

Start The New Year
Right
Shop In Hereford

The Sunday Brand

24 PAGES
TODAY
Including 8 Pages Comics

Published Every Sunday

Our Slogan: "More People—More Farms"

VOLUME 2—NUMBER 27

Hereford, Deaf Smith County, Texas, Sunday, January 1, 1950

Price Ten Cents Per Copy



In Sure of a big Christmas the entire J. C. Penney Company force must be feeling mighty low, come New Year's Day, for Miss Oona Hammer, one of this store's first clerks, is taking a two or three months leave of absence. Things just aren't going so well right in that part of the store until she gets back on the job.

When the conductor checked Miss Mary Virginia Eberle's ticket enroute from Los Angeles to Hereford where she is spending the holidays, he remarked that the whole train crew enjoyed Hereford for he said, "That's the most beautifully lighted spot on our run from Chicago to California. And you must be sure to look for a big blue star atop one of the big elevators there—it's wonderful." Miss Eberle didn't tell the man that she was present when that star was erected on the Pitman elevator.

The County Commissioners did not meet Monday, December 26, as it was a holiday. They meet the second and fourth Mondays of each month.

Beta Sigma Phi made \$248 drawing for a life-size doll which was won by Bill Davis, Jr. They gave some of the money to the Jaycee Christmas lighting program. They also made 10-year-old Albert Winkler's Christmas a little brighter with a couple of gams and holster sets and candy.

Pay your poll taxes. If you want to vote in the general elections this year.

Priona had a \$37,000 fire Christmas morning. The cotton gin burned, leaving the building and equipment a total loss, plus destroying several bales of cotton and a lot of cottonseed. The latter was not insured.

1949 in Hereford and Deaf Smith County will be reviewed in a special tabloid supplement to the Brand next Sunday. It will all be there—news events, pictures, births, weddings, deaths and when it all happened.

Odd Fellows will have their installation meeting Monday night, at 7:30 at the I.O.O.F. Hall in Hereford. A number of guests from Dimmitt will be present.

Friday at the Rotary Luncheon Bud Jacobsen talked to the group on the Rotary Club magazine. Present with her husbands were Mrs. Ed Hedrick and Mrs. Paul Conway who were introduced to the group and presented corsages by Leo Forrest. This is the custom of the group, to present the wives of members with a corsage on their anniversary.

Don Schmitt is the new salesman at Hereford Furniture company.

Wayne Edwards will have his formal opening at the new pharmacy next to the Clinic Saturday.

Mrs. Orlas Carroll has announced purchase of the Beauty Mart formerly owned by Mrs. Imogene Whitehead Wills.

A 1949 Christmas Program financial statement will be released by Dick Lucas, chairman of the Jaycee program, in the Thursday Brand. Any persons who have not been contacted, or who have been contacted and wish to give more, can help by calling 927-J and leaving their name and someone will collect. Total expenditures amounted to \$3,159.50 and up to Saturday the Jaycees were \$537.49 short of this amount.

Prather Places High In District Contest

Earl Prather, of the Kinsey Motor Company, last week received high honors in this district of the Chevrolet Sales organization, placing among the first four contestants in a Product Quiz Contest and Forum conducted at the Herring Hotel in Amarillo.

Prather is being transferred January 1st from the parts department of Kinsey Motor Company to the sales department.

Dr. J. W. Davis Of Texas Tech Talks On "Hoover Commission" Here Friday

Dr. J. W. Davis, head of the Texas Technological college government department, will be guest speaker Friday night as Hereford Jaycees launch the local campaign in the national drive supporting the Hoover Commission proposals to rid the Federal Government of waste, duplication and inefficiency at the High School auditorium at 1 o'clock according to John D. Aiken, chairman of the Jaycee committee.

The basic goal of the program which has been named "Operation Economy" is to get at least 10 per cent of the residents of Deaf Smith county to write a letter to Texas congressmen in support of the Hoover Commission proposals, Aiken added.

Dr. Davis is well versed on the Hoover Commission and is a well-known speaker in the Panhandle. He is a former president of the Lubbock Lions Club and chairman of the Tech Athletic council.

The Hoover Commission has

found billions of dollars a year are drained from the taxpayers' pocket to pay for inexcusably foolish expenditures on the part of government agencies. For instance, \$84,000 has been extracted from the taxpayers' pay checks to finance the research and publication of booklets such as "how to tell the sex of a watermelon" and "the economic status of the band-tailed pigeon." Furthermore, more than 1,000 feet of filing space in Washington is occupied by statistics dealing with "how to tell the sex of a watermelon."

The Commission also reports that employees numbering around 150,000 are engaged in purchasing activities. Half of the three million purchase orders by government civilian agencies in a year are for purchases of ten dollars or less. Yet it costs the government \$18 to perform the paper work on each \$10 purchase order. In one agency, it cost \$21,987 to distribute \$34,000 worth of goods, making a one dollar item cost the consumer \$1.84.

John D. Aiken says the project has been adopted in order to combat this gigantic waste and that every effort will be made to acquaint people in this area with the facts; so they may draw their own conclusions and support reorganization to provide efficiency, economy and good government if they see fit to do so.

He added that Hoover reports have met with public approval in every section of the country but that there is a bureaucratic counter-offensive working to see that certain recommendations never become law.

Pioneer Farmer Is Buried Here

Funeral services were held here Friday, December 23, for John Haberer, 76, pioneer Deaf Smith County rancher and farmer, who died in a Littlefield Hospital on December 22, after suffering a heart attack a few days previous. Services were held at the Gilliland Funeral Home with the Rev. Russell Wingert, pastor of the Presbyterian Church officiating.

Mr. Haberer had married Miss Sophia Meyer in February 1893 in Fremont, Nebraska and moved to Texas in 1910. They lived at Big Square for many years before moving to Hereford. They moved to Los Angeles, California several years ago but after a heart attack there about a year ago they returned to Texas, locating at Big Square to be near their sons.

Besides his widow he is survived by four sons: Roy, Herman and Johnnie of Muleshoe, and Art of Ralls. Also a daughter, Mrs. Ruth Greathouse of Richmond, California who had arrived a few hours before her father's death to spend Christmas with her parents. Fourteen grand children and five great-grand children survive.

Six grandsons served as pallbearers. They included Roger, Phillip, Gerald, Keith, Ted and Russell Haberer. Interment was in West Park Cemetery.

Two Persons Are Fined In County Court This Week

B. B. Noyes, Jr., Hereford was fined one dollar and costs, totaling \$29.30 Friday when he pleaded guilty to swindling with a worthless check in county court.

Edward Durward Gonsler was fined \$100 and costs, totaling \$110 for driving while his driver's license was suspended.

He was arrested by the Highway Patrol.

Deputy Sheriff S. B. Berry arrested Noyes.

THE WEATHER

Temperature readings Thursday through Saturday, Thursday—High 67, low 24. Friday—High 61, low 23. Total moisture for December—47. Total for 1949: 28.16.



Shoppers Will Find Hereford A Paradise

Combine a normal Dollar Day with the fact that retail stores all over town are clearing stocks after inventories, or clearing before inventories and you don't have to shake to pour out the fact that Hereford stores are going to provide a paradise for value hunters this week.

Those special buys run from farm needs such as barbed wire, through the auto needs such as seat covers and anti-freeze to the home and personal needs. The rush promises to be terrific according to all reports.

In addition to the bargains, several important events will be featured in January in the automotive field. At least four new model cars will make their debut while several others which were announced recently will be on display floors. Power farming machinery will also come in for attention during the month on dates to be announced.

This week's Brand gives an idea of what the prospects are for some of these lines. They indicated important days ahead for the capable and prudent buyer.

STORES CLOSE MONDAY

Most Hereford businesses will observe Monday as the official Chamber of Commerce holiday for New Year's Day.

Hotel Will Be Ready By February 1; Changes Being Made For Economy

Hotel Jim Hill will be finished by the end of January, according to building superintendent Gene Kinder but construction engineer Charles W. Clark says it will be with a few changes from original plans.

The new building will not be equipped with an air conditioning unit nor will it have running ice water to every room. Clark said these few deletions will be made for the sake of economy.

Another change concerns the acoustical tile in the large banquet room. Present plans for the installation of the tile have been dropped, according to Clark. The full glass front doors that came with the initial plans will give way to regular one-way swing, half glass doors that swing out. There will be some of the front trim of stone deleted also.

The lobby of the hotel will have a terrace floor. There will be two pay-telephone booths in the lobby and each of the 60 rooms will come equipped with a phone. There are 20 rooms on the three floors.

Clark said the hotel is well suited to a city the size of Hereford. Although some of the rooms are small they compare favorably with some Dallas and

Indianapolis hotels, Clark said. The rooms are of two sizes. They are alternately styled with color rose and green. On the second floor some of the rooms have been painted already.

They are hanging doors on the fourth floor now.

Clark added that for the few days in Hereford that an air-conditioning unit would be needed for the deletion of the unit wouldn't hurt. He said that it was doubtful that air-conditioning would be needed as all the rooms are outside rooms.

Redwine's Barn Burns Alarm Turned In Late

The last fire alarm Friday afternoon was the real thing. Redwine's barn in South Hereford, burned down. Firemen answering the call said the barn was almost a total loss before the alarm was turned in.

Earlier Friday afternoon several fire alarms were only the result of workmen trying to adjust the siren to a louder pitch so as to be sure and awaken the fire fighters during the night. The firemen had been notified that the practice blasts would be made.

The electricians who did the work on the siren came from within the ranks of the fire department and they accomplished their purpose, according to one fireman.

Hereford Lumber Is Under New Ownership

J. M. Thompson, Jack Kirksey and W. L. Jones announced this week that effective January 3 Hereford Lumber Company will be under their ownership and management. A simultaneous announcement was made that the Hereford Planning Mill will be owned and operated by Gene Medlin.

Cecil C. Rockwell, Jr. will assume management of Rockwell Brothers in Kirksey's place. He is the son of Cecil "Rock" Rockwell who formerly lived here. As soon as he has a house his wife and three children, Sara Wade, Ellene and Laura Beth will move to Hereford from Austin where they have been living.

Erb Jordan, former manager of the Hereford Lumber Company, said Saturday that he will be around a couple of months collecting accounts for the old company, and that plans after that are indefinite.

Hereford Post Office Has Vacant Position

Civil Service commission announced examinations for filling vacancies in the Hereford Post Office in the position of Substitute Clerk-Carrier at the salary rate of \$1.31 1/2 this week. To be eligible to take the examination applicants must actually reside within the delivery of the Hereford Post Office or be a bona fide patron thereof.

Application forms and additional information may be obtained from the local post office or from the Director, Fourteenth U. S. Civil Service Region, 210 South Harwood Street, Dallas 1, Texas.

Applications must be filed at the Dallas office not later than January 16, 1950.

Cotton Farmers To Send Delegation To Capitol To Protest Allotments

Over \$100,000 in Deaf Smith county cotton allotments are being protested by cotton farmers. They will follow the Dimmitt meeting authorities said.

Delegates to the Saturday meeting in Dimmitt were Curtis Trawick and Taft McGee, McCleskey said.

The group voted Friday night to send a representative to Washington following a discussion. Taking part in leading the discussion were Tom McFarland, Texas Employment Manager in Hereford and John McCleskey, with Pete Cowart, secretary-manager of the Hereford Chamber of Commerce, in charge.

Earlier, McCleskey said that the cotton allotment program would cut down production to a low as 2,500 bales. He said that was a wild guess and the number depends on many things. This year the crop is between 4,500 and 5,000 bales. Excellent weather throughout the fall made possible the best cotton crop in the history of the county.

In other meetings a total which may total \$4,000 was raised at Tulla Friday night to send a similar delegation to Washington in protest of the allotments. Over a hundred cotton farmers attended the Swisher County Courthouse meeting and heard leaders denounce the allotment program.

Castro County framers raised a fund of \$750 Friday night to pay the expenses of a cotton grower to go to Washington to confer with PMA officials over acreage problems. Seventy-five farmers were present.

Police Radio Not Ready To Hook Up

Police Chief F. S. Buckalew said Friday that it was not likely that the new two-way radio communication system would be installed in Hereford patrol cars by January 1 as planned. Although the control station equipment arrived about a week ago, the mobile units didn't accompany them as had been anticipated.

When the system is installed and in use, County Sheriff J. C. Reese will, in all probability, have a unit installed in his car affording him two-way communication with Hereford police just as two Hereford patrol cars do. He will go before the county commissioners court at one of their meetings in the near future to get their approval to buy the equipment. Deputy Sheriff S. B. Berry will have the equipment in his car, also, according to authorities.

