeting of the board is held the fourth Monday in the month, but meeting time was moved up in January so the board could draw up its annual report.

Members are Mal Stewart, T. W. Roberson, Zerrill Thomas, Phillip Miller and Ira Ott.

### DOLLAR DAY AGAIN MONDAY

By SHOPPER  
Hereford's Dollar Day, Monday, is the climax of a big year of values and a forerunner of others to come in 1949. It is the peak of Dollar Days since merchants wish to clear their shelves for the soon to arrive early spring stock.

Now is the time to pick up small and large items in any store which you have needed or wanted; ones perhaps Santa in his rush, forgot to leave you. Or for a good New Year's start, begin your next Christmas shopping now with some choice items at a good price.

Women long have been known as the thrifty members of families the ones who know about bargains for their homes, her family, and themselves. They are the ones who do something about it and why shouldn't they? They handle the biggest part of the nation's income, according to statistics.

### Here We Go Again



John W. Dorey

### Happy New Year

Happy New Year! The old earth turns and the seasons roll and its first of January again. Beared and stooped, 1948 carries his scythe and hourglass off to join the aggregate of past years and 1949 toddles hopefully on.

We hope the thread of time unwinds into the golden year of opportunity and that there is as much a gold rush for it as there was at Sutter's Mill a hundred years ago.

We hope its a good New Year for everyone. We'd like to eliminate income tax worries, law breakers, duststorms, crop failures and the red ink on all ledgers, but we probably can't.

We'd like to have 30 inches of rainfall and real live shmoo but we probably won't.

However, we know we can count on a progressive hometown, a Panhandle spring, those rose and gold sunsets that soften the day and smiling faces and cheerful greetings from the people we meet. So 1949 looks pretty good.

But knowing there has never been a perfect year the myriad centuries through, we do our best in wishing you the happiest year yet, and the spirit of the original 365ers to make your own '49 go down in history, too.

### Building Permits Issued in City During '49 Over Million Dollars

Building permits in Hereford during 1948 topped the one million dollar mark for the first time in history. They were boosted up to \$1,095,900 this week with the issuance of a \$325,000 permit to the Hereford Community Hotel Corporation.

Reaching up two and one-fifth times as much as last year's \$493,238, in permits, this year's total also includes the costs for hospital remodeling and construction of Pitman Grain storage elevator, both in the \$100,000 bracket.

There are 80 permits on the books, but this does not represent all the building, remodeling and renovating done in town for the local building ordinance is not strictly enforced and many

builders have not taken out permits.

Largest permit for the year went to the Hereford Community Hotel Corporation. Second in size was the \$182,500 for adding a wing to the hospital and third, \$125,000 for thelevator permit, constructed to replace the elevator destroyed by flames last July.

Most of the buildings were residences, but 17 permits were issued for the erection of new business houses or office headquarters and for the remodeling of businesses. Largest permits went to the Pitman Grain Company, Cashway Grocery and Hereford Ice Company, church

(Continued on Page 6)

## Hereford in First Class Postal Bracket; Receipts Top \$40,000

Postal receipts have jumped into the \$40,000 class this year, a complete bookkeeping revision, the only change indicated in the new classification, has placed Hereford in the first class bracket for the first time in its history.

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### Boy Wins Stork Derby

It's a boy!  
The Baby Derby winner, first baby of 1949, was a son born to Mrs. Charles Evans at 5:25 a. m. Jan. 1, according to the staff at Deaf Smith County Hospital.

Saturday morning the parents were still undecided about a name for their young offspring. They have another son, two year old Freddy.

Evans is employed on the John Hutchinson farm two and a-half miles south of town. He is a veteran of the Merchant Marine and has been employed in various Panhandle towns since his discharge.

Mrs. Evans is an Iowa girl. The couple moved to Hereford in the early part of 1948.

Dr. Millard Nobles was the attending physician.

Contest rules for the \$150 Baby Derby prizes say the awards will be granted to the first baby born in Deaf Smith County in 1949. The first announced baby was the Evans infant and unless this winner is protested within a week this baby will be named 1949 Baby Derby winner.

Hollis Rainey, new member of Hereford's police force, assumed duties Thursday night as city night officer. He becomes the fourth member of the force, two of whom are day officers.

Rainey will work with Earl Pitman, succeeding L. A. McBrayer who has been promoted to day traffic officer, Police Chief F. S. Buckalew announced Thursday.

McBrayer also will have charge of checking parking meters. The new nightwatchman has lived in Hereford for the past four years. He is a former resident of Wellington where his father was deputy sheriff for years. Until Rainey accepted this new position he was employed on the construction crew at the new grade school.

Despite a business slump reported in spots over the nation, Hereford's business volume went right along with merchants reporting either about the same amount of business as last year or a 5-30 per cent increase.

Busy, inventory-taking bookkeepers are unable yet to make definite statements regarding sales volume for the 12 month period, but the picture for the year was encouraging.

Some of the nation's largest department stores reported sales slumps of 18 to 23 per cent for 1948 but that trend had not been reflected in Hereford. If there was a decreased buying power it was offset by a population influx.

Biggest increases were shown in firms handling farm equipment and machinery, principally because during 1947 their available supplies were much less than this year. New firms also, showed higher volume increases, because they are still building up trade.

Grocery stores, too, say their volume of trade is up due in part to higher prices, but costs throughout the year have never caused a buying standstill on any food product. Meat strikes that made headlines elsewhere did not occur in Hereford.

Installation buying ban, stamped on four months ago by the government, had curbed some buying locally and agencies reported collections were getting harder to make.

First officers of the newly organized church were L. Gough, R. H. Norton and G. R. Jewell.

A committee appointed Tuesday to carry out plans included general chairman, Travis Dameron; birthday dinner and program, Mrs. Roberta Dyer; college membership-get-together, Claude Ricketts; church pageant; Mrs. Harry Seed, invitations and general information, Mrs. C. Ora Cockrel; history and membership, Mrs. O. H. Culpeper.

Although preaching services had been conducted in homes in the community, it was not until 1899 that a church was organized in Hereford. Other denominations had organized at old LaPlatta and other towns

If in any succeeding year the receipts fall below \$40,000 the Post Office will fall back into its second class category.

The yearly receipts were \$43,852.40, an increase of \$5,945.24 over 1947. Last year's totals pushed nearer the first class mark than at any other previous time, but managed to nose out the 1945 totals by a mere \$234.46.

Annual receipts for the last four years run: 1945, \$37,672.70; 1946, \$33,854.61; 1947, \$37,907.16; 1948, \$43,852.40.

December's volume, with the enormous Christmas mail receipts reached \$6,247.62; highest intake for any month in the year and it was \$902.51 larger than 1947's \$5,344.51.

This year receipts exceeded the 1947 totals every month except November when they dropped \$162.44 below the previous levels.

The quarter which ended Dec. 31 brought in \$13,312.34 as compared with \$11,612.16 for the corresponding three months of last year.

Monthly receipts for the year have been:

Month	1948	1947
January	\$3608.69	\$3298.83
February	2841.05	2451.15
March	3202.46	2470.84
April	3735.25	3089.36
May	3128.96	2903.85
June	3560.65	3098.50
July	4130.03	3164.89
August	3398.38	3144.00
September	3015.64	2673.49
October	4286.01	3327.90
November	2777.31	2939.75
December	6247.02	5344.51
TOTALS	\$43852.40	\$37907.16

### THE WEATHER

Sunday high 40 at 3 p. m., low 30 at 3 a. m.  
Monday high 62 at 2:30 p. m., low 36 at 6 a. m.  
Tuesday high 50 at 3 p. m., low 22 at 6 a. m.  
Wednesday high 38 at 3 p. m., low 16 at 4 a. m.  
Thursday high 50 at 3 p. m., low 22 at 6 a. m.  
Friday high 40 at 4 p. m., low (office closed—no reading available Saturday).

Strong gales and low temperatures featured in the weather man's holiday gift to the people of this locality. Monday was the only day to have higher than a 50 degree reading and 16 was the low of the week, Wednesday at 4 a. m.

The total moisture of the week was .05 inch, including the light snow which fell late Saturday night and early Sunday morning which read .03 and a lighter rain fall at another time registered .02 on the O. H. Russell place, official gauge of the Soil Conservation office.



Damage totaling more than \$75,000 was done May 27, 1948, when flames starting in the head house of the old elevator at the Pitman Grain Company, destroyed one elevator, damaged warehouses, and seriously damaged a big concrete storage house built shortly before. (For more pictures of events in Hereford during the year, turn to pages, section 2).

### Despite Reported Business Slump, Hereford Volume Same-to-Better

Despite a business slump reported in spots over the nation, Hereford's business volume went right along with merchants reporting either about the same amount of business as last year or a 5-30 per cent increase.

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### First Christian Church Planning To Celebrate 50th Anniversary

The first church to be organized in Hereford, the First Christian Church, plans to celebrate its fiftieth birthday with a week's celebration beginning February 13 announced Rev. Roy W. Ford this week.

A committee met with him in his study Tuesday night to complete plans to be worked out within the next six weeks. A complete schedule will be given later and invitations are being sent to the local churches, as well as former residents and members, along with those who attended the early-day Christian College here, which was organized by members of the church.

Organized in 1899, although preaching services had been conducted in homes in the community, it was not until 1899 that a church was organized in Hereford. Other denominations had organized at old LaPlatta and other towns

ROSE BOWL	ORANGE BOWL	SUGAR BOWL	COTTON BOWL	SUN BOWL	DIXIE BOWL
Northwestern California	20 Texas U. 14 Georgia	41 Oklahoma 28 North Carolina	14 SMU 6 Oregon	21 West Virginia 13 Texas Mines	21 Baylor 12 Wake Forest

### Bowl Game Scores

**Shakes Off Tackle**



Walde Young (44), Monahans halfback, breaks away from a New Braunfels tackler and races to the two-yard line to set up his school's second touchdown in the fourth period of their game played at Odessa, Texas, Dec. 25. Monahans won 14-0 to capture the Class A championship of Texas High School Football. (Associated Press Photo).

**Women's Year in Hollywood**

The actress of the year in Hollywood is Loretta Young. While most of the smart money tabbed Rosalind Russell, a cinch to win the Academy award for the soul-searching, "Mourning Becomes Electra," Loretta came through with a victory for her performance in the light-hearted "The Farmer's Daughter." The Oscar climaxed a 20-year film career for the 35-year-old actress and ranked with President Truman and the Navy and U.S.C. football teams among the year's upsets.

In Hollywood, with several performances looming large for the 1948 Academy awards. Among them: Irene Dunne, "I Remember Mama"; Ingrid Bergman, "Joan of Arc"; Barbara Stanwyck, "Sorry, Wrong Number"; Jane Wyman, "Johnny Belinda"; Olivia DeHavilland, "The Snake Pit." It's anybody's race. Outstanding newcomer is Betsy Drake, discovered in a London play by Cary Grant. She scored a hit as his co-star in "Every Girl Should Be Married" and it was reported that Cary's interest in her was personal, too.

**Keith Guthrie, Former Hereford Resident, Married in California**

Announcement of the marriage of Keith Guthrie, formerly of Hereford and now of Ventura, Calif. has been received here. The bride is the former Ruth Rebecca Dennison, daughter of Mr. and Mrs. Rudolph Dennison of the Upper Ojai Valley and Ventura.

White chrysanthemums, snap dragons and fern decorated the church and social hall for the reception. At the organ, Mrs. Ruth Neuman played the "Lohengrin" and Mendelssohn wedding marches and provided a background of soft music during the exchange of vows. Mrs. Agnes Armitstead sang "Through the Years" and "Always."

ed as best man and ushers were Herbert E. Worsham, Ventura; Frank Rich and F. M. McCarthy, Oxnard, and W. H. Mallory, Redondo Beach. The bride's twin brother, Rudolph R. Dennison Jr. gave her in marriage. She wore a beige suit with brown accessories and a brown off-the-face hat. A single white orchid formed her corsage. Mrs. Dennison, the honor matron, wore a green suit with beige accessories and gardenias. Miss Callahan wore a gray suit with green accents and a corsage of gardenias. The bride's mother wore a black dress with black accessories and her flowers were gardenias. Mrs. Guthrie was dressed in Nile green and she wore pink camellias.

At the reception which followed immediately, pink camellias encircled the four-tiered wedding cake which was topped with a miniature bridal couple. Flanking the cake were four smaller cakes trimmed with silver bells. Mrs. Emery Brandt, Solmar Beach, Miss Merry Lake and Mrs. William Wood served at the refreshment table and Mrs. Frank Eaton assisted at the guest book. The couple left on a flying honeymoon to Mexico City and upon their return after Jan. 1, they will reside at 451 S. Seaward Ave., Ventura. Mrs. Guthrie is office manager of the Coca Cola Bottling Company at Ventura and a graduate of Ventura Junior College. She also studied in Santa Barbara.

Mr. Guthrie, a mathematics teacher at Ventura Junior High School, graduated from Hereford High School and attended the University of Texas. He received his Bachelor of Science degree from West Texas State College, Canyon and his Master's degree from the University of Southern California.

**CARD OF THANKS**  
We wish to take this means to thank each and everyone of you for your many kindnesses, thoughtful acts and lovely floral offerings during the death of our beloved wife, mother and grandmother, May God richly bless you all.  
R. M. Gunn  
Mr. and Mrs. Guy Lawrence and family  
Mr. and Mrs. Joe Landers and Ross Joe  
Mr. and Mrs. Roy Landers  
Mr. and Mrs. W. B. Nunally and family

Read Our Want Ad Page!

**C-O-M-I-N-G**  
Abbott and Costello Meet Frankenstein

**Anthony's THE C.R. ANTHONY CO. HEREFORD** **DOLLAR DAY** **Monday Jan. 3**

**Women's FELT HATS**

All Ladies Fall Hats  
Go At This Price



**One Rack BLOUSES AND CHILDREN'S DRESSES**

BROKEN SIZES  
Quality Goods Priced to Clear



**WOMEN'S Circular Rayon Knit GOWNS**

LACE TRIM



**Men's DRESS SOX**

Irregulars, 55 and 75  
Sizes 10 to 12

**3 for \$1**

**Children's TRAINING PANTS**

COTTON

**5 for \$1**

**Ladies' RAYON PANTIES**

Pink  
White  
Blue  
Maize

**4 pair \$1**

**LADIES' WHITE UNIFORMS \$2.98**

**Pacific MUSLIN SHEETS \$2**  
81 x 99

**Men's WORK SOX \$1**  
Long or Ankle Length 6 pair

**Women's and Misses' SOCKS \$1**  
Assorted Colors Sizes 8 1/2 to 10 1/2 5 pair

**Men's SHORTS or UNDERSHIRTS \$1**  
3 for

**Large Table REMNANTS \$1**  
DOLLAR DAY ONLY

**NYLON HOSE**  
Anthon's New Low Price  
45 Gauge, 30 Denier  
FIRST QUALITY  
Regular \$1.15 **NOW \$1.09**

**Men's CORDUROY CAPS 98c**  
RED, GREEN, BLUE

**LADIES' KNIT SLIPS**  
LACE TRIMMED and TAILORED  
SIZES 32 to 44 **NOW \$1.98**

**MEN'S ARMY CLOTH PANTS \$3.98**  
8 oz. Mercerized  
Anthony's New Low Price

**BARGAIN TABLE \$2**  
SHIRTS, PURSES, PAJAMAS, ETC.

**Men's COWBOY BOOTS 20.00**  
Broken Sizes

**Woven Crepe BRASSIERES**  
Sizes 32 and 34 ONLY **8 for \$1**

**\$ DAY ONLY AT THIS LOW PRICE**

**Group WOMEN'S Dresses**

Broken Sizes

**\$7.90**

One-Piece and Two-Piece Dresses

Crepes  
Gabardines  
Long, Three quarter Length, and Short Sleeves

**20% discount**

**FRANCES DENNEY Beauty Preparations**

ALL Corrective Preparations  
Make-Up...  
Deodorants...  
Luminous Hair Preparations...  
Colognes, Perfumes...  
Beauty Luggage.

Once-a-year

Miss Denney offers a 20% discount on all her famous Beauty Preparations. Now is the opportunity to start your New Year beautifully—to buy your favorite preparations at a saving—to purchase that additional preparation you have long promised yourself.

	PRICE	SALE PRICE
OILS OF THE WILDERNESS	3.50	2.80
EYE CREAM	2.50	2.00
OIL BLEND	2.00	1.60
MAGIC SONG CREAM DEODORANT	1.00	.80
COLOGNE DEODORANT	1.75	1.40
LUMINOUS SHAMPOO	1.00	.80
HAIR RINSE	1.00	.80
HAIR CONDITIONER	1.50	1.20
LIPSTICK	1.00	.80
OVER-TONE	1.75	1.40
SATINY POWDER	1.75	1.40

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# EDITORIALS....

GUEST EDITORIAL

## Water Question Creates Interest Over Entire State

Water and soil conservation authorities after study of rainfall records of several decades have warned farmers and ranchers for several years of the prospect for a recurrence in Texas in addition to prolonged aridity in many parts of the state care disagreeable reminders of fulfillment of those predictions. Whether the location of a dust bowl has shifted or not is a secondary consideration.

The tillers of the soil that now is blowing merit considerable sympathy, since all agriculture was importuned during the war and post-war years to raise more and more food and fiber for feeding and clothing a stricken world. The farmer responded patriotically to this appeal, even though his reaction may have been profitable to him as well as loyal to his nation. In the circumstances, dust bowl conditions become inevitable even when they are alleviated by sound soil conservation practices.

The vagaries of Texas weather in which the usual is the unusual, can not and must not obscure the harsh lesson of the prolonged dry spell in this state. Soil conservation is an imperative both in the public interest and in the protection of the farmer's investment in the land. An equally compelling necessity is the building of dams adequate enough to store water of the rainy season for the dry spells. These reservoirs may serve the useful purpose of flood control, but their primary value will be water conservation.

That water is Texas' primary resource, is painful self-evident and platitudinous in an

arid year, but unfortunately such truths are the most easily forgotten when rainy years return—but in time will be followed certainly by a drought cycle. The job is big enough and the stake is high enough to compel federal, state and local consideration of the water conservation problem.

Federal rivers and harbors appropriations traditionally have been labeled the "pork" of a politically-minded Congress. The misleading fallacy of the contention is vividly presented in the Southwest today, where regions blessed with federally-financed water projects have access to irrigation and other regions are threatened with crop shortages.

Fort Worth is spared the specter of water shortage by reason of local financing of its three lakes—Lake Worth, Eagle Mountain and Bridgeport, soon to be supplemented by the federal project, Benbrook dam. Dallas is contributing to several storage projects to avert a water famine in future years. The same local progressiveness in an essential type of public works is necessary in every locality that can afford the cost.

Fortunately, every county by 1951 will have authority to impose a 30-cent tax for flood control which will permit water conservation. If the revenue is spent wisely, the approval of the enabling amendment last November may prove an exercise of sound judgment by the people. All Texas must have a dependable supply of water for all types of years.

—Fort Worth Star-Telegram.

## GROWING PAINS IN 1949.

### Past Year Saw Record Improvements For Hereford

Did you ever have a relative or friend visit for the first time in two or three years and remark, "My, my, how little Reginald has grown?"

This situation can be true of towns, too. In fact, it is highly applicable to Hereford right now. Many of us who have lived here day after day are prone to take improvements in our stride—and too seldom fully realize actual advancements.

Looking back over the past twelve months Hereford, as a community, has taken a long step in the march of progress. Improvements, when cataloged, indicate that 1948 recorded more progress than probably any other year in the history of the community. Among the more noticeable improvements are the paving program, water and sewer extensions, new swimming pool, designation of Harrison Highway as a state project, opening construction of the new \$400,000 hotel; many new homes have been constructed, along with several outstanding business houses.

All of these things happened in a year which was far from being the richest year in the county's history and, likewise, far

from being the poorest.

The people of Hereford can and justly should be proud of the accomplishments of the community. To point out that a community might find it easy to coast after reaching the top of a steep hill is only to waste words on a town which moved forward as did Hereford in 1948.

On the other hand, Hereford is certainly far from nearing the mark of perfection. Growing pains have doubled practically every phase of the community in knots during the year 1948, and today quite a few of our activities border on the verge of being actually disgraceful.

Health and food regulations and inspections, which should come first, are literally a joke; building permits are used by only a few, zoning for none; inadequate facilities and inadequate fire protection; school facilities and operations, although improved, are far from being modern and complete—just to name a few.

Looking back, 1948 was a year of progress. Looking ahead, 1949 can be a year of even greater improvements and community progress.

## Clippings From Our Exchanges

Allan Bell, early resident of this area possessed a bound file of the first year of the Austin Statesman. Among other items of interest in the old volume was a few paragraphs declaring that the State Legislature of Texas had appropriated a fund with which to import English Sparrows into the state. The item added that early law makers hoped the little birds would spread over the length and breadth of Texas. The spread was so complete that the people of Slaton are doing something about it, according to the Slaton Slatonite:

"At the request of area farmers and of flower growers and gardeners in Slaton, Mayor Wootton reports that he has secured some poison, to kill sparrows and that it is available at no cost to those who wish to put it out where the birds will get it.

"Mayor Wootton said that the poison is harmless to chickens, dogs, cats and to all birds that have a craw but will kill sparrows, geese, ducks and other species of birds that do not have craws. Mayor Wootton has it at the City Hall and it is available now."

The Panhandle Herald summarizes "The Male Animal" with the following sketch on new hats:

To boost my morale one day, I bought a new hat—a frothy little creation of net and flowers. I thought I looked so smart that I decided to wear it home. My old hat was put into the fancy hat box, and off I went, head high and walking on clouds.

