



John McClesky, manager of Hereford Cotton Gin, said that every cotton farmer interested in raising cotton should be sure and attend a meeting in the courthouse Friday night at 8 o'clock. This meeting concerns the 1950 cotton allotments and will be of interest to all cotton farmers. Representatives from Hereford Chamber of Commerce will attend. McClesky also said that if the present allotments stand it will cut the acreage planted in cotton from 1949's 5,000 acres to 1,532 acres in 1950. The meeting is to see if something can't be done about it.

George Jones is resigning the managership at Hereford Potato Growers to go to work with his brother at Jones Service Station and Henry Benson who has been with Howard Gault will take over the managership.

Blake Timmons, representative from the 123rd Legislative district, wife and daughter were guests at the Wednesday Lions Club meeting.

Pay your poll taxes... this is a big election year coming up.

Jack Stanton won the \$750 Ring Set at Hembree Jewelry Christmas Eve and C. Bryant won the \$200 Sterling Set. Mrs. Donald Guseman received the \$50 electric clock.

Bradley Grain Company won the Ford at the Star Theatre Friday night.

Glenn Campbell is new owner of Hereford Cab stand effective December 21. He was formerly associated with Hereford Laundry and Dry Cleaning.

Deaf Smith County 4-H clubbers hauled enough hay into the Bull Barn to take care of their needs at the February 24-25 show and then some the other day. Oolby Conkright gave them the hay.

Apparently Conna and Randy Oldham of Woodward, Oklahoma wrote the most distant letter to Santa Claus received at the Brand this year.

Hereford in 1949 and the year in review will be covered fully in a special tabloid section of the January 8 issue. It'll all be here... pictures, weddings, births, deaths and news of interest and the day it happened.

Inventory time has arrived to assess clerks and merchants in the usual manner. Hand-in-hand is the fact that you better get your black-eyed peas before the stores close Saturday if you are a believer in the old southern custom.

Hereford State Bank is holding their annual stockholders' meeting Tuesday for the election of directors as well as transacting other business.

Things were so quiet in Hereford you couldn't even buy a pack of cigarettes, according to one fellow who said he even tried.

Raylan Evans has been appointed Chairman of the annual Search of Dimes campaign this year by County Chairman Paul Harvey. More information will be forthcoming soon on the goal they will strive to reach, etc. Raylan says there were two uses in the county this year and it is hoped that everyone will want to help put the drive over the top.

Hereford Jaycee basketball team will play their first home game of the season tonight in the High School gymnasium against the highly rated Amarillo YMCA All-Stars. The All-Stars defeated Graham - Hoems, perennial champions, Wednesday night. Hereford knocked off Vega and Friona in their only two games this season. The game starts at 8 o'clock with two-and-four bit admission.

Final Rites Held For Arthur Pierce

Funeral services at First Methodist Church and burial services at West Park Cemetery were held Monday for Arthur C. Pierce, 69, who died Christmas Eve in Hereford after several weeks' illness. Gilliland Funeral Home had charge of services and Rev. Don Davidson officiated.

Pierce was a retired farmer, having farmed in Westway. His home at the time of his death was in Hereford. He was born October 9, 1880 at Cedar Hill, Dallas County, Texas. He married Martha E. Pondexter January 8, 1908 in Cleburne, Texas. He came to Deaf Smith County before his marriage in 1901, from Ellis County.

Survivors include his wife and three sons living in Hereford: Ulys V. Pierce, R. T. Pierce and J. Marlin Pierce, and six grandchildren. Pallbearers were Grady Wilson, P. H. Gilliland, John Robertson, J. C. Morrison, Joe Landers and Merin Kaul.

Holiday Weekend Was Extra Quiet

Hereford had a serene Christmas holiday with no arrests reported by the Police or Sheriff's department during the whole long holiday week end.

Highway Patrolman Kenneth Dale estimated the damage of a 1949 Hudson driven by Harry F. Wilhelm, 17, Hereford, that turned over just out of the city limits, east of town near Veteran's Park, Sunday, to be \$450. According to Dale, Wilhelm made a turn too fast and skidded into a ditch, turned back on the road and turned completely over. The car landed right-side-up and no injuries resulted. The car was owned by Wilhelm's father, Frank Wilhelm, 313 25-Mile Avenue, Hereford.

Dale said the highways were safe and quiet over the week end. He added that he and Patrolman Cecil McNeil patrolled closely throughout the whole period, though.

Sheriff J. C. Reese said a thief entered the home of Ivan Block, 200 North Gough Street in Hereford and took a portable radio, a piggy bank and several pairs of blue jeans that would fit a seven-year-old boy. The theft was committed Monday night. The small bank had between six and eight dollars in it.

Reese said this was one of the quietest holiday seasons on record. He had no DWIs or any other arrests of any kind.

The Police Department reported only four drunks for the whole week end.

Mrs. Weir's Mother Dies In San Antonio

Word was received here early Tuesday morning of the death of Mrs. Hume, mother of Mrs. Glenn Weir, at the home of her daughter, Mrs. Beatrice Lawson in San Antonio.

Mrs. Hume suffered a broken hip in a fall several weeks ago and never fully recovered. Mrs. Weir, who had returned from San Antonio last week, left for San Antonio Saturday when she received news of her mother's turn for the worse. Mr. Weir left Tuesday morning and the funeral was tentatively set then for Wednesday.

Besides the two daughters, Mrs. Hume leaves two sons, Roy of San Antonio and John of Waco.



WARFARE IN BURMA—Government troops in Burma look for rebel columns as warfare continues in the strife-torn country. Liberation of rice fields held by rebels is the objective of government forces.

Third Fire In Five Days Reported Wed.

No damage resulted on the last three fire calls made by Hereford Fire Department.

Saturday, a trash fire at the Roy Vaughn home in Hereford was extinguished by firemen before it got to the house. According to one fireman, however, they got there just in time because the grass was burning right up to the house. It happened about 1 o'clock Saturday at Second and Ross.

Wednesday a fire on Bradley Street at the home of Neil Young caused no damage but firemen answered the call. It was a grass and trash fire.

Tuesday a fire on Norton Street was put out by answering firemen.

Fire Chief Earl Phillips said that there were 11 fires during the month of November. Only serious one was the Summerfield blaze.

There have been 36 fires, so far, this year. Most serious was the Benefield, Guy Herd and Summerfield fires.

Tribute Is Paid To Farmers And Committeemen

As farm income drops from postwar peaks and production adjustments become necessary the Nation has reason to be thankful for the existence of a firmly established, democratic system of program administration and development.

This was the crux of the message Secretary of Agriculture Charles F. Brannan delivered to the annual conference of Production and Marketing Administration committeemen at Memphis, Tennessee, early this month.

Highlights of the current farm situation, pointed out by the Secretary, were these:

Farm prices have dropped seriously—much faster and farther than other prices.

Farm prices have dropped an average of 22 per cent in less than two years.

Farmers have to pay within 4 per cent as much for what they buy as they paid two years ago.

Farm operators are netting about 20 per cent less income than in 1947, and economists believe the net may go down about 15 per cent in the year ahead.

Consumer prices have not dropped nearly so much as farmers' prices, and consumer demand for farm products has declined.

Abnormal postwar exports of farm products are still large but dropping, and they may total 10 per cent less in 1950.

The time for theorizing about postwar adjustment is past. The time for action is here. We must make the programs we have work as well as possible. We must be alert to the opportunities for improvement.

The Secretary called for fostering and strengthening the work of elected PMA farmer-committees, so that the programs which Congress has directed may not only be administered efficiently and democratically but also improved on the basis of local experience.

SPECIAL OFFERING SERVICE

A special offering is to be taken at the S.D.A. church Saturday. The overflow from this 13th Sabbath offering is to supply funds for a hospital at Bellem, a principal city near the mouth of the Amazon. A site has been secured for the hospital.

Five medical launches are plying the great Amazon and are giving aid to the thousands lying along the banks.



BIG BIRD WINGS AWAY—Douglas Aircraft's giant C-124 Globemaster II transport leaves the runway for the first time at Long Beach, Calif. Designed to carry 200 troops with field equipment, tanks, field guns, and fully loaded trucks, the plane is expected to fly 50,000 pounds of payload 850 miles, unload, and return to its base without refueling.

NO RUSH BUT MORE PEOPLE

Post Office Has Easy Xmas

By JOHN SCOTE

At the outset of the Christmas season, which turned out to be the greatest in dollars and cents Hereford has ever had in the opinion of some merchants, Postmaster Jim Lipscomb expected to be overwhelmed and beat as is the custom every Christmas when people are sending bundles and getting them from far away places.

No doubt the clerks were dreading the worst and were already hoping the Christmas rush was over before it started. They were due to handle the big business alone without any extras. But they stuck to their posts, bravely, and hoped for the best. The wait for the rush began.

It did get pretty rough at the Post Office. Regular mail was late and mail was being put into the boxes several times a day because it was coming in at all times of the day.

But it didn't get as rough as they expected. They got the job done even though Hereford handled more mail than they ever handled before. Hereford Post Office receipts, may hit

D. Y. Dickinson Dies Of Heart Attack Mon.

D. Y. Dickinson, 37, died at his Hereford home Monday morning around 1:20 of a heart attack. His body was shipped to Malvern, Arkansas for funeral services and burial.

Dickinson is survived by his wife, Johnnie May, whom he married December 12, 1947 in California, and three children.

He worked for Al Smith on Smith's farm near Hereford. He was born May 23, 1912 at Quacite, Arkansas.



BLINDNESS NO HANDICAP—Steve Conradt (above) of Stephenville, Tex., lost his sight while he was a civilian employee at Kelly Field, San Antonio, four years ago, but it is no handicap to him. He makes money by shelling pecans—he shelled 300 pounds in one month. He uses a new, clip-type sheller. He is married and has a daughter. (AP Photo)

\$48,000 before the year is over.

When clerks were in the midst of the rush they found they were handling the mail without too much trouble. Although there was a line at the Post Office almost continuously during Christmas week it was short and it kept moving. There was very little confusion and everybody was happy.

Looked Like Less Business

Jim got a little worried about not being so busy. He went back in his office in the southwest corner of the Post Office and checked the receipts for the same time last year to see if business was just falling off this year. He figured that, because they weren't being run to death there, business was off from last year.

But the receipts checked the same—only last year it was a mad house.

Something new had been added that they all had forgotten about. It was the revised services that kept a large part of the mail from ever coming up to the front of the office. Last year everybody in town was getting mail from the Post Office. There wasn't any delivery like there is now. This was the big difference.

So, as a result, the Hereford Post Office took care of Christmas in a more orderly manner than has ever been done before. And they did more business, too. Last year the gross receipts amounted to \$43,000. Already this year, the receipts are up to \$46,892.95. If they run \$1,200 this week they will top \$48,000.

Tops Childress Receipts

Hereford's receipts for Christmas week were \$25,862. This is \$800 more than Childress' \$25-

000. Gross receipts include box rents and postage.

The service was good, so far, anyway. Wednesday the first claim came from a woman who had a \$37.95 mix-master broken. That is the first and only claim. Jim said it would take a couple of weeks for the claims to start coming in, however.

The clerks at Hereford's Post Office have been trained to not take any mal-wrapped articles for mailing. This attitude has sometimes irritated the customer but they are becoming educated to the purpose now, according to Lipscomb.

Lipscomb said that the clerks came down Christmas morning to get the rest of the mail out. They didn't have to do it but they figured that if some of those big Christmas bundles weren't delivered, someone would have a small Christmas or none at all. They worked longer hours.