With the installation of this equipment the Hereford Police will, for the first time, go on a 24-hour duty basis, two operators working 12-hour shifts each on the control station which will be located in the present police station in the City Hall. Chief Buckalew stated earlier that this radio set-up would increase the efficiency of the department 100 per cent. Hereford will have contact with Clovis and Amarillo, giving them contact with all of Texas and New Mexico.

The cost of the equipment for the city will run around \$1,800, according to Buckalew.

Gaylord Newell Moves To New Location Tues.

Gaylord Newell's Piggy Super Market, Hereford's newest addition in the grocery business, will be open for business Tuesday as has been announced previously in The Brand. He said late Friday that he would move from his old store on the highway to the new one and that the old store windows would be soaped over with signs telling his customers where to find him.

He said that, in spite of the fact that he wasn't entirely ready to open, he was going ahead to serve his customers. He said he had some work to do on the inside.

Newell had planned to open the store December 1 but shortages of material delayed the opening a month.

Alfred Hopson Proves Worth Of Diversified Farming In County

Alfred Hopson left Central Texas back in 1924 for Deaf Smith county. He finally arrived in 1936. He explains the slight discrepancy by saying he wandered into Oklahoma and it took 12 years to get to his original destination.

But when he did get here he bought a farm just south of the city for \$119.25 an acre and proceeded to prove that diversified farming isn't just something you talk about. For example in 1949 Hopson grossed something over \$22,000.

He has a 195 acre farm with 185 acres in cultivation and also farmed a few more acres. Here's how he did it.

Two plots of wheat: one of 38 acres yielded an average of 38 bushels to the acre in Westar and Tenmarq, another 28 acres of "just wheat" yielded 26 bushels to the acre. He watered it once and figures it cost 12 bushels an acre not to put it all in good quality seed.

Twenty-eight acres of cotton produced 37 bales of 500 pounds each and 231 pounds left over. He didn't even water the Paymaster. As a side-light he says he had over a 100 acres in 1934 in

1934. Another meeting of Hereford farmers will follow the Dimmitt meeting authorities said.

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FFA Chapter Gets Four Duroc Gilts

Hereford FFA Chapter's pig program will get a shot in the arm this week, according to FFA Advisor Bill Stanford who brought four registered Duroc's in from Vega Friday to be distributed among Chapter members.

The program a year ago started with four pigs bought with \$100 given by the Sears and Roebuck foundation and \$20 from the Chapter and given to four boys. Only one of the four bore a litter. That one belongs to Johnny McBroom. Under the program plan Johnny gave one gilt back into the chapter to be given to another member. This pig is one of the four Stanfords to give out to whoever the members select.

The other three boys who had pigs last year met with various types of misfortune and it possibly take another pig this year as a replacement. The age ones they lost last year, James Alston who didn't get a pig last year will however have first choice from the four gilts this year.

Possibly five or six pigs will be shown in the Junior Livestock Show next month from Deaf Smith County. Stanford said. However, the division is expected to be strong since considerable interest has been evidenced in this division in Castro County.

Other members of the 60 man FFA Chapter are working on projects such as calves, various crops, etc.

IT TOOK AWHILE TO GET HERE

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Twenty-eight acres of cotton produced 37 bales of 500 pounds each and 231 pounds left over. He didn't even water the Paymaster. As a side-light he says he had over a 100 acres in 1934 in

Oklahoma and didn't put a sack in it.

He fertilized 54.5 acres of sugar beets with 230 pounds of Triple A phosphate to the acre and side-dressed it with 100 pounds of nitrate. He got 1,006 tons.

A test plot in that 54.5 acres with American Crystal Sugar company got these results: Six untreated acres made an average of 16 tons to the acre while 11 acres treated with Triple A and a mixture made an average of 3,480 pounds more.

1949 was a bad potato year and he just broke even on 50 acres.

He sold \$443 worth of corn and kept enough to feed 14 head of hogs from 16 acres of corn.

He caught the lettuce market just about right and netted \$6,891.71, less his own labor and water bill from 24 acres. He said he started watering on the fifth of August and finished on the eighth. He started cutting 73 days later. The lettuce was on potato land and made better than 130 crates to the acre.

He's glad he finally got to Deaf Smith County.

ANNI DOESN'T HAVE TO LOOK FOR A SILVER LINING

She Found The End Of The Rainbow

Things will have to get pretty bad before Anni Brashear feels like they are tough. Why? Because she once spent several months in Kassel, Germany while it was submitting to the full fury of the Allied Air Attack during World War II. She finally left Kassel after being bombed out of her home and hospitalized two days, but even then she felt she was lucky to be alive. People all around her in the same air raid shelter were killed.

Her reason for being in Kassel was that she had chosen

working in this city, which was a major Allied bombing target, rather than joining the German army.

She was born near Frankfurt as Anni Funk, a member of a slightly above average German family and went through the usual process of growing up. She clearly remembers the Christmas when she was five and a blue angel gave her a doll for Christmas. They don't observe Christmas in Germany in the same way as we do in America.

Santa Claus, who is similar in appearance, arrives the week be-

fore Christmas there and gives nuts, fruit and candy to the children and then that's the end of him. On Christmas Eve the families put up their Christmas trees—which differs considerably with the general custom here where they are often up a month—and then a couple of hours later, about 7:00 o'clock the Angel arrives with the gifts. And they are opened on Christmas Eve.

Christmas is a two-day holiday, and really two and a half since the stores close at noon on the 24th. It is more of a Holy holiday there than here, according to Anni. She also said that everybody, Catholic, Protestant or otherwise goes to Midnight Mass. She said she was shocked by the small number of people at church on Christmas Day this year.

When the war was over and Anni finally got back to her family, who had received notification that was dead, she found that one of her brothers, was (and still is) a Russian prisoner-of-war, that another brother had been killed by the Nazis and that her other two brothers and two sisters were O. K., as was her parents.

Her father had a very close call with a concentration camp, however. He made the statement that "Little Germany didn't have a chance in a war against the rest of the world and that only a crazy man would try it," in a public place one day in 1942 and was apparently overheard by a member of the Party since he ended up in jail the next day. Only through the intervention of a life-long friend who was a higher-up in the local Nazi party was he released before being sent to a camp and practicing the death for a person of his age, Anni says.

So it looks like everything is going to be alright for little Anni Funk.



MR. AND MRS. ANNI BRASHEAR AND CHILDREN

SUMMERFIELD NEWS

Christmas Season Is One Of Visit And Be Visited For Many Families

By BOBBIE WALSER
Brand Correspondent

The Christmas tree that is held yearly was held Friday night with some short poems and two short plays put on by the children. More than a hundred attended.

Mr. and Mrs. Carl Lee were hosts to a social Thursday night. Various games were played and refreshments served to the following: Don and Charles Russell, Wayne and Wilbour DeLozier, Billy and Jimmie Lookingbill, Wayne and Bobbie Walser, Shirley and Marco Summer, Dorothy and Charlene Lee, Joan Walser, Bill Rose, Jerry Reese, Leaton and Richard Clark, Joe Sterun, Janell Cater, Rosene and Paul Lance and the hosts, Mr. and Mrs. Lee and Jackie and Carolyn.

The Walser family held their tree in the Guy Walser home. The following attended: Mr. and

Mrs. C. R. Walser, Mr. and Mrs. D. C. Walser and girls, Mr. and Mrs. Earl Lance and family, Mr. and Mrs. Wilton Webb of Lubbock, Mr. and Mrs. Delt Bawaine and daughter, Janice Lyn Hagun, Mr. and Mrs. C. J. Crump and Zell, Mr. and Mrs. W. H. Walser and family, Mr. and Mrs. Jim Clark and boys, Mr. and Mrs. S. L. Walser, Conrad Clark, Mr. and Mrs. Guy Walser and family, Mr. and Mrs. J. F. Cheatham and Jonny of Arkansas spent the holidays with Mr. and Mrs. Carl Lee and family. Mrs. Lee and Mrs. Cheatham are sisters.

Mr. and Mrs. Pat Patrick and girls spent Christmas in Crosbyton and Fort Worth visiting relatives.

Mr. and Mrs. Lee Curry are spending the Christmas holidays visiting their daughter and family, Mr. and Mrs. Pat Morse and family of Fort Worth and other relatives.



HARVESTING CHRISTMAS TREES — With Christmas just around the corner, the Christmas tree harvest is in full swing in Nova Scotia. The trees will be shipped all over Canada and the U. S. — Woodsmen are gathering the bundles of trees, above, in the loading yard of one of the greatest shippers in Nova Scotia.

Peacock and son in Woodsand. Attending services Sunday morning were 96. Twenty-four attended Sunday night.

Mr. and Mrs. W. C. Neill of Lubbock spent Christmas in the homes of Mr. and Mrs. E. E. Robeson and Mr. and Mrs. K. W. Neill, their son and daughter and grandchildren.

Mrs. Sharp spent Christmas with her daughter, Mrs. K. W. Neill and family.

Mr. and Mrs. L. B. Lookingbill and family are now living in the school house after being burned out of their home and store last week. They have opened a store in a small building west of the old store. The Post Office is at the school house. They started tearing down the remains Tuesday. They have bought a brick-ice and will move it here as soon as possible. They are going to put it in the same place where the old-store was.

Mr. J. M. Wright was host to his intermediate class with a Christmas party. The children drew names and bought nice presents. Refreshments were served to the following: Dixie Young and Barbara Sue Rogers of Hereford, Larry Cannon, Joe Sterun, Leaton and Richard Clark, Ann and Billy Lookingbill, Bobbie Walser, Sue Summer, Sandra Wright, Mr. and Mrs. Jim Clark, Mr. L. B. Lookingbill, Mrs. J. M. Wright and Jessie Joe and the host, Mr. J. M. Wright.

Mr. and Mrs. Ky Laurance and Mr. and Mrs. J. B. Noland and family and Mr. and Mrs. Joe Kendall returned last Thursday from a visit in California.

Planned Shopping Pays Buyer Back

Shopping by impulse is a good way to get poor returns for the money, time and effort spent at the grocery store, says Louise Mason, extension foods and nutrition specialist of Texas A&M College. The impulse shopper buys what appeals to her at the time and often doesn't consider the needs of her family nor her pocketbook. The wise shopper, on the other hand, goes to market with a list that includes the items needed by her family and shopping for her is fast and easy for she knows what she wants.

Miss Mason says that it is a good idea to work out menus for several days in advance and if storage space is available in the pantry or kitchen, you can save many trips to the store. Be sure to include food items that will give the family nutritious and essential foods at every meal.

She says it is often necessary to adjust the market list to what the markets offer. Staples like flour or sugar can be listed definitely, but meats, fish or poultry for the main dish, and fruits and vegetables often must be chosen in accordance with supplies and prices. In buying fruits and vegetables, compare price per serving of fresh, frozen, canned or dried before making a selection. In buying meat, eggs and canned goods, she says, it is wise to take advantage of cheaper grades where possible for budget meals. These offer as much nutritive value as higher grades and are often just as good for many cooking purposes or for mixed dishes.

Fidelis Matrons Have Party In Evans Home

A pre-Christmas party was held by the Fidelis Matrons Class of the First Baptist church at the home of Mrs. Wayne Evans with Mrs. Jewell Smith as cohostess.

A program was presented by Mrs. George Graham and Mrs. Evans who gave readings and by group singing of carols with Wayne Evans at the organ. Gifts were exchanged and special gifts from the class were

presented to Mrs. A. L. Manjeot, teacher; Mrs. B. C. Roberson, class mother and Mrs. Travis Caraway, president of the class.

Refreshments were served to Mesdames Hollis Rabey, R. C. Anderson, M. J. Thompson, A. L. Manjeot, Travis Caraway, Jimmy Alfred, Ernest Kendall, Dub Hair, Fred Miller and the hostesses.

See LUTHER PEVLEY about Real Estate 212 Main Street Office Phone 728 Res. Phone 524-W

TUESDAY, JAN. 3

\$ DAY \$

It's The Popular Store

For Greater Values

100% Wool

TOPCOATS **1/2 OFF**

GABARDINES
COVERTS
HERRING BONE

\$ DAY ONLY — NO LAYAWAYS

ALL MENS' AND BOYS

SWEATERS **25% OFF**

WOOL & PART WOOL

BOYS' WOOL

JACKETS **\$2.99**

Leather Trimmed

REGULARLY 10.95

MENS FANCY

DRESS SHIRTS **\$1.50**

VALUES 2.98 to 3.98

NASHUA PURKEY

BLANKETS **\$5.95**

LARGE SIZE

LADIES BALLERINA

SHOES **\$2.**

LARGE GROUP
3.98 VALUE \$ DAY ONLY

The Popular Store

GREATER VALUES SINCE 1921

Best Wishes

for a

HAPPY & PROSPEROUS

NEW YEAR

TO ALL OUR

Friends and Customers

ROCKWELL BROS. & CO.