"My husband met me at the door, kissed me perfunctorily, and went back to his desk. He seemed to notice the chill in the air, for he turned and began to ask about my shopping trip. Then his eyes lighted on the hatbox. "Oh," he said, heartily, "I'll bet you've bought yourself a new hat. Let's see it."

"In stunned disbelief I removed the beautiful new 'creation' from my head, fumbled open the hatbox, and placed the old felt at a jaunty angle on my head. My spouse looked it over and his face lighted in a beatific smile. 'Honey,' he said, 'that's the prettiest hat I've seen for a long time.'"

Randall County, according to the Canyon News, has been awarded another farm-to-market road. The new construction will touch Deaf Smith county on the east.

"The State Highway Department has announced that Randall county will receive 10 miles of farm-to-market road construction during the coming two years if finances of the state are sufficient for the construction.

"Designation has been made for the road starting at the L. A. Donnell farm west of Canyon and running due west to the Deaf Smith county line. The State Highway Engineer has been directed to prepare plans for construction of this road. It is estimated that the cost will be \$65,700.

"This will make the fourth farm-to-market construction under the direction of the State Highway Commission. The first construction was in precinct 3, running east from Highway 87 toward Wayside. This was the first farm-to-market road constructed in the state of Texas."

Many a flaming heart is disclosed by the flicker of an eyelash.

Another Letter from

## The Bootleg

### Philosopher



Editor's note: The Bootleg Philosopher on his farm seems to be starting the new year off about like he finished the old one, his letter this week reveals. Dear editor:

Nearly everybody has scratched out 1948 and is getting set for 1949, rubbin' their hands in anticipation, makin' few plans, drawin' up resolutions, etc.

While I don't rush into these things, I have been reflectin' myself about the new year, but I ain't takin' no headlong plunge into a 'un-charted field. The best way to get along with yourself is to not be makin' elaborate resolutions which ain't got no more chance than a campaign promise. It's all right I guess to lead your wife on, exaggerate to a banker if you can, overpromise a little about meeting a

past-due bill, promise to return everything you borrow from the neighbors, but there never did seem much sense in goin' on with yourself.

For example, I have made some resolutions for 1949 which I won't have no trouble keepin'.

I have resolved not to do no better than I did in 1948.

I have resolved to let all my saggin' gates continue to sag. If I'd wanted em fixed, I'd a done it years ago.

I have resolved to let the hen house door that blew off in 1947 stay where it is. I notice I get as many eggs without the door as I did with it.

I have resolved to take my own good time in doin' my farm in 1949, and if I don't ever get around to a lot of it, it'll still be there for me to put off doin' some other year.

In 1949, I don't intend to get alarmed over no national crisis. This country has had about every kind of crisis the newspapers could record, but I notice things seem to keep goin', big crisis or little crisis. Some times I have failed to find a newspaper for as long as two or three days and have gone the whole time in ignorance, maybe right when what most folks considered earth-shakin' news was transpirin', but I've noticed things went on about the same out here and the next day if I got into town you couldn't tell much difference there.

In other words, my New Year's resolution is to take 1949 as it comes and let 1950 look out for itself.

Yours faithfully, J. A.

## Drunk Driving Charges Bring Fines of \$548.60

Two out of town men were picked up by local police this week for drunken driving and paid a total of \$548.60 in fines in County Court.

About 1 p. m. Friday James Cecil Crum was arrested by night patrolmen Pitman and Hollis Rainey, inside the city limits on Highway 60. Appearing before County Judge Leonard Foster Friday he paid \$374.30 in fines and costs for being arrested on a second offense, said Police Chief F. S. Buckalew.

## C-O-M-I-N-G

Abbott and Costello Meet Frankenstein

## PRIOR Safety Gasoline Tanks

for TRUCKS

IT'S HEREFORD WRECKING for

24 HOUR WRECKER SERVICE

We have two Heavy Duty Winch Trucks on duty at all times.

Visit Our

Complete Service Department HEREFORD WRECKING & PARTS CO.

O. H. Gulpepper

Phone 320

U. V. Pierce

## Best Citizen

(Continued from Page 1)

not be a citizen of the town of Hereford.

The winning candidate will not be elected because he receives the largest number of ballots. The nominations will be considered in the light of suggestions. The winner will be chosen by vote of a secret committee after consideration of all names submitted.

Persons sending in nominations are asked to list the accomplishments of their nominees in the space provided and to use additional paper if necessary.

Ballots should be filled out and mailed to "Best All Around Citizen Committee" in care of the Hereford Brand, Box 673, Hereford. All envelopes containing these nominations should be especially designated so they may be turned over to the committee unopened.

Selection will not be announced until the annual Chamber of Commerce banquet tentatively scheduled for early February.

(Ballot will be found on Page 6)

He had been fined last January on a similar offense, Buckalew explained.

Charged with driving while intoxicated, Densel E. Beach, Clovis, was fined \$174.30 in County Court Thursday.

Patrolmen L. A. McBrayer and Earl Pitman who arrested Beach on Highway 60 inside the City Limits, said the Clovis man had driven his 1935 model car into a barbed-wire fence, wrecking it before being picked up.

The officers said Beach was accompanied by another man at



# We Don't Want 'Em You Can Have 'em

# COMPARE THESE PRICES

## 1939 GMC 1 1/2 Ton TRUCK

7 GOOD TIRES  
FAIR GRAIN BED  
GOOD RUNNING CONDITION  
WAS \$695.00

# \$495

## 1940 INTERNATIONAL PANEL

ONE-HALF TON  
GOOD TIRES, GOOD BODY  
Lots of good service in this Little Truck  
Was \$350.00

# \$245

## 1947 STUDEBAKER PICKUP

ONE TON  
DUAL RIM WHEELS AND TIRES  
STEEL BED  
Good Condition Throughout  
Heater  
Was \$1,350.00

# \$995

## 1941 FORD TUDOR

SUPER DELUXE  
BLACK  
Extra Good Tires, Motor and Body Not Bad  
Equipped with Radio, Heater, Seat Covers  
A Real Buy at This Price

# \$625

## 1941 OLDSMOBILE 98

4-DOOR SEDAN  
BEAUTIFUL ORIGINAL BLACK FINISH,  
LOOKS LIKE NEW. Upholstering perfect.  
ONLY 32,550 MILES  
This is a One-Owner car and has been well kept. Equipped with Radio, Heater, Hydraulic Drive, Good Seat Covers  
YOU CAN'T BEAT THIS CAR FOR NEAR THIS PRICE

# \$1,125

## 1947 SPECIAL DELUXE PLYMOUTH

4-DOOR SEDAN  
Driven Only 14,700 Miles, One Owner Car  
Beautiful Black Finish Does Not Have a Blemish. Upholstering Perfect.  
Equipped with Radio, Heater, Defroster, Grill Guard, Trunk Guard, Seat Covers  
This is hard to tell from a new car, except in price ONLY

# \$1,575

# Kinsey Motor Company

# WANT ADS

## Notice to Classified Advertisers:

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

No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date.

Sunday: No ads will be accepted after 12 o'clock Saturday immediately preceding publication date. Identical rates will be maintained in both publications

1st. insertion.....4c per word  
Each Additional.....3c per word  
Classified display.....75c per col. inch  
No Blind ads will be accepted in either publication!

### Miscellaneous FOR SALE

#### FOR SALE

196 feet 16-inch casing. 5/16 inch steel shop made.

J. K. BAKER  
Phone 589-W  
1-23-tfc

### ELECTROLUX CLEANER

and air purifier now available at prewar price of \$69.75. Immediate delivery for Christmas. 1001 West 8th Phone 824 Col. Amarillo, Texas  
B-1-50-5-c

For sale: Large circulating type Sun Flame Kerosene heater, practically new. 6 miles south, Summerfield, Texas. W. B. Johnson.  
B-1-19-50-tfc

For sale: Registered English Springer puppies, four weeks old. Make good hunting dogs and are recommended as one of the best breeds for children. Price \$40.00. W. T. Kelly, 10 miles north of Hereford on Highway 51 and 1 1/2 west. Box 886.  
B-1-41-53-2p

For sale: First lien notes secured by good irrigated farm, reasonable discount. E. G. Wright, Hereford, Texas, Route 4.  
B-1-19-25-4p

### NURSERY

#### MRS. J. F. WARD

Have assortment of shade trees, fruit trees, hedge, evergreens, flowering shrubs, roses, and other nursery.

#### PLANT NOW

Man to plant them.  
B-1-27-tfc

### SUNNY BOY

20% cubes  
\$73. per ton

### FRASER MILLING COMPANY

B-1-27-2c

Apartment range for sale. Can be seen at 707 Lee, or Phone 696-W.  
B-1-13-27-2p

For sale: Meister piano, \$150.00. Call 316-R.  
B-1-9-27-2p

### FOR SALE

#### Farm Equipment

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

For sale: 1946 Pontiac Torpede 3 sedan coupe. O. L. Click, 506 Roosevelt.  
B-3-13-26-4p

### Automobiles

#### FOR SALE

For sale: 1947 Hudson Commodore. John Wood Equipment Company.  
B-3-9-53-tfc

For sale: 1947 Diamond T 3-ton long wheel base truck. 13,000 miles. Priced to sell. Hereford Butane Gas Company, Phone 9000.  
B-3-21-26-5c

### FOR SALE

1939 Chevrolet, 2 door sedan with new engine; lots of extras, new paint. A perfect automobile, priced at \$765.

BENEFIELD MOTOR CO.  
Your Chrysler-Plymouth Dealer  
East Hiway 60. B-3-53-2c

### REAL ESTATE For Sale or Trade

#### Go West Young Man Go West Goff Armstrong

lives out there at House, New Mexico and has a lot of cheap farm and ranch land for sale. He'll treat you right.  
B-4-50-60p

For sale by owner: House, 3 rooms and bath. 3 1/2 lots, 20% discount. Phone 12-J.  
B-4-13-53-2p

### ONE SECTION

of irrigated land located in Dallam County, Texas. Has 10" well and fair improvements. This is a bargain at \$62.50 per acre.

One section of irrigated land with 225 acres in wheat and balance in row crop. Located in Dallam County, Texas. Has 8" well pumping 1800 gallons a minute. Good net of improvements. Price \$62.50 an acre with 50% terms.

Write  
Fulton E. Thomas, Jr., or  
Frank Dunaway  
Box 31, Dalhart, Texas  
B-4-26-3-c

### QUICK SERVICE

REAL ESTATE LOANS — AUTO LOANS  
YOU DON'T HAVE TO WAIT

JOHN McLEAN  
Phone 273  
S-4-2-tfc

E. B. Posey, Realtor  
338 Main, Hereford, Tex.  
Bus. Ph. 710 Res. Ph. 366-W  
S-4-18-tfc

### FOR SALE

Have some nice 160 acre farms near Hereford, irrigated and dry land, some on pavement, some improved, also some small tracts on pavement.  
J. M. HAMBY  
One mile south of Hereford.  
S-4-26-tfc

### FOR SALE

Choice 160 irrigated. Extra good well.  
Good improvements. 80 acres alfalfa.  
Eight miles north Hereford on paved highway 51. Priced reasonable.

E. G. WRIGHT, Owner  
Hereford, Texas Route 4  
B-4-274p

### HOUSE AND 5 LOTS FOR SALE

Modern 6-room house, 3 bedrooms, bath and basement. Built-in cabinets. Lineoleum on kitchen floor. Hardwood floors throughout. Floor furnace, hot water heater. Pressure pump. Well-built garage with cement floor. Three-room tenant house all modern. Main house has extra large rooms; windows and doors all weather-tripped. Telephone. Built in 1945. Both houses and garage stuccoed in white. IMMEDIATE POSSESSION. Absolutely priced less than you would expect to pay for a home of this type.

W. R. METCALF, Realtor  
112 West Third Phone 845  
Hereford  
S-4-27-1c

### FOR SALE

Some irrigated farms near Hereford. 160s to 320 acres. Some on pavement. Some improved, also some dryland in shallow water districts. 29% down, 15 years on balance at 4 1/2% interest.

#### J. M. HAMBY

1 mile south of Hereford  
B-4-27-tfc

For sale: 11 acres in alfalfa. Has four inch irrigation well. Unimproved 60 acres. Phone 3000-F-2.  
B-4-16-52-4p

100-acre irrigated farm, close in for sale. Call 811-W.  
T-4-10-52-4k

### HOUSES FOR SALE

5-room, bath, garage on paving. \$5,800, has \$4,000 loan; payments \$40. month.

#### J. M. HAMBY

1 mile south Hereford  
S-4-27-1p

### FOR RENT

bedrooms for rent: 615 Union avenue, telephone 642-W.  
B-5-9-16-tfc

For rent: 1 1/2 room furnished apartment, this place. A. Peterson.  
B-5-9-53-2c

For rent: 2-room modern house 408 B street.  
B-5-9-53-2k

apartment for rent: 615 Union avenue, phone 642-W.  
B-5-8-24-tfc

for rent: New 2-bedroom unfurnished apartment: call 874-J.  
B-5-9-52-tfc

for rent: Unfurnished apartment. Also bedrooms for men. Call after 8:00, 106 Ave. A. Phone 477-W.  
B-5-17-52-tfc

Office space for rent: Main Street. Inquire at Hereford Brand.  
B-5-10-26-tfc

Very desirable unfurnished 3-rooms and private bath. Fullwood Apartments, Phone 20.  
B-5-12-26-2c

For rent: 2 furnished apartments. 712 East 12th Street.  
S-5-9-27-1k

For rent: Nice bedroom for men adjoining bath. Close in, priced reasonable. Phone 385-J, 406 Roosevelt.  
S-5-16-27-1p

For rent: Apartment. Hereford Motor Company.  
B-5-6-27-tfc

Newly decorated unfurnished apartment, 3 rooms and bath. 311 Norton.  
S-5-9-27-1k

### WANTED

Wanted: Wheat or other field grazing for cattle. Contact O. G. Hill, 93 W or O. G. Hill Jr., 833-W.

Wanted to buy: Good used cars. Milbrn Service Station.  
B-6-9-2-tfc

Wanted to rent: Land for wheat or row crop. Call 568-W or see Kenneth or Paul Rudd.  
B-6-17-26-6p

Wanted: By married man. Farm job, part salary and part crop. Experienced hand. Must have place to live. Lubbock, Texas, Route 3. H. L. Bridges.  
S-6-22-27-3p

Wanted: To buy 20 pigs weighing from 80 to 100 pounds each. Vance Adams, Box 641, Hereford.  
S-6-17-27-1p

### Dressmaking-Ironing

### HELP WANTED

### Situations Wanted

### NOTICE

I have room for a few more boys and girls in the kindergarten class, beginning Tuesday, January 4th, 3:00 p. m. Mattie Mae Swisher Studio of Singing, 123 West 5th, residence phone 870-W.  
B-10-32-53-2p

### NOTICE

#### To Mail Subscribers of Amarillo Daily News

Check your Subscription Expiration Date.

Special Rates now in effect: Daily News & Sunday News-Globe by Mail — 1 year \$10.95  
Daily News without Sunday News-Globe by Mail — 1 year \$9.95  
DAILY AND SUNDAY 2 years by Mail ..... \$19.95  
MAIL SUBSCRIPTIONS to

#### HEREFORD BRAND

B-10-23-tf

### BUSINESS SERVICES

will buy 80 acres irrigated or 100 or more buy land, if prices and terms are attractive enough. No agents. Box 542, Canyon, Tex.  
B-11-24-52-6p

### ANNOUNCING

A Complete Earth Moving, Land Leveling and Plowing Service. Motor grader and bulldozer work, land leveling, and all types of plowing. Call D. W. Wallace, 681-W or George Byrd, 9015-F-3  
B-11-24-tfc

For free estimates on driveways and sidewalks call Jeff Banks, phone 566.  
B-11-12-20-tfc

Income tax services. Mrs. Clyde Cocanougher, 108 8th Street.  
B-11-9-26-tfc

### LIVESTOCK Strayed — Found

Strayed from Cavin place, 15 miles west, 3 horn: 3 whiteface heifers, branded either "Lazy F", left snoulder, or "W" on left hip. Notify Richard Ireland, Phone 103-W  
B-12-27-51-4p

### LOST AND FOUND

Lost: Steer calf, with horns, branded T-right hip, 7-right snoulder. Strayed from 13 miles north Hereford about Nov. 1st. Notify Charlie Hays, Dimmitt, Texas.  
B-13-26-61-tfc

Lost: Shock-proof Hebrons wrist watch with black leather band please return to Brand Office. Charles Skelton.  
B-13-17-53-2c

2 boys, 2 and 6, and a girl, 4, would like to find their cocker spaniel puppy. She wears a brown collar, answers to Penny. Believed lost on 25-Mile Avenue. Leonard Newcomb, 132 Avenue G.  
S-13-35-27-1c

## Personal

Visiting in the home of Mr. and Mrs. A. H. Swigart during the holidays were Mr. and Mrs. John B. Arnold and daughter Jo, of Cleveland, N. M.; Mr. and Mrs. C. V. McCord and children, Albert Bryan and Gayla Jennene of Amarillo; Mrs. J. H. Sullivan also of Amarillo; Mr. and Mrs. Cecil Walker and children, LaurAnn and Cecilia of Cleveland, N. M. They were joined by Mrs. Swigart's mother, Mrs. Minnie L. Walker, for the Christmas dinner get-together.

Mrs. J. F. Ward returned Friday from a ten day vacation in California where she visited friends and relatives in Oakland, San Francisco, Berkeley, Martinez, and Turlock.

Relatives and friends to attend the funeral of Mrs. R. M. Gunn Wednesday included Mr. and Mrs. Minford Perry, Seminole, Okla.; Mrs. Dave Albridge, Tucumseh, Okla.; E. B. Gunn, Lawrence Gunn, and Mrs. A. A. Johnson of Wewoka, Okla.; Mr. and Mrs. Frank Foster and daughters, Rev. Bennie Harrison, Mr. and Mrs. Jim Madole, all of Clovis; Mrs. Hiram Painter of Amarillo; Mr. and Mrs. Lucian Madole of Hollene, N. M.; Mr. and Mrs. John Taylor, Mrs. Eugene Mitchell, Mrs. Ansel Miller, Dave Hayes, and Mr. and Mrs.

Rob Caviness, all of Olton; Mrs. F. W. Dodson, of Hale Center, Mrs. S. B. Campbell of Breckenridge; Mrs. E. J. Duncan of Pampa; and other friends and relatives from Clovis and Hollene, N. M.

Until late in the 18th century, peers attended the English House of Lords dressed in Parliamentary robes adorned with the stars and ribbons of their orders. Robes are now worn only at the opening of Parliament and a few other special occasions.

### C-O-M-I-N-G Abbott and Costello Meet Frankenstein

## WE DO CUSTOM CLEANING HOME OF POULTRY FEEDS AND DAIRY FEEDS

Cash Buyers of CREAM, EGGS, POULTRY and HIDES

## West Texas FEED, SEED and HATCHERY CO.

HOME OF "TEXAS PRIDE" FEEDS  
Jack Wright, Manager

## This Can Be Yours In '49



## DREAMING of a HOME OF YOUR OWN?

The longer you put off building or buying, the more money you'll pay in rent. Money paid in rent is forever gone—into somebody else's pocket! Moreover, the longer you delay in acquiring a home of your own, the less time there will be to enjoy living in it and possessing it. Act soon to make your dream of a home a reality—but act carefully. Your new home will be one of the major investments of your life, and you want to get the greatest possible returns from it. To do that, you should consult an established builder. Carl McCaslin Lumber Company will be able to appraise your wants and needs intelligently and to give you technical advice, so that plans may be worked out in detail before a nickle of your money is spent on site or construction if you intend to build.

CARL McCASLIN

Phone the Lumber Number 7

Hereford

**It's A Man's World After All**



Leland McMillian of Oak Park, Ill., feeds his prize-winning apple pie to two runners-up in the National Farm and Garden Show's baking contest in Chicago. At left is Mrs. C. A. Hintz of Elgin, Ill., second-place winner, and at the right is Mrs. H. Williams of Park Ridge, Ill., who took third-place honors. McMillian was the only man in the contest.

**Texas Reported to Be in Need Of 51,772 Teachers in Ten Years**

AUSTIN—Texas schools must have a minimum of 51,772 new teachers in the next ten years. That is 5,000 more than the total of teachers now in schools. They number 46,500.

Replacement of teachers is causing educators great concern, according to Miss Waurine Walker of Waco, first vice-president of the Texas State Teachers Association and a member of the National Education Association committee on teacher education and professional standards.

"There is already a tremendous shortage of teachers and the profession is not proving sufficiently attractive to induce enough people to enter it," Miss Walker said here today.

"Texas, itself, is now short several thousand qualified teachers. National and state surveys disclose that in the next decade 1,277,714 new teachers will be needed throughout the United States.

"Texas will have to find a bare minimum of 51,772 new instructors.

"Surveys of the National Committee show that that 31,689 teachers will leave the Texas schools during the next ten years. They will die, retire or quit the classroom for other reasons."

The birth rate, rapidly accelerated during the war years, will soon be reflected in huge increases in schools throughout the Nation, Miss Walker pointed out.

"Texas, alone, will need nearly 16,000 to take care of the increased enrollment due alone to the advanced birth rate," the Teachers Association officer said.

"The state must find an additional 4,500 teachers to replace those teachers with emergency certificates who are on a temporary basis. During the war years all school systems were forced to lower their teaching standards due to the shortage of teachers."