Lipscomb is happy about the whole thing. He said that, in spite of the fact that there was a lot going on, it was the easiest Christmas he has ever had.

He isn't too happy about his "pointing finger" though. He cut it almost all the way off. He was sharpening knives and slipped. He said it would be alright, though, according to doctors.

What's Ahead For Farm Living In '50

Does the outlook for somewhat lower farm income in 1950 mean a cut in farm family spending?

Mrs. Florence Low, extension home management specialist of Texas A&M College, doesn't believe that farm families generally will cut their spending during 1950 as much as the farm income is expected to be reduced. She says families do not change their spending habits easily and tend to keep up their spending even after income has dropped. Savings and credit provide the cushion families use to maintain this spending.

Other factors that may help to keep farm family spending on a fairly high level, says Mrs. Low, are a wider extension of electricity to rural areas and spending on housing may be stimulated by the provisions of the Federal Housing Act of 1949. Slight reductions in the price of consumer goods will also benefit farm families.

If reductions do come, they are expected to show up in reduced spendings for gifts and contributions, recreation and house furnishings and equipment, says Mrs. Low. Little change is expected in the amounts spent for food and clothing.

High farm incomes for the past several years have enabled many farm families to acquire a good stock of household equipment and this will not have to be replaced for several years. Young families and others who have not acquired household goods are more likely to miss the extra income which would have been spent on these items.

SPECIAL PROGRAM SUNDAY

Sunday evening at 7:30 Rev. Frank Raifander and his wife will present a program of pictures and inspirational addresses at the Hereford Methodist Church.

Year's First Baby To Cash In On Prizes, So Will Mom, Pop and Doc

Deaf Smith County's first baby of 1950 is in for a bigger surprise than usually greets the newborn and the waiting world is eager to make him feel welcome.

There's about \$125 in gift merchandise in stores over town just waiting for the first little Deaf Smith County of the new year.

Carrying on an annual practice that was suspended during some of the war years, but that

was revived a year ago, the Baby Derby begins at midnight, December 31 and the winner is the first child to be born in Deaf Smith County in 1950.

If there's a chance your young heir is the baby the town is waiting for, have the attending physician call the Brand Office giving the name of the parents and the time of the child's birth, then stop by the Brand office and pick up the identification card that entitles you to the gift merchandise.

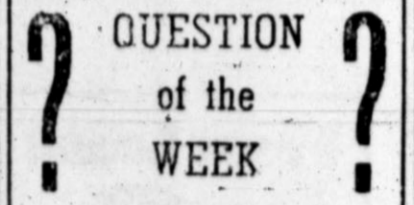
There are 30 merchants in the big give-away and it isn't just baby alone who gets in on the prizes.

For the young king or queen there's a "Log of Life" baby book, Gerbers Baby Food, a handy napper, a dozen Chux Disposable diapers, two pairs of baby shoes, a dozen bottles of homogenized milk, a brush set, a gold necklace, 12 large cans of carnation milk, a bouquet of flowers (which mother will really get), a silver plated knife-fork and spoon youth set, a silver cup, a dozen cans of Heinz baby food, a Layette Package, a pint thermos bottle, a baby portrait, a training seat, baby blanket, chromium car seat, birth announcements, and the first birthday cake.

For the mother there's a 27x54 inch French twist Throw rug, and a theatre coupon book she can use while father baby sits and vice versa.

Pop will have two boxes of cigars to smoke as well as hand out and a new dress shirt to help remember that although the little one didn't arrive soon enough to be deductible on his 1949 income tax, there is some recompense.

Both Mother, Dad and the attending physician will be treated to a free meal.



Where were you on New Year's Day of 1943?

Ben Childers: I was in Trinidad, British West Indies. I was with Uncle Sam at the time, serving in the Navy. I was there from December, 1942, until February, 1944. There wasn't much of a celebration then as we were under wartime regulations and everything was shut down at night.

Darrell Biantoa: New Year's Day of 1943-4 was at home in Amarillo. I celebrated my last civilian New Years before going into the Navy. I went to the Navy in the first part of March, 1943, and served three years.

Bill Landrum: I was in training New Years Day of 1943 at Athens, Georgia at the University of Georgia. It was pre-flight school for the Naval Air Corps. We had a holiday, not having to go over the obstacle course. We had no formal celebration.

Ernest Keir: I was in the Army stationed at Ft. Snelling, St. Paul, Minnesota. We had a good New Years celebration. I was there a year and I sure like that country. If I were leaving Texas I think I would go to that part of the country.

R. C. Anderson: I was working for Jimmie Allred here in Hereford. I didn't have a New Years Eve celebration.

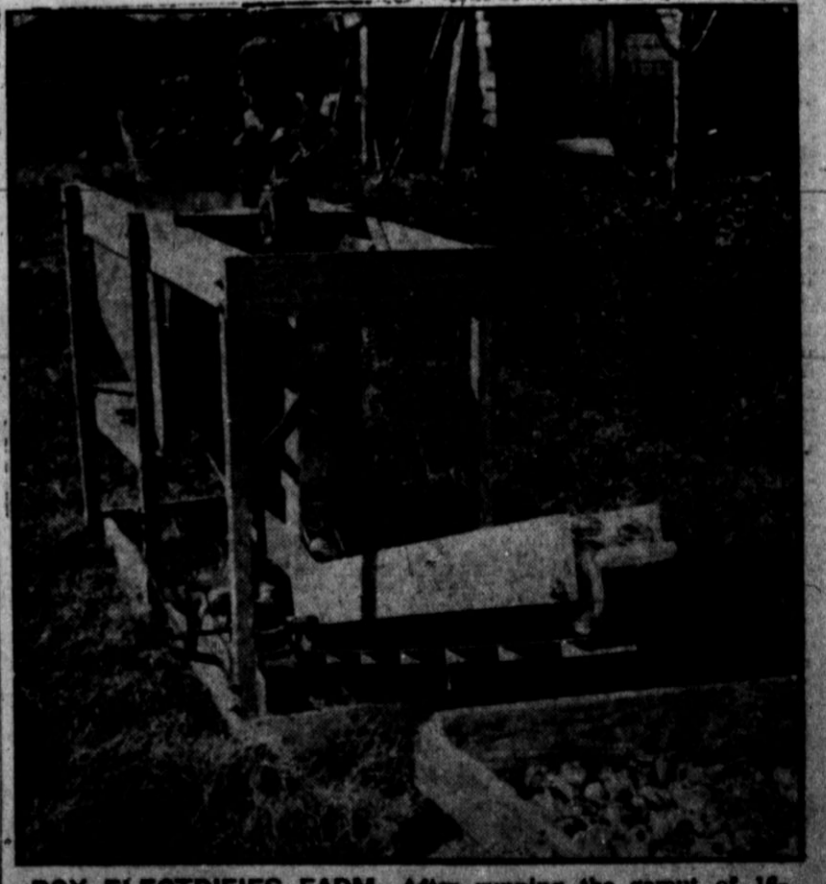
J. D. Riley: I was in Goldsboro, North Carolina. I was in the Air Corps, stationed at Seymour Johnson airfield. I was there about five months and liked it pretty well.

Leslie W. Combs: I was in Burbank, California working for the Lockheed Aircraft Corporation. I was in the research department and worked on a lot of airplane types, including the P-38 and the P-80 jet fighter. I have been in Hereford only about six months but I like Hereford better than California.

THE WEATHER

Temperature reading Saturday through Wednesday, taken at 8 o'clock each morning.

Saturday—High 52, low 20.
Sunday—High 55, low 20.
Monday—High 41, low 16.
Tuesday—High 57, low 16.
Wednesday—High 52, low 16.
Total moisture for December—37. Total moisture for 1949—28.06.



BOY ELECTRIFIES FARM—After running the gamut of 16-year-old Johnny Williams' dusting and counting machine, gladiolus bulbs are carried up by belt conveyor and dumped onto the screen in foreground. Johnny, who hails from Fayette, Ala., was one of 35 state winners in the "Better Methods" electric contest sponsored by the Washington Educational Foundation.

The Hereford Brand

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

Hereford, Deaf Smith County, Texas — Phone 30
JAMES M. GILBERTINE Publisher

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Notice to the Public

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

St. Anthony's Guild Has Christmas Party

Mrs. N. G. Elliston and Mrs. Sylvester Fangman were co-hostesses for a Christmas party for St. Anthony's Guild at the home of Mrs. Elliston on Tuesday night.

Seasonal and entertaining games were played with the greens and reds competing. Prizes were won by Father Nathaniel Madden and Mrs. Agnes

Cardinal. Highlight of the evening was a nativity scene portrayed by the Misses Juanita Gall, Mary Virginia and Rita Marie Albracht. A musical background was played by Mrs. Elliston and the entire group sang "Silent Night, Holy Night."

Mrs. V. O. Hennen distributed gifts from a sparkling tree in a gift exchange between the members and guests.

Appointments and decorations were in keeping with the season even to the date pudding. A part of the Christmas goodies was served by the hostesses.

Present were Mesdames John Albracht, Ed Dziuk, A. H. Husmann, W. J. Albracht, Agnes Cardinal, Ed Loerwald, Lester Wagner, Edward Paetzold, Mike Betzen, William Betzen, Andrew Kershen, John Henderson, J. F. Walterscheid, Cyril Diller, Dean Kriegshouser, Jerome Albracht, Joe Peters, Owen E. Jacks, Joe Reinauer, Eugene Albracht, Conrad Urbanczyk, Louis Dupnik, John R. Frerich, Fred Saltzman, Frank Brinkman, V. O. Hennen, W. J. Lueb, Arnold Betzen, Bill Warren, J. M. Paetzold Ray Wilhelm and G. W. Hund.

Guests were Father Dominic Kenny, Father Nathaniel, Mrs. J. H. Reinart, Mrs. Elmer Reinart, Mrs. Harvey Artho, Mrs. Harry Kluesner, Mrs. Mary Albracht, Misses Juanita Albracht, Gail Albracht, and Faye Kershen.

To clean a scorched pan, put soap and cold water in the pan and simmer—then you can remove the scorched spots without scorching the surface of the pan.

Dodge Announces Improved '50 Model Will Be Shown Nationally January 4

DETROIT — Dodge dealers will display the new Dodge line of automobiles in their show-rooms Wednesday, January 4. L. L. Colbert, vice president and director of Chrysler Corporation, president of the Dodge Division, announced today.

Pictures of the new models and specifications were released today. They are longer and lower in appearance as a result of styling modifications. Rear fenders are larger and longer and the rear tread is two inches wider. The rear window area in Coronet and Meadowbrook models is increased one-third. New parallel bar-type grille, of separate piece construction to minimize repair, and replacement cost, new exterior chrome trim, a re-styled instrument panel, new dash and cowl insulation and new tail lights are among the improvements.

Available in ten body styles and on two standard wheelbases, the new Dodge cars retain the generous head room, shoulder room, leg room, seat height and wide door openings of preceding models, which established an all-time Dodge high in retail sales.

"The public has voted overwhelmingly in favor of the

roominess, convenience and riding comfort that Dodge offers," Colbert said. "Our new models have those advantages in full measure. People will enthuse over their looks, too. They are beautifully styled in the Dodge tradition of functional design."

Fluid drive is no-extra-cost equipment on all models. Gyromatic transmission, which frees the driver from shifting, is available in the Coronet series, at less cost than competitive automatic transmissions. Other chassis features, exclusive in the Dodge price class, include a resistor-protective ignition system, speed proofing of cylinders and Cycle-bond brake linings.