LUMBERMEN

C. C. ROCKWELL, Jr., Mgr.
BEN CONKLIN, Ass't. Mgr.
CLYDE HUGHES, Yard Foreman

FOLLOW THE CROWDS TO

Greatest **DOLLAR DAY**

Sale of **WOMEN'S DRESS and CASUAL SHOES**

One Group LADIES CASUAL SHOES Values to \$5	1.	One Group LADIES CASUALS and MEDIUM HEELS Values to 7.95	3
Ladies VELVET STEP SHOES Casuals and High Heels Values to \$8.95 DOLLAR DAY FOR	5.	Women's and Children's GENUINE ENGLISH-RIB ANKLETS Pair....	29c

Hereford Shoe Store

323 N. Main **X-RAY SHOE FITTING** Phone 955

You are cordially invited to attend
Open House of Hereford's New, Modern
Piggly-Wiggly
414 North Main Street
Hereford, Texas
Thursday evening, the fifth of January
six to nine o'clock
Coffee and Doughnuts

FORMAL OPENING
FRIDAY AND SATURDAY

GAYLORD NEWELL
OWNER OPERATOR

EDITORIALS...

Says 1950 Will Be "Good" Year

As 1949 comes to a close, it is refreshing to hear the prediction that 1950 will be a relatively good business year.

The statement comes from Dr. Emerson P. Schmidt, economic research director of the Chamber of Commerce of the United States, who expresses the view that the Federal budget deficit may not be as inflationary, in the short run, as some have assumed.

The economist seems to believe that private savings may not be absorbed by investment in production and other facilities and that the governmental deficit may be financed, to a greater degree, out of money savings rather than the creation of new money. He finds most market indicators pointing upward, with installment credit three times that of 1929 and bank loans beginning to expand again.

Dr. Schmidt offers little comfort to consumers. He does not expect them to fare much better in 1950 because wage pension agreements raised employers' costs and government supports will prevent farm prices from going much lower. Nevertheless, he finds that personal income has been maintained with remarkable stability, consumer prices have remained fairly stable and the stock market has a favorable outlook.

Sidney J. French, dean Colgate University: "The smaller colleges have in the past trained considerably more than their share of the nation's leading scientists."

Henry A. Wallace, former Vice-President: "Many a Protestant minister has found much to admire in Communist Russia."

S. Paul Johnson, aeronautic expert: "Interccontinental guided missiles with atomic or high explosive warheads are certainly under intensive study and development by every major power in the world."

One of the greatest delusions in the world is the hope that the evils of this world are to be cured by legislation. —Thomas B. Reed

The best public measures are seldom adopted from previous wisdom, but forced by the occasion. —Benjamin Franklin

Kings govern by means of popular assemblies only when they cannot do without them. —Charles James Fox

Laws exist in vain for those who have not the courage and the means to defend them. —T. B. Macaulay

Good men must not obey the laws too well. —R. W. Emerson

Biggest 1949 News Stories

What were the biggest news stories of 1949? As the new year drew near the United Press recently polled editors all over the world, asking their opinion.

Editors in the United States ranked these events in order:

1. President Truman announces atomic explosion in Russia.
2. Communists overrun China.
3. Coal-steel strikes threaten American economy.
4. High naval officers challenge unification policies.
5. Jury convicts 11 top Communists in U. S.
6. Kathy Fiscus dies 95 feet down a well pipe.
7. P-38 rams airliner at Washington, killing 55.
8. Hungarian court convicts Cardinal Mindszenty of treason.
9. Vice-President Barkley marries Missouri widow.
10. Major league races end in baseball's closest finish.

In Europe and the Far East the editors voted as follows:

1. President Truman announces atomic explosion in Russia.
 2. Atlantic Pact is signed.
 3. British devalue their currency.
 4. Communists overrun China.
 5. West German republic is established.
 6. Tito splits with the Kremlin.
 7. Berlin blockade is lifted.
 8. Catholics and Communists locked in struggle in Central Europe; Mindszenty trial.
 9. Greek civil war ends.
 10. Peace established in Israel.
- From the Far East comes the following list of big news events:
1. Truman announcement.
 2. British devaluation.
 3. Communist victories in China.
 4. Atlantic Pact.
 5. Tito splits with the Kremlin.
 6. East and West German republics established.
 7. Indonesia becomes republic.
 8. Berlin blockade lifted.
 9. British warship Amethyst shelled in Chinese waters.
 10. Conviction of 11 Communists.

The Sunday Brand

Hereford, Texas
Established 1948
Published every Sunday



Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher
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News Editor Jerry Stoltz
Society Editor Mrs. John McLean
Ad. Manager Bert Neellev
Mechanical Supt. Vernon O. Roland

NOTES AND COMMENTS

Life, for little people, is a struggle to secure power.

Military preparedness is a good peace policy for the United States.

Charity is a great virtue but is seldom seen in economic activities.

"Due care" is a legal phrase but the lack of it causes death to many Americans.

Sickness is ideal to many when it does not interfere with the things that you want to do.

There is one sure way for young people to get ahead in life: Work and save.

If people would use their brains more they would take better care of their brain.

The worse kind of fog to endure is to encounter a talkative brother in a mental fog.

If you want to have a long time, maintain the will to live—it's better than medicine.

Despite public alarm over sex crimes there seems to be no let-up in offenses of this type.

You can never tell when a little careful driving will save your life on the highways.

The Russians are building battleships without knowing that the battlewagons are useless.

Nobody begrudges Santa Claus a rest; the genial fellow has done a good job at the right time.

Advice: When you think you are right, go ahead; if you are wrong, you'll find it out soon enough.

There is a difference between the man who thinks he's a big shot and the man who is a big shot.

The fascinating side of newspaper life is what appeals to those who know little, or nothing about it.

Big business needs very little help from the average citizen; it is powerful enough to take care of itself.

The optimist is the business man who sends out a flock of circulars, asking prospects to send cash in advance.

You can travel all around the world and you will find no better people than your neighbors in Hereford.

Modern man owes much to organized industry but this doesn't mean that organized industry has the right to exploit man.

1950 will be a good year, according to financial experts but what it will be to you depends upon something besides a forecast.

The trouble with most democracies is that they have too many citizens who believe that they are entitled to special privileges.

James F. Folsom, Governor of Alabama: "The Republicans don't have any roads, schools, hospitals, bridges or policies to give out and neither do the Dixiecrats."

Edward L. Borts, past president, American Medical Association: "Actually the life span today is no longer than in the days of Christ."

Chiang Kai-shek, Chinese leader: "We are now concentrating our troops so that the battle for the Southwest can be sustained."

Nellie Ross, former Governor of Wyoming: "I don't know of any woman whose background and experience and knowledge of national and international affairs prepare her to take over the office of President."

Ready for the Plunge



ment look out for itself, and I got to thinkin'.

With 1950 already on us, a man who is broad-gauged and looks beyond the immediate future needs not only some resolutions for the new year but also some for the new half-century, unless he's plannin on usin the same ones.

As for me, I figured out the resolution business a long time ago, and under my system a man don't have no trouble at all keepin his word.

For example, in 1950 I don't expect to plant no more cotton than I did in 1949 and I blamed sure ain't gonna work it any harder, and if the government is settin up a acreage control program for me, it can save its time. It doesn't take an act of Congress to get me to work less.

Moreover, I don't expect to have any less Johnson grass at the end of the year than I started with and I got Johnson grass in every direction now. I know when I'm whipped and Johnson grass and me buried our differences long ago when I seen which one had the most energy and as far as I'm concerned there's room for both of us out (Continued on Page Six)

SUNDAY'S CURRENT QUESTION

Most Hereford Football Fans Would Rather See OU-LSU In Sugar Bowl

QUESTION: Which bowl game on New Year's Day would you like to see most? Can you predict the score of that game?

Sam Nelson: I would like to see the Oklahoma-LSU game in the Sugar Bowl. I think that OU is a touchdown better than LSU and that there won't be any big score. LSU won't let OU beat them any more. I think Rice will win in the Cotton Bowl, California win in the Rose and Santa Clara will beat Kentucky in the Orange Bowl. I'm not predicting any scores.

T. J. Clay: I would like to see the Rice-North Carolina game in the Dallas Cotton Bowl. I would take Rice by a touchdown. Oklahoma will win over LSU by two touchdowns. I haven't kept up with the rest of the bowl-bound teams to predict.

Grady Hill: I would like to see the Rose Bowl game in California just to see the crowd. For the football game I would like to see the Rice-North Carolina game in the Cotton Bowl. I haven't kept up with the teams too much so I couldn't predict a score.

Kenneth Mayes: I would like to see Oklahoma's split-T work against LSU in the Sugar Bowl game at New Orleans. I think OU will win, judging from the past records but couldn't predict the score. I think that Rice's T-formation will be definitely superior over North Carolina's single-wing in the Cotton Bowl at Dallas.

Dayton McWhorter: I would like to see the Sugar Bowl game in New Orleans, not so much for the game, but, because of the city and sights. I think OU will win, 21-13 over LSU. In the Cotton Bowl, I like Rice over North Carolina by 27-19. Kentucky will win over Santa Clara, 21-20, in the Orange Bowl.

Kent Square: I would like to see the Oklahoma-LSU game in the Sugar Bowl. I like OU, 27-13, Rice over North Carolina in the Cotton Bowl, 28-14, Santa Clara over Kentucky, 20-14, in the Orange Bowl and Ohio State over California 14-10, in the Rose Bowl. I think the OU-LSU game will be the best game but that Santa Clara-Kentucky game will be a good one. Santa Clara is the most underrated team in the whole deal, in my opinion.



By Roberta Campbell

A new calendar, a New Year, and a National Week set aside for just everything as usual, but right here at home we could go around the calendar honorin' the people and organizations responsible for a large measure of our progress lately.

The first week of 1950 we would dedicate to long-sufferin', courteous salespeople in every store who steered us through another shoppin' dilemma and probably spent a rather dazed December 25th thinkin'.

"Only Christmas comes once a year."

The second week would do homage to the Post Office force and the City and Rural Carriers who cannot expect any solace from a mail sack until well after January first, and who have likely answered inquiries about the where abouts of everything except the U. S. birthday message to Stalin.

Movin' on from one month to another, take April for example, who would deserve to be remembered with a Strawberry week more than Mrs. Nollie Elliston, a Potato week in July dedicated to Joe Ballinger or a Lettuce Week in October for John Paetzold.

Then there are our Clubs and welfare organizations with their accomplishments, genial Pete Cowart and the Chamber of Commerce and Urlin Streu who is always associated with Scoutin' as surely as butter is with hot biscuits.

And certainly there should be a very special week set aside for Byrle Elliston and Elmer Patterson who have done so much to put Hereford, Texas in the address book of the Nation.

We are not acquainted with Mr. and Mrs. Colby Conkwright but we understand it is to them we are indebted for the chimes which we can hear often out where we live.

By the way we need a good thermometer.

the BOOTLEG philosopher



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

Dear editor: I was out here yesterday tryin to get over Christmas and collect my thoughts for the comin year, lots of folks I know spend

a lot of time gettin their farmin equipment ready for a new year, get their planters ready, overhaul their plows, get their tractor tuned up, but neglect tunin up their minds, although a man that relies on his brain as much as I do to keep from relyin on a cultivator needs to get his mind in shape, let the other equip-

Loans

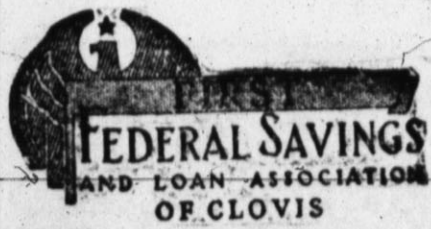
LOANS MADE QUICKLY! Under our plan there is no red tape or long, unnecessary waiting periods.

Your application is given immediate attention. Local money is used to finance your home — for building, buying, refinancing or modernizing.

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



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



HEREFORD INSURANCE AGENCY

YOU ARE INVITED TO THE FORMAL OPENING of the

Edwards Pharmacy

331 Miles Hereford SATURDAY, JAN. 7

Announcing...

NEW OWNERSHIP of the

Beauty Mart

Now Owned and Managed by MRS. ONIAS CARROLL

In assuming ownership of the Beauty Mart, I wish to invite all my friends and former customers to continue depending on the Beauty Mart for your beauty needs. I assure you that every effort will be made to give you the superior service to which you are accustomed at the Beauty Mart.

May I have the privilege of your visits and patronage?