That the estimated nearly 52,000 new teachers is a minimum figure was indicated by Miss Walker because of Texas' tremendous growth industrially.

"Texas is growing industrially far more rapidly than the average person realizes," she said.

"Should the state continue to attract industry as successfully as it has during the last seven or eight years, our schools will have thousands of more pupils than any of the surveys indicate."

"Those factors made the future of great concern, especially in Texas, Miss Walker declared, because most schools in the state are now badly overcrowded.

"It is impossible for our schools to absorb additional pupils in any number," she said. "Another recent survey disclosed that a nearly half of the schoolrooms are already overcrowded.

"Texans have very right to expect high standards in education, but we cannot improve it as long as our teachers are not fully qualified and they are required to teach oversize classes. It is not fair to the pupils.

"Finding tens of thousands of concern to everyone and a problem to which our colleges are giving considerable thought. This year there were twelve teaching positions open to every student who graduated from one of our colleges trained to teach school."

**Corpus Christi Newsman Would Build Mountain**

Corpus Christi, Tex. (AP)—A Corpus Christi newspaper man has come up with the idea of making South Texas a winter playground by piling up a man-made mountain to hold off cold blasts from the north.

John W. Devine, editor of the Six Points News here, said the idea struck him as he watched a recent dust storm roll toward the Gulf.

DeVine isn't at all sure the plan is feasible, but he said if he had a million dollars he would go into it on a large scale.

"Firsthand, you'd say, 'impossible,' but if you study it a little more, you wonder, and the more you think about it, the more reasonable it seems," DeVine said.

**Christmas Spirit Will Make '49 Brighter, Welfare Head Says**

"It was a real community Christmas and the spirit that prevailed during the holiday will go a long way toward making 1949 a happier new year, both for those who received and those who gave," Dyaithia Bradley, county welfare head, said in summing up the community activities for the holiday.

Beginning with the co-operation shown at the Jaycee's candy sacking session when more than half a hundred townspeople pitched in to help with the job of sacking 4,000 bags of candy, people seemed willing to help in any way they could, she pointed out.

Calls for ways to help came in far ahead of usual on both Christmas and Thanksgiving gifts.

More than 20 organizations including Sunday School classes, rural clubs, service clubs and civic organizations contributed this year in distributing toys, Christmas trees, clothing, bedding and food parcels of staples, candy and fruit to Hereford families.

Boy Scouts helped with the delivery of the gifts made the day before Christmas Eve.

**ABOUT CORNBREAD**

Leftover squares of cornbread can be put to good use if they are split and spread with a mixture of grated yellow cheese, finely minced green pepper, finely grated onion, and chopped green olives; moisten the cheese mixture with a little mayonnaise and broil slowly until lightly browned.

**Cautions Wage Statement Needed In Tax Returns**

The office of the Collector of Internal Revenue has cautioned taxpayers that income tax returns filed on either of the individual income tax forms could not be accepted unless statements of wages earned, Form W-2, from employers are attached.

The For W-2, issued by all employers to their employees, can not be used as a return this year. Instead, all persons filing individual returns must use either Form 1940-A or Form 1040. Form 1040-A should be used by all persons having income from wages or salaries not in excess of \$5,000.00. It can be used as a

joint return of husband and wife. All forms W-2 received from employers, for both the husband and wife, must be attached. The Collector's office will figure the taxes or refund due on these returns.

Forms 1040-A may be secured from employers, post offices, banks, and field offices of the Collector of Internal Revenue.

Persons having income in excess of \$5,000.00 must use Form 1040. If any income was from wages or salaries, the Forms W-2 must be attached.

Under present law, employers must give their employees their Forms W-2 not later than January 31, 1949.

Income tax returns received in the Collector's office without the necessary Forms W-2 attached will be returned to the taxpayers for correction.

**C-O-M-I-N-G**  
Abbott and Costello Meet Frankenstein

**STREU'S**  
RE-OPEN FOR BUSINESS  
**MONDAY**  
JANUARY 3rd

We appreciate the consideration of our customers during our annual closing for inventory.

**STREU**  
HARDWARE



**PRESENTING HEREFORD**

with a

**NEW ENGMAN CAFE**

And

**DINING ROOM**



● **UP TOWN LOCATION**

126 East Third

● **SPACIOUS DINING ROOM**

AVAILABLE FOR PRIVATE PARTIES

● **OPEN 6 A.M.-10 P.M. DAILY**

GOOD FOOD EVERY MINUTE

FEATURING STEAKS OF YOUR CHOICE

WE'LL BE OPEN TODAY (SUNDAY)

FROM 5 P. M. TO 10 P. M. FOR YOUR INSPECTION

FREE COFFEE AND DOUGHNUTS

**Formal Opening, Monday**

**BEAU BRUMMEL GABERDINE SHIRTS**

DOLLAR DAY SHIRT VALUE

2 Pockets  
3-Button Sleeves  
Sizes 14 to 17 1/2  
Sleeve Length 32-35

**\$6.**

MARON BROWN LIGHT TAN THAT'S ALL!

**Fox Man's Shop**

HOMER FOX

# Committees Are Appointed to Aid in March of Dimes

Getting preparations under way for the kickoff drive of the annual March of Dimes campaign, Bruce Wooddell, county chairman, Friday announced appointment of his committees to aid in the work.

The campaign begins Friday, Jan. 14, and runs until the end of the month.

Last year's campaign brought in \$1,681, an average of almost 26 cents per capita. Deaf Smith ranked 10th among the 254 counties in Texas in per capita contributions, but even the \$1,681 collected was not enough to pay county bills this year.

### Treasury Depleted

The entire nation suffered such severe epidemics of polio that the national treasury was badly depleted and an extra effort is being put forth in all 48 states to build up funds for medical care and research, Basil O'Connor, president of the National Foundation of Infantile Paralysis has advised state director Ed Stewart as well as county chairman.

Deaf Smith County chairman, Bruce Wooddell has appointed Robert Thompson city chairman and Mrs. Argen Draper rural chairman. Both will appoint their own assistants.

The 15 committees which will work in the civic enterprise include Mile-O-Dimes Committee, to construct, build and operate the Mile O'Dimes collection project, under auspices of Lions Club and headed by W. L. Davis. House-to-House Committee with section captains who will oversee block chairmen in soliciting donations, Chamber of Commerce headed by O. P. Cowart.

Graham Heads School Committee Schools Committee, in charge of publicity and classroom collections there, George Graham. Publicity Committee, co-chair-

men, Phyllis Radovich and Marshall Formby.

Commerce and Industry Committee, under sponsorship of the Rotary Club although no chairman has yet been named to distribute scrolls of honor to all business houses.

Special Events Committee, to plan a new campaign or stunt each day of the drive. Paul Coneyway chairmans this Jaycee sponsored group. Jiggs Hartman has charge of dance arrangements and tickets.

March of Dimes cards, will be handled by members of the Auxiliary of the American Legion and the Business and Professional Women's Club which will address and send out the dime packets. Boy Scouts will deliver them.

Advance Special Gifts Committee include John Pitman, Cecil Guseman and Howard Gault to plan and organize advance contributions.

Government employees solicitation will be handled by Jim Lipscomb.

Sports Events Committee is headed by Earl Stagner, manager of the Jaycees basketball team.

Materials, Distribution and Display Committee will have charge of putting up the national posters, counter coin collectors and other supplied material already on order. Members of the American Legion and VFW will handle this.

Motion Picture Theater Committee is headed by Frances Hardwick.

Coin Collection Committee is chaired by Lowell Sharp and his group will have charge of collecting money from plastic coin boxes to be put in business houses for donations.

Women's Committee will distribute the honor scrolls to women's clubs in town. The group

will be directed by Bessie Paterson. Speaker's Committee, a rally group headed by Bob Wear will be on call by any of the other groups who need a speaker to publicize or explain their drive and their work.

Read the Want Ads!

# FOOD OUTLOOK GOOD IN '49

By CECILY BROWNSTONE Associated Press Food Editor Americans will eat well in 1949 and will continue to grumble about the food budget.

One ray of light is an indication that meat prices will drop slightly toward the end of the year, and that most of the favorite diet items of Mr. and Mrs. USA will be available in abundance.

Assurance as to food supplies comes from O. V. Wells, chief of the Bureau of Agricultural Economics in the U. S. Department of Agriculture, who says: "Supplies of food available to American families will be just about the same in 1949 as they were in 1948."

During the war our food consumption per person was upped—the peak came in 1946, when it was 18 per cent above prewar. This year we'll not hit that high point, but we'll still be 12 per cent above the average in 1935-39.

We probably shall continue to be better fed nutritionally in 1949 than in any prewar year. Americans now are getting more than a fourth more iron, niacin, and riboflavin and more than a third more thiamine—thanks chiefly to the continued enrichment of white bread and flour. The quantities of vitamin A, vitamin C, and calcium in the diet have stayed well above the prewar averages because people have continued to eat more leafy, green and yellow vegetables, citrus fruit and tomatoes, and more cheese and fluid milk.

Glance at individual foods and here's how prospects stack up: More of next year's meat is expected to be pork with less beef, veal, lamb, available. Pork prices will be lower than beef. What beef there is will be of better grades as more cattle will be grain-fed. If your family can't get all the meat they want they'll take fish, figures on the consumption is pared with about ten pounds 10.8 pounds per capita, as compared with 10.8 pounds per capita a year ago.

Supplies of canned fish probably will be about the same in 1949 as in '48. Though we may have lots more tuna, the salmon pack may be a good deal lower.

There should be more turkey and chicken around than there was this year and prices should be better, too.

When it comes to per capita supplies of fluid milk, cream, evaporated milk and cheese, 1949 will see us consuming about the same amount as we did this year, though there's a chance there'll be more butter around. Prices of dairy products are expected to average about what they did in 1948.

Somewhat larger supplies of fats and oils will be available for civilian consumption, and they should be cheaper, too.

Fresh fruit supplies will continue to be large—especially vitamin C-rich (citrus) fruits. The prices of fresh oranges and grapefruits are expected to be about the same. Canned fruit juice supplies will be ample. Smaller crops of apples and pears this year mean somewhat reduced supplies ahead, and prices higher; canned pears may not be quite as plentiful as last. But just to balance things there'll be a large supply of canned apricots.

If your family particularly appreciates bananas, they'll be glad to know that they will constitute the largest item of fresh fruit we import in 1949. Pineapple is expected to be in good

supply, too.

Supplies of frozen foods are swinging upward, with packers attempting to meet consumer demand for such basic items as fruits, vegetables, fish and poultry. And it looks as if there would be more frozen strawberries for shortcake all the year around. No one is making any predictions about what the price of frozen foods will be.

More fresh vegetables for the family table this winter is the word. Plenty of white potatoes and dry beans for the winter but supplies of sweet potatoes are smaller this year than they were last. Canned vegetables, in ample supply, will help make menu planning easier.

There will be plenty of peanuts and peanut butter too, for small fry and good nutrition. Brazil nuts, cashews, chestnuts, will

# Evergreens Cut At Veterans' Park During Holidays

Ralph Smith, chairman of the Veterans' Park Committee has called attention to the fact that during the holiday season several small spruce and cedar trees planted in the Park were cut down, ostensibly for use as Christmas trees.

"This has happened regularly for several years. Each holiday season we lose a few of the young trees. The Veterans would like to establish a grove of the evergreens but they have a long maturing period and if we keep losing the young trees we can never get a grove started," Smith said.

He pointed out that the people who took the young shrubs probably did not realize that the land was not public property and the trees were not theirs to take.

"We ask the co-operation of the people in Hereford in saving the trees already planted and helping us to beautify the park," Smith said.

No one with a sweet tooth need worry. In 1948 our diet had a little more carbohydrate than it did two years ago because we got plenty of sugar and supplies ahead are ample.

**OFFICIAL BALLOT**

**LIONS CLUB "BEST ALL-AROUND CITIZENS" COMMITTEE**

Care of The Hereford Brand  
P. O. Box 673, Hereford, Texas

I Nominate .....

as the Best All-Around Citizen of this community for the year 1947.

My Reasons for making this nomination are: .....

(Attach another sheet to this ballot if needed.)

Signed .....

(All ballots should be returned not later than January 31).

## Building Permits

(Continued from Page 1)

groups were issued this year. The Episcopalians are remodeling a church they will move in and the Lutherans are building a church. Both are still under construction.

19 residences on the list were moved in and remodeled. Homes in the new Allison addition are outside the city limits and are not subject to permit regulations.

## HOW TO BURN

Safety experts say rubbish, waste paper, and other combustible materials should be burned in open metal containers on bare ground at a safe distance (50 feet if possible) from buildings and combustible materials.

The earliest roads about which anything is known were those of ancient Rome.

**YOU CAN HAVE  
PLENTY OF BUTANE  
ALL WINTER  
IF  
YOU HAVE  
ADEQUATE STORAGE**



Will you be sure of having all the LP-Gas you will need this winter? Or will you be at the mercy of bad roads, bad weather and possible gas shortages? There is only one way in which your Butane-Propane dealer can promise you all the gas you'll need and that is for you to have adequate storage now!

So if you want to enjoy all the advantages of gas next winter — without any empty-tank worries — let your dealer explain how you can be guaranteed of having dependable, year-round gas service. Write, phone or see him today.

**HOW BIG A TANK DO YOU NEED?**

You'll have adequate storage when you have a tank big enough to hold a supply of gas that will carry you through the four winter months. A tank that size will enable you to have it filled now while plenty of gas is available. Then, this fall, you can have it refilled and start off the winter with enough gas to see you through.

**LP GAS**  
THE MODERN FUEL  
Beyond the gas main

CARGRAY BUTANE & PROPANE GASES  
LYLE B. WICK  
**Blanton Butane Co.**  
HERTFORD, TEXAS

**GAS IN THE TANK IS MONEY IN THE BANK!**



J. P. Cowley, assistant general manager of the Gulf, Colorado and Santa Fe Railroad, who will become head of the Gulf Lines operations effective January 1. (Associated Press Photo).

# Farmers! Home Owners! Builders! Businessmen!

INVESTIGATE THE ADVANTAGES  
OF THE  
**BLUE DIAMOND FLOOR & WALL SAFE**  
On Display at The Hereford Brand

**ESPECIALLY DESIGNED FOR HOMES**

This New Sensational  
**LOW COST FLOOR AND WALL SAFE**

with features no other safe has, is for home or business. Has ample room for all your valuables, bonds, deeds, insurance policies, contracts, receipts, etc., with plenty of room for money, jewelry and other articles of value. Made of high-grade semi-steel cast. Rust-proofed and equipped with a patented nationally known eight-tumbler type lock—tumbler controls cut in side of keys. Over 300,000 key changes with codes carefully guarded. Keys cannot be duplicated by ordinary locksmith.

**Your Own Safety Vault Right  
In Your Own Home**



**There is No Other Safe Like It**

**LIST PRICE \$69.50**

Specifications

10x10x5 1/2 inches inside capacity—over 500 cubic inches. Outside dimensions: 11x11x8 1/2 inches. Weighs approximately 100 pounds.

**NO COMBINATION KNOB  
TO BE KNOCKED OFF**

**For Sale  
By  
Your  
Hereford  
Brand**



**BLUE DIAMOND**  
Single Compartment  
(Commercial Model)  
**FLOOR AND WALL SAFE**  
Patent Pending

**LIST PRICE \$89.50**

Specifications

Larger inside space. 10x10x10 1/4 inches inside capacity. Over 1,000 cubic inches. Outside dimensions: 11x11x13 inches. Weighs approximately 120 pounds.

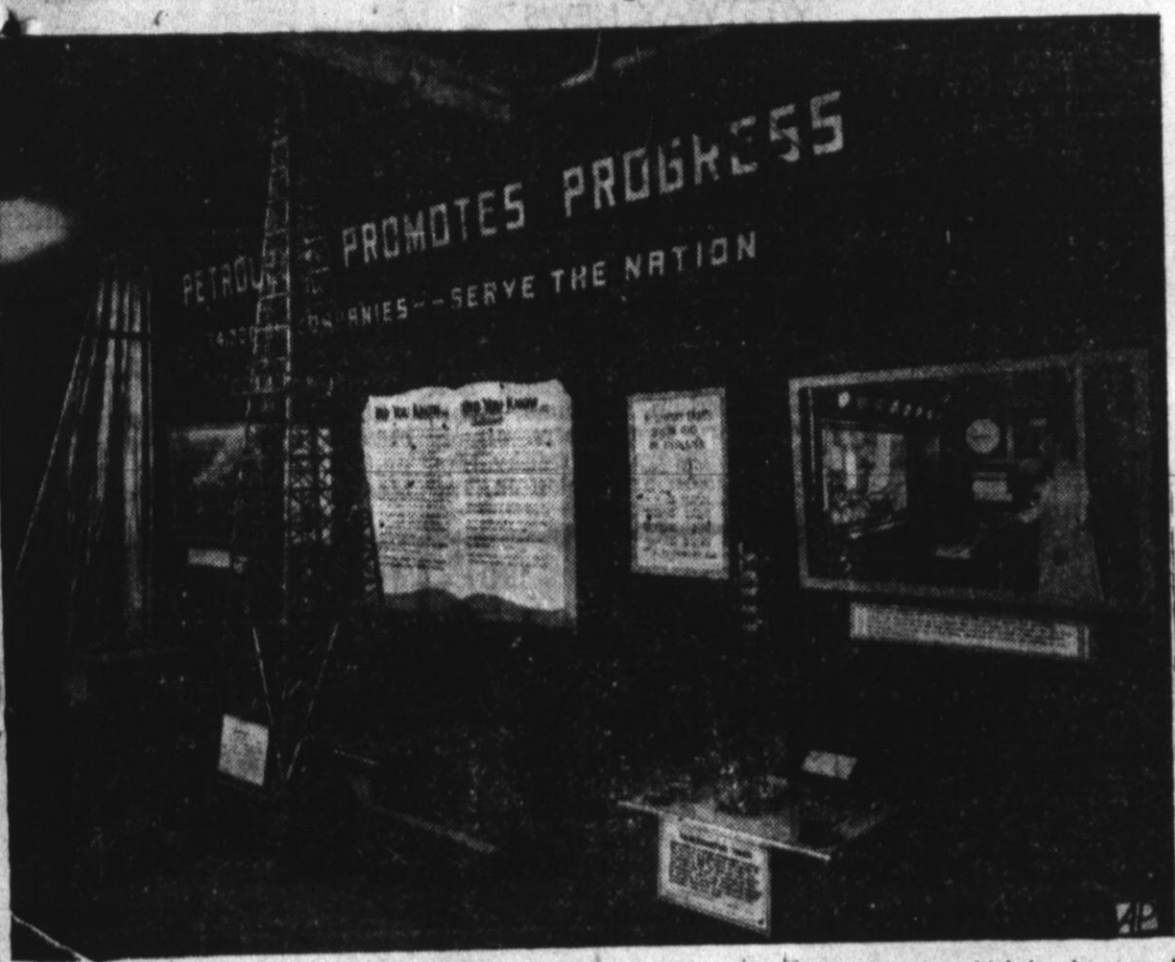


**LIST PRICE \$39.50**

**BLUE DIAMOND**  
Junior Home Model  
**SPECIAL WALL SAFETY VAULT**

11x8x3 1/2 inches inside capacity. Over 300 cubic inches. Weighs approximately 40 pounds. Especially designed for installation in walls. We do not recommend this model for floor installations. (See our Standard, or Commercial Model, for floor installation).

**Model Drilling Rig**



This is a display of the Kilgore, Tex., Junior College feature a model drilling rig, which has been on display at several petroleum exhibits throughout the country. (Associated Press Photo).

**'Perfect Girl' for 1949 Designed**

By VIVIAN BROWN  
AP Newsfeatures Writer  
Samuel Murray Lange, a dress designer, has designed a "perfect girl" for 1949. She is a composite of 12 reigning beauties, all done up as a plaster mannikin.

Ten of the twelve and the attributes for which they were selected:

Head—Society's Pamela Curran; facial bone structure—Model Wendy Russei; lips—Model Elaine Bassett; nose—Model Pat Ryan; eyes—Marlene Dietrich; bust—Lana Turner; waist—Constance Bennett; hips—Model Jo Cagle; legs—Scarlet Ariene Dahl and "the detached look"—Lady Sylvia Ashley. He's not telling who the other two might be.

Lange says he spent 6 months creating his beautiful doll.

The most important thing about this wan beauty is her "bone structure," according to Lange. She has "interesting hollows and a visible cord in her neck." She is not vigorous but rather the "hesitating type," with the Detached Look, lady-like and appealing definite

qualities a girl needs in 1949, he says.

She has three different hairdos—simple madonna-like (added hair piece) for men; short and swirly as a luncheon conversation piece for the bridge club; casual for travel.

Here are the measurements of this ash-blonde super-queen: Height—5' 6 inches without shoes; weight—114 lbs; head—21 7/8 inches; shoulders—16 inches; bust—34 1/2 inches; waist—23 1/2 inches; hips—34 inches; thighs—19 inches; calf—13 1/2 inches; ankle—7 1/2 inches; waist to knee—28 1/2 inches; center-neck to center back—18 inches.

**CHANGED SIDES**

TUCSON, Ariz. (AP)—Don Vosberg, end coach of the University of Arizona eleven, played an important part in the 1939 edition of the Arizona-Marquette grid series—but on a different side than his present one. A great Marquette player, Vosberg scored the tying touchdown against Arizona after receiving a pass and racing 20 yards. Marquette won, 13-6.

**Around Town...**

(Continued from Page 1)  
when Women Bobbed Their Hair.