In the Coronet series, Dodge will build six body styles, including an entirely new model, The Diplomat. Seating six, the Diplomat has the low sporty lines of a convertible but with a permanent, steel roof. Windows and divider bars crank down out of sight as in a convertible. Other Coronet models include a four-door sedan, club coupe, convertible, eight-passenger sedan and station wagon.

The four-door Coronet station wagon has a new type of rear seat which folds down to form a level floor more than eight feet long. The spare wheel and tire

are carried in a well below the floor. The station wagon's four-door design and positioning of seats enables passengers to enter or leave with exceptional ease.

Other models in the Dodge line are the Meadowbrook four-door sedan, Wayfarer two-door sedan, Wayfarer business coupe and the popular Wayfarer Sports Roadster. Coronet and Meadowbrook models have a standard wheelbase of 123½ inches; the Wayfarers, 115 inches.

All models are powered by the Dodge "Get-Away engine with a compression ratio of 7 to 1.

Hospital Notes

Patients discharged from hospital—Billy Woodford, med.; J. K. Daniel, med.; Mrs. A. L. Kopp, O.B.; H. C. Owen, med.; Mrs. A. B. Higgins, surg.; Harland Wels, med.; Pale Lopez, surg.; Mrs. Fred Inman, surg.; Mrs. Herman Paetzold, O.B.; Billy Parvins, med.; Dick Meddlin, med.; Mrs. Ira Scott, med.; Mrs. Chester Wiggins, med.; Mrs. T. C. Coburn, O.B.; Mrs. P. L. Carmichael, med.; Robin Robinson, med.; Mrs. Lola Dishman, med.; Mrs. Richard Ireland, surg.; Mrs. Robert Boyd, surg.; Mrs. V. D. Haney, O.B.; Glenda Layman, emerg.; Robert Ray Gentry, med.; Billy Ray Evans, accid.; Mrs. Olive Hinds, surg.

Patients in hospital: Mrs. Dora L. Smith, surg.; Mrs. Fred Henry, Mrs. T. H. Davidson, med.; L. H.

Casey, surg.; Mrs. E. M. Sherrick, surg.; Mrs. Ethel Lee P'Pool, med.; William Wimberley, med.; Mrs. Ted Higgins, O.B. W. H. Davis, med.; John Douglas Pitman, surg.; Mrs. Robert Kerschen, O.B.; Reford McGee, orth. Mrs. Forrest Minton, surg.; Mrs. R. R. Stewart, surg.; Felipe Zapata, med.; Mrs. E. M. Smith, surg.; Lynn Poarch, med.; S. A. Perkins, med.; Thomas Berry, med.; Eddie Reinauer, surg.; Mrs. John Clahoun, med.

Births
Born To: Mr. and Mrs. T. P. Coburn, a son, T. P., Jr.; Mr. and Mrs. Teddy Gerald Higgins, a son, Patrick Gordon; Mr. and Mrs. Robert L. Kerschen, a daughter, Rose Mary; Mr. and Mrs. L. M. Lemons, a son, December 17, weight 7 pounds, seven ounces, named Jimmie Dale; Mr. and Mrs. C. G. Estrada, a son, December 20,

weight seven pounds, two ounces, named Robert Lee.
Cook lard over a moderate fire and stir to prevent sticking or scorching. Keep the temperature below 245 degrees Fahrenheit.

How To Relieve Bronchitis

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel gummy phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.


CREOMULSION for Coughs, Chest Colds, Bronchitis



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...FOR HOLIDAY FEASTING...

SAUSAGE	Pure Pork Country Style Bag	LB.	25¢
BACON	Armour's Star Sliced,	Lb. layer	49¢
Beef Roast	Fancy Chuck Table Trimmed	Lb.	49¢
BACON	Sugar Cured Slab First Grade	Lb.	39¢
HAMS	Swift's Premium Picnic	lb.	39¢
OLEO	Admiral, Uncolored,	lb.	21¢

BREEZE SUDS	2 boxes	35c
VEL	Large Box	25c
DUZ	Large Box	25c
CAMAY, Reg. Size,	2 bars	15c
CREAM WAX	Pint	49c
Palmolive Soap,	2 reg. bars	15c
WAX PAPER,	100 ft. roll	25c
FACIAL TISSUE		19c
TOILET TISSUE,	2 rolls	23c

BABY FOOD	Gerbers	6 cans for	39c
JELLO, Ass't. Flavors		2 boxes for	15c
WAFFLE MIX, Duff's,	Large Box		23c
FUDGE & FROSTING MIX,	per can		29c
California Figs, Ready to eat,	lb. pkg.		35c
PEACHES, Choice, Calif. Dried,	lb. pkg.		25c
APPLES, Dried, 8 cz. pkg.	only		19c
CORN, Hunt's Whole Kernel,	11 oz. can		12c
Pop Corn, 3 minute, white or yellow,	2 cans		29c
Grape Nuts Flakes,	12 cz. box	only	15c
PEANUT BUTTER			33c
PRESERVES, lb. jar			33c
PRESERVES, lb. jar			19c
PEACHES			59c
Vegetable Soup with Noodles			
Lipton's		3 pkgs. for	35c

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Pad of 100 Sheets **65c**

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EXTRA FRESH FRUITS & VEGETABLES

HIGHEST QUALITY

FRESH COCOANUTS	10c
CELERY	Bunch 19c
SWEET POTATOES	2 lbs 15c
ORANGES	lb. 9c
WALNUTS	lb. 29c
CRANBERRIES	lb. 21c

Hereford Super Market

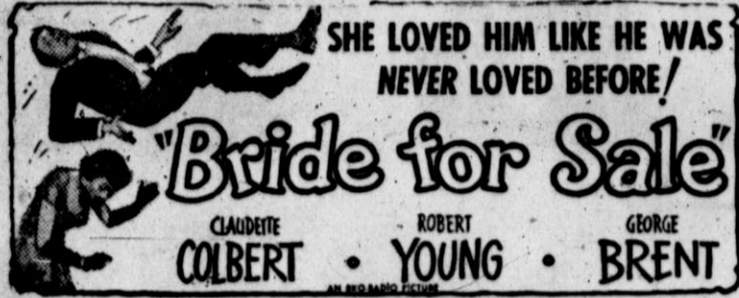
107 W. FIRST GAYLORD
PHONE 117 ASSOCIATED GROCERS NEWELL

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STAR THEATRE

SUNDAY - MONDAY - TUESDAY

January 1, 2, 3

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

Be Sure and Ask for your free tickets!

Notice to Classified Advertisers:

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

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

Sunday: No ads will be accepted after 12 o'clock Saturday immediately preceding publication date.

Identical rates will be maintained in both publications. 1st. insertion 4c per word Each Additional 3c per word —when paid in advance!

No Blind ads will be accepted in either publication!

FOR SALE

Miscellaneous

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

We Have It! FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-tfc

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

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

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

TURKEYS for CHRISTMAS See John Wood at JOHN WOOD EQUIPMENT COMPANY or phone 756 B-1-50-tfc

FOR SALE: 125 pullets, just starting to lay. See Fred Welch at Jacobsen Brothers. B-1-14-52-2p

FOR SALE: Rabbits, 6 New Zealand white doe, 3 white bucks, 1 chinchilla buck. 307 Park Ave. B-1-17-52-2p

FOR SALE: Snare drum in good condition. Reasonable price. Phone 859-W or Mrs. Calvin Goodin. T-1-15-52-1c

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

2. FOR SALE

Farm Equipment

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

FOR SALE: 1949 Wheatland type Minneapolis-Moline UTS tractor. Used very little. Cogdell Motor Company, 322 North Main. Phone 392. B-2-29-46-tfc

FOR SALE: Case hay baler and John Deere rake, side delivery. Both for \$600. Phone 38, Kress, Texas or write Box 632, D. L. Shuping. B-2-25-52-2p

FOR SALE: 8-inch three stage Pomona pump, 120 foot setting. Chevrolet motor good shape. No. 1400. Complete. Phone 38 Kress, Texas or write Box 632, D. L. Shuping. B-2-28-52-2p

FARM machinery for sale: 1947 M Farmall with 4-row equipment. Minn.-Moline 2 bottom roll-over moldboard plow. Excellent shape. Dayton Chisholm, 8 miles south. B-2-26-52-2c

FOR SALE or trade: Used 8" Pomona irrigation pump, 180 foot setting. Frank Fortenberry, 12 miles north Highway 51. T-2-19-52-3p

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

4. REAL ESTATE

For Sale or Trade

FOR SALE by owner: 1,280 acres deeded, 640 acres leased in Estancia Valley. Good fence, well watered, 12 miles northeast of Estancia. Comparatively level. 1 1/4 miles from 2,000 gallon irrigation well. Price reserving 1/4 mineral \$25.00 per acre for deeded land leases thrown in. Can give terms. Address Box 163, phone 17-J, Estancia, New Mexico. B-4-56-50-7p

160 acres in good irrigated district all in cultivation. Price \$75 per acre. \$4,000 down, \$8,000 balance payable in 10 years on or before at 4% interest or can pay any amount of principal at any interest paying date.

Other good buys in large and small tracts and city property.

J. M. HAMBY At The Trading Post Station West Hereford on Highway 60 B-4-48-tfc

FOR SALE

Choice irrigated 40 acres fair improvements, well located priced to sell.

J. M. HAMBY At The Trading Post Station Highway 60 West Hereford B-4-3-50-tfc

FOR SALE: Two houses will sell or trade irrigated farm. Phone 304-M. B-4-10-51-2k

FOR SALE: Choice residence lots 5 blocks of town, 2 of school. Pavement, trees. Phone 80-W. Frances Dameron, owner. B-4-19-52-tfc

CHOICE

Irrigated and Unirrigated Land Property P. O. Box 506 - 338 Main E. B. POSEY, REALTOR Hereford, Texas. T-4-50-tfc

REAL ESTATE

Irrigated Farms, Dry Land Farms, Homes and City Property.