Sincerely,

Mrs. Onias Carroll

WANT ADS

FREE Theatre Tickets

to see



STAR THEATRE

WEDNESDAY - THURSDAY

January 4, 5

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

Be Sure and Ask for your free tickets!

Notice to Classified Advertisers:

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

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

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

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

No Blind ads will be accepted in either publication!

Start 1950 with Beauty
FRANCES DENNEY

ANNUAL 20% SALE!

JANUARY 3 to 16

SAVE 20% ON EVERY PREPARATION*

If your favorite preparations are not listed, we have them and will be happy to fill your order at 20% off.

Regular	Sale Price	Regular	Sale Price
Cleansing Cream \$1.00	.80	Oils of the Wilderness \$3.50	\$2.80
2.00	1.60	5.00	4.00
3.50	2.80	8.50	6.80
Mild Cleansing Cream 1.00	.80	(Liquid) 3.50	2.80
2.00	1.60	Eye Cream 2.50	2.00
3.50	2.80	4.50	3.60
Velvet Cream 1.00	.80	8.00	6.40
2.00	1.60	Neck & Contour 3.50	2.80
3.50	2.80	Blend 5.00	4.00
Cleansing Meal 1.00	.80	8.50	6.80
1.50	1.20	Special Astringent 2.25	1.80
Mild Skin Lotion 1.50	1.20	4.00	3.20
2.75	2.20	Satiny Poudre 1.75	1.40
4.50	3.60	3.00	2.40
Oil Blend 2.00	1.60	Lipstick 1.50	1.20
3.50	2.80	Over-Tone Cake 1.25	1.00
5.50	4.40	2.25	1.80
Skin Cream 1.25	1.00	4.00	3.20
2.25	1.80	Creme & Compact 1.25	1.00
4.00	3.20	Rouge .75	.60
Magic Song Cream 1.00	.80	Luminous Shampoo 1.25	1.00
Deodorant 1.00	.80	(no tax)	
Magic Song Cologne 1.00	.80	Luminous Hair Conditioner 1.50	1.20
Deodorant 1.75	1.40		

*DEEP DOWN CLEANSING CREAM, Miss Denney's revolutionary new cosmetic — not included in sale.

HAILE DRUG

229 Main Phone 99

FOR SALE Miscellaneous

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

We Have It! FRED MOLASSES Any Quantity FRASER MILLING CO. B-1-90-tfc

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

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

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

FOR SALE or TRADE FOR IRRIGATION FARM NEAR HEREFORD

TUCKING BUSINESS Located at Artesia, N. M.

Hauling Crude Oil and Water for Drilling NMSCC Permit No. 711, covers Artesia, Carlsbad, Hobbs, Roswell and surrounding territory. Business showing good profit. Equipment includes: 1947 GMC Truck 1947 KB-7 International Truck 2565 Gallon Tank & Trailer .. 2595 Gallon Tank & Trailer

See Ray Downey 235 Ave. C — Hereford, Texas or write Lloyd Downey Box 313, Artesia S-1-4-27-2c

FOR SALE New HOUSES TO BE MOVED

2 and 3 Bedroom Interior ready to be finished in your own color scheme.

Priced from \$2150 up for 2 Bedroom \$3550 up for 3 Bedroom

See these on 1200 East First, Texico Highway CLOVIS, NEW MEXICO Builders Supply & Manufacturing Company S-1-26-tfc

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

SEE OUR home grown sweet-peas. Now in bloom in a variety of color. At the Hereford Floral Shop, 209 Higgins, phone 773. B-1-22-27-2c

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

FOR SALE FARM EQUIPMENT FARMERS

Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-90-tfc

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

FOR SALE: Case hay baler and John Deere rake, side delivery. Both for \$800. 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

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

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 1/2 miles from 2,000 gallon irrigation well. Price reserving 1/2 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

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

FOR SALE 6 room house. Bath, garage and workshop on paving. \$6,000. 4 room house, 1 lot \$3,000. Also some small businesses in Hereford and business lots.

J. M. HAMBY The Trading Post Station Highway 60 — West Hereford B-4-27-tfc

Choice of HANDMADE MORNING DRESS or SWEATER to the First Baby of 1950

DOLLAR DAY SPECIALS

ON NEW .. CORDUROY S

- Boy's Suits Were 8.95 **7.95**
- Boy's Pants Regular 3.95 **3.50**
- Boy's Shirts Were 3.50 **2.95**
- Girls' Bolero and Skirt Sets Formerly 5.95 **4.95**
- Girls' Skirts Reg. 2.95 **2.50**
- Girls' and Boys' ROBES **4.95**

Just Arrived

Come in and see . . .

Wonderland

Mrs. Bill Blood

FOR SALE

Have some good buys in irrigated and dry land farms from 80 acres to 640 acres also small tracts irrigated and dry improved and unimproved from 10 acres to 40 acres near Hereford.

J. M. HAMBY The Trading Post Station Highway 60 — West Hereford B-4-27-tfc

FOR SALE to be moved. Two bedroom house. Will also build to suit you. Two miles east on Highway 60. O. E. Hest, E. C. Masser. S-4-26-27-1c

ARE YOU PLANNING TO BUILD A HOME?

Select a Choice lot in CHERRY ORCHARD ADDITION

E. B. POSEY, Realtor Phone 710 S-4-23-tfc

QUICK SERVICE REAL ESTATE LOANS — AUTO LOANS

YOU DON'T HAVE TO WAIT JOHN McLEAN Phone 273 S-4-2-tfc

E. B. Posey, Realtor Bus. Ph. 710 Res. Ph. 368-W 338 Main, Hereford, Tex. S-4-18-tfc

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

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

FOR RENT: Two room furnished apartment. 808 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: Furnished apartment or bedroom adjoining bath. 111 West 6th. S-5-11-27-1k

FOR RENT: Three rooms and bath furnished. 210 W. 9th or call 729. S-5-13-27-1p

FOR RENT: Furnished apartment. Also small house. 411 Grand Avenue. S-5-10-27-1p

FOR RENT: Bedrooms close in. Phone 280-J after 3 o'clock. B-5-10-27-2k

FOR RENT: Bedroom close in. Phone 692 or come to 219 Lee. B-5-12-27-2k

FOR RENT: Nice bedroom adjoining bath. Private entrance. phone 779, 428 North Jackson. S-5-13-27-1k

FOR RENT: Light housekeeping rooms, Hereford Camp. Phone 678. B-5-9-27-2k

FOR RENT: Three room modern house. 131 North 25 Mile Avenue. S-5-11-21-1p

FOR RENT to couple: 3 room modern efficiency. Nicely furnished. Outside entrance. Private bath. Electric refrigerator. Bills paid. 310 McKinley. Phone 447-J, J. H. Hinds. S-5-25-27-1c

FOR RENT: Three room furnished house. Modern. D. F. Mathis, 284 Ave. C. B-5-12-27-4fc

Relieve MISERIES OF Chest Colds



At bedtime rub throat, chest and back with Vicks VapoRub. Relief-bringing action starts instantly . . . 2 ways at once! And it keeps up this special Penetrating - Stimulating action for hours in the night to bring relief.

FOR RENT: Attractive 2 room apartment for adults. South front, private entrance. 711 East Third. S-5-15-27-1k

WANTED WANTED

Wheat Pasture for Cattle

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

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

Wanted: Will do wet washes, rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen. S-6-45-tfc

WANTED: Unfurnished house? 5 or 6 room. By permanent resident. Contact: C. G. Rockwell at Rockwell Bros. & Co. Lumbermen, Phone 4. S-6-20-27-1c

WANTED to buy: Three bedroom home close in. Phone 527 or 266-R after 6 o'clock, Bob Lamm. S-6-17-27-1c

WANTED: Well drilling, cleaning out, pump and windmill work. Phone 142. E. C. Messer, Moore Trailer Court. B-6-18-27-tfc

WANTED to buy: Ear corn, 100 tons. H. P. Faine, Box 43, Dawn Texas. S-6-14-27-1p

7. Dressmaking-Ironing

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

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

FOR YOUR steel grain storage and construction work see or phone 363-R, J. W. Montgomery, Hobbs, New Mexico. S-7-9-27-1p

9. Situations Wanted

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

Ers. C. J. Cocanougher 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

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

Mrs. Leta Barnett of Wichita Falls, plans to return to her home today. She has been visiting in the home of her mother, Mrs. J. M. Boone, since Thursday.

IT'S GOOD BUSINESS

Your most valuable asset is your good health. Protect your income with a complete personal protection plan through life, accident, health and hospitalization insurance.

INSURE your future with **Southland Life**

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

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION

Wesson SPECIALS

330 ACRE IRRIGATED FARM

Beautiful 6 room modern home, 2-grainaries, plenty of other out buildings, new barn, new fencing and hog wire. Good 8" irrigation well. 270 acres in cultivation and irrigation, 49 acres in grass. 120 acres sowed to wheat. Located close to Summerfield, Texas. This is a first class farm for this low price. Price per acre \$150.00

320 Acres Improved And Irrigated Farm

250 acres god level land in cultivation and irrigation, 60 acres wheat, 70 acres rolling grass land. Improvements consist of modern 6 room house with garage, good 4 room house, well and windmill and pressure pump. Very good terms. Price per acre \$150.00

200 ACRE FARM

3 rom house, large barn, electric pressure pump for house use and stock use, fenced. 120 acres in cultivation, balance in grass land. This is a good farm and can be bought with very good terms. Price per acre \$90.00

160 ACRE IMPROVED FARM

5 room farm house, stock well, complete set of farm buildings and fenced. 140 acres in cultivation, all in wheat. 20 acres of level grass land. Located northwest of Hereford. Price per acre \$75.00

We have a fine selection of farms and ranches, large or small, irrigated or dry land, wheat or stock farms. We can help you in selecting a farm or ranch. We also have a very good farm loan service.

See Us For Your Needs In Land

WESSON REAL ESTATE
Phone 944 Hereford, Texas 716 W. 1st St.

To all . . .

A GOOD NEW YEAR

May it be prosperous
May it be rich
May it hold fulfillment
of your every need

DEPEND ON US FOR YOUR FURNITURE

1901 1949

E. B. Black Co.

FURNITURE

Announcing-

**New Ownership
New Management
of the**

**HEREFORD
Lumber Company**

SAME LOCATION - EVEN BETTER SERVICE

UNDER THE OWNERSHIP OF

J. M. THOMSON - JACK KIRKSEY - W. L. JONES

**The
HEREFORD PLANING MILL**

**will be
owned and operated
by
GENE MEDLIN**

It is a distinct pleasure to open business as owner-operator of the Hereford Planing Mill. I have been in the carpenter and mill work trades for over 16 years, a number of them spent in Hereford. It has been a pleasure working with and for so many of you here, and I am looking forward to serving you in this new capacity.

Very truly yours,
Gene Medlin

In assuming operation of the Hereford Lumber Company, effective January 1st, we are looking forward to supplying your building needs in the most complete and efficient manner.

We pledge every effort to maintain a progressive firm, one interested in your interests; old and new customers alike are welcomed at any time.

All our facilities are at your disposal, whether it is home planning, estimates, or purchase of building hardware and related supplies.

Again let us say that your visits and patronage is welcomed. Any suggestions toward a better service will be welcomed.

May we have the pleasure of your business?

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

2nd. & Schley

Hereford

Phone 656

Club Has Xmas Party In Lookingbill Home

Candles were featured in the decorations for the annual Christmas party of the Summer-Field Study Club held recently in the home of Mrs. L. H. Lookingbill, Sr. Mrs. J. M. Wright was cohostess.

Mrs. Charles Noland presented the program on "The Romance of the Candle" and members answered roll call by naming unique uses of the candle. Mrs. Kenneth Neill distributed gifts from a decorated Christmas tree.

Refreshments in the yuletide theme were served from a table centered with white carnations.

red satin ribbon and white candles. Mrs. John Winkler, daughter of the hostess, poured. Members attending were Mesdames Stan Barrett, L. L. Cannon, Britt Clark, Jim Clark, Lee Curry, Ray Johnson, Earl Lance, H. H. Langford, L. B. Lookingbill, H. L. May, K. W. Young, Charles Noland, Mack Noland, Glenn Olson, B. E. Roberson, C. R. Walser, D. C. Walser, Guy Walser and the hostesses.

VISITS PARENTS

Lt. and Mrs. Frank W. Durkee and daughter Connie, arrived from Riverside, California to spend Christmas with her parents, Mr. and Mrs. A. H. Davis, and accompanied by Mrs. Davis they left the following Friday for points in South Texas. They are guests of Lt. Durkee's sister, Mrs. H. L. Harie in Austin and the New Years holiday will be spent with his parents, Mr. and Mrs. H. M. Durkee in Harlingen.