Christmas neckties have already started appearing on the streets. Louder than the blast of holiday fireworks and as undecipherable as a Dail print, they are easy to recognize as the gift Junior picks out for Daddy. Grandma remembers Uncle George and one college roommate gives another. Just as the moon effects the tide and the untide, so Christmas effects the ties and the bow ties.

Coffee drinkers who congregated in drug stores to hear parts of the play-by-play-bowl games description were all wearing coats. As one man explained it, "When you are standing around listening to the radio, unless you've got a coat on the customers think you work there and come up and ask you for something."

The Applan Way, one of the oldest and most celebrated roads of history, was started in 312 B. C.

The word "Riviera" is derived from the Latin word ripa, meaning bank and the portion between Nice and Genoa is usually referred to as "the coast for the setting sun."

David Rizzio, murdered favorite of Mary Queen of Scots, entered her service as a musician—a bass singer—and later became her valet de chambre and foreign secretary.

**HAPPY  
NEW  
YEAR**

**BARCLAY-FULLER-PHIPPS**  
Hereford

**MAY BE BETTER IN '49**

By CYNTHIA LOWRY  
AP Newsfeatures Writer

New York—Oh, it wasn't such a bad year after all . . .

It was the year we expected to win a first lady whose favorite recipe was Berkshire pudding, made with rice and we actually received a first lady whose favorite is Czark pudding, made with corn meal.

It was the year a couple of important male socialites proved anew that the Cinderella story really is a true one.

It was the year that skirts stopped dropping around our ankles and started the long climb back toward our knees.

It was the year a whole pack of Paris designers stopped pretending they were oblivious to American markets and opened shops on our fair shores.

It was the year people started getting telephone calls from radio shows and picked up items like washing machines and milk coats for NOT answering simple questions correctly.

It was the year a fresh-faced Canadian girl named Barbara Ann Scott won Olympics honors and came closer to being a national heroine than anyone since Helen Wills.

It was the year women were urged to crop their hair short, like the flappers of the twenties, and climb into clothes like Napoleon's wife, Josephine, wore.

It was the year "Life with Mother" opened, and showed signs of being just as healthy a stage show as "Life with Father" was.

It was the year people with television sets really began to grouse because their living

room was always full of people—many of whom they didn't even know.

It was the year that a few people all over the place were able to say out loud they'd been lucky enough to find an apartment.

It was the year they discovered that ice could be frozen in the shape of balls instead of cubes.

It was the year Charles Boyer opened in a Broadway hit without toupee.

It was the year that one perfume manufacturer broke down and publicly confessed that a touch of his product was NOT guaranteed to deliver the man of your dreams, hog-tied, at your feet.

It was the year they attached bands to the end of eye-glasses bows which permitted one to wear them draped around the neck, like necklaces.

It was the year that a lady showed up at the Metropolitan Opera opening with the ends of her hair dyed purple to match her dress.

It was the year that women movie stars kept pretty much out of trouble, but several male glamour boys didn't.

It was the year a \$2-bill bought about a pound of butter, a dozen eggs and a stick of gum.

It was the year they started making bobby pins with real diamond decorations, a considerable improvement over last year's solid gold jobs.

It was the year that lady writers occupied themselves with reams and reams of autobiographical books or, in alternative, historical novels.

It was the year when there

wasn't much in the way of new popular tunes, but every nice oldie we ever heard was dragged out of moth-balls.

It was the year when they tried to persuade the girls to go back to closed toe, closed heel shoes—and a whole raft of them refused to change from open-toe, sling backs.

It was the year when necklines dropped from a-way up here to a-way down there, and are still plunging.

It was the year of the pastel shades in cosmetics and alto shades in stockings.

It was the year—heavens above, it was a pretty horrible year, when you think about it, wasn't it? Glad it's over with.

**USE EXTRA EGG**

Use an extra egg white to make macaroons. Beat it until it's stiff enough to hold peaks, then fold in a half cup of firmly packed brown sugar; new fold in a quarter teaspoon of vanilla, two cups of corn flakes, a half cup of chopped pecans and a cup of shredded coconut. Drop the macaroons on a greased baking sheet and bake in a moderate oven for about 15 minutes.

**WHAT FUN**

The Thracians at their drinking bouts made a sport of hanging one of their companions who, if not quick enough to cut himself down, would have his neck broken as the rope straightened out.

**TOLL HIGH**

The average number of fatalities due to accidents is nearly 100,000 a year in the United States.

**HEREFORD STORE CO...**

**DOLLAR DAY**

"BRAND NEW-YEAR" HEREFORD STORE CO. AND FAMOUS LABELS  
Are Your Guarantee for a Thrifty Prosperous NEW YEAR

Men's Sanforized Broadcloth

**SHORTS** 2 for \$1  
With Grippers—Balloon Seat  
A sure Winner!

Men's Fine Quality

**KNIT VEST** 2 for \$1

Men's Extra Large Hemmed

**HANDKERCHIEFS** 10 for 1.

Lovely ASSORTMENT CLOTH OF

**GOLD PRINTS** 3 Yards 1.0

ONE GROUP LADIES & MISSES

**ALL WOOL SKIRTS** 1.2

LEE FINE QUALITY CANVAS

**WORK GLOVES** 4 Pair 1.1

ONE GROUP BOY'S

**SCHOOL PANTS** 1.1

CHECK THIS VALUE ABOUT 70 TO GO!

Sanforized 80 square Print  
Percale HAPPY HOME

**House Dresses** 5.

LARGE GROUP WOMEN'S

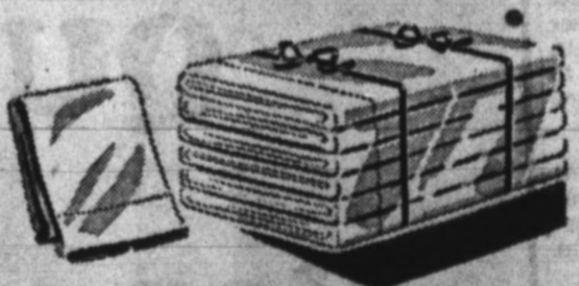
**SHOES** 3.

Values from 5.50 to 7.95

THE BIG SIZE  
81" x 108"  
CANNON FINE QUALITY  
**SHEETS**

**2.49**

"PLENTY OF FINE NAMED  
BRAND SHEETS  
FOR DOLLAR-DAY"



140 Thread Count  
DUCHESS 81" x 108"  
**PEPPERELL SHEETS**

**2.89**

THE BEST

We Ask  
You to Compare Quality

MEN'S SANFORIZED

**KHAKI SUITS** Shirts & Pants \$5.94

MEN'S HEAVY WEIGHT

**UNIONS** \$2.00

MEN'S 8" TOP

**LACE BOOTS** \$7.00

LADIES AND MISSES

**OUTING GOWNS** \$2.00

72 x 84 SATIN BINDING

**DOUBLE BLANKETS** \$4.98

ENTIRE STOCK OF

**HANDBAGS** \$2.00

plus tax

SEVERAL STYLES 6 to 11  
MEN'S DRESS  
OR SPORT

**OXFORDS** 5.

MEN'S HEAVY DUTY  
4 BUCKLE

**OVERSHOES** 4.79

36" WHITE, PINK OR DARK STRIPE

**OUTING** 3 YARDS \$1

Lovely Pastel Colors—The Famous

**Nashua Purry Blanket** 6.79

**HEREFORD**  
Store Co.

ASK FOR OUR NEW CALENDER

S. L. HARMON & SON PHONE 382

Value to \$19.95  
GUR BETTER  
Gabardine

**DRESSES** 12.

PRICED TO CLEAR!  
14 ONLY  
LADIES' ALL WOOL

**SUITS** 1-2

Price

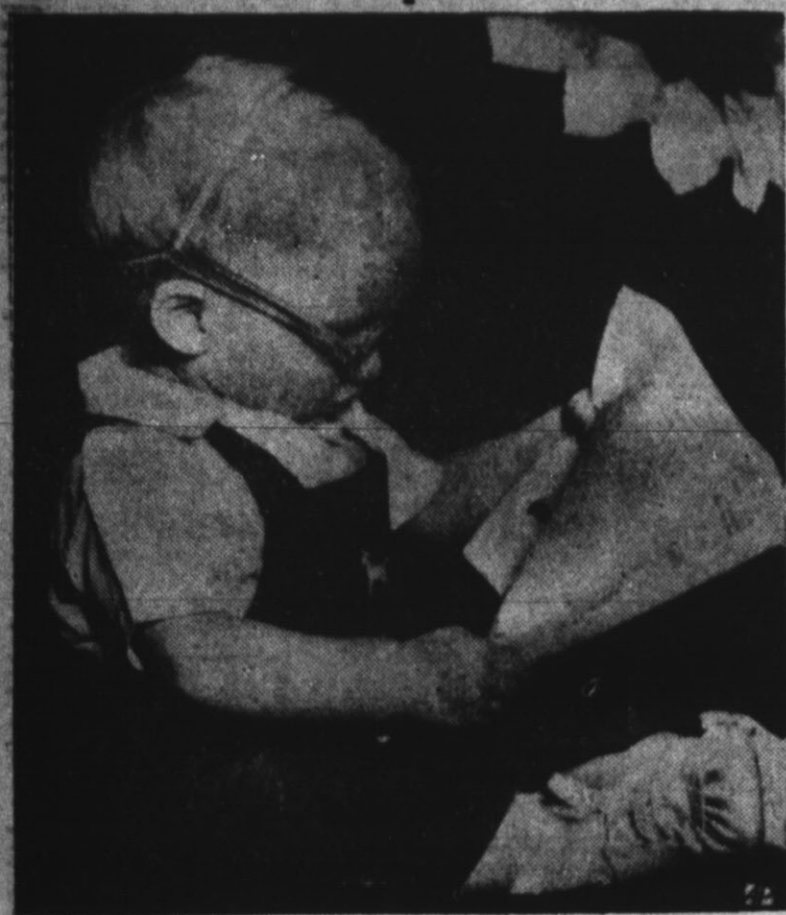
**THANK  
YOU**

In selling the Hereford Laundry and Dry Cleaners to Ernest and Billy Kendall, we wish to take this opportunity to thank all our former customers and loyal friends who have so generously favored us during the twelve years we have been in the laundry business in Hereford. It has been a distinct pleasure to work with each of you.

We recommend the new owners to you, and we anticipate your giving them the same good business that we have enjoyed.

Sincerely,  
F. M., J. V., GLENN, and ROY CAMPBELL.

### Quite a Spectacle



Year old Billy Ben Bishop finds his mother's contraption for keeping his glasses on just the thing for his personal of rather heavy reading for one so young. Billy's mother, Mrs. Beryle Bishop of Wichita Falls, Tex., ran a ribbon through the temples of his plastic-rimmed glasses and tied it around Billy's head. The youngster began wearing glasses at 11 months to correct a far-sighted condition that causes one of his eyes to cross. (Associated Press Photo).

sacks of pecans. Florida and California members get citrus fruits also. Boxes of cheese come into Wisconsin and Minnesota members and apples to Virginians and pacific northwest members.

Some of the grapefruit which came to Texans was sent with the compliments of former Gov. Jimmy Allred.

The Texas Fresh Fruit and Vegetable Growers and Shippers, managed by Austin Anson at Harlingen, also sent boxes of grapefruit.

Congressman Tom Pickett of Palestine always has a lot of black-eyed peas sent up from his district and cooks up a big pot for New Years day.

He then invites numerous Texas friends to drop in and keep up the old custom of eating black-eyed peas Jan. 1.

#### BIRTH ANNOUNCEMENT

Mr. and Mrs. A. J. Kuykendall announce the birth of a girl Jan. 1 at Amarillo. The baby weighed 4 pounds 10 ounces. The maternal grandparents are Mr. and Mrs. Chess Gollihar of Hereford.

Shop with the Want Ads! — Buy It In Hereford — — Buy It In Hereford — — Buy It In Hereford —

### New Type Trailer for Prison Farms



This tractor-trailer has been put to use on farms of the Texas Prison System to save time in getting prisoners to and from work. O. B. Ellis, general manager of the system, said that prisoners on some farms have to walk as much as 24 miles a day going to and from their jobs. "That alone is a pretty good day's work," he said. (Associated Press Photo).

#### WESTWAY NEWS

### Willing Workers Meet Friday At Home of Mrs. Merlin Kaul

The Willing Workers' class meeting was held Friday afternoon at the home of Mrs. Merlin Kaul.

Helen Jo Wilson gave the devotional and Mrs. Kaul had charge of the lesson.

Those present included Mrs. J. C. Morrison, Raymond, Ralph, and Mary Lynn, Mrs. Jimmy Thomas, Diedra and Danny, Mrs. R. L. Wilson and Helen Jo, and

the hostess. The next meeting will be held on the last Thursday in January at the home of Mrs. R. L. Wilson.

Mrs. Robert Boyd spent several days last week in the home of her sister, Mrs. E. J. Duncan at Pampa.

Mr. and Mrs. J. C. Morrison and children spent Wednesday night and Thursday visiting Mr. and Mrs. L. G. Thuet at Post.

1901 — 1948

## E. B. Black Co.

Furniture - Undertaking

AMBULANCE SERVICE — DAY OR NIGHT

We now offer \$150.00 Cash Burial Insurance Policy at Low Cost. See us!

### Texans in Washington

By TEX HADLEY

AP Special Washington Service Washington (AP)—Texans will see quite a swath in the presidential inaugural festivities.

The Lone Star members of congress and the Texas State Society of Washington jointly are working on arrangements in cooperation with Mayor John C. Calhoun or Corsicana and others in charge of the group which will come up for the occasion.

One of the most colorful units in the two-hour long parade down Pennsylvania Avenue is expected to be the Cavaliers of San Antonio.

To Be Jester's Honor Guard

An organization of San Antonio businessmen, the Cavaliers are planning to come between 50 and 100 strong, dressed in their red and light grey uniforms. They will parade as Gov. Beauford Jester's guard of honor.

The group will bunk in their pullman cars while in the crowded-capital, where hotel reservations had to be reserved some time ago at \$18-a-day for a three-day minimum. They will maintain headquarters however, in the Carroll Arms Hotel across the street from the Senate office building.

The Texas State Society, headed by Rep. Tom Pickett of Palestine, is sponsoring a \$10-a-plate dinner at which the visitors can get together with all the members of the congressional delegation and U. S. Attorney General Tom Clark.

Unable to work on that particular project, Pickett turned all the planning over to attorney Ralph Pittman, formerly of Wichita Falls and DeLeon.

#### Is Expensive Proposition

Attending the inaugural celebration, which will extend over several days, is an expensive proposition.

Besides the transportation from Texas to Washington and return, and hotel accommodations and meals that average \$8 to \$10 a day, the visitors have to pay for participation in other activities. The inaugural ball costs \$10 per person, as does the state society dinner. Seats on the bleachers that will line Pennsylvania Avenue for the parade run from \$2 to \$10 each.

Approximately 15,000 seats have been built on the Capitol plaza in front of the ornate but temporary inaugural stand where President Truman will take the oath of office for the next four years.

These seats are not for sale.

Allocated to Various Groups They have been allocated to various groups for distribution. Each House member, for instance, gets seven tickets and each senator ten. By the time you figure two or more tickets out for the congressman's wife and children, then the very close in-laws, you don't have many left to friends or friends of close friends.

The Washington Star is sponsoring a national track meet as a part of the inaugural activities, and the Texas A&M four-man relay team and a top sprinter from the University of Texas are expected to participate.

The Star and the Texas State Society are co-operating to see if enough admission tickets can be sold to Texans in the capital to raise the needed traveling money for the athletes.

Congressman Gene Worley of Shamrock warns against over optimism at results of the foot-and-mouth eradication drive in Mexico.

His comments were prompted by a recent official Agriculture Department report which stated:

"As the year 1948 draws to an end, officials regard the net progress as encouraging. Besides the reduction of over 10 per cent in the size of the quarantined area, significant advances have been made in the production and use of vaccine for conferring resistance to the disease of hundreds of thousands of susceptible animals."

After studying this report, which included details as to the number of animals slaughtered and the shifting of quarantine lines in various parts of Mexico, Worley said:

"As a member of the House Agriculture subcommittee which has kept a close watch on this serious problem, I agree that excellent results have been obtained."

"But I want to warn promptly that we must not let our guard down."

"Just one little misstep, one slight relaxing of our vigilance, might let the hoof and mouth disease get across the border and cause untold loss to the American livestock industry."

You can pretty well guess what commodities are produced in a congressman's state by the type of Christmas gifts that come to his office.

Texas members usually get gift boxes of grapefruit and

### To-Day's Best Buy



MEN'S WESTBURY COATS

Water Repellent Sizes 36 to 44 Colors Tan or Grey

\$1495

Hereford Store Co. COMPANY

S. L. HARMAN & SON

# KEEP YOUR EYE ON THE New

## HEREFORD LAUNDRY & DRY CLEANERS

NOW OWNED BY

### Ernest Kendall - Billy Kendall

- X - Laundry
- X - Dry Cleaners
- X - Helpy-Selfy

featuring

## QUALITY

and

## Dependability

### 2 ROUTEMEN

TO SERVICE YOUR LAUNDRY AND DRY CLEANING NEEDS

## Hereford Laundry & Dry Cleaners

ERNEST KENDALL, Manager

Phone 298

144 Schley

FREE PICK-UP AND DELIVERY SERVICE

### HAPPY NEW YEAR!

We are very happy to announce our ownership and management of the Hereford Laundry and Dry Cleaners at this particular season of the year.

As one looks forward into a new year — 12 months of opportunity to serve one's neighbors and friends, he cannot do else but pledge every effort to serve to the limit of his capacity.

We sincerely will exert ourselves to give you the best laundry and dry cleaning service you can find anywhere. . . we have the facilities, the personnel, and the will to do just that. May we enjoy your patronage?

Sincerely,

ERNEST KENDALL  
BILLY KENDALL





# Many Family Reunions Held Week After Christmas

At the Jackson Home

Year Ended With Whirl of Activities

## SOCIETY

Mrs. John McLean, Society Editor

### The Sunday Brand

Section 2 Sunday, January 2, 1949

#### Gayety Sets Tone of Annual Texas & M Club Dance Held at Clubhouse

The club house in Veterans' Memorial Park became a Texas A&M College ballroom Tuesday night as Hereford's A&M students, home for the Christmas holidays, held their annual Texas A&M Club dance. A huge boxed sign bearing the school insignia hung from the chandelier in the center of the ceiling, introducing the school colors of maroon and white which were repeated in streamers and in other gay decorations. The holiday atmosphere was evidenced in Christmas lights, spanish moss and mistletoe.

As has been the custom for years, the Aggie students made all arrangements for the dance. Tunes on the nickelodeon and recordings provided the music. Those signing the register were Jack Kassahn, W. H. Patton, Barbara Burney, Bill London, Shirley Morris, Jack London, Mr. and Mrs. Bill Brady, Doris Hastings, Loyd Manjeot, Rosella Albracht, J. W. Robinson, Virginia Lyons, Jimmy Easley, Joyce Potter, Bobby Millard, Patsy Slagle, Richard Ireland, Rosemary Phillips, John Estes, Mr. and Mrs. Otho Noland, William J. Stanford, Hugh Clearman, Robert Jennings, Kathleen Anderson, Lloyd Olson, Virginia Kennedy, Carolyn Kennedy, Bill Kennedy, Rex Kennedy, Mr. and Mrs. Raylan Evans, Roger Corbett, Buddy Corbett, Charles Skelton, Evelyn Ford, Joye Close, Cal Brumley, Ervin Robinson, Pat Hammock, Jimmy Whitaker, Wilma Robinson, L. J. Clark, Mr. and Mrs. W. L. Davis Jr., Wayne Phillips, Gerald Smith, Mr. and Mrs. Cliff Estes, Mr. and Mrs. Bill Massie, Phyllis Radovich, G. T. Higgins, Peyton Ramey, Ben Plummer, Thurman Williamson, Collins Wilkins, Jim Worrell, Mr. and Mrs. J. P. Vaughn, D. C. Roberson, Delmo Williams, Mesdames Bruce Plummer, A. L. Manjeot, Boyd London, Henry Williamson, C. O. Wilkins, Roger Corbett, J. Wallace Robinson.



Mr. and Mrs. R. R. Jackson held a family reunion recently in Austin at the home of their daughter, Mrs. Stewart Long. It was the first time in 19 years that the entire family of 6 children and 17 grandchildren were together. All of the children attended Hereford schools. The Jacksons came to Hereford in 1924 and located on a wheat farm ten miles southeast of Hereford. They moved on Twenty-five Mile Avenue in 1928 and to their present home on Miles Avenue several years ago. He still farms two sections of land near Hereford. Reading from left to right in the picture are: Back row—Clinton Jackson, Mrs. Clinton Jackson, Jacqueline Reddoch, Mrs. Billy Bob Jackson, Leonard Hicks, Mrs. Leonard Hicks, Mrs. Walter Seed and Walter Seed. Second row from back—Patsy Jackson, Shirley Ann George, Naomi Reddoch, Mr. and Mrs. R. R. Jackson, Mrs. Stewart Long and baby Jeff, and Stewart Long. Third row—Donnie Jackson, George Reddoch, Charles Robert Seed, and Jeb Long. Bottom row—Bobbie Jackson, Carolyn Jackson, Marilyn Jackson, Cynthia Seed, Becky Jackson, Judy Hicks, Dottie Hicks, and Linda Hicks.

#### Let's Cook Something...

(Editor's Note: In this issue of the Sunday Brand we resume our series of food which was discontinued during the war because many items were unavailable. Prize recipes from the files of Hereford homemakers, which have been tried and tested over and over again, will be featured and suggestions dealing with foods especially suited to home entertaining—Sunday night suppers, buffets, seasonal holiday parties, as well as the formal dinner, little dinners, indoor picnics and the everyday meal without too much fuss about it, will be included.)