CHARLES SOWELL Office Ph. 792 228 Cl. St. Res. Ph. 193-W. T-4-5-tfc

GLENN WEIR

REALTOR. Houses, Lots, Farms. 10 and 20 acre tracts. Listings appreciated. 104 MAIN STREET Phone 200 Res. Phone 452-W. T-4-45-tfc

5. FOR RENT

For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC. B-5-14-2-tfc

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

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

FOR RENT: Furnished apartment, 401 Lawton, Mrs. W. M. Megart. T-5-10-52-1c

FOR RENT: Two bedrooms for men. Phone 772-J. B-5-9-52-2k

FOR RENT: Bedroom with kitchen privileges. Couple only. Close to 111 West 6th. T-5-13-52-1k

FOR RENT: Furnished apartment. 111 Bradley. Phone 749-J. B-5-9-52-2p

FOR RENT: Two room apartment. Partly furnished, 401 Ross Avenue. T-5-10-52-1p

FURNISHED apartment for rent to couple. Call 43. T-5-8-52-1c

FOR RENT: Two room furnished apartment. 608 East 3rd. B-5-9-52-2k

FOR RENT: Bed room with private entrance. 113 Fuller St. Phone 904-W. B-5-12-52-2k

FOR RENT: Bedroom. Phone 307-W, 115 Avenue E. T-5-8-52-1k

FOR RENT: Three room unfurnished house. Phone 847-W. B-5-9-52-2p

6. WANTED

WANTED Wheat Pasture for Cattle

O. G. HILL Phone 93-W or 357-J B-6-15-tfc

WANTED: Motor, 2-B gearhead, 1,000 gallon butane tank and carburetor. The Brand, Box 673. B-6-15-52-2p

WANTED: 2 or 3 bedroom house. Raymond Palmer, Rt. 4, Tele. 555-J1. B-6-12-25-4p

7. Dressmaking-Ironing

CUSTOM made buttons, belts, buckles and button-holes Mrs. Hazel Sparks, 340 Schley. Phone 651-J. B-7-45-tfc

DRESSMAKING, suits, button-holes, sewing of any kind. 123 Norton Street, Phone 537-W. Mrs. W. W. Rhodes. B-7-16-50-5p

WANTED: Alterations and sewing. 224B, Avenue I. T-7-7-52-1p

WANTED: Ironing to do. 50c an hour. Phone 541-W. B-7-9-52-2p

8. WANTED

MAN WANTED

For Janitor Work. Full time job. Inquire at The Brand Office B-13-23-52-2k

From The Grandstand

By WILBUR MARTIN Associated Press Staff A backward glance at the highlight of Texas 1949 sports year:

Baylor, Rice and Arkansas ended in a three-way deadlock for the Southwest Conference basketball championship another squabble popped up among touring pros at the Rio Grande Valley Open Golf Tournament that made two years in a row Texas' crack track team almost cracked up at the Southwestern Exposition meet in Fort Worth Charley Parker was one of the Steer aces sidelined by a pulled muscle

Dallas' high-priced Eagles started to make a runaway of the Texas league chase, ended watching four other clubs run away and leave them out of the Shaughnessy playoff The Rio Grande League boosted the state's professional baseball leagues to six Joe Kracher, Kilgore's clowning manager, received a serious honor: a silver bat for winning minor league baseball's batting championship in 1948

Zoe Ann Olsen came back from a nasty tumble to turn and

WANTED—CASHIER Pleasant Work Permanent Work See Mr. Hardwick at Star Theatre B-8-4-50-tfc

WANTED: An experienced shop welder. Must apply in person. Roberts Welding Shop, Canyon, Texas. T-8-14-52-1c

9. Situations Wanted

WANTED: Job by experienced ranch and farm references furnished. 206 McKinley. B-9-11-26-2p

WANTED: Year around farm job. Young married man with family. Experienced in irrigating, etc. W. J. Campbell, care of J. H. Jones, Route 2, Hereford. B-9-24-52-2p

10. NOTICE

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

INCOME TAX SERVICE

Mrs. C. J. Coanougher 108 - 8th Street B-10-25-tfc

DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the Hereford Farms Company has been dissolved and I am no longer associated in any manner with the company. I will not be responsible for any debts incurred by the Hereford Farms after December 1, 1949. Joe Ballinger B-10-52-2c

11. BUSINESS SERVICES

NOTICE

We service any make washing machine. Specializing in Helpselfy laundries. Cunningham Maytag Co. Phone 405 CANYON, TEXAS T-11-29-tfc

—SIGNS—

PAINTED—NEON GLENN BOARDMAN 107 Lee Ave. Ph. 456-W T-11-16-tfc

INCOME TAX RETURNS

J. K. BAKER 305 Roosevelt Phone 589-W B-11-52-tfc

WILL KEEP children by day or week. 705 South Main. B-11-52-3p

LANDSCAPING and Nurseryman. I will replace at 1/2 price any tree or plant that does not grow during entire growing season. I will come and give you a landscape of your home free. You will be under no obligation to buy anything. Glynn D. Hughes, Phone 37, Kress, Texas. T-11-49-52-1p

13. LOST AND FOUND

LOST: Billfold with \$17 cash and two checks. If found the cash is the reward. Rev. Walter E. Lane, 801 Columbia St., Plainview. B-13-23-52-2p

LOST: Female Dachshund. Black and tan. Has plastic collar with rabies inoculation tag. Missing since Tuesday noon. Finder call 234 or 153-J. Reward. B-13-23-52-2k

Get Things Ready For Early Chicks

COLLEGE STATION — Now is the time to make plans and get everything in readiness for those early chicks. Decisions must be made on how many, where, will they be purchased and will they be raised for egg production or for meat purposes? C. B. Ryan of the poultry department of the Texas A&M College System, says buy the chicks close to home if you can. Get them on feed and water as soon after they hatch as you can because the longer chicks are off feed and water after they hatch their chances of living and doing well decreases. Good vigorous chicks are a must for a successful brooding operation. Ryan points out that only

chicks from pullets that are selected flocks should be purchased. This hen should be checked before you buy. If you are acquainted with your local hatcheryman, you'll probably know the answer to this. Good brooding is another must that goes with the successful production of chicks, adds Ryan. Brooder house troubles can be held to a minimum if the chicks are given plenty of floor and equipment space. Brooder houses should be repaired and thoroughly cleaned at least 30 days before the chicks arrive, he says. Sweep and clean the entire house and then use a lye water solution for washing the house. All equipment should be cleaned and disinfected. Be sure that it is all in good working order. Set up the brooder, have it regulated and going several days in advance of the chicks'

Good properly working equipment, says Ryan, insures a successful brooding operation and reduces the amount of worry and the sleepless nights for the poultryman. Ryan suggests that you visit your local county extension agent's office for the latest information on growing baby chicks. They will be glad to help you with your chick problems.

CARD OF THANKS We should like to take this way of giving our Thanks to three different groups who came to our yard bringing us the Christmas Carols. Very Sincerely, Mr. and Mrs. A. Lowther

Read the Want Ads

ANNUAL

Stockholders Meeting

NOTICE IS HEREBY GIVEN:

That the annual meeting of the stockholders of Hereford State Bank, Hereford, Texas, will be held at the office of said Bank on the 3rd day of January, 1950, at 2:45 o'clock P. M., for the election of Directors and the transaction of such other business as may properly come before the meeting.

Travis W. Bain
Executive Vice-President

Let Us Show You the Advantage of the

HARKINS

IRRIGATION PUMP

Manufactured Right Here in Hereford!

GUARANTEED FOR ONE YEAR

Against Material or Workmanship Defects

- OIL LUBRICATED
- BEARING EVERY 5 FEET
- AMARILLO JOHNSON GEARHEAD
- HIGH GRADE TUBING and SHAFTING
- EITHER OPEN OR CLOSED TYPE IMPELLER

We Have Connections Enabling a

15 YEAR FINANCE PLAN

4 1/2% Interest

Let The Pump PAY FOR ITSELF!

WE SPECIALIZE IN REPAIR WORK ON Any Make Pump

Machinery and Equipment All Here in Hereford Assuring a

Speedy & Satisfactory Repair Job

DARREL HARKINS

LOCATED EAST OF HEREFORD ON HIWAY 60

Hereford Merchants Award Valuable Prizes

\$50

BABY



"LOG OF LIFE"
BABY BOOK
proudly presented by
THE VOGUE



ONE DOZEN BOTTLES OF THAT GOOD
CREAM O' PLAINS
HOMOGENIZED MILK
HEREFORD CREAMERY

ONE DOZEN CANS
GERBERS BABY FOOD
at your
HEREFORD SUPER MARKET



WE GIVE
A
BABY BRUSH SET
AT
CLOSE DRUG



FOX MAN'S SHOP
GIVES THE FATHER A
WILSON BROS. DRESS SHIRT

A GOLD BABY NECKLACE
FROM **THE LITTLE FASHION SHOP**



"BABY'S FAVORITE"
HANDY NURSER
from
HAILE DRUG

12 LARGE CANS
CARNATION MILK
HUNTER'S



1 CARTON
CIGARETTES
FOR DAD FROM
FURR FOOD STORES



It's A
BOUQUET OF FLOWERS
from
WESTERN FLOWER SHOP

ONE DOZEN
CHUX DISPOSABLE DIAPERS
FROM
D & S VARIETY STORE



YOUTH SET
SILVER PLATED
KNIFE FORK SPOON
Compliments
LANDRUM
HARDWARE COMPANY



27 X 54 INCH
FRENCH TWIST
THROW RUG
FOR THE MOTHER
E. B. BLACK CO.



1 PAIR
Weather-Bird Shoes
for BABY



HEREFORD SHOE STORE



There's mystery in the air! Only Mr. Stork
be the winner of the 1950 Baby Derby! He's n
ned
For the big event, your local merchants
royal reception for little Mr. or Miss 1950, and
tre winner with all the wonderful prizes show

THE FIRST BABY BORN IN DEAF SM
FORTUNATE LITTLE BUNDLE - - - HE
THAT the little fellow or girlie, will be
there are gifts in many instances for mom

We merchants participating in this baby derb
1950's Number 1 Arrival and we are especiall
nated on this page. These gifts are awaiting
give us the pleasure of presenting our part on

THE RULES

Just cooperate by having your attending phys
time of birth. Then one of you parents should
tion to the merchants listed on this page. THE

WINNER WILL BE ANNOUNCED IN THE
HEREFORD BRAND OR THE SUNDAY

Who will win the

the **FIRST**

Deaf Smith County's FIRST BABY OF '50!

DERBY

\$50



Have your baby's doctor state the exact time and place of baby's birth; sex, weight and name, plus the name and address of the parents.

COUNTY IN 1950 WILL BE A MIGHTY AND MERCHANTS HAVE SEEN TO be all welcome, honor and gifts! And too!

ry anxious to meet you, proud parents of s to make presentation of our gift as designe come in, make yourself known, and by occasion.

MPLE: Contact The Hereford Brand and give us the the Brand and secure a card for presenta- MUST BE BORN IN DEAF SMITH COUNTY.

APPROPRIATE EDITION OF THE

SILVER CUP
Compliments of
LAMM JEWELRY
The Little Store Around the Corner on West Third



IT IS
BABY SHOES
FROM
RUTHERFORD & CO.



only THE BEST for THE BEST
HEINZ BABY FOOD
FROM
CITY FOOD STORES

ONE DOZEN CANS
HEINZ BABY FOOD
FROM
CITY FOOD STORES



Look at This! America's Most Popular Nurser Genuine Event
LAYETTE PACKAGE
Containing: Six 8-oz. and Two 4-oz. Nurers, Nipples Bottles, Caps. All in One unit. Presented by
THE HEREFORD STORE
S. L. HARMAN & SON

PINT
THERMOS BOTTLE
from the
GOODRICH STORE
LEE LITTLE



YOUR FIRST
PORTRAIT OF BABY
Size 8 x 10 Valued at \$4.50 — Will be Given by
LITTLEJOHN STUDIO
401 Main Phone 823
Opposite the Postoffice



ITSA
TRAINING SEAT
\$6.95 Value From
HEREFORD FURNITURE CO.
Across from the Postoffice



CIGARS
FOR THE FATHER (He'll Need Them)
from
C & R CLEANERS



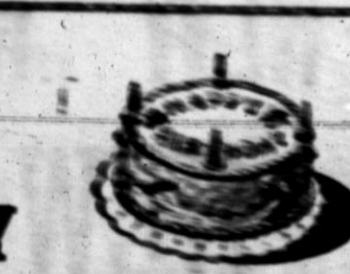
A
BABY BLANKET
from
ANTHONY'S



Theatre Coupon Book
\$5.00 Value
from
Your Star And Texas Theatres



BABY'S FIRST BIRTHDAY CAKE
FROM
HEREFORD BAKERY



It's Red Schneider's For A.
Free Meal For The New Father
Free Meal for the New Mother
AND
Let's be different and give
A FREE MEAL TO THE ATTENDING PHYSICIAN
RED'S



TASTY DRIVE-IN
Beautiful
BIRTH ANNOUNCEMENTS
Will Be Furnished By
THE HEREFORD BRAND

BABY WILL BEAM FROM HIS
CHROMIUM CAR SEAT
Given By
H & H FURNITURE



Baby Derby?

of 1950

Texans in Washington

Washington 29 — Christmas away from home isn't so bad this year for Miss Jay Ann Bryan, a secretary in the Treasury of Congress.