Lt. Durkee will report to Hamilton Field, California on January 25 for overseas duty in Okinawa. Mrs. Durkee and daughter will stay with her parents in Hereford until she can join her husband in Okinawa.

FIVE GRANDSONS VISIT

All five of Mrs. J. W. Beene's grandsons were present Sunday at a Christmas dinner held at her home. They included: Waldon Beene, Albuquerque, N. M., Mr. and Mrs. O. J. Beene and Jay of Friona, S-Bgt. Douglas Beene who will report to New Jersey for overseas duty on January 23, Mr. and Mrs. Bill Beene and Sandra, Amarillo, Mr. and Mrs. Bruce Beene and Deborah, Hereford.

Others attending the celebration were Mr. and Mrs. C. C. Barnett, Plainview, H. H. Seaward, Tucumcari, N.M., Mrs. Charles Hambrick, Amarillo and Miss Myrtle Beene of Hereford. In the afternoon the grandsons visited their maternal grandfather, John L. Wilson.

CARD OF THANKS

We would like to thank our many friends and neighbors for their kind deeds and words of sympathy during the illness and death of our husband and father.

Mrs. A. C. Pierce
U. V. Pierce and family
R. T. Pierce and family
Marlin Pierce and family

BOOTLEG PHIL

(Continued From Page Three) here. Don't know whether capitalism and communism can live together in the same world, but me and Johnson grass can. Also, I don't expect 1950 to be any better than 1949. People are always excusing themselves and sayin next year will be better, but it generally ain't and besides I ain't got many complaints against last year anyway. Pretty good year. Started out nip-and-tuck, wound up nip - and-tuck, and my observation is that most people find most years the same way, and my policy has always been to enjoy the situation at hand, regardless of the economic index.

In short, I don't expect to do no better in 1950 than I did in 1949, and I expect to enjoy not doin' it.
Yours faithfully,
J. A.

**STREU'S
WILL BE OPEN
Tuesday, Jan. 3**

**Don't Wait till
it's too late to insure**

PLAINS INSURANCE AGENCY

Jno. H. Patton Wm. H. Patton

POPULAR STORE
wishes you all a
Happy New Year
with these super colossal
1950 dollar day specials

DRESSES

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

SIZES 9-15, 10-20, 14½-24½

COATS & SUITS
OUR ENTIRE WINTER STOCK
ALL NATIONALLY ADVERTISED
MERCHANDISE
BROKEN SIZES
VALUES TO 95.00

1/2 PRICE

NOW

**SMALL FRY SHOP
DRESSES**
Taffeta, Satin, Gingham, Chambray
Sizes 1 year 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

SNOW SUITS
Sizes 1 to 3
Regular 9.95 NOW \$5

SKIRTS & BLOUSES
BROKEN SIZES NOW 1/2 PRICE

**SPORTSWEAR
SKIRTS**
Special Rack, 100% Wool Flannel, Plaids
Broken Sizes

Values to 7.95	NOW	2.75
----------------	-----	------

Other 100% Wool Gabardine, Tweed
Yarn Dye Flannel. Sizes 10-20

Values to 14.75	NOW	1/2 PRICE
-----------------	-----	-----------

SWEATERS
100% Wool, Tish-U-Knit, Broken Sizes

Values to 7.95	NOW	1/2 PRICE
----------------	-----	-----------

WOOL-JERSEY BLOUSES
Values to 8.95 NOW 1/2 PRICE

HOUSEDRESSES
All fast colors, Sanforized
Sizes 9-15, 10-20, 38-52, 16½-24½

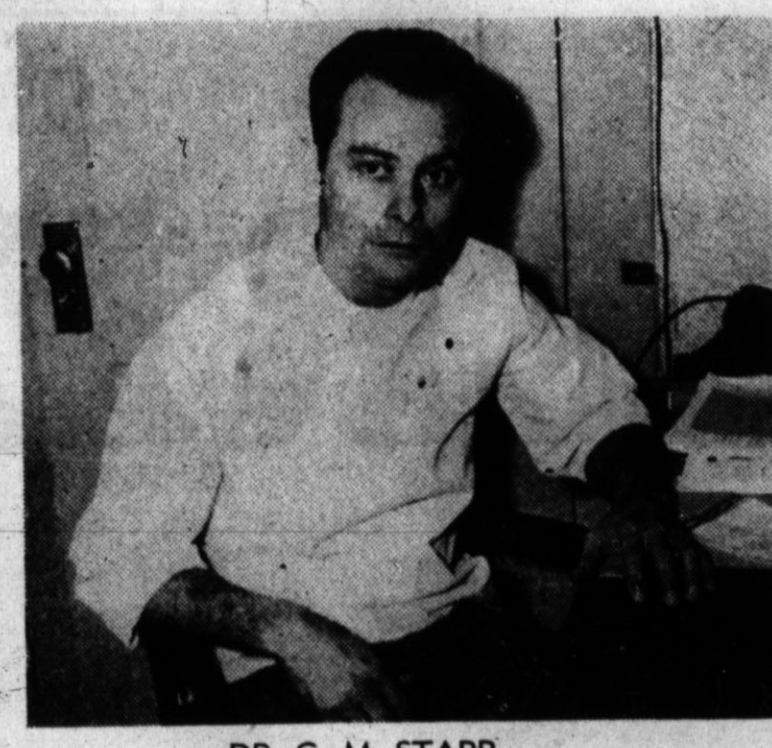
VALUES TO 7.95	NOW	\$1.98
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DRESSES
Our Entire Winter Stock Now
Drastically Reduced
Daytime & Evening Models
100% Wool Jersey, Tissue Faille,
Velveteen, Metallics, 100% Wool
Gabardine

REGULAR	Now	SALE
39.75	Now	\$20.00
29.75	Now	\$18.00
24.75	Now	\$14.00
19.75	Now	\$10.00
14.75	Now	\$7.00

HATS
COMPLETE WINTER STOCK
Feather, Fans, Fur Felts
INCLUDING WHITE & WINTER PINK
VALUES TO 14.75 NOW 1/2 PRICE

STAPP SPECIFIC CHIROPRACTIC CLINIC



DR. C. M. STAPP

Dr. C. M. Stapp, Chiropractor, is a graduate of Palmer School of Chiropractic, Davenport, Iowa, where chiropractic was discovered in 1895. Palmer teaches all subjects pertaining to the human body, anatomy, physiology, neurology, etc., as well as the science and art of chiropractic. The minimum course contains 2559 full class hours, or 143 semester hours, which compares favorably with the 2163 to 2400 class hours, or 120 plus semester hours required by the Universities of Texas for a B. A. or B. S. degree. Dr. Stapp holds a Texas State License and a Nevada State License issued by the Texas and Nevada Board of Chiropractic Examiners. You may consult Dr. Stapp with full confidence and the assurance that he is well trained in his profession as a chiropractic specialist.

The Chiropractic Clinic uses the latest scientific instruments for a complete chiropractic analysis and the modern Palmer method of spinal adjustments for the correction of spinal subluxations causing organic distress.

While the wide scope of Chiropractic is amazing to the uninitiated, we do NOT recommend chiropractic as a CURE-ALL. Chiropractic is effective in those cases only where the cause is found to be defective in organic energization due to spinal misalignment (subluxation). Most all of our cases are those that had previously resisted ordinary methods of healing. Our examination is designed to eliminate those we can't help.

Case histories published here are from the files of Dr. Le Mond Clinic in Austin. They are displayed here to show the extent and scope of Chiropractic.

LOW BLOOD PRESSURE
CASE NO. 2013: A young mother, age 32, after being treated three times a week for a year without results, came to the Chiropractic clinic complaining of a pressure feeling inside her head. "Feels like the top will blow out," she said, "then it will litch and tingle; and then my entire back tingles painfully. Nose stops up all the time. Eyes burn and feel sore above them, and the back of my head and my neck feels sore. I feel tired all the time and have weak spells. Have frequent colds, dizzy spells, indigestion, gas, bloating, constipation, and low blood pressure. Generally speaking," she said, "I've been sick most of my life." The Neurocalometer spinal examination and X-ray located a spinal subluxation. It was corrected by adjustments. When the patient was discharged she said she felt perfectly well, full of life and vigor, and not a single complaint remained.

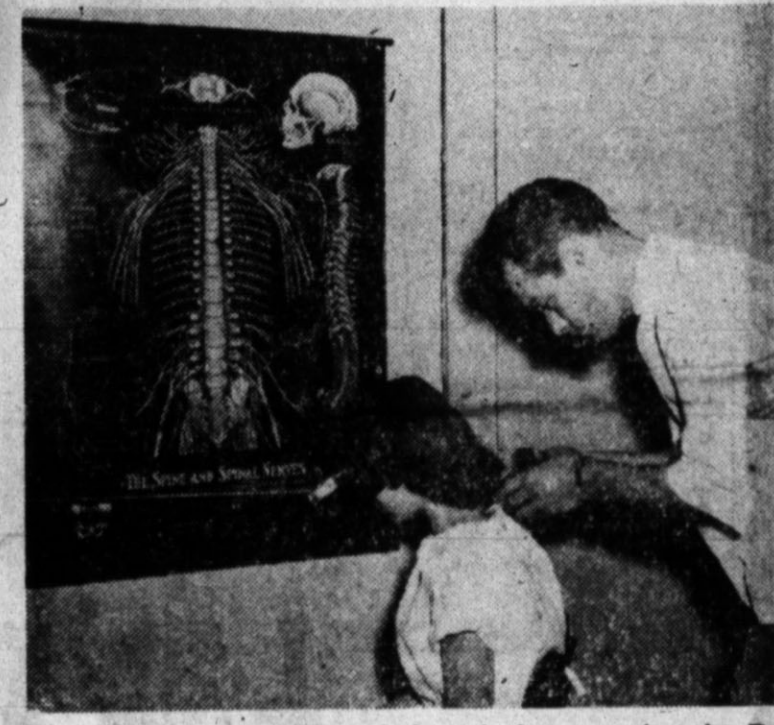
AGREED
"After practicing medicine for 15 years, and spinal orthopedics for 10 years I am daily astonished at the remedial power of Chiropractic spinal adjustments as a cure of disease."
LeForest Potter, M. D.
Orthopedist, New York

AGREED
"The sooner the medical profession recognizes the work of the chiropractor, the better. He is doing a work that medicine cannot do; he belongs exclusively to the class of specialist."
—Dr. M. E. Kind in the Therapeutic Review.

ARTHITIS
CASE NO. 1616: A matron, age 32, came to the Clinic complaining that she had been suffering for five years with terrible pains along the spine between her shoulders which had previously been diagnosed and treated as arthritis. She also complained of period headaches, cramping, low backache, and low abdominal pains. The Neurocalometer spinal analysis indicated nerve interference and X-rays revealed spinal vertebral misalignment causing the interference. She was discharged when alignment was restored at which time she had no pains and said she felt completely well.

BILLIOUS ATTACKS
CASE NO. 2277: A young business woman came to the Clinic complaining of billious attacks with bad vomiting spells about twice a year. Also, for the past six months she had suffered with pain in her left temple for two or three days after periods, tight nervousness, cramps, menopause symptoms. Neurocalometer analysis and X-ray examination revealed misaligned vertebra in the neck, causing pressure and interference with vital nerve waves. Adjustments replaced vertebra and released the interference, permitting a return to normal health. When discharged, this lady said she felt better than she had in her entire life, was happy that an operation her previous doctors advised was no longer necessary.

Corner 3rd and Main — Upstairs over Rutherfords.
HOURS
MONDAY - WEDNESDAY - FRIDAY
9-12 -- 2-5
TUESDAY - SATURDAY
10-12
Or By Appointment
Closed Thursday - Sunday
PHONE 128 FOR APPOINTMENT



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

NERVOUSNESS
CASE NO. 1629 is a matron, age 24, who had an appendic operation and afterwards began to develop nervous spells, grew worse, became fearful, had desire to run and scream; imagined dreadful things; had crying spells; couldn't sleep or eat, had nauseating spells, headaches; pressure-feeling in back of head and neck, extending to top of head; was weak and trembling; was badly constipated; had rheumatic pains in her left hip and leg, and trouble at period time. She grew worse while under the usual professional care and finally came to the Chiropractic Clinic. A spinal Neurocalometer analysis revealed nerve wave interference and X-rays located the spinal subluxation causing the interference. Adjustments restored alignment and this patient when last seen, reported all nervous symptoms had disappeared and that she felt fine.