Cooking is one of the oldest and greatest of arts and eating may become entertaining as well as necessary. This column takes a great deal of pride in again being able to present for the interest of its readers, the choice recipes, both new and old, of Hereford housewives who know good food and how to prepare it.



Mrs. Seth B. Holman contributes the first recipe of the new series. She got it from her friend, Mrs. Evelyn Bain, manager of The Woman's Club, Waco, and a wonderful cook.

**Bulgarian Chicken**  
1 large onion  
4 broilers or small chickens  
1/4 lb. butter  
2 or 3 cups of stock or water  
1 1/2 cups rice  
Few sprigs, parsley, chopped  
Salt, pepper and paprika

Place the onion chopped fine in the bottom of roaster. Place chickens which have been quartered and well seasoned with salt, pepper and paprika (make red with paprika) on top of onion and add butter and stock or water. Cover and place in hot oven and allow chicken to brown, turn chicken and return to oven until

chicken is done (about one hour). Remove the chicken and add the rice, well washed, to mixture in roaster. Add hot water if necessary and cook rice until done in 325 F. oven. The rice must cook slowly. Place chicken on top of rice the last few minutes of cooking to heat thoroughly. Serve on platter or chop dish, making mound of rice in center and placing chicken around it. Garnish with parsley.

Party guests are lucky when the hostess plans this dish for informal luncheon or buffet supper, and it soon becomes a favorite with the masculine portion of the family, too. Serve with a tart salad or pineapple rings, topped with toasted almonds, and buttered cornbread sticks.

and Mrs. Thomas were married in the home of the Methodist minister, Rev. Cooper, the couple went to housekeeping at a farm home in Cook County.

There have been many changes made since they moved to the Plains country in 1902, locating 16 miles northeast of Hereford. He has always loved the land and says he is certain the happiest years of their lives were spent on the farm.

In 1914 they moved to House, N. M. but returned to Hereford seven years later. For the past eight years he has served as justice of the peace in Deaf Smith County.

His main hobby is "doodle-bug geology" and during their entire residence in West Texas, almost, he has pursued this hobby with diligence.

**Makes Quilts**  
Mrs. Thomas says she can't remember just how many quilts she has made but there have been many for she has been at it ever since she married.

They are members of the Methodist Church, she joined the church when very young, and both still attend services regularly. He doesn't allow even his duties as justice of the peace to keep him from attending church, and when asked how many couples he had married he said, "I'm sure I've married more than fifty couples but I don't like this marrying business, they ought to go to the church to get married" and when questioned about the marriage fees he says sometimes they don't pay him a thing but at other times he has received as much as ten dollars.

"The one thing I like to do more than any other in carrying out the duties of that office is to 'fine a drunken woman,' for I'd like to have my share in stopping that sort of thing," he said.

**Five Children Living**  
Five of the couple's seven children are living and include Mrs. W. N. Griswold of Hereford, Mrs. Bertha Kemper of Liberal, Kansas, Paul of Phoenix, Ariz., Marvin of Campbell, Calif., and Clyde of Dalhart. Only the two daughters were able to attend the celebration. They have 15 grandchildren and six great-grandchildren.

Mrs. Griswold and Mrs. Kemper honored their parents at a dinner in the Griswold home Sunday, Dec. 26, when out-of-town relatives and old friends and neighbors in Cook County who now live in Hereford, were present.

They included Mr. and Mrs. Mid Fugh and daughter Owen of Tucumcari, N. M., Mr. and Mrs. Luke Clegg of Springer, N. M., Mr. and Mrs. Joseph Clegg, Portales, N. M., Charles E. Kemper (Continued on Page 3)

#### At the Drury Home



Children of Mr. and Mrs. E. F. Drury were home for Christmas for the first time since the war and besides the family Mrs. Drury's relatives were also present at a reunion held during the holidays, which was the first get-together for them in 33 years.

Her mother, Mrs. A. Kelly of Albany arrived early in the week before Christmas and other out of town relatives included her sister, Mrs. C. R. Pannell and family, and a brother, John Hightower and family, also of Albany; their children; Mr. and Mrs. I. F. White and family and Mr. and Mrs. Thurman Drury and family of Temple City, Calif., Mr. and Mrs. Cloyce Drury, Fort Worth.

Pictured in back row left to right are Thurman Drury, Ray Pannell, Cloyce Drury, I. F. White, John Hightower, Phillip Minnear.

Second row—Mrs. Thurman Drury, LaWanda White, Mrs. Ray Pannell, Mrs. Cloyce Drury, Bobbie Jean Drury, Mrs. I. F. White, Mrs. Phillip Minnear, and Mrs. John Hightower.

Bottom row—Janice Hightower, W. C. Kelly, Mrs. A. A. Kelly, Fred Lee Drury, Mrs. E. F. Drury, Clifton Drury, E. F. Drury and Fozzo White Jr. (Photo by Elmer Patterson)

Mr. and Mrs. T. J. Carter and son, Tommy Jim, spent the holidays in Dallas with her parents.

Miss Minnie Medlin and her granddaughter, Janice, were in Amarillo for Christmas.

The group of 15 employees and their families will continue their work in the Panhandle area.

Mrs. Jim Hendrick arrived Saturday for a few days visit in the home of her parents, Mr. and Mrs. Walter London enroute to North Carolina. Private and Mrs. Hendrick have been stationed in San Diego and he is being transferred to North Carolina for the School of Finance.

Spending the Christmas week-end in Pampa with Mrs. Mel Davis were Mr. and Mrs. E. B. Hedrick. The Hedricks left Thursday for Dallas where they attended the Cotton Bowl games New Year's day of Oregon vs. S. M. U.

Mr. and Mrs. R. O. Stark of O'Donnell spent the Christmas holidays in the home of her parents, Mr. and Mrs. William McGehee. Other guests in the McGehee home during the holidays were Mr. and Mrs. Ed Maier of Orange, California who were enroute to Idaho to visit relatives.

Byron Ellis of Amarillo transacted business in Hereford Thursday.

Mrs. Cooper Morgan, who has spent the past several months here with her daughter, Mary Jane Morgan, has returned to her home in Austin. She was accompanied by Mary Jane, who has sold her record shop business here.

Mr. and Mrs. Charles Owen and Dennis Charles returned Wednesday from Whitsney where they have been the past week visiting Mr. Owen's mother.

The week following Christmas traditionally is reserved for family gatherings. It's national home coming week when the doors of hospitality swing wide open to parents and children, brothers and sisters and other relatives get together in happy celebration.

Hereford families have spent a busy week ending the old year, and relatives from far and near have been welcomed into family groups, some of them after an absence of years, for the holiday season is the time of year when family life reaches its peak of joy.

**The George Brumley Family**  
Members of Mr. and Mrs. George Brumley's family gathered on Sunday after church at their home for the annual Christmas dinner. Included were Dr. and Mrs. J. O. Baker, Wanita Jean and John Thomas of Dallas, Dr. and Mrs. E. E. Joiner and son Gordon of Floydada, Mr. and Mrs. B. E. Brumley, Mr. and Mrs. Earl Dean Hopson and daughter, Mrs. Louise Olson, Mr. and Mrs. George L. Olson, Mr. and Mrs. Homer Brumley and David and Carolyn and Mr. and Mrs. Elvin Wilson and children.

**In Harrison Home**  
Mrs. E. W. Harrison held her Christmas dinner on Monday with her daughter, Mrs. J. M. Simpson and family of Amarillo, and a son David Harrison and his family of Quannah, here for the day. Other guests were Mr. and Mrs. Gene Roach of Tatum, N. M., Miss Frances Turrentine of El Paso and George Turrentine.

Mrs. Harrison, Miss Turrentine and George Turrentine spent Christmas day in Amarillo, guests of Mrs. J. M. Simpson Sr., at a dinner given in the home of her daughter, Mrs. George DeWald.

**Henry Hastings Family**  
Mr. and Mrs. Henry Hastings held a Christmas get-together for their children on Wednesday after Christmas featuring a turkey dinner. Special guests were her brother, J. M. Tomlinson of Tulsa, and a granddaughter, Jeanne Gilliland of Dallas. Others attending were Mr. and Mrs. Ralph Hastings and son Wayne, Mr. and Mrs. J. T. Gilbreath Jr. and Royce, Mr. and Mrs. Charles Hill and son David and Miss Doris Jean Hastings, student at WTSC Canyon.

**Kirby Dinner**  
Members of Mrs. J. W. Kirby's family gathered early Christmas morning for the Christmas tree which was followed by a dinner at noon. Those enjoying the annual affair were Mr. and Mrs. B. H. Kirby and Terry and Jeffrey, Mr. and Mrs. J. E. Kirby, Sallie Sue, Carolyn and Ann, Mr. and Mrs. C. S. Perrin.

**Rev. Beavers to Lubbock**  
Rev. and Mrs. M. M. Beavers went to Lubbock to celebrate Christmas in the home of their daughter, Mrs. J. W. Hendrick, formerly of Hereford. A family reunion was held Christmas day. Those attending besides Rev. and Mrs. Beavers and the hosts were, Milton Beavers of Hereford, Zoe of Dalhart, Mr. and Mrs. Hubert Freeman and Mrs. Hubert Freeman and son of Abilene, Lovey and Morris of Lubbock.

**McCracken Party**  
Mr. and Mrs. J. C. McCracken entertained her parents, Mr. and Mrs. M. L. Steele, at a traditional holiday get-together with their children, Sylvia and Jack, also enjoying the occasion. Guests Tuesday of the McCrackens and Steeles were a son, Sam Steele and Mrs. Steele of Fort Sumner, N. M. and their daughter and husband, Mr. and Mrs. Bobby West, students at the University of Denver.

**Ireland Get-Together**  
The E. S. Ireland family enjoyed three days of celebration with the traditional Christmas dinner on Saturday at their home. Present were Mr. and Mrs. Woodrow Ireland and her mother, Mrs. Marie Wilks of Dallas, Mr. and Mrs. Donald Dee Henslee and son Donnie and Mrs. Elizabeth Bonessio and son Mickey. Sunday guests at a dinner in the Ireland home were Mr. and Mrs. Bill Graham, Mr. and Mrs. Elbert Wright, Mr. and Mrs. Will Wright and grandson, all of Dimmitt, and Mrs. Clay Ridgway, Monday Mrs. Bonessio was hostess at a dinner for Richard Ireland and Patsy Slagle, Mr. and Mrs. Donald Dee Henslee.

Refreshments were served by Eugene Robinson, Beulah Krum, Mary Kathryn Carroll, Mrs. Helen McGilvary, Paul Longbottom, Patsy Slagle, Jacqueline Howell, Richard Ireland and the hosts.

**Christmas Evening**  
Christmas evening Mr. and Mrs. W. H. Russell held a family get-together at a dinner party with Mrs. Jess Russell of Houston and Mr. and Mrs. L. B. Russell and twin daughters, Mary and Martha, of Abilene here for the occasion. Others attending were Mr. and Mrs. Jack Geffkin and son and Mr. and Mrs. Fred Barrett Jr., of Hereford.

**Valentines Are Hosts**  
Mr. and Mrs. W. I. Valentine were hosts at a family dinner on Christmas day. Out of town guests were Mr. and Mrs. Jim Satterwhite of Seminole and Mr. and Mrs. Randal LeMaster of Lubbock. Children present were Mr. and Mrs. Alton Fraser and son Jon George, Mr. and Mrs. John Kelly and sons, Billy Joe and Mike, Mrs. Zephia Lloyd, Mr. and Mrs. Gilbert Hooper and Don, Jackie and Merideth Ann, Mrs. Satterwhite and Mrs. LeMaster remained in Hereford for a week's visit.

**To Hedley**  
Mr. and Mrs. D. C. Kinsey and son Robert Charles, went to Hedley Sunday to join his father, C. L. Kinsey in observing Christmas. They were accompanied by Mr. and Mrs. P. L. Dishman, Mr. and Mrs. V. C. Hopson and Susan and Paul Dishman.

**Jeff Gilbreath Family**  
The Jeff Gilbreath family held a family get-together at the annual Christmas Tree party held at the home of Mr. and Mrs. J. T. Gilbreath Jr. Thursday evening December 23. A buffet supper and the tree provided entertainment. Attending were Mr. and Mrs. L. H. Rhoades of Tucumcari, N. M., and their children, Brownie Lou and Robert and Jeff and a son Lloyd Henry, a cadet at West Point, home for the Christmas holidays. Mr. and Mrs. Lisle Woodford and sons Tommy and Bill, Mr. and Mrs. J. M. Poesy, Mr. and Mrs. Sam Gilbreath and John and Zay, and Mr. and Mrs. Woodrow Gilbreath and Peggy of Dimmitt, Mr. and Mrs. J. E. Kirby and children, Sallie Sue, Carolyn and Ann, Mr. and Mrs. Richard Petersen and son Gary of Lubbock, Jeff Gilbreath, the honoree, and the hosts and Royce Ann.

**Dowell Guests**  
Christmas guests of Mr. and Mrs. R. L. Dowell Sr. at a family affair were Mr. and Mrs. Bartley Dowell and sons, Randy and David, and Mrs. R. L. Dowell Jr., and daughter, Lindsey Rose of Austin, Mr. and Mrs. Johnny Dowell and son Mike of Canyon, and Eugene Dowell. Other guests were Mr. and Mrs. W. A. Dobbins, Mr. and Mrs. Sanford Smith and Mrs. W. R. Dowell.

**Ellistons in Whitdeer**  
Mr. and Mrs. Byrl Elliston celebrated Christmas in the home of his sister, Mrs. H. P. Barnard in Whitdeer. He and Mrs. Elliston were accompanied by his mother, Mrs. A. H. Elliston, Mr. and Mrs. Joe Bailey Elliston and Danny, Mr. and Mrs. Byrl Elliston and children Tommy and Don of Wallace, Idaho. They were joined, there by Mr. and Mrs. Leaton Branson and son Bob of Amarillo and by Mr. and Mrs. Rob Curry and sons John and Don of Pampa.

**Jennie Thompson's Family**  
Mrs. Jennie Thompson entertained her family at a noon hour dinner Saturday. Proceeding the dinner a family custom was carried out when Christmas carols were sung and the family (Continued on Page 6)

## Personal

Mr. and Mrs. F. P. Lyons had as their house guests for the Christmas holidays Mrs. Lyons sister and family, Mr. and Mrs. L. E. Murray and Lynn Susan and Miss Mary Louise Ligon all of Oklahoma City.

Mrs. D. C. Hasley, sister of Mrs. Robert Thompson, arrived last Wednesday to visit in the home of the Thompsons. Her son and daughter, W. T. and Donna Kay all of Tulsa were guests of the Thompsons until New Year's Day.

Spending the Christmas week-end in Pampa with Mrs. Mel Davis were Mr. and Mrs. E. B. Hedrick. The Hedricks left Thursday for Dallas where they attended the Cotton Bowl games New Year's day of Oregon vs. S. M. U.



Photo by A. O. Thompson

#### Golden Wedding Celebration Is Given for Mr. and Mrs. Thomas

The Christmas season always has been a doubly important time of the year for Mr. and Mrs. A. L. Thomas who celebrated their golden wedding anniversary Sunday. They were married Dec. 28, 1898 in Dexter, Cook County, Texas. Mr. Thomas is 72 and Mrs. Thomas, who was Miss Lula Clegg before her marriage, is 71. Both of their families lived in Cook County and after Mr.

#### Christmas Party Is Held for Classmates

Among the many little parties given for Hereford High School classmates, home for the Christmas holidays, was an informal one for some members of the High School Glee Club who sang together while in school. Hostess was Bettye Katherine Hodges and Tuesday night the group gathered at her home to sing again the songs and recall happy memories. Refreshments were served by Eugene Robinson, Beulah Krum, Mary Kathryn Carroll, Mrs. Helen McGilvary, Paul Longbottom, Patsy Slagle, Jacqueline Howell, Richard Ireland and the hosts.

# Long Time Ago

(This issue of "The Brand" was full of personals as the main news of the week).

**Personals:**  
Prof. Lee Clark (of the Christian College) went to Amarillo Saturday to visit relatives. B. B. Curtis of the Laird Ranch at Bovina was up Saturday on business. Miss Tressye Coston went up to Amarillo Saturday to spend

a few days visiting with friends. Tom Witherspoon, manager of Tol Ware ranch west of town, was in on business Saturday.

Maple Daniel, who got his leg broken some time ago in a tussle with a broncho in New Mexico, is able to be about again. B. C. Roberson was in from Boom Saturday and brought an organ to be used by all the re-

ligious denominations of this community.

W. P. Rambo was in town Tuesday from his ranch, 15 miles northeast of town. W. S. Dixon, The Brand's correspondent at Dimmitt, was a caller in the city Saturday.

Mr. and Mrs. G. A. F. Parker went to Amarillo Saturday and spent Sunday with Mr. and Mrs. Wade Bynum. Miss Grace Hanaford of the Green Valley Ranch was in Hereford visiting the first of the week.

Mrs. George Guinn's mother, brother and sister came down from Amarillo Saturday in response to a message announcing the serious illness of their little grand-daughter and niece, Ruby May Guinn.

George Burns resigned his position as salesman with Norman and Mabry and will devote his entire time to the drug business of Burns and Smith.

J. W. Childress of Lubbock county was in Hereford Monday and Tuesday and returned with two heavily loaded wagons with such articles as disc plows, feed stuffs, and supplies.

We have noticed that J. R. T. Bassett, one of North Draw's prosperous young cattlemen, has of late been "spracing up" mightily, and Dame Rumor states that he has recently purchased a "conventional black" for use on a near future "special occasion." How about it Taylor?

B. P. Abbott of the X I T Ranch at Bovina was in Hereford Wednesday. Mrs. John E. Ferguson went to Roswell Thursday to visit relatives. H. H. Hawkins was in from his ranch Wednesday and called at the Brand office.

Mr. and Mrs. Will Evans returned Wednesday from a visit with relatives in Barstow. Mr. and Mrs. F. L. Vanderburgh went to Amarillo Thursday afternoon on business. We are glad to see C. P. Arthur on our streets again after a severe attack of slow fever from which he has just recovered.

Judge C. F. Kerr came up from Dimmitt Saturday on business. Miss Mina Dameron went down

## Video Helps Some Sports, Hurts Others

By FRANK ECK  
AP Newsfeatures Sports Editor  
NEW YORK—Is sports using television as a medium to increase attendance? Or is television playing up sports to increase video interest and sales?

It appears that one hand has washed the other. Television has helped some sports, has hurt others. Meanwhile, the telecasting of sports events has helped TV sales tremendously.

Baseball, worried about the future certainly has no complaint at present. The major leagues drew 20,920,842 fans during 1948—the all-time high.

These figures purport to show that TV has helped baseball. This despite the fact that Pittsburgh, without a TV station in 1948, drew a record 1,517,021 fans for Forbes Field.

Six of the eight teams in the National League went over the one million mark in attendance. Two American League teams passed two million, the Indians drawing 2,620,627 and the Yankees 2,373,901. Both telecast their games although in Cleveland only parts of games were videoed.

Minor League clubs within viewing range of big league telecasts were hit where it hurts the most—the gate. As a result there's little possibility that big league games ever will be put on networks. Can you imagine how many fans would attend a night game in Philadelphia to see the Phillies if on the same night the Athletics and Yankees were playing a crucial game? Or how many would attend a night game in Wilmington, Del., with a big league game on their screen?

There are approximately 450,000 TV sets in operation in Metropolitan New York City. Within the next three months the trade expects to have in service an additional 950,000. At present the nation has about 750,000 sets in homes and tap rooms. Within the next year manufacturers hope to have an additional 1,500,000 sets on the market. In round numbers that means about 2,500,000 sets in operation throughout the country by next Christmas.

How Will Sports Be Affected? How will this affect sports? Nobody seems to know the answer although most sports promoters, colleges included, are worried. TV is growing by leaps and bounds. More sets mean more viewers. This cuts down attendance at the actual event, promoters contend.

We have yet to see a baseball telecast where all of the action so necessary to a game is brought out in one picture. This may never come about. However, there is now such a thing as an "image splitter," which puts two pictures on the screen at the same time.

If it's tried in baseball it might improve parlor or barroom action enough to cut into the big league gate. Imagine showing a simultaneous picture of Joe DiMaggio rounding second base and Ted Williams chasing his drive in the outfield! Or Bob Feller going through his duck-footed motions and unique facial expressions while Williams gets ready to blast the pitch!

After sitting at home for a month here's our reaction to the various telecast sports programs:  
**BASEBALL**—The majors appear to have little to worry about when it comes to TV. The entire action taking place on a diamond may never be brought out sufficiently in one picture. That's a must for the real baseball fan. Night game crowds figure to drop due to increased interest in TV and the economy involved in staying home nights.

to Childress Saturday to spend the holidays with friends. C. E. Wheeler returned Saturday from a two week's visit with relatives and friends in Missouri.  
G. T. Higgins, a successful ranchman from the west part of the county, came in Monday after supplies. T. J. Bassett of the north part of the county was scattering sunshine on Hereford's streets Tuesday, while mingling with friends.

**BOXING**—Madison Square Garden attendance has fallen off alarmingly. But here you've got to take into consideration that ringside seats often are \$12, that money isn't as free as it was a couple of years ago and that good boxers are scarce. TV shouldn't hurt boxing too much, if at all. You've got to be at the ringside to know exactly what's happening. That is best proven by the first Louis-Walcott fight of December, 1947. Most video viewers we talked to thought Louis won by a country mile. Yet around the first three rows of the working press the opinion favored Walcott. Louis got the official decision, albeit a split one.