She was a guest at the country home of Dr. Sumner Youngblood near Hanger Park, W. Va. a former Agriculture Department official. Dr. Youngblood, 72 years, was director of the Texas Agricultural Experiment Station at College Station.

Miss Ann's invitation to spend the holiday week-end with Dr. Youngblood came about after her parents, Mr. and Mrs. Homer F. Bryan of Hereford, wrote their daughter of their acquaintance with the government official.

They had seen an item about Dr. Youngblood in the column recently, and Ann recalled that Dr. Youngblood had given him his first job with the Texas farm experiment center. He now has been with the station 20 years.

LEGAL NOTICE

TO ALL OWNERS OF CLAIMING ANY PROPERTY ABUTTING UPON THE HERETOFOR MENTIONED PORTION OF K STREET AND SUNDY OTHER STREETS, ALLEYS AND AVENUES IN THE CITY OF HEREFORD, TEXAS, AND TO ALL OWNERS OF CLAIMING ANY INTEREST IN SUCH PROPERTY.

The Governing Body of the City Commission of the City of Hereford, Texas, has ordered that a portion of K Street and sundy other streets, alleys and avenues in the City of Hereford, Texas, heretofore described, be improved by making and grading the same upon project grade and line, and by constructing a 24 inch, 6 inch compacted culvert base with a 24 inch pipe cast concrete top, the abutting property owners to pay 9/10 of the cost of the such improvements, and the City of Hereford to pay 1/10 thereof.

Estimates of the cost of such improvements for each portion of said streets and avenues have been prepared and approved, and are on file with the City Clerk of the City of Hereford, Texas.

The streets, avenues and alleys, together with the total cost of such improvements and the proposed cost to be assessed against the abutting property owners per front foot are as follows:

On GRAND AVENUE from the existing pavement on 15 Mile Avenue to the W.P.L. of T

avenue, known and designated as Unit or District No. 1. The estimated cost of the improvement is \$2,860.32; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,430.16.

On GRAND AVENUE from the E.P.L. of W Avenue to the E.P.L. of K Avenue, except 1/2 Avenue Intersection, known and designated as Unit or District No. 2; the estimated cost of improvements is \$2,786.88; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,389.22.

On T AVENUE from the E.P.L. of Grand Avenue to the E.P.L. of 15th Street, known and designated as Unit or District No. 4; the estimated cost of the improvements is \$2,867.12; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,213.70.

On K AVENUE from the existing pavement on First Street to the S.P.L. of Pack Avenue, known and designated as Unit or District No. 5; The estimated cost of the improvement is \$2,860.32; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,389.22.

On K AVENUE from the E.P.L. of Grand Avenue to the E.P.L. of Pack Avenue, known and designated as Unit or District No. 6; The estimated cost of the improvements is \$2,862.96; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,385.81.

On K AVENUE from the E.P.L. of Grand Avenue to the E.P.L. of Forest Avenue, known and designated as Unit or District No. 7; the estimated cost of the improvements is \$2,246.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,185.64.

On BLEVINS STREET from

the E.P.L. of Pack Avenue to the S.P.L. of Maple Avenue, known and designated as Unit or District No. 8; the estimated cost of the improvements is \$2,826.21; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,165.25.

On BLEVINS STREET from the E.P.L. of George Avenue to the S.P.L. of Forest Avenue, known and designated as Unit or District No. 9; the established cost of the improvements is \$2,845.58; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,275.24.

On BLEVINS STREET from the E.P.L. of Pack Avenue to the S.P.L. of Maple Avenue, known and designated as Unit or District No. 10; the estimated cost of the improvements is \$2,129.86; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,209.87.

On BLEVINS STREET from the S.P.L. of Maple Avenue to the S.P.L. of Forest Avenue, known and designated as Unit or District No. 11; the estimated cost of the improvements is \$2,385.72; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,209.87.

On WOLF AVENUE from the E.P.L. of K Avenue to the E.P.L. of Irving Street, except Blevins Street Intersection, known and designated as Unit or District No. 12; the estimated cost of the improvements is \$2,428.32; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,269.84.

On MARSH AVENUE from the E.P.L. of K Avenue to the W.P.L. of Irving Street, except Blevins Street Intersection, known and designated as Unit or District No. 13; the estimated cost of the improvements is \$2,400.34; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$2,280.32.

On BLEVINS STREET from the existing pavement on First Street to the S.P.L. of Pack Avenue, known and designated as Unit or District No. 14; the estimated cost of the improvements is \$2,278.67; the estimated amount per front foot to be assessed against abutting property and the owners thereof for im-

provements, exclusive of curb and gutter, is \$2,285.94.

A hearing will be given and held by and before the Governing Body of the City of Hereford, Texas, on the 31st day of January, A. D. 1950, at ten o'clock a. m. in the City Hall in the City of Hereford, Texas, to all owners or claiming any property abutting upon said portions of streets and avenues and to all owners or claiming any interest in any such abutting property. At said time and place, all owners or claiming any such abutting property, shall be and appear and will be fully heard concerning said improvements, the cost thereof, the amounts to be assessed therefor, the benefits to the respective parcels of abutting property by means of the improvements on the portions of said streets and avenues upon which the property abuts, and concerning the regularity, validity and sufficiency of the contract for and all proceedings relating to such improvements and proposed assessments therefor, and concerning any matter as to which they are entitled to be heard under the law in force in the City and under the proceedings of the City with reference to said matters. Following such hearing, assessments will be levied against abutting property and the owners thereof, and such assessments, when levied, shall be a personal liability of the owners of such property, and

a first and joint lien upon the property as provided by the law in force in the City and under which the proceedings are taken, being the Act passed at the First Called Session of the Fortieth Legislature of the State of Texas, known as Chapter 106 of the Acts of said Session and now shown as Article 1189b of Vernon's Civil Statutes of Texas, Annotated, together with any amendments thereto.

The improvements on each said portion of said streets and avenues constitute an entirely separate and distinct unit of improvement, all to the same extent as if entirely separate and distinct proceedings had been taken with reference to the improvements and assessments therefor in connection with improvements on each such portion of said streets and avenues and the assessments against the property abutting upon any unit shall be and are in no wise affected by any fact or circumstance relating to or connected with the improvements in other units.

Of all said matters and things, all owners or claiming any such

property or any interest therein, as well as all others in anywise interested or affected, will take notice.

DONE by order of the City Commission of the City of Hereford, Texas, this 19th day of December, A. D. 1949.

MABEL BARNHART
City Clerk, City of Hereford, Texas.

(SEAL) 51-3c

We Will Be Closed

DECEMBER 30th and 31st

for Inventory

HEREFORD LUMBER COMPANY

666 GIVES FAST RELIEF when COLD comes thru

1949 Studebaker's biggest year!



More people bought new Studebaker cars and trucks in 1949 than in any year before!

Since its introduction in September, the new 1950 Studebaker has been bought by more people than any new-model Studebaker in any similar period!

Today's far-advanced new 1950 Studebaker is the fastest selling Studebaker of all time!

STUDEBAKER'S REALLY ROLLING!

The HEREFORD CAB COMPANY

IS UNDER

NEW MANAGEMENT NEW OWNER

Effective Dec. 21, the Hereford

Cab Company is owned and managed by

GLENN CAMPBELL

Although new in the cab business here, I have been in business in Hereford for a number of years and have the pleasure of knowing most of you.

Every effort will be made to give a prompt, up-to-date, efficient cab service, with good cars and courteous, efficient drivers.

May I have the pleasure of your business?

Sincerely,
Glenn Campbell

PHONE **32** PHONE

COURTHOUSE RECORDS

Deeds of Trust
Lee Roy Boyer and wife, to American General Investment Corporation of Dallas. All of lot 31, Ralph Smith Subdivision, blk. 4, Mabry Addition to Town of Hereford, \$8,100.
J. N. Brink and wife to Kansas City Life Insurance Company, 81.2 acres of land of SW part of Section 63, block K-3, Deaf Smith County.
J. E. Stangel to Sam J. Aronson and Norman Gray, Part of Higgins Addition to Town of Hereford, \$7,500.
C. M. Phipps and wife to Federal Land Bank of Houston, SW 1/4 of section 68, block K-8, Deaf Smith County, \$5,860.
John Roy Oswald and wife to American General Investment Corporation, All of lot 11, and N 30 feet of lot 12 of block 31, Evans Addition to Town of Hereford, \$8,625.
Alvin L. Williams and wife to S. E. Burleson, N 17 1/2 acres of N 1/4 of E 1/4 of SE 1/4 of section 58, block K-3, Deaf Smith County, \$2,100.
R. E. Lingenfelte and wife to First Federal Savings and Loan in Amarillo, Part of block 27, original town of Hereford, \$6,307.
(612)

Warranty Deeds
Vernon Duke and wife, et ux, to I. F. Strong, First tract: Part of NE 1/4 of section 17 in block K-3, Second tract: Part of SE 1/4 of section 16 in block K-3, \$14,500.
V. Hendricks and wife to Republic National Bank of Dallas, SW part of block 56 and addition to Town of Hereford, \$16,500.
H. A. Taylor and wife to G. S. Parker, Part of block 32, Evans Addition to Town of Hereford, \$100.
Norman Gray and wife to J. E. Stengel, Part of Higgins Addition to town of Hereford, \$7,500.
D. R. Holt and wife to O. M. Dickey, First tract: Part of blk. 1, Womble Addition, Second tract: W 707.1 feet of block 1.



VELVET VOODOO — This slinky "voodoo black" velvet formal is studded with black paillettes. The strapless bodice tops a flaring peplum and slender skirt that is finished with a tailored train. A matching jacket, with stand-up collar and wide kimono sleeves, provides cover.

Womble Addition, \$5,000.
Joe Gallinger to A. N. Hopson, 200 acres of land, part of survey 110, block M-7, about 1 mile south of Town of Hereford, \$19,300.
W. C. Hromas and wife to W. E. Landrum, S 54 1/2 feet of N 10 1/2 feet of lot 8, block 11, Evans Addition to Town of Hereford, \$7,000.
Jack Flowers and wife to Losa Lowers, S 1/4 of E 1/4 of block 42, Evans Addition to Town of Hereford, \$10.
Dudley Green and wife to A. J. Schroeter and P. Schroeter, A strip of land running north and south, five feet in width immediately west of present tract owned by grantors in section 80, block K-3, Deaf Smith County.
Dudley Green, et ux, to City of Hereford, First tract: A 60-foot strip of land between Highway 80 and Panhandle and Sante Fe right of way, section 80, block K-3, Deaf Smith County, second tract: Strip of land, 60 feet wide, in section 80, block K-3, Deaf Smith County, \$1,000.
T. C. Malloy and wife to E. Carl Hendricks and Great American Reserve Insurance Company, Part of Block 8, Rick's Addition to Town of Hereford, \$4,750.
E. E. Plank and wife to John 3. Plank, Lots 4 and 5 in block 2, Tester and Baskin's Subdivisions, Mabry Addition to Town of Hereford.
Eugene V. Medlin and wife to American General Investment Corporation, All of lot 11 and N 30 feet of lot 12 of block 31 1/2 of Rentro and Price Subdivision of block 31, Evans Addition to Town of Hereford, \$8,625. (430)

1950 Political Calendar Is Dotted With Election And Run-Off Dates

By DAVE CHEAVENS
Austin, Texas. (AP) — Stand-out dates dot the Texas political calendar for 1950.
For most Democratic voters and office seekers the biggest of them all is July 22, when the first primary will be held.
If some of the statewide races are as hot and close as they now promise to be, Aug. 26 will be equally as important. That's the day set for the second primary.
As the political year 1949 waned, new attention was focused on payment of poll taxes. Texans in November rejected a proposed constitutional amendment abolishing the poll tax as a pre-requisite for voting.
Young Democratic clubs, The League of Women Voters, and other civic and political organizations were starting their customary campaigns urging citizens to qualify as voters by paying the poll tax.
The deadline for paying the

poll tax or obtaining exemption certificates where they are required is Jan. 31.
While there are some intervening dates of particular interest to party officers, the next deadline of consequence for many office seekers is May 15. That's the last day for candidates for Congress, the state senate, and the state house of representatives to file their applications for a place on the July 22 ballot.
June 5 is the deadline for gubernatorial and other state office candidates to make formal applications and pay their fees for ballot listing. County and precinct candidates have until June 17 to get their names on the ballot.
Absentee voting for the first primary begins July 2 and closes July 18.
Then comes the first primary. On the same day, precinct conventions will be called to name delegates to county conventions. July 29 is the date for the county conventions.
The Aug. 26 run-off is the next important political date, then the Sept. 12 state convention, and the general election Nov. 7. Unless the Republicans get busy between now and then, it will all be over by the first Tuesday after the first Monday in November.