PARALYSIS
CASE NO. 1505:
A man, 72 years of age, started to work, noticed his left arm felt heavy and became useless and that his mouth felt heavy on one side. Went to bed and after thinking it over, got up and came to the Chiropractic Clinic where spinal Neurocalometer analysis and X-rays disclosed nerve interference at the base of the skull. Corrective adjustments were begun. This man returned to work at the end of the month with no visible sign of paralysis remaining.
Warning: Not all cases are as quickly disposed of as this one.

STOMACH TROUBLE
CASE NO. 1533: A married lady of 40 years was being treated for the change of life and suffering from indigestion, stomach trouble, nervousness, sinus trouble, headaches, tender bladder and arthritis, none of which had responded to any past treatments. A spinal analysis revealed the cause to be in her spine. Corrective adjustments restored alignment. She was discharged feeling grand, able to eat as she pleased without discomfort, and without a single pain complaint.

WALK WITH JACKALS WITH DOLLAR DAY

HURRY! HURRY!
BIGGER and BETTER THAN EVER!
THE SALE SENSATION OF THE YEAR!

WE
GIVE
S & H
GREEN
STAMPS

TUESDAY, JANUARY 3rd

SPECIALLY PRICED! 81 x 108
Duchess Pepperell - Luxury
SHEETS \$2.79

CHINA QUEEN
BIG DOUBLE
BLANKETS \$3.98
WIDE SATEEN BINDING

Over 700 Yards to Choose From
CLOTH OF GOLD
PRINTS OR SOLIDS \$1.
SANFORIZED
3 YARDS

Entire Stock Girls' Ladies' & Misses
COATS 1/2 PRICE
DOLLAR DAY ONLY

ONE FULL RACK OF BETTER DRESSES
DRESSES 3, 5, & 8.
REDUCED TO SELL

New Shipment of Latest
Spring Styles!

WEAR BRAIDS AGAIN



Style 6031

... as gay and fresh as your first braids... you'll feel like a kid again in the fashion wise, new-as-can-be sandals of braided black nubsuede.

Only 2.98

Many new styles to choose from and priced From 2.98 to 4.95

Thirsty Cannon
Wash Cloths 12 for \$1

Lily White 5 for
Flour Squares \$1

Puritan Crochet
COTTON 5 Balls \$1

TALYOR MADE 2 LBS.
COTTON
BATTS \$1

300 TO A BOX
YES 5 boxes
TISSUE \$1

One Group - Ladies
NYLON, 51 & 54-Gauge
HOSE \$1

DARK STRIPED
OUTING 3 YDS. \$1

PLENTY OF NURSES
WHITE 2 FOR
UNIFORMS \$5

NEW SHIPMENT
Happy-Home
DRESSES \$2.39

Nice Size, Part Down
BED
PILLOWS \$2.98

ENTIRE STOCK
HANDBAGS \$2
PLUS TAX

ONE SPECIAL GROUP
BOY'S CORDUROY
HIGGIN-SLACKS \$3.95
Less than cost
Sizes 8 to 16.

ONE GROUP MISSES
ALL WOOL
SKIRTS \$1

About 15 Ladies'
SUITS \$10
A Good Buy if we can fit you

ONE GROUP
LADIES'
SHOES \$2

ONE LARGE GROUP
CHILDREN'S
DRESSES 1/2 PRICE
1.98 To 5.90

ONE GROUP
Children's Rayon, 4 Pair
PANTIES \$1

NARROW WALE
CORDUROY \$1.49
1.98 Value

Odds and Ends at GIVE-AWAY PRICES



Extra Special

Men's White HDKFS, 12 for \$1

Men's Heavy Canvas Gloves 4 for \$1

Men's Heavy UNIONS \$2

One Group Men's DRESS SHIRTS \$1.85

HEREFORD STORE CO.

S. L. HARMAN & SON

PHONE 382

Amarillo Downs Hereford 57-39

Amarillo YMCA All-Stars turned on the heat to pull away from a one point 25-28 half-time lead to defeat the Hereford Jaycees 57-39 before a fair sized crowd at the High School gymnasium Thursday night.

Antics of the visiting five kept the game lively even in the final minutes when they held about a 20 point lead. Hereford stayed even through the first half with Doug Groom canning four field goals and a free throw for nine points and Kenneth Neill sinking seven free tosses.

Hereford only made 14 points in the second half, 10 of those in the third quarter. Groom was highpoint man with 16 points and Tadlock of Amarillo was next with 15. Kelly and Mantooth of Amarillo each had 10.

Ex-Classmates Meet At Informal Coffee

Hereford High school classmates were entertained when Jacqueline Newell was hostess at an informal coffee Wednesday at the home of her parents, Mr. and Mrs. Charles Newell.

Conversation, centering around activities of the group during the past year, provided diversion.

Refreshments were served to Mrs. Eddie Roberson, Mrs. Bobby Owen, Mrs. Calvin Goodin, Doris Hastings, Martisha Ramey, Mary Helen McGilvary and the hostess.

Mr. and Mrs. Neil Jackson returned to their home in Stratford Tuesday after spending the holidays with her parents, Mr. and Mrs. Ray Johnson in Summerfield. The Johnsons left Saturday for Stratford for the New Year holiday.

FORMER TEACHERS

Miss Geraldine Pratt of Edenburg and Mrs. O. J. Bence of Friona, both former teachers in the Hereford public schools, were guests of Mrs. Jack Gilliland and other friends in Hereford Wednesday.

(Continued From Page 4)

INCOME TAX RETURNS

J. K. BAKER

305 Roosevelt Phone 589-W

B-11-52-tfc

Radio and Appliance Service

Joe Huckert

at White's Auto Store

S-11-1-46

WANTED: Sewing and alterations. 224B Avenue J.

B-11-18-27-9p

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

B-11-35-27-8c

COVERED buttons, belts, and buckles. Dressmaking and alterations. Mrs. MATHIS, 224 Avenue C, Phone 305-W.

B-11-23-27-4p

12. LIVESTOCK Strayed and Found

NOTIFY G. W. Brumley of stray cattle. Branded Bar-D left hip. Plus on left hip. Open A, Backward-S left shoulder; O left shoulder.

S-12-20-49-tfc

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: One pipe vice at 2nd and McKinley. R. G. Manning, 110 McKinley.

S-13-27-13-1p

LOST: Ladies billfold. Has social security card. Return to Brand or hospital. Hazel Guerry.

S-13-14-1-1p

LOST: Brown billfold. Reward Mrs. Spann, 401 Lawton.

S-13-9-27-1p



"Service In
JIGG-TIME"

PERMANENT
ANTI-FREEZE

PEAK \$3.50 Gal.

(Regular Price)

All Sizes
FIRESTONE
TIRES

We're Still Open

On Sundays

Jiggs

SERVICE STATION

TEXACO PRODUCTS

3rd & Sampson

Phone 875

3 DAYS
BEGINNING
DOLLAR
DAY
at the Vogue

SALE!

at the Vogue

100

DRESSES

CREPES

GABARDINES

COTTONS

SIZES 7 to 20

\$2.00

EACH

Never Before Have You Seen

Such Values!

LARGE
ASSORTMENT

Better
LINGERIE
\$2.00

SLIPS
GOWNS
HALF SLIPS

at
the Vogue

6 ONLY
WINTER
COATS

\$10

ALL OTHER WINTER COATS
DRASTICALLY
REDUCED
TO
CLEAR

GROUP
CHILDREN'S

COATS
SKIRTS
DRESSES

$\frac{1}{2}$ Price

HARD
TO BELIEVE
ISN'T IT!

at the Vogue

DOME DOWN
ANKLETS 4 Pair **\$1**
English Rib

Boys' and Girls'
WOOL CAPS AND 50¢
TOBOGGANS

A Few Pair
CHILDREN'S
HOUSE SHOES \$1
A Give Away Price

Satin Net and Cotton
BRASSIERES \$1
V-ETTE
PETER PAN

at
the
Vogue

200

BETTER DRESSES

$\frac{1}{2}$ PRICE

MINX MODES - FRANKLIN -

CORLYE - PAULA BROOKS

AGNES BARRETT

All
COSTUME
JEWELRY

$\frac{1}{2}$ Price

15 Only
BETTER
SUITS

\$30

\$45 to \$75 Values

at the Vogue

THE

Vogue

For "the Lady of Fashion"



INITIATIVE — This attractive traveler showed real initiative in getting ready for her trip—she made her own luggage. Using Otis striped cotton awning cloth, she constructed an overnight bag and suitcase, made from a suitcase. She reports her canvas luggage is light, colorful and inexpensive.

Holiday Visitors Well Entertained

A round of entertainment marked the holiday visit for guests in the home of Mr. and Mrs. Emil Dettman who included: his parents, Rev. and Mrs. Albert Dettman of San Francisco, Cal., Mr. and Mrs. Art Dettman, Wagon Mound, N.M., Mr. and Mrs. Art Allen, and children of Los Alamos, N.M. and Mr. and Mrs. Fred Harmon of Dallas.

Following the traditional Christmas dinner on Sunday a square dance party was given in the recreation room Monday night with other guests including Mr. and Mrs. Joe Smith, Mr. and Mrs. Alton Biggers and Dr. and Mrs. Clyde Rush. Mesdames Art Allen and Clyde Rush, both of whom lived in Hawaii, entertained with native dances in costume.

Tuesday the women in the group were guests of Mrs. Arthur Ware of Amarillo at a luncheon held at the Amarillo Club. Other guests were Misses Harriette and Dorothy Hubbell and Mrs. Clyde Harris of Amarillo. Mrs. Ware showed pictures of her mother, the late Mrs. Will Herring, taken in Germany where she served as a Red Cross worker during the first World War. Included among the pictures was one of the Crown Prince of Saxony who was the father of Mrs. Harris, the former Princess Cecelia of Germany.

Entertain College Crowd With Holiday Dance At Club House

Keith Hutson and Oliver Streu were hosts at a holiday dance for high school classmates and the college crowd home for the Christmas holidays. The informal affair was held at the Club house on Wednesday night, December 28.

Those attending were Sue Smith, Milton Newell, Joan Hendricks, Eldon Powell, Joap Hardwick, Joe Lyons, Pat Hardwick, Oliver Streu, Martista Ramey, Wayne Leath of Olney, Doris Hastings, Keith Hutson, Outlet to Gunstenson, Dwight Wilson, Jeanne Holman, D. D. Wilson, Jacqueline Newell, John Dyer, Emmarie Turner, Garland Powell, Elsie West, Bill West, Betty Smith, Doris Jean Smith, Sara Owen, Bobby Nell Pittman, Belle Jo Carnahan, Weldon Robertson, Lloyd Oswald, Roger Corbett, George Hamilton, Dale Barkley, Dale Doak, Jack Ramey, Delmo Williams, Wayne Newson, John Coombes, Randy Thomas, Tommy Mathies, Jim Wilkins, Rayburn Strange, Don McNeese, Don Davidson, Bob Wilson, Billy Roy, Thompson, Jack McCracken, Stanley Slagle, James Nunally, O. T. Bailey and Mr. and Mrs. Charles Newell.

Charles Newells Are Hosts At Breakfast

On Christmas morning, Mr. and Mrs. Charles Newell were hosts to members of the Newell family at breakfast given in the Newell home.

The breakfast was served informally in help-yourself style from a buffet table centered with red tapers flanking an arrangement of holiday greenery.

Those attending were Mr. and Mrs. Richard Winget, Craig and Pamela, Mr. and Mrs. Darrell Blanton, Mr. and Mrs. Bub Newell, Mr. and Mrs. Gaylord Newell, Carol Ann, Marilyn and Gail, J. O. Newell, Jacqueline and Paul Newell and the hosts.

Family Reunions And Get-To-Gethers Highlight Christmas Holiday Season

Social affairs for the Christmas holiday week were given over, for the most part, to family affairs and get-together parties for classmates and old friends back home for the season.

Among the college crowd home for Christmas were those students at:

Texas Tech
Bobby Carnahan, son of Mr. and Mrs. Bill Hutson; Eugene Roberson, son of Mr. and Mrs. Jeff Roberson; Oliver Streu, son of Mr. and Mrs. Urlin Streu; Donald Shipley, son of Mr. and Mrs. Charles Shipley; Wayne and John Newson, sons of Mr. and Mrs. G. W. Newson; Janice Boston, daughter of Mr. and Mrs. Jay Boston; L. J. Clark, Jimmy Whitaker, son of Mr. and Mrs. W. B. Whitaker; Elizabeth Coconougher, daughter of Mr. and Mrs. Clyde Coconougher; Sam Hershey, Erwin Herr, son of Mr. and Mrs. E. B. Herr; Harold Conklin, son of Mr. and Mrs. Arch Conklin; Benjamin (Pete) Davis, son of Mr. and Mrs. Leonard Davis; Dale and Glenn Russell, sons of Mr. and Mrs. O. B. Russell; John Suddeth, son of Mr. and Mrs. Ben Suddeth; Austin C. Rose, Jr., Richard Petersen, son of Mr. and Mrs. A. Petersen and John Samuel Coombes, son of Mr. and Mrs. Ellis Coombes.