**BASKETBALL**—No signs yet that TV has hurt. As a matter of fact it should help the sport. The fast action eliminates elaborate closeups.

**FOOTBALL**—This sport has been hurt. Ask the professionals. Cleveland, San Francisco and Buffalo teams refuse to telecast games. It's nice to sit home in your slippers after a king size Sunday dinner. The colleges appear to be after more money for their TV rights but they are also alarmed about future

crowds. TV might create new college fans and it's pleasant outdoors on those Indian summer Saturdays. Colleges have less worry than the pros because the latter games run into cranky weather. Sometimes the TV cameraman loses the ball in the razzle-dazzle T formation but in general it's easier for the fan to watch football at home.

**ROLLER DERBY**—Probably the most exciting sport on anybody's video. Twice before it flopped in New York but with TV recently the sport drew packed houses. Here you get very fine closeups of the pushing and charging that results when a skater attempts to get a point by lapping an opponent.

**WRESTLING**—One of the best sports for television audiences. Bill Johnston, promoter of 17 eastern mat shows each week, says TV has helped the sport increase crowds by 25 percent. The closeup action is terrific.

Mrs. Leta Barnett left Thursday for her home in Wichita Falls after spending several days during the holidays with her mother, Mrs. J. M. Boone.

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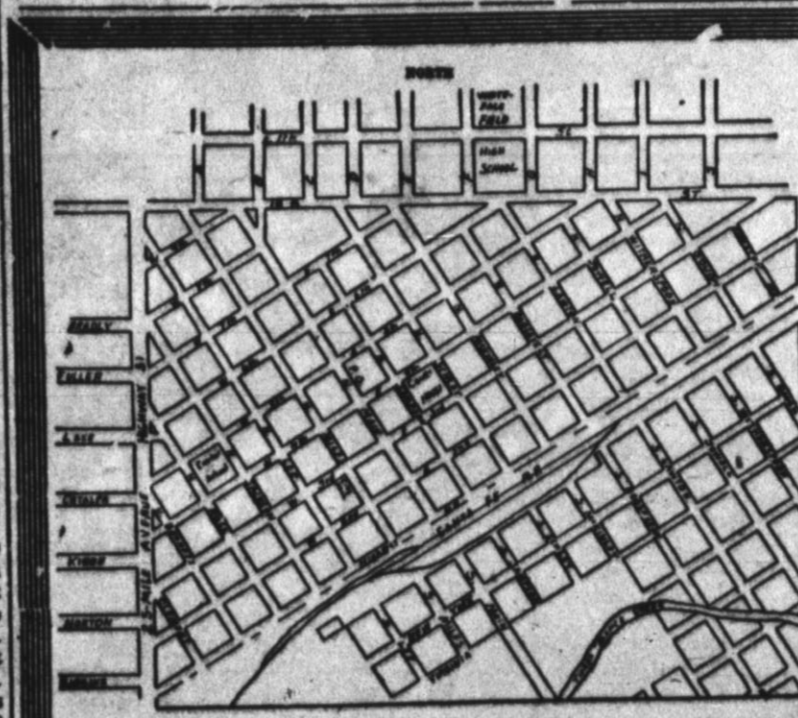
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# Election Upset Voted Year's Top News Story

By JOHN L. SPRINGER  
AP Newsfeatures Writer  
New York—The man from Missouri, who had to be shown, produced America's newspapers with their biggest story of 1948, according to results of a poll of Associated Press member editors.

The editors voted overwhelmingly that Harry S. Truman's spectacular feat of stumping the experts and winning the Presidential election against all expectations was the greatest

single event of the year.

Second place in the poll, in which top news executives from all sections of the country participated, went to the "Battle of Berlin," in which was symbolized the growing deterioration of relations between Soviet Russia and the west. An important part of this story was the institution of the Berlin airlift—the unprecedented aerial ferrying of food and supplies into the western

zones of the German capital city after the Russians set up a blockade of the railways and roads.

In order, the following stories also won top ranking:

3—The birth on May 15 of a new nation—Israel—and the fight for survival against the countries of the Arab League into which it was immediately plunged. Bloodshed in Palestine was a continuing story throughout the year.

4—Assassination of Mahatma Gandhi. India's "man of peace," who had lived to see one of his dreams realized when his country won independence from Britain in 1947, was killed on his way to a prayer meeting by a Hindu fanatic Jan. 30. His death, mourned the world over, inspired India's Hindus and Moslems to work together to end their long and bloody feuds.

5—Congressional approval of the Marshall plan through appropriations to get the European Recovery Program under way. Assurances of American aid inspired the Western democracies to keep up their resistance to Communist pressure. Reports late this year indicated that the \$6,000,000,000 appropriation passed by Congress in June was bringing about recovery in western Europe.

6—The cost of living. Through part of the year, many prices went up and up. In the nation's kitchens the story of America's postwar inflation was perhaps the biggest story of 1948. But at the year's end commodity prices were down from their peaks and economists were saying that perhaps the boom had spent its force.

7—Communist advances in China. Communism marched on in the Orient, the Reds moving into Mukden in October to control all of Manchuria, and making big gains elsewhere in China so that it was necessary, in December, to proclaim martial law in the Nationalist-held area. Generalissimo Chiang Kai-shek, head of the hard-pressed Nationalists, appealed for American aid. His wife raced to this country to try to enlist support.

8—Madame Kasenkina's attempts to stay in America. The Russian-born schoolteacher did not want to return to her native land. When she was detained—against her will, she said—in the Russian consulate in New York, she leaped from a window Aug. 12. In a critical condition, she was taken to a hospital outside Soviet jurisdiction. Her one-woman fight against a government made front-page headlines from coast to coast. It also led to expulsions from the United

States of the Soviet Consul General.

9—Death of Babe Ruth. Baseball, America's national pastime, never had a hero of the dimensions of the former inmate of a Baltimore reform school who set an all-time home run record in 1927. The idol of a generation, he died of cancer, Aug. 16.

10—Anti-Communist investigations. Probing of the House Committee on Un-American Affairs produced a series of sensations during the year.

The greatest came in December, when Whittaker Chambers produced top secret documents allegedly taken from the State Department. Chambers involved Alger Hiss, who denied his charges.

Other stories mentioned prominently by AP editors included: Defeat of the Communists in the Italian election; Stepping up of American re-arming, and the peacetime draft; Communist seizure of Czechoslovakia; Birth of a son (and possible future king) to Britain's Princess Elizabeth; Cleveland's World Series victory over the Boston Braves; Division of the Democratic party in the national political cam-

ern Europe; and Republican home Sunday afternoon between the hours of 2 and 5 o'clock.

A golden theme was used in appointments and decorations with an arrangement of jonquils in a crystal bowl forming the centerpiece for the refreshment table. Yellow candles flanked the center arrangement and the three-tiered wedding confection was topped with a miniature bridal couple. Mrs. Velma Hodges, Charles Kemper and Miss Gwen Pugh presided.

Gifts were received by the couple and messages of congratulation were still arriving several days after the celebration. Approximately 85 friends and relatives attended.

Anniversary  
(Continued from Page 1)

per, Liberal, Kans., Mr. and Mrs. Charles Hodges, Mrs. A. D. Godwin, Mr. and Mrs. A. O. Thompson and Miss Jessie Morris, all of Hereford.

Open House is Held  
Open-house honoring the couple was held at the Griswold

## McAdoo Couple Married 50 Years



Mr. and Mrs. Marshall Formby Jr. were in Lubbock the past week-end where his parents, Mr. and Mrs. M. C. Formby, observed their golden wedding anniversary.

The anniversary day was quite different from plans made by children of the couple to honor them at open house at their home in McAdoo, for on Wednesday preceding the anniversary date Mr. Formby was stricken with a heart attack and was rushed to a Lubbock hospital. All of the children were at his bedside on the golden wedding date and the gifts which had accumulated in McAdoo were brought to the hospital.

Marshal Formby who has returned to Hereford, reports that his father is still in a serious

condition but that he is improving steadily.

The couple eloped and married on Dec. 27, 1898 in Como, Hopkins County, and moved to Dickens County in 1916. He developed his present farm home from land used only for grazing, which he bought out of the famous old Matador Ranch, on top of the Cap Rock. They have seen many changes in the Cap Rock country during the past 32 years.

Children present were Mr. and Mrs. John Formby of McAdoo, and their son Clint, a senior at Texas Tech; Mr. and Mrs. Frank Duncan and daughters, Frankie Sue, Carol Ann and Mary Jane, of Vernon, and Mr. and Mrs. Marshal Formby Jr. of Hereford.

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Hearty Season's Greetings to all our good friends... and our sincere wish that happiness and success be yours throughout the New Year.

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MANN'S BAKERY is ever on the alert for whatever is new in our field. Whatever is happening for the good of the industry MANN is ready to make the most of it.

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# ANNOUNCING

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Sincerely,

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Hereford

# Around Town In 1948

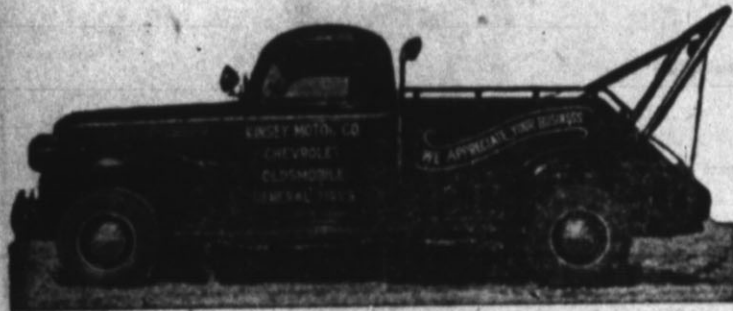
This is a round-up of Around Towns. Not to be outdone by professional humorists who collect their best stories of the year, the editorial force of the Brand has collected what it picks as the funniest local happenings, the lighter vein of life that rolls through the presses and proves that in jokes, too, truth can be funnier than fiction.

The new swimming pool was dedicated in July and Rev. Roy Ford was asked to make the address. His Rotarian buddies kidded him about being chosen to speak simply because his church believed in immersion. Ford replied, "That's all very well, probably some of you Methodists will be chosen to dedicate the new sprinkler system at the Court House."

Racing season brought out the latent talents of one local man. Just before one race he saw two little Negro boys pooling their change to put on the nose of a 20-1 shot. Naturally the Hereford man asked how they were figuring their chances and was

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BANDS EAR SCREWS TIE CLASPS

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**LAMM JEWELRY**

THE LITTLE STORE AROUND THE CORNER  
ON WEST THIRD

## Engagement of Lubbock Girl to Glenn S. Ricketts Is Announced

Mr. and Mrs. Wayne McMurry, 2208 15th St., Lubbock, have announced the engagement of their daughter, Miss Joyce McMurry, to Glenn S. Ricketts, son of Mr. and Mrs. Ira S. Ricketts of Hereford.

The engagement was revealed at a tea given recently by the prospective bride's mother. Receiving the guests at the tea with Miss McMurry and her mother were the bride-groom elect's mother, Mrs. Ira S. Ricketts of Hereford and his sisters, Mrs. H. M. Phillips and Mrs. A. D. Dougherty of Clovis, N. M. Falls, was born and educated in Prussia.

etts are both Bible students at Phillips University, Enid, Okla. and the wedding is scheduled for June 15.

The first well-advertised, organized rodeo—a cowboy contest of skill—was held in Denver in 1896.

John Augustus Roebling, designer of the Brooklyn Bridge and the span across Niagara Falls, was born and educated in Prussia.

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**LOOK AT THESE BUYS**

**SEE WHAT YOU SAVE**

**BIG VALUES IN FINE FASHIONS**

# ALL FALL SUITS & COATS REDUCED TO CLEAR

268 DRESSES MUST GO! VALUES 10.95 to 42.95

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GET ANOTHER OF EQUAL VALUE FREE!

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6 ONLY

**Brunch Coats** Reg. 14.95 **\$5.**

ALL

**Slack Suits** **1/2 Price**

DOVE DOWN

**Anklets** **39c**

GROUP

**Blouses** **1/2 Price**

THE *Vogue* "For the Lady of Fashion"

# As The News Camera Saw The Year

## Judged Champions at Stock Show



Winners at the February 4-H Club Fat Stock show are shown top left, grand champion calf exhibited by 4-H Clubber Dwaine Walker (right) while his father (left) and Colby Conkright, breeder, look on. Carrol Miller of Dawn, lower right, shows his reserve champion. At right above, Jimmy Joe Hill of Vega is pictured with his junior champion calf. At lower left, the top photo shows Anthony and David Acker, both of Nazareth, with their grand and reserve champions of the show.

## Two Awarded at Chamber of Commerce Banquet



At the Annual Chamber of Commerce banquet in late February, Dr. G. W. Heard (left) received congratulations from Lions Club President B. G. Kinsey as he was awarded a special trophy by the Lions for community service over a period of years. Dr. W. H. Alexander, (center) speaker was snapped in a characteristic pose. At right Dub Reeves was awarded the Lions Club trophy as the "Best All-Around Citizen of 1947" by T. E. Seigler Jr.

## At Hereford's Golden Anniversary



Planners pictured here who attended Hereford's Golden anniversary in May are (extreme left) Uncle Walk Brady, (center) Nester Gass, B. G. Higgins and C. R. Smith lay a time capsule to rest, and below, the prize-winning Fallwood fleet, "Cattle Rustler Hanging." In the next photo youngster looks a ride on the Santa Fe's miniature train exhibited. Mr. and Mrs. C. R. McGee (at the barber pole) pose for a Gay Nineties photo and below, the cleanup details follow the parade. At the extreme right Martin Gilliland hides behind the brush of a prospector's beard. With him is...

## Truman Selected Man of Year By Near Unanimity

By SHERRY BOWEN

AP Newsfeatures Writer Harry S. Truman, President of the United States of America, was man of the year in 1948. He was chosen almost unanimously by vote of the editors of Associated Press newspapers.

The farm boy from Missouri who prayerfully took over as chief executive when President Roosevelt died in 1945, waged a fighting victory in 1948. He said he often yearned for his old seat in the U. S. Senate. But when the chips were down, he ignored the experts. He told his party leaders he would win—and he did.

He had traveled a long and twisted road to the Presidency. In 1906 he went into partnership with his father and worked long hours to keep the family farm going. Eleven years later he was in World War I. He went to France as a captain in the Missouri national guard and was promoted to major before the war ended.

After the war he failed in business and was long years paying off the resulting debt. But in 1922, with the help of the Pendergast machine in Missouri, he went into politics as a member of the county government in Jackson county.

He was first elected to the U. S. Senate in 1934. When the Pendergast machine faced charges of dishonesty, Truman was nearly defeated in the 1940 election. But investigators said suspicion never once pointed at him. Truman said Tom Pendergast never asked him to do a dishonest thing.

In the early part of the war he headed the Truman Committee which saved the nation millions of dollars by checking on war contracts. In 1944 he took the nomination as vice president, which he did not want, in a compromise deal at the convention.

His committee was formed at his suggestion after he had been turned down when he sought to reactivate his commission in the Army reserve. So, instead of being a colonel in the Army during the war, he finally became commander in chief of all the U. S. forces as President of the United States.

In the 1948 election, the Republicans gained control of both houses of Congress. Faced with hostility from the legislators, he hammered at a program which included long range housing, increased legal minimum wages, a civil rights program, government backed health insurance, federal aid for reduction and other things.

He denounced the Taft-Hartley law and income tax cuts. On this program, he won the 1948 election.

In other fields the AP editors chose the following men: George G. Marshall, foreign affairs; J. Robert Oppenheimer, science; Philip Murray, labor; Henry Ford II, industry; Herbert Hoover and Paul Hoffman in public service; Norman Mailer, literature; and Sir Laurence Olivier, entertainment.

## THE YEAR IN REVIEW

# Hereford Shivered as '48 Rode in on Storm

As the curtain fell on 1947 and the infant '48 bowed onto the stage, the High Plains were shivering from a blizzard which roared into the Hereford area Dec. 30, sent the mercury plummeting to 14 degrees, coated highways with ice, and caused the shutdown of Hereford schools for a brief period.

Francis Hardwick, theatre man, was elected Hereford Chamber of Commerce president to succeed Homer Brumley shortly after the first. Hardwick stepped out of the Chamber vice presidency to take his new job and Herman Ford took over as vice president. Bob Wilson was re-elected treasurer for a second term.

**Jail Break a Flop**  
Jan. 3 a trio of county prisoners, tired of their boarding place, set out to better their living conditions by attempting to dig a hole in one of the jail walls with a pocket knife and can opener.

The escape was blighted however, when the sound of falling plaster attracted the attention of Mrs. Neal Young, wife of the jailer.

An estimated \$50,000 damage was done when flames, resulting from the explosion of a barrel of anti-freeze, swept the Ireland Motor Company. At the time it was reported no insurance was held by the company.

As the month drew to a close a record-breaking storm was battering the area with a ferocity which caused Mayor W. E. Dameron to call a "state of emergency" at the request of West Texas Gas Company officials.

The mayor appealed to all commercial users of gas to shut off heat, and if necessary, close their establishments in an effort to bolster the gas supply for residential sections.

Schools for the second time in the young year were forced to close as were some business houses.

The cold hung on and on the sixth day of the Arctic interlude, three inches of snow fell and the mercury dropped to six degrees.

**Local Airmen Killed**  
Two Hereford youths, Quentin R. Williams and Billy Boone Whitaker Jr. were killed when the light plane they were flying crashed in the fog near Memphis, Texas.

Both Navy Veterans of World War II, Williams was the son of Mr. and Mrs. Steve Williams, Hereford, and Whitaker the son of Mr. and Mrs. W. B. Whitaker, also of Hereford.

In February the vagaries of post-war economics had sent the nation's markets into a nose dive and this section began to feel the pinch when wheat fell to \$1.92 and grain sorghums and other home-grown products hit the skids.

**Thousands At Stock Show**  
Feb. 21 was the day of the annual Rotary-sponsored Deaf Smith 4-H Club Fat Stock Show. Thousands thronged Hereford for the event, and a calf fed by Dwaine Walker was proclaimed grand champ.

Dub Reeves was awarded a Lions Club trophy as the "Best All-Around Citizen of 1947," at

a Lions banquet Feb. 27. At the same affair, Dr. G. W. Heard received a special trophy for "community service over a period of years."

March 23 contracts were let by the City Commission to C. Hunter Strain Company, San Angelo for paving 120 blocks of city streets and nine blocks of alleys in the business district.

A \$15,000 herd of 30 registered Hereford heifers was given to Boys' Ranch at a banquet in Hereford March 15 by farmers of Deaf Smith, Randall, Castro, Oldham and Potter counties.

"We wanted to do something for the boys," Ezra Norton, retired Hereford rancher who promoted the gift, said when the herd was presented.

April 16 the County Commissioners' Court moved to issue \$36,000 in time warrants to finance proposed new additions to the Deaf Smith County hospital.

The warrants were the difference between the \$150,000 bond issue voted in the fall of 1947 and the lowest bid submitted by contractors the week before the warrants were approved.

**Softball Schedule Announced**  
As April wound up, the schedule for the 10-team municipal softball league was announced and members of Central School's softball team received new uniforms from Hereford Rotarians.

Ten thousand persons visited Hereford May 6 when the city held its Golden Anniversary Celebration. Nearly 800 pioneer Panhandle settlers registered at reunion headquarters.

Among the outstanding features was a mile-long parade with 60 floats. The parade was termed the "best ever" by many of the old timers.

Preliminary activities in a campaign to build a proposed \$300,000 hotel in Hereford got under way May 13 when members of the hotel planning committee met at the County Court House and outlined a fund drive to start May 28.

Graduation exercises were held at the Junior High School May 20 and at the High School May 21. The Junior High graduated 90 students and the High School 62.

**Fire At Grain Company**  
A \$75,000.00 fire swept Pitman Grain Company buildings May 27 and destroyed an elevator and warehouses and damaged a concrete storage house seriously.

Fire departments from Dimmitt, Canyon, Friona, Vega and Amarillo answered emergency calls and assisted inadequately-equipped Hereford firemen in bringing the blaze under control.

June 10 a survey made by the Brand revealed estimates for the '48 wheat yield had doubled in two weeks because of rains which had fallen in the interim.

Hereford Rural School District trustees sold \$475,000 in school bonds at an interest rate of 3.18 per cent to a combination of five bond dealers June 18.

By June 24 funds for the new hotel had reached \$128,000.

**Paving Program Starts**  
During the last week in June work on the street and alley paving program got off to a (Concluded next week)

## More Pictures in Thursday's Brand

**DEATHS IN 1948**

**January**  
Olive Perkins Brooks, Jan. 17.  
Andrew T. Stowers, Jan. 26.

**February**  
W. C. Pitman, Feb. 2.  
William Dolton Cockerham, Feb. 2.  
James Walter Spradley, Feb. 4.  
Claud Howell Neese, Feb. 23.  
Thomas Edward Epting, Feb. 25.

**March**  
Johnnie Robert Womble, March 7.  
Arthur Brooks, March 11.  
Rosetta Miller, March 18.  
Frederick William Goodnow, April 4.  
George Raymond Crawford, April 4.  
Charles Hulon Bell, April 7.  
Winford Lee Childress, April 14.  
Edward Lee Williams, April 19.  
Faurice Lucille Deaton, April 22.  
Sarah Elizabeth Dameron, April 23.  
Bertha Ida Barnhart, April 22.  
Elizabeth Catherine Marnell, April 24.  
Sarah Williamson, April 26.  
Emil Thomas Shreve, April 29.