CARD OF THANKS
Dear Sir,
Please publish my card of thanks to my good neighbors and friends that were so good to me during the Christmas Season. That includes churches and clubs. I will just say thanks to everyone.
George Strange.
Mrs. Jessie Hasley and son, W. T., and daughter, Donna Kay, returned to their home in Tulsa Wednesday after spending Christmas in the home of her sister, Mrs. Robert Thompson. Other visitors in the Thompson home during Christmas were Mr. and Mrs. L. E. Hindrichsen of

Hagarman, N.M. and Mr. and Mrs. Al. White and children of Melrose, N.M.
Mr. and Mrs. H. L. Martin spent Christmas afternoon visiting in the home of her mother, Mrs. Mollie Bailey, who lives in Amarillo.
Mr. and Mrs. George Benson and daughter, Elizabeth, spent Christmas Day in Clarendon with Mrs. Benson's sister and father.
Raw vegetables and fruits will stay crisp longer if washed and wrapped in waxed paper or a dry cloth.

4 YEAR OLD BOY WAS WASTING AWAY

My son Bobby Jean, 4, had been suffering from vomiting spells. Each attack sent him to bed with fever for 2 or 3 days. We tried all kinds of medicines but he continued to lose weight and grow pale and weak. We started giving him HADACOL and since the first dose he has never had a vomiting spell or fever. He gained 4 pounds in 2 weeks and is full of pep and energy. It is really remarkable how HADACOL has helped my child.

IS HADACOL A MIRACLE FORMULA?

No, there is nothing miraculous or mysterious about HADACOL. The potent health-giving benefits of HADACOL are based on a proven scientific fact: Lack of sufficient vitamins and minerals in most diets leaves the door WIDE OPEN to diseases and weaknesses of all kinds. HADACOL, the scientifically balanced dietary supplement, helps to CLOSE that door and KEEP it closed.

BOBBY JEAN JUST ONE OF THOUSANDS!

Had is not been for HADACOL, the story of Mrs. Prejean's little boy, as told in her letter above, might have had a tragic ending. His system was run down to the danger point. Medicines and treatments didn't help. What he really needed was a supply of "building materials" for his poor little wasted body—and that's what he got from HADACOL. Today, like thousands of others, he is healthy again!

WHO SHOULD TAKE HADACOL?

HADACOL is not a medicine. It is a concentrated FOOD formula containing all the important vitamins in the B Complex group as well as these vital minerals: iron, calcium, phosphorus and manganese. If you are not getting your full daily quota of these essential dietary components, you may be heading straight into danger—weakness, loss of appetite, and then disease!

Let HADACOL help you stay on the High-way of Health! Only \$1.25 for the regular size \$3.50 for the 1 1/2 oz. family and hospital economy size. At your drug store or by mail order. Help yourself to HEALTH with HADACOL.

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MORE FOR YOUR MONEY SHOP EVERYDAY AT **FURR** FOOD STORES in **50**

FOR GOOD LUCK EAT DORMAN BLACKEYED PEAS 3 for 25¢

DELICIOUS MEATS

Featuring Fine Grain Fed Beef
Finest Quality at Lowest Prices

Choice Cuts lb. **49¢**
BEEF ROAST Chuck
Grain Fed Beef lb. **42¢**
POT ROAST
Fresh Ground, All Meat lb. **43¢**
HAMBURGER
Individual Cuts for broiling lb. **61¢**
CLUB STEAKS
Good Old Country Flavor, Pure Pork **34¢**
SAUSAGE LB.
Buy by the Sack

Cloverbloom Longhorn full cream **39¢**
CHEESE LB.
Amours Columbia, 1 lb. layer **35¢**
BACON EACH

WINESAP 2 LBS. **25¢**
APPLES ROME BEAUTY 2 LBS. **19¢**
APPLES Marsh Seedless 8 lbs. **49¢**
GRAPEFRUIT 8 **49¢**
APPLE CIDER GALLON **69¢**

PEARS 2 LBS. **25¢**
CELERY 2 Bunches **15¢**
FRESH GREEN ONIONS 2 Bunches **15¢**
CHESNUTS LB. **17¢**

Kellogg's 13 oz. box **17¢**
CORN FLAKES
Crystal Preserves 12 oz. jar **35¢**
STRAWBERRY
White House 28 oz. jar **25¢**
APPLE BUTTER Jolly Time Can **18¢**
POP CORN

nation Pride Whole Kernel **2** 12 oz. tins **31¢**
CORN No. 2 Can **21¢**
GREEN BEANS 2 10 1/2 oz. cans **25¢**
PEAS Hunt's
NEW POTATOES 3 No. 300 cans **33¢**
Babyshug Cream style
CORN 2 No. 1 tins **19¢**
No. 300 Cans **19¢**
PORK & BEANS No. 1 Tall Can **64¢**
Del Monte Reg. Size Tin **29¢**
RED SALMON
Tuxedo Grated
TUNA FISH 2 cans **25¢**
Baxter
VIENNA SAUSAGE Casa Grande No. 300 Can **15¢**
TAMALES Del Monte No. 300 Can **19¢**
FRUIT COCKTAIL Hunt's No. 2 1/2 can **25¢**
PEACHES Hi-C 46 oz. tin **29¢**
ORANGE ADE Mrs. Tuckers 3 lb. etc. **59¢**
SHORTENING American Beauty 16 oz. Cello Bag **19¢**
MACARONI or SPAGHETTI Baby Food **2** Cans **15¢**
GERBER'S Bestyett **2** Cans **15¢**
SALAD DRESSING Pint Jar **25¢**

C. H. B. Country Style **2** 12 oz. jars **23¢**
PICKLES Swift's 12 oz. jar **29¢**
PEANUT BUTTER Treesweet 46 oz. can **41¢**
ORANGE JUICE Vermont Maid 12 oz. bot. **25¢**
SYRUP Aunt Jemima Large Box **31¢**
PANCAKE FLOUR

Bakery Treats
Ad To Your New Year's Dinner-Serve Furr's lb. **89¢**
FRUIT CAKES
Fine For Dressing-Seasoned Just Right Loaf **15¢**
STUFFIN BREAD

FURR'S BAKERY TREATS
Rich Crisp Flaky Crusts-Fine to Toast Loaf **18¢**
FRENCH BREAD Loaf **20¢**
Fine For Your New Year Buffet Supper **20¢**
PUMPERNICKLE RYE BREAD Loaf **20¢**
Oven Fresh - Light Fluffy Brown Doz. **10¢**
DINNER ROLLS Chuek Full of Raisins and Goodies Topped With Icing Ea. **20¢**
COFFEE CAKES

ARMOUR'S CLOVERBLOOM BUTTER LB. SOLIDS **61¢**
Lona White Potatoes 5 lbs. **23¢**

SEE Furr's SELECTION OF DRIED BEANS

CLEAN PINTO BEANS 5 lb BAG **51¢**

FISHER'S CHEESE FOOD AMERICAN-SHARP SMOKEY OR PIMENTO **2 LB. LOAF 59¢**

TOASTED CHEESE SANDWICHES REALLY DELICIOUS

Headstart **2** Tall Cans **15¢**
DOG FOOD Mother's, With Premium 3 lb. box **39¢**
OATS Northern **2** Rolls **15¢**
TISSUE Cleansing Tissue **2** 300 Count Boxes **31¢**

State Farm Road Program Will Be Larger Than During 1949

By BO BYERS
Associated Press Staff
Austin, Tex., (AP) — To give the country folks better roads, to offer highway travelers shorter, safer, smoother routes, the Highway Department spent \$106,000,000 (m) in 1949.

It was the first hundred-million-dollar year in Texas highway building history. The new year won't see quite so much spent for roads—probably about 80 million dollars. That's still a lot of money and will produce a lot of paving. Emphasis will be on building roads for farmers.

Though the total outlay for primary highways, farm-to-market roads, and maintenance will not be as great in 1950, the farm road program will be larger than that of 1949.

"We will really get in high gear on the Colson-Briscoe farm to market program," promised state highway engineer D. C. Greer.

He estimated 55 per cent of the money spent for construction in 1950 will be for farm roads. The state has been spending about 25 million dollars a year on farm roads since World War II, a peak of approximately 2,000 miles of this type construction was laid in 1949.

The Colson-Briscoe law passed by the 51st Legislature set up a special fund providing \$15,000,000 (m) a year for farm-to-market roads only, and 1950 will mark the first full year of operation under the new law.

This will offset decreased federal funds and declining revenue from the 4-cents-a-gallon state gasoline tax.

Federal aid won't be quite as heavy for Texas in 1950 because the Highway Department has been expediting the building program the past two years and "has put under rubber some of the work that had been planned for 1950," Greer said.

He was unable to explain a slight downward trend in revenue from the 4-cents-a-gallon state gasoline tax.

"It may be a temporary lull. It's the first since the war," Greer commented.

Counties still handle upkeep of some roads, but more and more mileage is being turned over to the state. The Highway Department now has supervision of some 29,000 miles of paving. It costs a pretty penny to keep these roads in good condition.

Maintenance — including traffic services such as road striping, markers and warning signs, special and regular maintenance — added up to 22 million dollars in 1949. Special maintenance is the addition of something, such as a new seal coat, to the original construction. Naked maintenance — holding what the state had in the original paving — accounts for 18 of the 22 million dollars.

Building and upkeep of the state's roads provides employment for an average of about 8,000 men, roughly divided 7,000 for maintenance and 1,000 for engineering work.

Administrative expense of the state highway department was 1.1 per cent of that agency's total outlay of 1949, Greer reported. The percentage represents \$1,200,000 (m) and includes engineering and overhead costs.

Seventy per cent went for construction; 21 per cent for maintenance; the remainder for administration, equipment, the state highway patrol, which received two per cent of the Highway Department's income, and miscellaneous, Greer said.

Mr. and Mrs. Joe Kropff and children, Jimmy and Helen, stopped here for a brief visit during the holidays with his sister, Mrs. Russell Hunter. Mr. and Mrs. Kropff spent several days in Oklahoma City with relatives and returned to Hereford to join their son and daughter for the trip back to their home in Hollywood, California.