Texas A&M College
Home from Texas A&M College were Virgil Young, son of Mr. and Mrs. E. W. Young; Peyton Ramey, son of Mr. and Mrs. Sank Ramey; James Ellis Higgins, son of Mr. and Mrs. Jim Higgins; Ben R. and Edwin Plummer, sons of Mr. and Mrs. Bruce Plummer; Phil and Bill Goldston, sons of Mr. and Mrs. H. D. Goldston; Roger and Buddy Corbett, sons of Mr. and Mrs. Roger Corbett; Lloyd Manjeot, son of Mr. and Mrs. A. L. Manjeot and Earl Smith of Boys Ranch.

W.T.S.C.
West Texas State College students home were Dale Barkley, son of Mr. and Mrs. Phillip Barkley; Jackie Wright, daughter of Mr. and Mrs. Jack Wright; Helen Wilson, son of Mr. and Mrs. R. L. Wilson; Ernest Herd; Doris Jean Hastings, daughter of Mr. and Mrs. Henry Hastings; Doris Jean Smith, daughter of



BONNIE LASSIE! — Hoot mon! 'Tis a charming bonnie lassie all dressed up in her Scotch plaid to absorb the sunshine at a fashionable winter resort. Her Scotch plaid outfit is a one-strap style that will be popular in 1950, according to fashion experts.

Mrs. V. O. Hennen Hosts Open House

Mrs. V. O. Hennen was hostess at a silver tea honoring the Sisters of St. Francis, teachers in the Catholic School, and open house for friends on Friday afternoon preceding Christmas.

The Hennen home was decorated throughout in holiday decorations providing a gay and festive atmosphere for the occasion. The refreshment table was done in ice-blue and featured a winter bouquet with appropriate figurines as the centerpiece. Those presiding at the table during the calling hours between 2:30 and 5 o'clock were Mesdames J. W. Kirby, Mary Segler, Carl Gilliland, Harry Seed, E. C. Reimauer and Joe Reimauer.

Approximately seventy-five guests registered during the afternoon.

Mr. and Mrs. Frank Smith; Jacqueline Newell, daughter of Mr. and Mrs. Charles Newell; Karen Conklin, daughter of Mr. and Mrs. Lee Conklin; Robert Bateman, son of Mr. and Mrs. A. R. Bateman now of Farwell; Irvin Robinson, son of Mr. and Mrs. Irvin Robinson; Duane Williams, son of Mr. and Mrs. Carl Williams; Emma Jane Jane Brown, daughter of Mrs. C. O. Brown; Madelle Beavers, daughter of Mr. and Mrs. Hall Beavers and George L. LeGrand, son of Mr. and Mrs. Louie LeGrand.

From the UNIVERSITY OF TEXAS came Don Bookout, son of Mr. and Mrs. Hugh Bookout; Helen Ann Pittman, daughter of Mr. and Mrs. J. A. Pittman and Joe Bishop, son of Mr. and Mrs. H. N. Bishop, John Douglas Pittman, a student at Georgetown University, Washington, D. C., arrived home early and was taken to the hospital for an appendectomy the day he arrived.

Cherry Ann Forrest, daughter of Mr. and Mrs. Leo Forrest, and Mary Helen McGilvary, daughter of Mr. and Mrs. R. C. McGilvary, were home from McMurry College, Abilene; and from Hardin-Simmons University came Mary Estelle LeGrand, daughter of Mr. and Mrs. Louie LeGrand, and Mary Lou Benson, daughter of Mr. and Mrs. Hardy Benson. Daniel Russell who attends San Diego State College, San Diego, California, has returned to school and will receive his degree in February. He is the son of Mr. and Mrs. W. H. Russell.

Among the many family reunions were: The Dettman family at the home of Mr. and Mrs. Emil Dettman with a whole given over to holiday festivities. Out-of-town guests included Mr. Dettman's parents, Rev. and Mrs. Albert Dettman of San Francisco, Calif., Mr. and Mrs. Art Dettman of Wagon Mound, N. M., Mr. and Mrs. Art Allen and children of Los Alamos, N. M. and Mr. and Mrs. Fred Harmon of Dallas.

For the first time in twelve years Mrs. Ella Burdine's children were all home for the holidays. They included: Mr. and Mrs. L. A. Burdine and two children and Mr. and Mrs. A. D. Carlisle, all of Lubbock, I. A. Burdine, Wendall Burdine and Mr. and Mrs. Dick Ellis, all of Hereford.

Mrs. Mary Segler held a family get-together Tuesday with those attending including: Mr. and Mrs. A. O. Hood, San Juan, N. M., Mrs. Loraine Hood and daughter Marjorie of Bellevue, N. M., Mr. and Mrs. Gene Moore and son of Las Cruces, N. M., Mr. and Mrs. Tom Wilson of Hamlin, Mr. and Mrs. Charles Hood and Mr. and Mrs. T. E. Segler and children of Hereford.

The Hugh Witherspoon family gathered for Christmas for the first time in ten years when all members of the family were present. They included Mr. and Mrs. Kay Baird and sons of Amarillo, Mrs. Grace Casebolt and Mr. and Mrs. S. W. Bode and daughter of Carlbad, N.M., W. C. Spain of Santa Fe, N.M., and Mr. and Mrs. Willard Witherspoon and daughter, Mr. and Mrs. Glenn Witherspoon and daughter and Mr. and Mrs. Ogie Riddle, all of Hereford.

Sixty members of the R. L. McGee family attended a family reunion dinner held at the home of Mr. and Mrs. R. L. McGee Christmas Day with the entire family including children, grandchildren and great grandchildren attending with the exception of two grandchildren. They included: Mr. and Mrs. Floyd Perry and four children, Mr. and Mrs. Charles Wright and son, Shawnee, Oklahoma; Mr. and Mrs. Alvin McGee and four children, Seminole, Okla.; Mr. and Mrs. Lee McGee and four children and Mr. and Mrs. Ernest McGee and two children of the Progressive Community; Mr. and Mrs. Floyd McGee and four children; Mr. and Mrs. Taft McGee and three children, and Mr. and Mrs. Lawrence McGee and four children, all of Hereford; Mr. and Mrs. Lloyd McGee, Portales, N.M.; Mr. and Mrs. Paul Cook and daughter and Mr. and Mrs. James Skelton and two children of Amarillo; Mrs. Johnnie McGee and Mrs. Pat Livesay of Hereford; Mr. and Mrs. Eugene McGee and son of Post and Mr. Paul Roach of Shawnee, Oklahoma.

The annual Christmas get-together for the Jeff Gilbreath family was held in Dimmitt this year in the home of his son, J. C. Gilbreath. Those attending the get-together which was in the form of the annual Christmas tree party, included Jeff Gilbreath, Mr. and Mrs. L. H. Rhodes, Lloyd Henry, Brownie, Robert and Jeff of Tucumcari, N.M., Mr. and Mrs. Lisle Woodford and son Tommy, Mr. and Mrs. J. M. Posey, Mr. and Mrs. T. Gilbreath, Jr., and Boyce Ann Gilbreath, Mr. and Mrs. Woodrow Gilbreath and daughter Peggy of Dimmitt, Mr. and Mrs. J. E. Kirby and daughters, Sally

Sue, Carolyn and Ann, and Mr. and Mrs. Richard Petersen and son Gary of Brownfield. Also Richard Langley of Tucumcari.

SOCIETY

The Sunday Brand

Sunday, January 1, 1950 Section Two

Annual Aggie Father-Son Banquet Is Followed By Traditional Dance

A&M Mothers club entertained sons and their dads at the annual father-son banquet Thursday evening at the City Hall. Mrs. E. W. Young is president of the Mother's organization.

Tables were laid in maroon and white, Texas A&M colors, with the main centerpiece carrying the theme of the decorations and featuring pages of a 1950 calendar to form a large fan. Place cards were miniature men fashioned from marshmallows wearing a pennant inscribed with the word "Aggies" in maroon. The birthdate of each guest marked the little man's hat.

The group was seated according to the seasons of the year with snow scenes, for winter, Easter for Spring, 4th of July for summer and a football scene for fall.

Virgil Young, senior, presided during the banquet hour and Bill Goldston gave the invocation. In conclusion the rafters rang as the group sang the "Aggie Song."

Those attending were Virgil Young and his dad, E. W. Young; Peyton Ramey and Sank Ramey; Lloyd Manjeot and A. L. Manjeot; Ben R. and Edwin Plummer and Bruce Plummer, James

Ellis Higgins, Bill and Phil Goldston and H. D. Goldston, Buddy and Roger Corbett and Roger Corbett.

Traditional Dance Follows
Following a traditional custom the A&M students entertained with a dance after the dinner. The boys, according to custom, made all arrangements for the dance including decorations.

Those in attendance at the dance were Lloyd Manjeot, A. L. Manjeot, Roger Corbett, Bettie Jo Carnahan, Donald Shipley, Betty Smith, Ray Terry, Sank Ramey, Buddy Corbett, Peyton Ramey, Joe Lyons, Mary Sue Postelle, Virginia Lyons, J. W. Robinson, Keith Hutson, Wayne Leath, Squeaky Roberson, Jaynice Boston, John Estes, Mr. and Mrs. Richard Ireland, Oliver Streu, Joan Hardwick, Bob Carnahan, Dwight Wilson, Lewis Hembree, Jimmy Easley, Jean Adam, R. B. Miller, Jr., Fred Close, Roger Corbett, Jr., Bobby Millard, Mr. and Mrs. Glenn Smith, Mr. and Mrs. Charles Bell, Gerald Smith, Mrs. A. L. Manjeot, Mrs. Sank Ramey, Margaret Plummer, Ben R. Plummer, John Coombes, Duane Williams, Jim Whitaker, Barbara Burney and J. A. McWhorter.

Personals

Guests of Mr. and Mrs. William McGehee for the Christmas week end were their daughter and son-in-law, Mr. and Mrs. R. O. Stark of O'Donnell.

Guests who left Wednesday after spending the holidays in the home of Mr. and Mrs. Emil Dettman were: his parents, Rev. and Mrs. Albert Dettman, San Francisco, Calif., Mr. and Mrs. Art Dettman, Wagon Mound, N.M., Mr. and Mrs. Art Allen and daughters of Los Alamos, N.M. and Mr. and Mrs. Fred Harmon of Dallas.

Tom McFarland returned from a week's vacation in Hutchinson, Kansas, with his son Jim, Thursday. He took Jim on to Littlefield to stay with his grandparents a few days, and will go down to spend the week end himself Saturday. Mrs. McFarland stayed in Kansas to undergo treatment on her eye from a specialist in Kansas City.

Miss Ann Gallagher, daughter of Mr. and Mrs. Leo Gallagher of Hereford, was home for the holidays from Ft. Worth, where she is attending OLV College. She is majoring in music. She had as her guest and friend, Mr. Herman Kubick, also from Fort Worth.

Glenna Jean Crites, Higgins, was a holiday guest in the home of Gerry Patterson. She came Tuesday and stayed until Thursday.

Mr. and Mrs. L. R. Sperry of Sileam Springs, Ark., arrived in Hereford Friday to visit Mrs. Sperry's son Bruce Miller and family. The Sperry's have been visiting in Artesia, N.M. and will return to Arkansas Monday.

Mr. and Mrs. Lee Conklin and daughter Caren spent a part of the holidays in Amarillo with their son, George Conklin and family.



HOLIDAY FASHION — For the holiday party season, this fashionable lady selects a frock of finely striped velveteen outlined against a background of deep tone broadcloth. The adaptable cotton frock achieves an illusion of elegance through its simple lines.

Sue, Carolyn and Ann, and Mr. and Mrs. Richard Petersen and son Gary of Brownfield. Also Richard Langley of Tucumcari.

Miss Charlene Davis Weds Charles Wilder In Canyon

In the first wedding ceremony to be held in the Methodist Student Center Chapel of West Texas State College, Canyon.



MR. AND MRS. CHARLES WILDER

Miss Charlene Davis, daughter of Mr. and Mrs. C. F. Davis, became the bride of Charles Wilder, son of Mr. and Mrs. J. J. Wilder of Mineral Wells Sunday, December 18 at 8 o'clock in the morning.

Rev. Hubert Thompson, pastor of the Canyon Methodist Church read the ceremony as the couple and their attendants stood before the altar which was arranged with white chrysanthemums and greenery.