**June**  
J. L. Lookingbill, June 3.  
Baby McLean, June 24.  
Sandra Lynn Freeman, June 30.

**July**  
Walter Martin Turner, July 1.  
Henry Janssen, July 5.  
Eva Pitman, July 5.  
David Melton Byrd, July 5.  
James Elizabeth Wittman, July 12.  
Visana Moreno Musquz, July 12.  
Nellie Lee Thompson, July 25.

**August**  
Clarence Day, Aug. 11.  
Donna Kay Meachem, Aug. 21.  
Esikro Vargas, Aug. 27.

**September**  
Frank W. Lambert, Sept. 1.  
Carl Thomas Jefferson Gilliland, Sept. 18.  
Roberto Ramon Carots, Sept. 18.

**October**  
Rose Lee Curtisinger, Oct. 7.  
Billie Royce Williams, Oct. 11.

**November**  
Lenor Ramas, Nov. 1.  
Thoms Lee Reinauer, Nov. 6.  
Maybelle Simmons, Nov. 23.  
Carl Straffuss, Nov. 9.  
William Edward Blood, Nov. 26.

**December**  
Issac John Blackwell, Dec. 10.  
Catherine Schultz, Dec. 11.  
Mrs. D. W. Holland, Dec. 12.  
Hugh Turner Campsey, Dec. 19.  
M. F. Boyle, Dec. 21.

**Death Totals—54**  
Jan. 2; Feb. 5; March 3; April 11; May 9; June 3; July 7; Aug. 3; Sept. 3; Oct. 7; Nov. 5; Dec. 5.

**High month—April with 11.**  
**Low month—May with 0.**

**Family Reunion**

(Continued from page one)

... was featured. Those present were Mr. and Mrs. A. O. Thompson, Miss Jessie Morris, Mr. and Mrs. A. J. Schroeter and sons, Alex J. Paul, Bryan and Edwin, Mr. and Mrs. Troys Carmichael and daughter Merle, and Sherry Schroeter of Los Angeles, Calif. who is spending the winter in Hereford with her grandparents, Mr. and Mrs. R. Schroeter.

**In Barnard Home**  
Out-of-town relatives spending Christmas in the Dennis Barnard home included her mother, Mrs. Mattie Crutchfield, her sister, Miss Georgia Crutchfield, of Pampa. Also Mr. and Mrs. John Studer and Mr. and Mrs. Larry Fuller of Pampa. Their children present were Mr. and Mrs. Hilton Higgins and Sue, Kay and Denise Barnard. Others present for the Christmas dinner were Mr. and Mrs. Don Combs.

**Children Home For Holidays**  
Children spending the holidays here with their parents, Mr. and Mrs. J. E. Cockrell were Mr. and

Mrs. L. R. Frost of Abilene, Mr. and Mrs. V. L. Chambliss and daughter Carolyn Jean of Fort Worth, and Mr. and Mrs. Edgar Russell and Betty Kay of Levelland. Enjoying Christmas day dinner with them were Mr. and Mrs. Don Lacey and family of Friona and during the afternoon open house was held for friends and classmates in Hereford High School.

**California Guests**  
Mr. and Mrs. Joe Hill and children of California were guests of her mother for a couple of days during the holidays. They were enroute from California to Columbus, Ohio to make their future home. Others attending the Christmas day feast were her son, Pat Jones and wife and baby of Amarillo, Mr. and Mrs. W. E. Dameron and daughter June who is teaching at Georgetown, Miss Frances Dameron and Finis Owen.

**Children Are Home**  
All five of Mr. and Mrs. J. C. Allred's children were home for Christmas. A dinner at noon and the traditional tree with gifts in the afternoon was the order of Christmas day. Attending were Mr. and Mrs. Cecil M. Allred, Marilyn and Milton, and Mr. and Mrs. Garland Mayo of Amarillo, Mr. and Mrs. D. W. Henry, Rita and Mona Faye of Plainview, Mr. and Mrs. Jimmie Allred, Marlene, Clydene and Lynton and Mr. and Mrs. R. C. Anderson and children Harold, and Camella Ann of Hereford. Mrs. Allred's brother, George McClain, was also a guest.

**Mrs. L. R. Brady's Family**  
Mrs. L. R. Brady's family held a get-together and dinner at her home Sunday. Those present were Mrs. Brady and Mrs. Bruce Rose, Mr. and Mrs. Lan Shore, Mr. and Mrs. Wes Bradley, Mr. and Mrs. L. H. Brady and children, Diane and L. H. Jr., Mr. and Mrs. Doyle Rose, Mr. and Mrs. R. L. D. O. W. E. L. Jr. and daughter Lindsey Rose of Austin, Mrs. Dyalthea Brady, Mr. and Mrs. Aaron Rose and Syble of Silver, Mr. and Mrs. Bill Bradley and Mrs. C. Smith of Amarillo.

Miss Mary Dyer returned Tuesday from California where she spent Christmas holidays visiting relatives and friends.

**GREATEST SHOW ON EARTH!**

**PENNEY'S 5 RING CIRCUS OF SENSATIONAL VALUES!**  
**WHITE GOODS**

**Special Purchase!**



**NEW RAYON CREPES**

**\$5**

A special Penney purchase brings you these good-looking rayon crepe prints . . . at this low price! Brand new styles, brand new patterns . . . very special even here at Penney's where good buys are the rule! In spring's freshest colors. Misses' and women's sizes, too.



**Girls' Dresses With Whirling Skirts! 1.98**

Pretty new dresses to make everybody happy! Dad likes the low price. Mother says, "So practical!" The girls love the skirts that swing way, way out and the gum-drop colors. Buttons, bows. Prints so new! Sizes 7-12.



**Men's Army Twill Matched Sets**

**SHIRTS 2.98**

**PANTS 2.98**

The perfect utility outfit! Top quality Army twill, vat-dyed, Sanforized, mercerized and laboratory job-test. Shirts have flapped pockets, long sleeves. Pants have cuffs, well-spaced belt loops. Range of sizes. Buy now at this new low price!

**MEN'S MATCHED SETS (Our Best)**  
**SHIRTS \$4.49**  
**PANTS \$4.49**



**Plaid Pair Blankets Sateen Bound! 4.98 ea.**

95% cotton and 5% wool blended to give lots of warmth—at a low, budget-right price! 3 1/2 lbs.—woven for sturdiness and long wear! 72" x 84" size. Lovely pastel plaids in rose, blue, cedar or green. Sateen bound.

**White Cotton Sheet Blankets 1.98**

Large 70" x 95" size allows plenty of room for tuck-in! Stitched ends. Thrift-price for savings!

**Outing Flannel 25c yd.**

Priced for your budget—perfect for your baby's diapers and sleepers! Soft and sturdy white cotton for easy tucking and long wear. Gentle to the skin! 27" wide.

**Chenille Bedspreads 4.98**

Scroll and floral designs highlight the white grounds of this spread. Rich, closely stitched tufts for wear and beauty. Double or twin.

**Sanitized Pillows 2.98**

Filled with duck feathers, treated inside and out to retard germ growth, unhealthy odors—for healthy sleeping! Priced for savings!

**Girls' Anklets 29c**

You save plenty on these! Cuff top anklets in 8 lovely colors. Sturdy mercerized cotton. (How it washes!) Buy your girl a drawertul! Hurry! 6-10 1/2.

**Many Other Items Have Been Repriced For \$1.00 Day Specials**

**HERE'S THE NEWS WE PROMISED YOU!**

The Great January White Goods Event\* has **PENCO SHEETS and CASES** AT NEW LOW PRICES!

81 x 99 SIZE SHEET, **2.49**  
42 x 36 PILLOW CASES, **54c**

\*We Call It THE GREATEST SHOW ON EARTH—because it's such a Great Chance to Save!  
81 x 108 SHEETS **2.69**

**HERE'S THE NEWS WE PROMISED YOU!**

The Great January White Goods Event\* has **NATION-WIDE SHEETS**

81 x 99 SIZE SHEET, **2.19**  
42 x 36 PILLOW CASES, **49c**

\*We Call It THE GREATEST SHOW ON EARTH—because it's such a Great Chance to Save!  
81 x 108 SHEETS **2.49**

**HERE'S THE NEWS WE PROMISED YOU!**

The Great January White Goods Event\* has Those Wonderful **RONDO DRESS PRINTS**—SPRING 1949 DESIGNS

PRICE-CUT TO **44c** Yd.

\*We Call It THE GREATEST SHOW ON EARTH—because it's such a Great Chance to Save!  
**51 GAUGE NYLON HOSE \$1.35**

**HERE'S THE NEWS WE PROMISED YOU!**

The Great January White Goods Event\* has Thick, Absorbent **TERRY TOWELS** AT THRIFTY NEW PRICES!

18 x 36 Size **4 for 1.00**  
18 x 36 SIZE, **3 for 1.00**

\*We Call It THE GREATEST SHOW ON EARTH—because it's such a Great Chance to Save!  
**36" UNBLEACHED DOMESTIC 25c**

### WEDDINGS IN 1948

**January**  
 Otho L. McKee and Mrs. Hatie Louella Cate, Jan. 2.  
 Gerald Dean Coker and Jeane Turner, Jan. 10.  
 Robert S. Petersen and Alpha Nell McWilliams, Jan. 10.  
 Mark A. Koenig and Alice Ann Paetzold, Jan. 16.  
 Louis E. Haney and Deloris Inila Lynch, Jan. 18.  
 Lester F. Wagner and Viola Gabel, Jan. 30.  
 Robert Earl McGraw and Mildred Barnett, Jan. 31.

**February**  
 Mathilde Carlos Lopez and Frances Olguin, Feb. 2.  
 A. G. Smyer and LaVerne Allen, Feb. 11.  
 Teddy Joe Myers and Gertrude

**London, Feb. 13.**  
 William E. Githens Jr. and Margaret Faye Miles, Feb. 24.  
 Fred Spencer Barrett Jr. and Mary Ruth Russell, Feb. 28.  
 Camilo M. Fuentes and Marcela Aricoia, Feb. 28.

**March**  
 Roy Vaughn and Geraldine White, March 5.  
 W. B. Nunley and Mrs. Vesta Mae Johnson, March 19.  
 George Arval Stuard and Nellie Mae Thompson, March 22.  
 Hilton Reid Higgins and Peggy Jeanne Barnard, March 23.

**April**  
 Mike W. Betzen and Dorothy Fangman, April 8.  
 William Rodney Beyars and Lillian Inez Meredith, April 9.

J. T. Holland and Beulah Mae Wilson, April 10.  
 J. T. Terry and Mrs. Marie Mitchell, April 12.  
 James A. Derryberry and Lucy Marie Welty, April 12.  
 C. F. Paddock and Kate Sindt, April 18.  
 Edward William Bishop and Leta Maurine Barrow, April 23.  
 A. V. Sandifer and Ella Mae Gammill, April 24.  
 Kenneth Ray Adams and Evelyn Richardson, April 24.  
 Irvin W. Botsford and Della May Jackson, April 26.

**May**  
 Rex Reed Denson and Dorothy Faye Stowers, May 7.  
 William L. Brady and Marcela Blue, May 22.  
 Bill West Jr. and Jaunita Cravens, May 19.  
 Troys Willard Riddle and Betty Jane Carl, May 21.  
 Edward R. Roberson and Diane Jewell, May 22.  
 Melvin Eugene Noel and Ramona Gunstenson, May 27.

**June**  
 Carl William Johnson and Wanda Mary Fish, June 2.  
 Grady Arnold Melton and Leavurn Thurman, June 3.  
 Jerry Smith and Mae Davis, June 3.  
 Lee Roy Allen and Lola Marie Canfield, June 4.  
 Gordon Elliott and Jean Hopson, June 9.  
 C. R. Higgins and Alta Mae Fortenberry, June 9.  
 Robert Lewis Kerschen and Martha Jesko, June 14.  
 Robert Earl Wood and Mrs. Bessie Lee West, June 19.  
 Trinidad Juarez and Erindina Chavez, June 28.  
 Santos Alvarado and Victoria Merez, June 28.  
 Claude L. McGowen Jr. and Marjorie Alderson, June 28.  
 Marion Orona and Pauline King, June 29.

**July**  
 R. A. Gilman and Ollie Holland, July 6.  
 John I. McCutchen and Luther Pearl Brightwell, July 17.  
 Anthony Joseph Hoffman and Marcella Luke, July 23.  
 Arthur Davis and Gwendolyn Cavannar, July 23.  
 Leon Perry and Betty Lou Haney, July 24.  
 Don Curtis Presley and LaVerne Byers, July 25.  
 Robert Bruce Allen and Georgia Faye McConnell, July 29.  
 W. D. Miller and Evelyn Latham, July 31.

**August**  
 Kenneth Paul Rudd and Oneta Faye Sims, Aug. 3.  
 Harvey J. Foust and Billy C. Sutton, Aug. 3.

### Radio Programs

**K P A N**  
**PROGRAM SCHEDULE FOR DECEMBER**  
 860 On The Dial

7:45 Sign On  
 7:45-8:00 Alarm Clock Club  
 8:00-8:15 Local and State News  
 8:15-8:30 Hunter Quiz Program  
 8:30-8:45 UP NEWS  
 8:45-9:00 Morning Devotion  
 9:00-9:15 Special Christmas Program

9:15-9:30 Mainly for Women  
 9:30-9:45 It's Dance Time  
 9:45-10:00 Treasure Chest  
 10:00-10:15 UP news  
 10:15-10:30 Hot Market Report  
 10:30-10:45 What's New for Christmas

10:30-11:00 Announcers' Choice  
 11:00-11:15 Music by Martin  
 11:15-11:30 Hymns of all Churches  
 11:30-11:45 School Program  
 11:45-12:00 Sons of the Pioneers  
 12:00-12:05 Texas News  
 12:05-12:15 Top Tunes of the Day and Grain Report

12:15-12:30 Trading Post  
 12:30-12:45 UP News  
 12:45-1:00 Cowhand's Hour  
 1:00-1:15 Farm News  
 1:15-1:20 UP News Commentary  
 1:20-1:30 Meet the Band  
 1:30-3:00 Western Hit Parade  
 3:00-3:15 UP News  
 3:15-3:30 South American Way  
 3:30-4:00 Concert Matinee  
 4:00-4:45 The 860 Club  
 4:45-5:00 Church of Christ Program

5:00-5:15 UP News  
 5:15-5:30 Cowboy Music  
 5:30-5:35 Sports  
 5:35-5:45 Town Topics  
 5:45 Sign Off

Programs differ slightly on Sunday. U. P. newscasts are at 9:00, 12:30, 3:00 and 5:30. Hymns and religious broadcasts are programmed at 7:45, 8:30, 9:15, 11:00, 12:45, and 1:00. Various local talent programs are heard through the day.

## DOLLAR DAY

and

### AFTER-CHRISTMAS CLEARANCE Sensations

4 ONLY  
**ALL WOOL SUITS \$15**

ALL GO!  
**WINTER COATS & SUITS**  
 GABARDINES **1-2 off**  
 WORSTEDS

ALL  
**WINTER DRESSES 1-2 off**

GROUP  
**SWEATERS 1-2 off**

GROUP  
**SKIRTS 1-3 off**

GROUP  
**GLOVES \$1**

GROUP  
**PANTS \$1**

GROUP BRUSHED RAYON  
**GOWNS AND PAJAMAS 1-3 off**

GROUP  
**BRASSIERES \$1.50**

GROUP  
**BLOUSES 1-3 off**

GROUP  
**HATS \$2**

GROUP  
**HATS \$3**

### C-O-M-I-N-G Abbott and Costello Meet Frankenstein

**Better Bread FOR THE SAME COST**

**HEREFORD BAKERY**

## DOLLAR DAY JEWELRY VALUES

**DELTAH PEARLS \$2.60**  
 Single String, Regular 3.60

**DELTAH PEARLS \$5.60**  
 Single & Double String Regular 6.60

**Ladies' Pins, Chatlin Pins, Bracelets \$3.00**  
 Regular \$5.00 to \$15.00 Values. ONLY A FEW LEFT!

Shop in Our Store For Good Values At All Times

# Hembree Jewelry

MR. AND MRS. A. W. (Bill) HEMBREE  
 HEREFORD

### DR. QUIZ CONDUCTED BY ACME CLEANERS

WHICH ONE OF THE FOLLOWING GAMES WOULD NOT BE PLAYED IN THIS MANNER?

A. POOL  
 B. CRIBBAGE  
 C. BILLIARDS  
 D. SNOOKER

ANSWER: C. BILLIARDS

WHICH ONE OF THE FOLLOWING COUNTRIES IS A COUNTRY OF SOUTH AMERICA?

A. SOUTH AMERICA  
 B. CENTRAL AMERICA  
 C. AFRICA  
 D. INDIA

ANSWER: A. SOUTH AMERICA

WE HOPE OUR FRIENDS GUESSED CRIBBAGE, BRAILLE AND SOUTH AMERICA FOR THE ANSWERS. THE ACME CLEANERS IS AS DEPENDABLE AS OUR OLD FRIENDS FOR WHOM WE WISH A MOST PROSPEROUS AND HAPPY NEW YEAR.

SEE US FOR  
**C. K. B.**  
 TAILORED-TO-MEASURE SUITS  
**\$42.50 up**  
 Save \$6 to \$10 on an Extra Pair of Pants

**Acme Cleaners**  
 SUITS TAILORED TO YOUR MEASURE  
 PHONE 111 WE PICK UP AND DELIVER

The Little fashion shop  
 "Smart Clothes for Smart Women"

### Mothers Entertain Aggies and Dads At Annual Christmas Holiday Dinner

One of the highlights of the Christmas holidays is the annual dinner given by A&M Mothers organization for Aggies and their dads. This year the affair was held at the City Hall banquet room Tuesday night preceding the annual A&M dance. Tables were marked by the college colors, maroon and white, with tinseled letters arranged to spell "Texas Aggies" down the center length. The center

piece was a placement of maroon gladioli against an unfurled American flag. Matching tapers gave candlelighting. Billy London was master of ceremonies and John Estes spoke briefly to express appreciation of the dads and thanks to the mothers who prepared the meal. David Goldston sang two selections.

The mothers' organization confines its activities to the annual dinner for the boys and a new president is elected each year. Mrs. Jim Higgins is the retiring president and Mrs. E. W. Young has been named to head next year's holiday affairs. Students and their dads attending the dinner included J. W. Robinson and J. Wallace Robinson, Virgil Young and E. W. Young, James Ellis Higgins and Jim Higgins, Peyton Ramey and Sank Ramey, Thurman Williamson and H. V. Williamson, Jack and Bill London and Bud Boyd London, Roger and Bud Corbett and Roger Corbett Sr., J. L. McFarling Jr. and his dad, Lloyd Manjeot and A. L. Manjeot, Bud Wilkins and C. O. Wilkins, Jack Kassahn and Frank Gyles, John Estes and Cliff Estes, and Ben Plummer and Bruce Plummer.

### Entire Family at Christmas Reunion At Beams' Home

The entire family including children, grand children and great-grand children were present when Mr. and Mrs. George Beams held a Christmas get-together.

Four generations were represented on both sides of the family and the youngest member of the group, little Lisa Hitchings, claimed 5 grandmothers present.

Those present were their three children, Mr. and Mrs. George W. Beams of Dallas, Mr. and Mrs. George LeGrand and Mr. and Mrs. Pat Lawhon. Also Mr. and Mrs. Bruce Beene and baby, Mr. and Mrs. Warren Hitchings and daughter, and Jimmy Lawhon.

Others present were Mr. Lawhon's mother, Mrs. Lula Hubbard of Wichita Falls, his sister, Mrs. W. A. Owen and Mr. Owen and son Tom of Oklahoma City.

Read the Want Ads!

### CHURCH ANNOUNCEMENTS

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

**FIRST BAPTIST**  
Albert Heald, S. A., Pastor  
Sun Masses: 7; 8:30; 10:30 a. m.  
Weekday Masses: 1:30 and 8:15 a. m.  
Holy Hour: Thursday at 8 p. m.

**AVENUE BAPTIST**  
H. V. Fields, Pastor  
Sunday School.....9:45 a. m.  
Morning Worship.....11:00 a. m.  
Training Union.....6:30 p. m.  
Preaching Service.....8:00 p. m.  
Mid-week Services:  
Wednesday.....7:30 p. m.

**ST. ANTHONY'S CATHOLIC**

**DAWN BAPTIST CHURCH**  
C. S. Parker, Pastor  
Sunday School.....10:00 a. m.  
Morning Worship.....11:00 a. m.  
Training Union.....7:30 p. m.  
Evening Service.....8:30 p. m.  
Mid-week Service:  
Wednesday.....8:00 p. m.

**IMMANUEL LUTHERAN**  
E. W. Liebstainn, Pastor  
Sunday School and Bible Class.....10 a. m.  
Worship Service.....11 a. m.  
Holy Communion is celebrated the first Sunday of each month with a special Confessional service beginning at 10:45 a. m. Listen to the Lutheran Hour each Sunday over KFDD at 9 a. m. Services are held in the County Court Room.

**FIRST PRESBYTERIAN**  
Russell A. Wingert, Pastor  
Sunday School.....9:45 a. m.  
Morning Worship.....11:00 a. m.  
Evening Worship.....7:30 p. m.

**ST. THOMAS ESPISCOPAL**  
Services every first Sunday morning, 8 a. m. at County Courtroom. Rev. Walter E. Scott of Plainview in charge.