Accidental Deaths Total Higher Than Children's Liseases

Take all deaths among children from 1 to 4 years old caused by the so-called childhood diseases, and they would total a little more than half the child deaths caused by accidents.

Figures released by the Bureau of Vital Statistics, Texas State Department of Health, show accidental deaths in 1948 killed 593 children under 4 years of age, 218 of them under one year, while the combined deaths from diseases of childhood — scarlet fever, whooping cough, diphtheria, measles, poliomyelitis, and epidemic meningitis — killed only 324 children in the same age group.

The report shows one of every three deaths in the 5-9 age group is accidental; four of ten deaths in the 10-19 age group is accidental, and very little decline is noted in that rate through the other age groups under 30.

State Health Officer George W. Cox said, "State and local health officials can prevent epidemic diseases, and safeguard food and water supplies, but it is up to the individual citizen to protect himself from untimely death by accident."

According to the report, of 100 accidental deaths, 30 involve motor vehicles, 12 are due to falling or crushing, five are due to drowning, and four are due to burns.

And despite frequent reports of death resulting from "not knowing it was loaded," only 3 of every 100 accidental deaths involve firearms, the Health Department report revealed.

The state health officer pointed out that only diarrhea and enteritis, and pneumonia exceeded accidents as a cause of death in the first four years of life.

"We've made remarkable progress in prolonging life during the last decade," Cox asserted. "But apparently we've prolonged it only to have it snuffed out in accidents—mostly foolish accidents."

Mrs. J. F. Ward is in Oakland where she has spent the Christmas holidays with her daughter, Mrs. Dolly Behrens, and family.

Visiting in the Tommy Tomberlin home this week are Mr. Tomberlin's parents, Mr. and Mrs. George Tomberlin, his brother and family, Mr. and Mrs. Jack Tomberlin, and brother, Herman Tomberlin, all of Huntington Park, California.

Animal Psychology May Give Income A Boost Where There's Livestock

Animals, just like human beings, have their own ways of making adjustments to the problems of life. How much the farmer knows about the physiology of his animals may be reflected in his income from livestock, says W. C. Banks, extension veterinarian of Texas A&M College. Correct handling usually adds more money to his income and incorrect handling cuts income.

Generally speaking, says Banks we know that animals are influenced perhaps more than humans by emotional changes caused by fear, jealousy, pain, suspicion, frustration and the dominance of stronger members of their species.

Dozens of examples can be cited on livestock farms. A good example, points-out Banks, is the dairy cow. When she is subjected to a sudden change or something happens to upset her, she gives less milk. A number of things can cause her milk production to drop. Unusual noises, rough handling, change of caretakers or even a dislike of the milking time attendant may affect her production.

Believe it or not, says Banks, the relationship between cows is important. In every large herd,

he says there are a few outstanding character. One cow may try to dominate all the other cows; one may enjoy hurting others. Some cows require a great deal of affection from the owner before they produce at their best while some resent being petted.

It seems that some sheep don't like to take their pills any better than some humans. When they are given a large medicated pill and then turned loose, they may wait until the owner is out of sight and then get rid of it.

Banks says when dealing with pigs, it is well to remember that they are comfortable looking animals and only when they are comfortably housed and properly cared for, will they turn feed and water into the maximum amount of pork.

Dr. Banks believes that one of the secrets of successful livestock production comes from knowing your animals and then taking advantage of this knowledge to get from them their maximum production. He adds, good care, shelter, plenty of good feed of the right kinds and good clean water will all help to make the animals on your farm comfortable, satisfied and maximum income producers.

Farm records are an aid to better farm planning. They are the "eyes and ears" of the farm business.

Look for essentials rather than style when buying household equipment. Dairy cows are roughage eating animals. Give them plenty of good hay—as much as they want whenever they want and need it.

COMPLETE HOME LOAN SERVICE

COMPLETE INSURANCE SERVICE

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

PROMPT — COURTEOUS SERVICE — LOW RATES —

CONVENIENT PAYMENTS ON:

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ALL THREE SHOULD BE CONSIDERED

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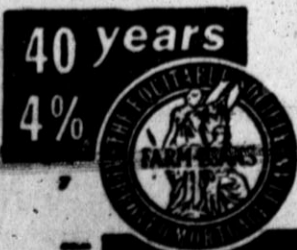
of your bank is important because age brings seasoned judgement, broad perspective and intimate knowledge of the background of business situations.

PRESENT FACILITIES

of your bank are important because they are the gauge of your bank's ability to serve you efficiently. Our bank offers a complete banking service, which is modern to the minute and in-tune with Hereford.

FUTURE

of your banking connection is important to the man or business that looks ahead, because a strong bank can prove of vital value in helping an individual or enterprise succeed.



The First National Bank
OF HEREFORD

Member
Federal Reserve System
Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers

MONTH-END YEAR-END SALES!

IT'S PRE-INVENTORY CLEARANCE At The LITTLE FASHION SHOP!

WINTER DRESSES

Crepes, Corduroys, Gabardines

GROUP \$10.95 TO \$12.95 VALUES

\$6

GROUP \$14.95 TO \$16.95 VALUES

\$8

GROUP \$19.95 TO \$22.95 VALUES

\$10

GROUP LATE ARRIVAL DRESSES Go at 1/2 PRICE

GROUP SHORT COATS

Wools in Solids and Plaids; Also Corduroys

\$10

Group Winter

COATS and SUITS 1/3 to 1/2 off

Fitted and Full Back in Gabardine, Suedes, Covert

GROUP BRUSHED RAYON GOWNS

\$2.98

GROUP BAGS

\$2.98
And
\$3.98

GROUP OF HATS
FORMERLY 4.98 TO 12.95

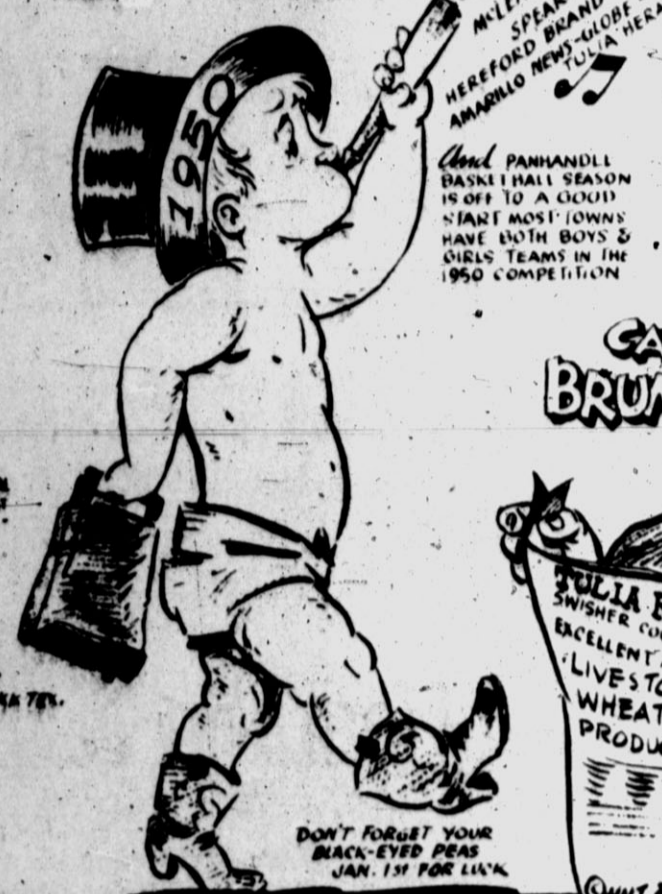
\$2 \$3 \$5

The Little Fashion Shop

"Smart Clothes for Smart Women"

TEX MANNA
 HEAD OF THE BOMBERS BULLDOGS
 GRADUATED FROM DORRIS HIGH SCHOOL IN 1912 AND ATTENDED COLLEGE AT THE UNIVERSITY OF TEXAS—COACHING IN 1913-14 AND 1915-16—SERVED AS A TANK DRIVER IN THE WORLD WAR—ALL INFORMATION CONFERENCE FULL TIME IN 1919 AT FORT WORTH.

A BIG PANHANDLE
HAPPY NEW YEAR
 AND A PROSPEROUS 1950



GAL BRUMLEY

TULA HERALD
 EXCELLENT AGRICULTURAL
 LIVES TOCK
 WHEAT COTTON
 PRODUCTION

CO-PUBLISHER OF THE TULA HERALD—BORN AT HEREFORD—STARTED HIS NEWS PAPER CAREER AS SPORTS WRITER ON HIGH SCHOOL PAPER—ENTERED TEXAS A&M—BECAME AN ARMY OF FORMER NEWS-GLOBE REPORTER—AND TEXAS BUREAU OF ASSOCIATED PRESS

**Wrestling Bear
 Bounces George**

It wasn't so far plans that danced in George Overhull's head last Christmas Eve night when he took off "Gorgeous Gus" the wrestling bear. Gus won over George in a one fall decision to which the whole crowd agreed. The bear, 235 pounds of play and fun, threw George over his head but right after Gus, how George, against the wall a couple of times, George jumped through the ropes and gave the match to the big black bear.

"No one can whip him," George said. "I've seen a lot of animals wrestle but he is the smartest. He's so darn strong I did get to throw him once, though."

Rod Fenton won the first fall in the Fenton-Lopez match with a half crab hold. Lopez was a half crab hold. Lopez was a half crab hold. Lopez was a half crab hold.

The Hereford Brand

Section Two
 TEXAS AND THE FANTASTIC FORTIES

Cities Grew As War Caused A Major Change

(This is the third of four weekly articles on Texas and the Fantastic Forties.)
By WILBUR MARTIN
 Associated Press Staff

The period of Texas' changed during the Fantastic Forties. They probably will never again be the same.

The people caused the major change. Too many people or too few people.

An estimated 1,250,000 men and women trained in the armed services in Texas during the war.

More than 14 million people were stationed at 21 prisoner-of-war camps.

They trained over miles of land, land located around or near a hundred cities. Some of these cities were tiny places, some small farming communities. Most of the cities were ill equipped to cope with the thousands of men or the hundreds of families that came with the troops.

Bas rop, Smithville, Lockhart, Temple, Killeen, Belton, Hondo, Pecos, Lubbock, Waco, Dallas, Fort Worth, San Angelo, Sherman, Denison, Laredo, Harlingen, San Marcus, El Paso, Childress, Paris, San Antonio, Houston, Galveston, Corpus Christi, Brownwood, Tyler, Abilene, Odessa, and countless other cities were in or near major posts or air fields.

They faced problems of housing, of police and fire protection, of water, light and gas services, and a hundred other municipal tasks.

They weathered the war years with little physical improvement. Material was almost impossible to obtain. They faced the first years after peace with a backlog of "must" projects.

They faced an added headache of growth—spectacular growth in such places as Houston, Denison and Odessa. And many towns and cities added to their size by annexing outlying territories.

Thousands of the men and women who trained in Texas came back to live. Other thousands were attracted by the state's job opportunities.

Practically every city and town in Texas has grown tremendously since the last census. But in some tiny villages, residents moved away to get war jobs. They never came back.

Population figures show a population of 1,500,000 today. Its census was 87,930 in 1940.

Amarillo estimates it has just about doubled its 51,686 population in the last ten years. Houston's estimated size today is 620,000 compared to 384,514 in 1940.

This trend is noted in all parts of Texas. It can be traced to war-born industry that converted to peace-time use, to oil booms, to new industry. It can also be traced to the hundreds of marriages made during the war. Some Texans brought home brides. Many Texas girls married soldiers stationed at camps in the state during the war. Many of these men decided to make Texas a permanent residence.

"No money" was a common complaint city officials made as the Forties faded. Bond issues could handle the bigger projects. But red ink still faced many a mayor and city official.

Inflation has played a big part in this financial headache. Bond issues prove inadequate by the time work starts on the project for which they were issued—because of the climb in costs. Construction and operation costs have jumped faster than tax rates.

In many instances, already heavily burdened taxpayers are in no mood to approve new bond issues or taxes.



FIESTA QUEEN—Pert Colleen Delaney, above, will be "Senorita of the Fiesta" at the Orange Bowl Festival at Miami, Fla., beginning Dec. 28.

**Out Of Town Guests
 Register At Golden
 Wedding Anniversary**

More than one hundred guests were registered at the open house held by Mr. and Mrs. Ray Hershey Sunday in celebration of their golden wedding anniversary.

Out-of-town guests included Mr. and Mrs. Harry Smith of Albuquerque, N. M., Mr. and Mrs. David Campbell and Mr. and Mrs. Harry Vores of Sydney, Ohio, Mr. and Mrs. David Boyer, Amarillo, Mr. and Mrs. Harold Hoover and Mr. and Mrs. Wayne Cox, Canyon and their children, Mrs. Arch Conklin, Charleston, Ark., Mrs. Dudley Bussard, Floyd, N. M., and Howard of Dimmitt.

Other children of the couple are Horace, Arnold and Mrs. Jim Bicketts of Hereford.

Personals

Miss Elizabeth Benson is spending the Christmas holidays with her parents, Mr. and Mrs. George Benson. She is a student in Kansas City Art Institute and School of Design.

Mr. and Mrs. Leonard Hicks and three daughters left Monday for their home after spending Christmas Day with her parents, Mr. and Mrs. R. R. Jackson.

Guests during the holidays of Mr. and Mrs. Charles Hood have been their daughters, Mrs. Gene Moore and husband and son of Las Cruces, N. M., and Mrs. Tom Wilson and Mr. Wilson of Hamlin.

Mr. and Mrs. Theron Lehr of Dallas arrived Christmas Day for a brief visit with her father, Carl Frye. Mrs. Carl Frye accompanied them as far as Fort Worth Monday where she is spending a few days with her mother.

Mr. and Mrs. Richard Petersen and son of Lubbock spent the holiday vacation here with his parents, Mr. and Mrs. A. Petersen and with other relatives.

Mrs. Mary Seliger returned Monday from Lubbock where she was a guest of her daughter, Mrs. DeWitt Landis, and family on Christmas Day.

Mr. and Mrs. William Hawkins and children of Las Vegas, N.M. were in Hereford during the holidays. They were guests of her parents, Mr. and Mrs. C. M. Hicks, and his mother, Mrs. D. W. Hawkins.

Free Gift For First 1950 Baby

SMALL FRY SHOP

DRESSES
 Taffeta, Satin, Gingham, Chambray.
 Sizes 6 Months to 14 Years

REGULAR	SALE
1.98	NOW \$1.29
2.98	NOW \$2.00
3.98	NOW \$2.50
4.98	NOW \$3.25
8.95	NOW \$5.00

SKIRTS
 100% Wool Tweed, Plaid, Corduroy
 Broken Sizes
 VALUES TO 5.98 NOW 1/2 OFF.

SNOW SUITS
 Sizes 1 to 3 Years
 Regular 9.95 Now **\$5**

GOWN & ROBE SETS
 Brushed Rayon. Sizes 2 Years to 14 Years

Regular 7.96	NOW \$5.00
Regular 9.96	NOW \$6.00

MILLINERY
 All Ages
 Values to 5.95 NOW 1/2 OFF

HATS
 Felts, All Fall Shades Including
 White and Pink
 Values to 14.75 NOW 1/2 OFF

POPULAR STORE

1949

CLEARANCE

You Never Saw Such Bargains!

Begins Thursday, December 29

With big money saving values on all winter fashions while there are plenty of cold days ahead. Smartest winter styles for the wise Shopper. Shop early.

LINGERIE

NEGLIGEEES & GOWN ROBE SETS
 Satin, Chiffon, Nylon, Sizes 10-20
 Values to 25.00 NOW 1/2 PRICE

COATS & SUITS

Our Entire Winter Stock All Nationally
 Advertised Merchandise. Broken Sizes
 Values to 95.00 NOW 1/2 PRICE

DRESSES

Our Entire Winter Stock Now Drastically Reduced

Daytime & Evening Models

Regular 39.75	NOW \$20.
Regular 29.75	NOW \$18.
Values to 24.75	NOW \$14.
Values to 19.75	NOW \$10.
Values to 14.75	NOW \$7.

Also three special racks all new winter dresses

Values to 27.95	NOW \$8.49
Values to 19.75	NOW \$6.49
Values to 12.75	NOW \$4.49

SPORTSWEAR

SKIRTS
 100% Wool Gabardines, Tweeds, Yarn Dye
 Flannel, Corduroy, Crepes, Broken Sizes
 Values to 14.75 NOW 1/2 OFF

SWEATERS
 100% Wool Tish-U-Knit, Broken Sizes
 Values to 7.95 NOW 1/2 OFF

WOOL JERSEY BLOUSES
 Values to 7.95 NOW 1/2 OFF

WESTWAY NEWS

Sunday School Classes Join In Annual Christmas Eve Program

There were no services here Sunday morning as so many families were gone from the community. The regular Christmas Eve program was held at the schoolhouse Saturday night. Mrs. Roy Lee Wilson had charge of the program which included the singing of Christmas carols

by the Junior, Intermediate and Primary classes. Mr and Mrs. Harold Head acted as Mary and Joseph in a pantomime of the Manger scene. Ross Joe Landers, Patsy and Sandra Townsend gave readings. Members of the Intermediate Class helped distribute the gifts and treats.



OUT FOR A RIDE—Sitting on the knee of his nurse, Miss Lightbody, little Prince Charles, son of Princess Elizabeth and the Duke of Edinburgh, returns to his home at Clarence House after a drive in London. Bonnie Prince Charles is now a year old.

Portales, N. M. are spending the holidays with their sister, Mrs. B. B. Northcutt and family. They sang on the Westway Singers program Sunday. The Roy Lee Wilson entertained with a family dinner at their home on Christmas day. Among those present were Mr. and Mrs. Vernon Wilson and sons of Hereford, Mr. and Mrs. Sam Wilson, Mrs. Vera Davidson and family, Helen Jo Wilson of Canyon.

Hugh Clearman returned from Lamesa Monday where he spent the Christmas week end.

Lloyd Manjeot, junior at Texas A&M, is spending Christmas week in the home of his parents, Mr. and Mrs. A. L. Manjeot in Hereford.

Mr. and Mrs. I. Crosthwait entertained their daughter and son-in-law, Mr. and Mrs. H. M. Hanson, Dallas, over the Christmas week end. The Hansons arrived Friday afternoon and left Monday.

This community mourns the passing of a good neighbor, A. C. Pierce. Mr. Pierce passed away Saturday morning at the Deaf Smith County Hospital at Hereford. He had been ill for more than a year with a blood disease. He was given a transfusion last week but did not respond to treatment.

Mr. Pierce was one of the pioneers of this community and only a few weeks ago had gotten electricity to the house along with some of the conveniences which it makes possible. When his condition became much worse, he and Mrs. Pierce moved three weeks ago to an apartment in Hereford where they could be close to the children and the doctor.

Besides his wife, Mr. Pierce is survived by three sons, Ulys, Raymond and Marlin, all of whom were reared in this community.

The funeral was held Monday afternoon at the Methodist Church in Hereford with Rev. Don Davidson in charge. Interment was in West Park Cemetery.

Mr. and Mrs. Robert Boyd are moving this week from the farm near the former prison camp to the Oscar Hunger place where they formerly lived. Mrs. Boyd, who has recently undergone surgery, is convalescing at the home of her sister, Mrs. P. H. Luck in Hereford. Her daughter, Miss Bobbie Boyd, who is taking special training in Dallas, was called here to be with her mother. She has returned to Dallas.

Members of Mrs. Merlin Kaul's Sunday School Class of Young Married People met at the Glen Williams home in Hereford last Saturday night for the Christmas dinner and party. The house was decorated with Christmas greens featured by a brilliant Christmas tree. After the buffet supper, Rev. Don Davidson gave an interesting talk to the group. He gave several rules to observe in maintaining a happy home. The evening closed with an

exchange of gifts. Those present included Mr. and Mrs. Harold Head, Mr. and Mrs. Billy Jackson and daughters, Mr. and Mrs. Jack Dean, Mr. and Mrs. Tex Mays, Mr. and Mrs. Vernon Williams and daughter of Dimmitt, Mrs. Merlin Kaul, Mrs. J. C. Morrison, Rev. Davidson, and Mr. and Mrs. Glen Williams and children. The next meeting will be held at the Jack Dean home the last Saturday night in January.

Mr. and Mrs. Wilton Lillard of Phillips are spending the holidays with her parents, Mr. and Mrs. J. E. McCathern here and his relatives at Friona. Mr. Lillard teaches art in the school at Phillips.

Mr. and Mrs. J. E. McCathern were called to Pampa Friday by the illness of his grandfather, A. J. Black. Mr. Black, who is 92 years old, is ill with pneumonia. Mr. and Mrs. Billy Jackson and daughters were guests on Christmas Eve in the home of his parents, Mr. and Mrs. R. R. Jackson in Hereford for a family dinner and gift exchange.

Mr. and Mrs. W. B. Nunley and children went to Jacksboro Friday to spend Christmas with his parents and other relatives.

Barn Bowen, who underwent surgery at Baylor Hospital in Dallas two weeks ago is doing as well as can be expected. He will have to stay in the hospital for another week or two. Mrs. Bowen and David returned to Hereford until after Christmas when they returned to Dallas with Mr. and Mrs. Gregg Lee of Hedrick, Oklahoma. Mrs. Lee is the former Margaret Bowen.

Mr. and Mrs. Gene Roach of Tatum, N. M. spent Christmas with her mother, Mrs. Bess Werner and her brother, George, Turrentine and Mrs. Turrentine. Mr. and Mrs. George Turrentine moved into their new house just before Christmas.

Mr. and Mrs. Paul Rudd and Homer were guests Christmas Day in the home of her sister, Mrs. Carl Griffin in Amarillo. Mr. and Mrs. Kenneth Rudd went to Odessa to be with her parents, Mr. and Mrs. Sims Mr. and Mrs. Harold Rudd were with her parents, Mr. and Mrs. Raymond Wells in Hereford.

Mr. and Mrs. Ralph Durstine of Friona were guests Christmas Day in the Merlin Kaul home.

Mrs. Joe Landers and Ross Joe were dinner guests for Christmas in the Guy Lawrence home at Hereford. Mr. and Mrs. Roy Landers of Hereford came out Sunday night and spent the night and spent the night in the Landers home.

Mr. and Mrs. Elmer Combs and boys and Mr. and Mrs. Cliff Combs went to Plainview Sunday morning where they spent a couple days in the home of their parents, Mr. and Mrs. W. E. Combs.

The Johnnie Townsend family were dinner guests Sunday in the home of her sister, Mrs. Allen at Adrian.

Junior and Roland Welch of

MASONIC BULLETIN

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

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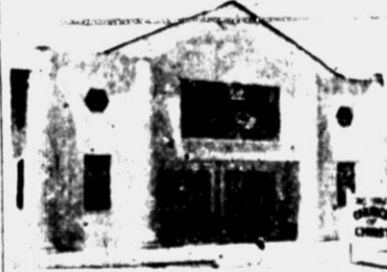
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