**CHURCH OF THE NAZARENE**  
Rev. Roy L. Dickford, Minister  
Sunday School.....10:00 a. m.  
Morning Worship.....11:00 a. m.  
Evangelistic Service.....7:30 p. m.  
Mid-week Service:  
Wednesday.....8:00 p. m.

**FIRST METHODIST**  
Don B. Davidson, Pastor  
Sunday School.....9:45 a. m.  
Morning Worship.....10:55 a. m.  
Youth Fellowship.....7:15 p. m.  
Even. Worship.....8:00 p. m.

**ASSEMBLY OF GOD**  
S. E. Eldridge, Pastor  
Sunday School.....9:45 a. m.  
Morning Worship.....11:00 a. m.  
Young Peoples Service.....6:15 p. m.  
Evangelistic Service.....7:45 p. m.  
Mid-week Services:  
Wednesday.....8:00 p. m.

**FIRST CHRISTIAN**  
Roy W. Ford, Pastor  
Sunday Services:  
Morning Worship.....10:50 a. m.  
Sunday School.....9:45 a. m.  
Junior Endeavor.....6:00 p. m.  
C Y F.....6:00 p. m.  
Evening Worship.....7:00 p. m.  
Mid-week Service:  
Wednesday.....7:15 p. m.

**Robert Truelock**  
Serving on Astoria  
Robert Daniel Truelock, USN, son of Mrs. Leola Truelock of, is serving aboard the light cruiser USS Astoria, a unit of Task Force 38, now undergoing an intensive training period in the Western Pacific and the China Sea area.

**Lowry Children**  
Given Yule Party  
Ann and Bobby Lowry were entertained Monday, Dec. 20 with a Christmas party at the home of their parents, Mr. and Mrs. Bob Lowry at Dawn. Games were played and refreshments were served to Jack Dee Burrs, Bobby Burrs, Charles Burrs, Eva June McCart, Duane McCart, Doris Harriman, Buster Harriman, Willa Mae Wilcox, Ruby Wilcox, Irlene Galley, Della Ruth Dow.

Verna Kay McBroom, Bobby Jean Payne, Phyllis Ann Wimberley, Marilyn Whitaker, Jay Lynn Shaw, Joe Newman, James Alhart, J. N. Ward, Merle Southern, Marvin Hershey and the two honorees, Richard Frye was unable to attend the party.

Nicholas Rimsky - Korsakov, Russian composer who died in 1908, began his career as a commissioned naval officer.

One of the most famous rings in the world is the papal "ring of the fisherman," and has been known to exist as the personal signet ring of the pope since 1285.

**NEW**  
**Chevrolet Trucks**  
1 1/2 and 2-ton  
Available for Immediate Delivery  
**KINSEY MOTOR CO.**

## RUTHERFORD & CO.

ANNOUNCES ITS

**GREATEST \$ DAY MONDAY JAN. 3**  
NO REFUND OR EXCHANGES



**100 PAIR**  
LADIES'  
**SANDALS**  
**PLAY SHOES**  
**DRESS SHOES**  
VALUES to 7.95 Pair  
**SPECIAL**

**BOYS'**  
**WOOL PLAID**  
**JACKETS**  
Sizes 6 to 18  
**\$1.99**  
**SPECIAL**

**1/2 PRICE** ON ALL LADIES' WINTER **Dresses and Suits**

20 X 40 SOLID COLORS  
**Cannon Towels** ..... **4 for \$1.50**

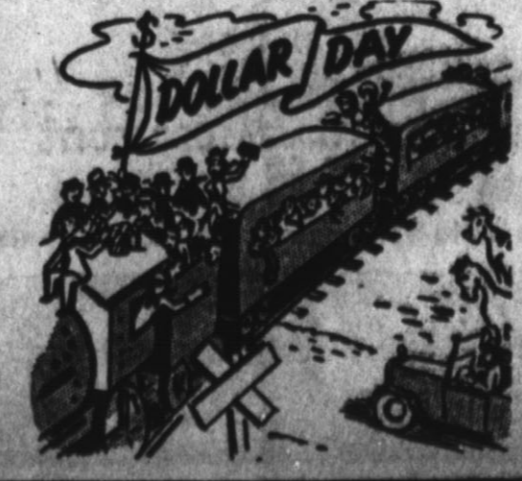
MEN'S **UNDERSHIRTS** **3 for \$1**  
REGULAR 59c  
**A SUPER VALUE FOR \$ DAY**

BOYS' **COTTON FLANNEL SHIRTS** **\$2**  
Colors Red and Yellow  
2.95 Values  
**SPECIAL**

MEN'S & BOYS' **CORDUROY CAPS** **79c**  
Regular 1.25 Values  
**SPECIAL**

LADIES **RAYON PANTIES** **4 for \$1**  
Values to 1.00!  
**SPECIAL**

BOYS' **KNIT BRIEFS** **4 for \$1**  
**SPECIAL**



**Tap Roots**  
with **Boris Karloff**  
**WARD BOND**  
**WHITFIELD CONNOR**  
**RICHARD LONG**  
**JULIE LONDON**  
Color By **TECHNICOLOR**

**STAR** SUNDAY MONDAY-TUESDAY

**DEADWOOD CITY...** in the roaring days of Wild Bill Hickok and General Custer!  
**BADLANDS OF DAKOTA**  
with **ROBERT STACK**  
**ANN RUTHERFORD**  
Richard Dix - Frances Farmer - Brod Crawford

**TEXAS** SUNDAY - MONDAY TUESDAY

*You, too, will go for her Hooks, Lines and Sinker!*  
IT'S NEW DIFFERENT DELICIOUS!  
**William POWELL**  
**Ann BLYTH**  
**Mr. Peabody and the Mermaid**  
with **IRVING HERVEY** - **ANDREA KING**

Torn from today's headlines!  
with **ROBERT OBERON** - **RYAN**  
Charles **KORVIN** - **LUKAS**  
**Berlin Express**  
AN ANNO UNUSUS

**TEXAS** WEDNESDAY THURSDAY

Coming **ABBOTT AND COSTELLO MEET FRANKENSTEIN**  
**PREVIEW SATURDAY, JANUARY 1**



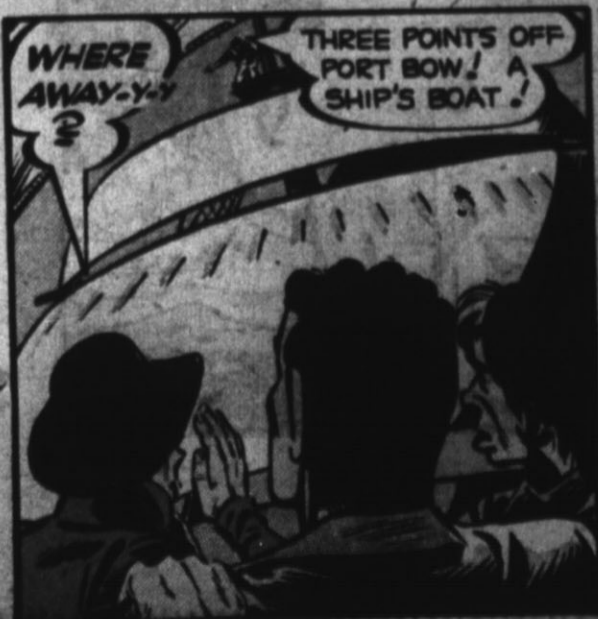
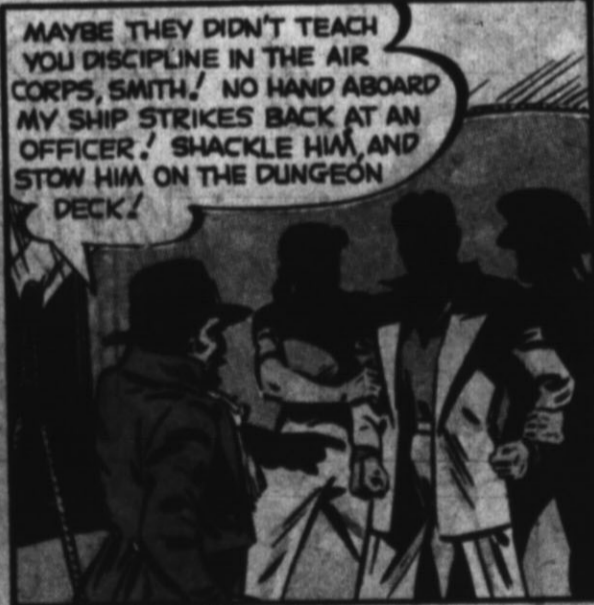
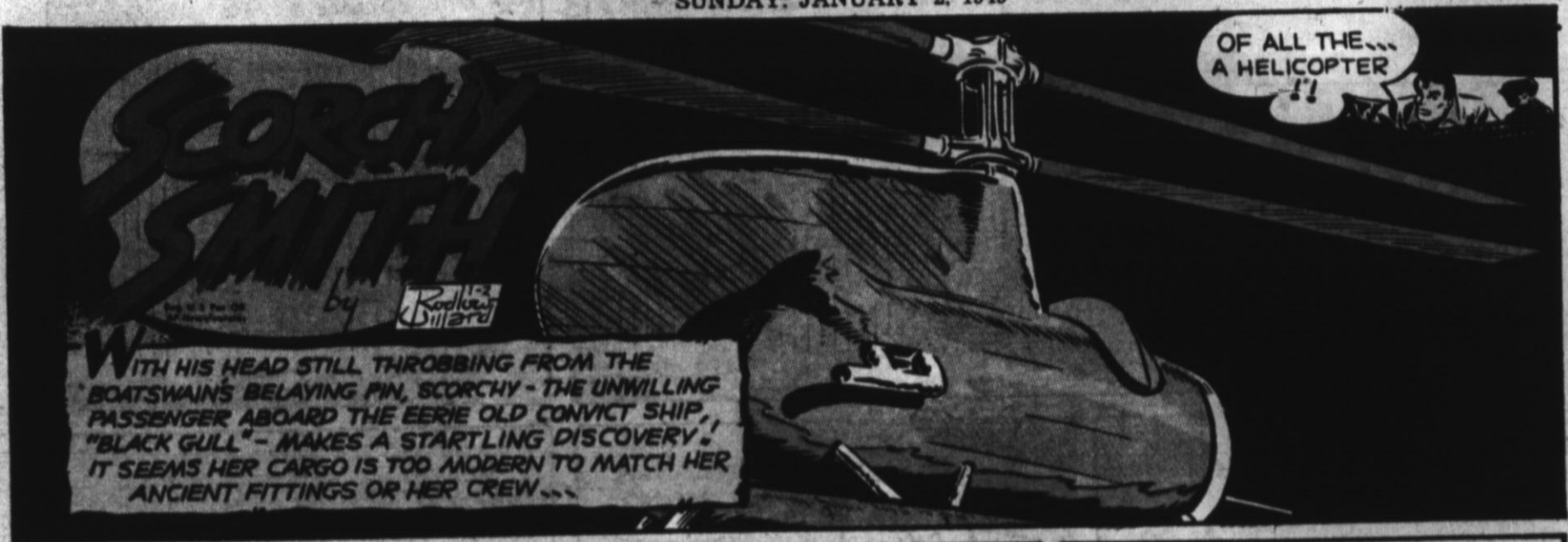
# The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 2, 1949





AFTER JOHN HENRY AND DAN FIND EACH OTHER AGAIN, THINGS HAPPEN FAST-- A FEW DAYS LATER WE FIND HENRY'S BOAT AT DAWN--



I KNOW HOW YOU FEEL, HENRY! FOR SO MANY YEARS YOU DREAMED OF FINDING YOUR WIFE, LOLANDA-- AND NOW WE'RE REALLY STARTED!



HEY! WE'LL BE REALLY STOPPED IF YOU TWO DON'T QUIT DREAMING! WE ALMOST RAMMED THAT GARBAGE SCOW!



SPEAKING OF GARBAGE, -- BREAKFAST IS READY!



IT'S STARTING TO SNOW-- AND HOT COFFEE!-- WHO COULD WISH FOR MORE?

OH GOLLY, DAN, D'YA' KNOW WHAT I WISH?



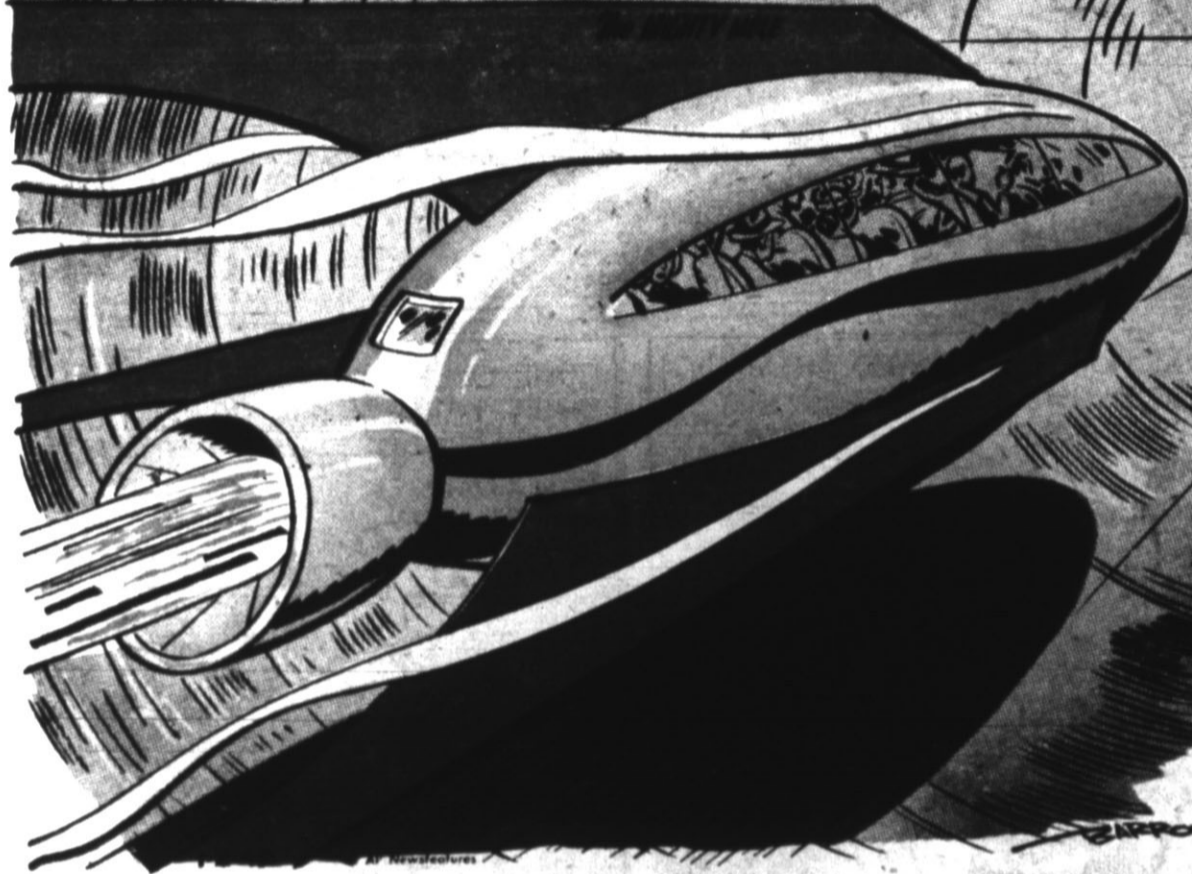
I WISH EVER'ONE A VERY HAPPY NEW YEAR!

I GIVE UP! WHAT DO YOU WISH, KID?



# THINGS TO COME

A VACUUM TUBE THROUGH WHICH MAGNETICALLY-CONTROLLED CARS WOULD SPEED WITHOUT TOUCHING ANY SURFACE. A COAST-TO-COAST TRIP COULD BE COMPLETED IN LESS THAN AN HOUR.



--AND WE'VE INVITED THE BROWNS FROM SEATTLE, THE SMITHS FROM ST. LOUIS AND THE JOHNSONS FROM BOSTON-- YES, DINNER AT EIGHT TONIGHT-- WE'LL BE LOOKING FOR YOU.

## NEIGHBORLY NEIGHBORS BY MORRIS



# RATSY

in  
Hollywood

by Bill Dyer



IT'S A NEW YEAR! MAY AS WELL START OFF BY GETTING RID OF THAT!

1-2-49



HELLO! I DON'T BELIEVE I'VE SEEN YOU AT THE STUDIO BEFORE!

YES, I'M NEW HERE! I ONLY DO BIT PARTS!



BUT I WAS VERY FAMOUS AS A MODEL! I POSED FOR SO MANY CALENDARS THAT I WAS NAMED "MISS CALENDAR OF 1948"!

REALLY?



JEEPERS! THEN ALL YOU NEED IS TO BE "DISCOVERED" BY A BIG PRODUCER! I'LL INTRODUCE YOU TO MR. BIGDOW!

WONDERFUL! THIS MAY BE MY BIG BREAK!



OH, MR. BIGDOW! ... I WANT YOU TO MEET A PROMISING STAR! A NEW TYPE OF BEAUTY!

WHAT?... IS SHE BACK AGAIN! ... I TOSSED HER OUT ONCE TODAY, DOESN'T SHE KNOW WHEN SHE'S THROUGH!

# SPORT SLANTS

ON BASKETBALL.

BASKETBALL IS ALMOST AS POPULAR WITH GIRLS AS WITH BOYS



IN 1891, DR. NAISMITH NAILED

AN OLD PEACH BASKET

TO THE BALCONY AT THE SPRINGFIELD, MASS., Y.M.C.A. COLLEGE AND CREATED A TRULY AMERICAN GAME



IT'S A GREAT GAME!

JUST WHAT THE DOCTOR ORDERED

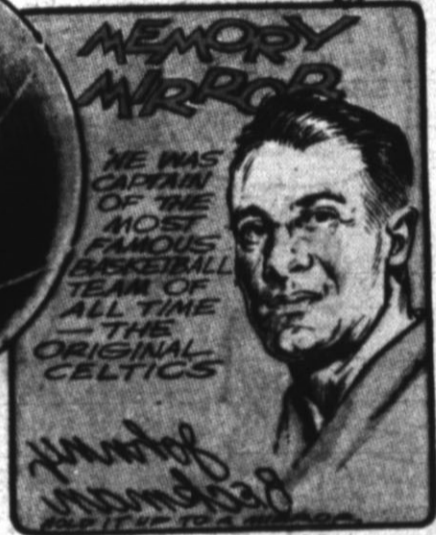


22 NATIONS HAD TEAMS IN THE 1948 OLYMPIC GAMES IN LONDON.

DR. JAMES NAISMITH INVENTED THE GAME OF BASKETBALL TO FULFILL A NEED FOR AN INDOOR SPORT DURING THE WINTER SEASON



A GAME WHICH HAS GROWN TO THE POINT WHERE IT DRAWS 100,000,000 SPECTATORS A YEAR - MORE THAN ANY OTHER SPORT !!



MEMORY WROR  
HE WAS CAPTAIN OF THE MOST FAMOUS BASKETBALL TEAM OF ALL TIME - THE ORIGINAL CELTICS

## HOWER HOOPEE

by RAND TAYLOR



FOLKS, NOW THAT THE OLD YEAR IS JUST A MEMORY PERHAPS WE SHOULD PAUSE TO RECALL SOME OF THE AMUSING INCIDENTS THAT MADE IT SO ENJOYABLE



LIKE THE TIME WE WERE PICNICKING ON LOVER'S LEAP, M'LOVE, AND I MADE YOU LOOK OVER THE PRECIPICE -



AND THE WAY I TAUGHT HECTOR TO RIDE HIS BICYCLE - PUT HIM ON IT AND GAVE HIM A SHOVE -



AND WHEN I GAVE YOU A BIG BOX OF CANDY, MA, AND MADE YOU FALL OFF YOUR DIET -



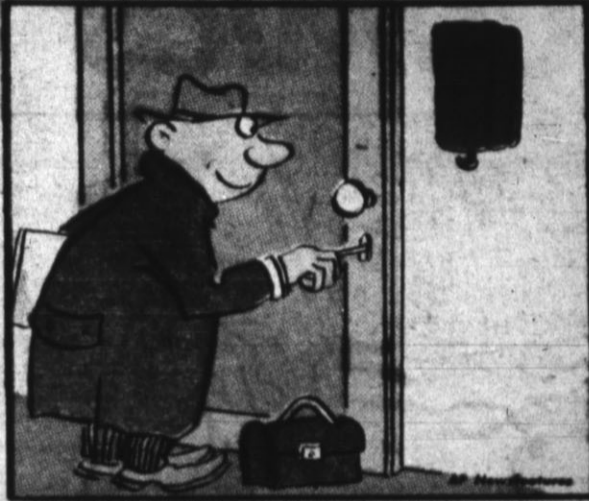
ALL OF WHICH WERE VERY AMUSING, I'M SURE - HAW-HAW HAW!  
YAS, HOOPEE - AND DON'T FORGET THE WAY YOU ALWAYS START THE NEW YEAR WITH A BANG -



LIKE THIS -  
BANG!



# HIT N' RUN



# Peter Plink



# ★ AP NEWSFEATURES ★ COMICS ★

SIZES 10-14



**JANUARY**

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16	17	18	19	20	21	22
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30	31					

**FEBRUARY**

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27	28					

**MARCH**

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27	28	29	30	31		



**APRIL**

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30						



**MAY**

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29	30	31				

**JUNE**

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**JULY**

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31						

**AUGUST**

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28	29	30	31			



**NOVEMBER**

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27	28	29	30			



**OCTOBER**

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**DECEMBER**

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					