Miss Lavette Hinders of Canyon, organist, played Clair De Lune preceding the ceremony and accompanied Jimmy Sparkman who sang "Because" by DeHardelot. She also played the wedding marches and played "I Love You Truly" as background for the ceremony.

Miss Geraldine Johnson of Childress, was the bride's only attendant. She wore a brown woolen dress with matching accessories and a corsage of pink carnations. Joe Davis of Abilene was best man.

The bride was attired in a beige woolen suit featuring navy accessories. She carried a nosegay of gardenias and pink carnations and wore a strand of heirloom pearls. For something borrowed she wore a gold bracelet belonging to the maid of honor.

Both the bride's and bridegroom's mothers wore black crepe dresses with white carnation corsages.

Following the wedding the couple returned to Hereford where they were honored at a wedding dinner at the home of the bride's parents.

Mrs. Wilder is a graduate of Hereford High School and received her degree from West Texas State College last June. She is now a member of the Hereford High School faculty.

Mr. Wilder, who formerly lived in the Jumbo Community, attended Dimmitt High School. He is a student at West Texas State College majoring in chemistry. The couple will be at home at 901 Union Street following a wedding trip during the holidays to Mineral Wells.

Out-of-town guests at the wedding included: Mr. and Mrs. L. B. Wilder, Tulsa, Okla.; Mr. and Mrs. Joe Traylor and son, Borger; Mr. and Mrs. J. M. Coke, Dimmitt, Mr. and Mrs. Martin Meester, Plainview; Mrs. Gerald McIlery, Dublin, Texas; Mr. and Mrs. J. J. Wilder, the bridegroom's parents, Mineral Wells; and Mrs. J. R. Williams, Manchester, Ga.

Business And Professional Women Have Annual Dinner Party Meeting

Business and Professional Women's Club held its traditional dinner-meet and Christmas party at the city hall during the holidays. Serving as hostesses to make up the various arrangement committees were Mary Lou Aven, Ellen Carter, Hope Bowman, Pearl West, Opal Garrison, Skeeter Hall, Harriette Alexander and Nadine Wade.

Tables were arranged in the shape of an "H" with holly, Christmas berries and leaves and lighted tapers carrying out the happy yuletide theme. Place cards were tiny silvered bells tied with holiday ribbons.

Ellen Carter served as master of ceremonies and Cecil Williams gave the invocation. A. O. Thompson made pictures of the group. At the conclusion of the meal, Hope Bowman acted as Santa Claus to distribute gifts from a decorated tree.

Others attending the annual affair were: Clara Acker, Leona Blood, C-Ora Cockrell, Virginia and Leta Curtsinger, Pearl Dickerson, Mary Dyer, Zula Gilliam, Vida Grady, Hazel Guery, Virginia Hartman, Wilma Hill, Al-



AFTER-DARK C/TTON — This smooth sophisticate chooses royal blue cotton velveteen and combines it with shimmering metal-stripped Lumina cotton to make a striking date ensemble. The snug little velveteen jacket is added for less formal evenings or day wear.

MRS. ALTON FRASER

Liver Becomes More Popular And Will Appeal To Autumn Appetites

Liver is becoming more popular all of the time but sometimes it takes a bit of camouflaging to get the family to eat it. Liver is the richest of all food sources of iron, and a good source of several vitamins. In 1926 its effectiveness in treating anemia became known and later came the recommendations from the nutritionists. Recently vitamin B-12 was isolated, the specific factor in liver that remedies anemia. It is an important food for the sick and the well, too.

Whatever cooking method is used, liver should always be cooked just long enough to lose the pink color at the center of the piece. Overcooking makes it dry and hard. If possible, choose slices of uniform thickness so that the thin end won't be overcooked before the thick end is done, for liver cooks quickly and requires only two and one-half to five minutes on each side to pan broil slices one-half inch thick.

Mrs. Alton Fraser has what she calls her "Bible of Recipes" and there she keeps her favorites so tried and tested that they never fail. From her recipe "Bible" comes this recipe for—

Broiled Liver Steak
1 1/2 lbs. beef liver sliced one inch thick
3 tablespoons melted butter
1 tablespoon salt
dash of pepper
2 teaspoons chopped chives or parsley

The important part lies in the treatment given the liver before cooking. Mrs. Fraser soaks it in vinegar for two hours, at least, before cooking time and by removing the skin and tubes it becomes so tender you can cut it with a fork.

Dry and brush liver on both sides with melted butter, and place on pre-heated broiler rack. Adjust broiler rack so surface of liver is 3 inches below source of heat. Cook for 5 minutes on one side; then turn and cook about 5 minutes on the other side, or until just cooked through. Re-



move to a hot platter. Brush with more butter and sprinkle with salt, pepper and chopped chives or parsley. Garnish and serve immediately. Serve with French-fried onions and it's good enough to overcome anyone's prejudices.

Here's another from the "Bible."

Liver with Sour Cream Gravy
1 1/2 lbs. sliced liver
flour for dredging
1 1/2 teaspoons salt
1/4 cup butter
2 tablespoons flour
2 cups hot water
1/4 cup sour cream
pepper to taste
chopped chives

Remove skin and tubes from liver, dredge well with flour and sprinkle with salt. Sauté in butter in a heavy skillet over moderate heat until browned on both sides, then continue cooking until no longer pink in the center. Remove to hot platter and cover to keep warm.

Blend the two tablespoons of flour into butter remaining in skillet, and add the hot water gradually, stirring until gravy boils and thickens. Then add the sour cream and reheat, stirring until smooth. Add more salt or pepper if needed for taste, and pour over liver in platter. Sprinkle with chopped chives and serve immediately.



Let's Cook Something

TEXAS AND THE FANTASTIC FORTIES

Bewildering Times -- Prices Were A Major Item

(This is the last of four articles on Texas and the Fantastic Forties.)

By WILBUR MARTIN
Associated Press Staff

You could rent a four-room, furnished apartment for \$45 a month in Dallas on Jan. 1, 1940. That same day pork chops were advertised at 15 cents a pound and six cans of sardines for 10 cents.

The first day of our crying decade was the beginning of some bewildering times and prices were a major item of the Fantastic Forties.

The high cost of living became an almost fanatical subject in the years right after the war ended. Thousands of veterans came back with a hundred dollars discharge pay in their

pocket and not much prospect for anything but another hundred-dollar payment.

They came back to glut colleges, to overwhelm trade schools, to dry up a job market that for years had gone begging.

War workers joined the veterans in a mass switch from the temporary to the permanent.

Statistically, the times were abundantly prosperous. Banks had record deposits on hand; industry had set new records; crop values were astronomical.

In 1947, for instance, Texas' wheat harvest was a record 124,270,000 bushels. It brought high prices.

The state's livestock was valued at \$996,369,000 in 1948. That same year some 892,632,000 barrels of oil was worth \$2,329,769,000.

Cotton, cotton seed, grain sorghums, corn, rice, nuts, and citrus growers were part of a multi-million dollar industry. And their production totals were in the millions of bushels and bales.

The Forties were a changing time. Many tried to keep pace.

The state started a general reform of the prison system under a new general manager, O. B. Ellis.

The Gilmer-Aiken school bills overhauled the state's school system and provided for an elective board of education and an appointive superintendent. Miles of rural roads were authorized.

For a while, money ran free. It was easy to make during the



CLAUSTROPHOBIA — With stooped head, Baccha, London Zoo's 12-month-old tiger, paces his new quarters in the lion house. Seemingly unhappy about the change in living quarters, Baccha needs to become acquainted with his neighbors. He formerly lived alone.

war. There was a lot of saving stacked up for the years after the war.

Sports cashed in on this backlog of cash. So did the entertainment world.

Baseball boomed until Texas had seven professional leagues. Football attendance mushroomed until almost every game of note was a sellout months in advance.

The pinch is on right now. Night club operators and bar owners are frank to admit that the lush days are over. But they're still far, far ahead of business of 1939.

These were funny times, the Forties.

There was a period when most people just didn't give a hoot for anything. That was during the war. To a lot of people, it was "live now, for tomorrow you may die."

There was a period right after the war, a period of confusion, uncertainty. For a lot of people—especially veterans—there was a firm conviction that things were permanently snafued.

There's another period now. It's a period where the majority want most of all to be secure.

There are fewer applications for loans to start small businesses. There's a much smaller turnover among workers. "Hang on to it, you don't know what's going to happen" is the general attitude for many.

You'll find this feeling in all groups, the white collar class, the small business man, the in-

dustrial worker.

You can point to booming Texas: a new oil field in Scurry county; millions of dollars worth of new construction, highly varied industry, more people working than ever before and making more money for the most part.

You can quote statistics to show that the Forties are fantastic in the opportunities they provided.

You'll still get his answer from many:

"Yeah, but I haven't got any of that."

An ex-bomber pilot might have summed up these times.

"Look, I was in the army nearly five years. I didn't get any of that easy money in war plants. I took the best job I could get. I haven't got a house of my own or an automobile. I'm in a rut and I know it. Three, four years ago I'd have said to hell with it and gone out looking for something better. But not now. I don't know what's going to happen today, much less tomorrow. I can't leave something for nothing. I don't know where I'm going and I'm sure as hell not getting there very fast. You tell me."

The Fifties might. The Forties can't.

BRYANT FAMILY

Holiday guests of Mr. and Mrs. D. H. Bryant were their children and their families. They included Rev. and Mrs. Orion Carter and son Weldon of Pampa, Rev. and Mrs. Noel Bryant and children of Borger, Rev. and Mrs. L. B. Taylor and three children of Jayton, and Mr. and Mrs. Cawthon Bryant and son David of Hereford.

PERSONALS

Mr. and Mrs. George Contrell and Mr. and Mrs. C. P. Grimes and Betty spent Christmas in the home of Mr. and Mrs. J. W. Flynn at Idalou. They were met there by Mr. and Mrs. Louis Lee and girls of Endee, N.M. Robert Owen Elliston from Hereford joined the group later Christmas Day.

Miss Ivagene Elliston who teaches school at San Antonio, is spending the Christmas vacation in the home of her parents, Mr. and Mrs. R. W. Elliston.

Nolie (Rocky) Elliston who is working on a ranch near Matador spent the holidays at home with his parents, Mr. and Mrs. Nolie Elliston and friends.

R. W. Elliston plans to be home soon from the hospital at McKinney where he has been confined for over three weeks.

Mr. and Mrs. Dale Kelly had as their guest Christmas evening and Monday, Mr. and Mrs.

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 #49

NOTICE OF MEETINGS

ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night

Niel Fryer and son and R. P. Adams of Stanton. Patsy Kelly returned to Stanton with them for a visit with friends and relatives before resuming her studies at TSCW in Denton.

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The Tough 4-Wheel-Drive Willys Station Wagon Takes You Through When No Other Car Can!

Don't put up with the inconvenience and danger of being stopped by deep mud and bad roads. Get the car that gets you through when nothing else can—the new 4-Wheel-Drive Willys Station Wagon.

When you shift into 4-wheel drive, the front wheels pull through mud instead of pushing against it. You get all-wheel-drive traction that takes you up slippery grades you'd never make in an ordinary car. All-wheel drive cuts down tendency to skid, makes driving safer. This "go-anywhere" car is built on a special sturdy frame for operating over the most rugged, difficult terrain.

On top of its unmatched performance in snow and mud, the Willys Station Wagon is a car you'll drive with pleasure the year 'round. It rides six adults in roomy comfort and handles easily in 2 or 4-wheel drive. Rear seats are quickly removable to provide 98 cubic feet of space for hauling.

The 4-Wheel-Drive Willys Station Wagon is "made-to-order" for farmers, ranchers, doctors, oil men, veterinarians—or anyone who can't let weather stop them.

If you live where roads are often blocked or have duties that must not be delayed, the 4-Wheel-Drive Willys Station Wagon is your one best assurance of always getting through. Let us demonstrate this remarkable new 4-wheel-drive model for you now.

4-WHEEL DRIVE WILLYS Station Wagon

Willys Station Wagons are also made with 2-wheel drive, choice of 4 or 6 cylinders, overdrive at no extra cost.

Roberson Motor Company

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<p>Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694</p>	<p>Hereford Wrecking Co. HIGHWAY 60 USED PARTS See Us For Expert Repair Work of All Kinds!</p>		
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Early Fall Felts
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High Style

DRESS SHOES

Black, Brown, Green
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Dependable Quality

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Sized before Hemming
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All these are higher price coats ...
closing out at this low price.

- Green
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Tailored and Fitted Backs. Clever
collars, cuff and pocket treatment

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Solid color, Plaid with or without hoods

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SUEDE SANDALS

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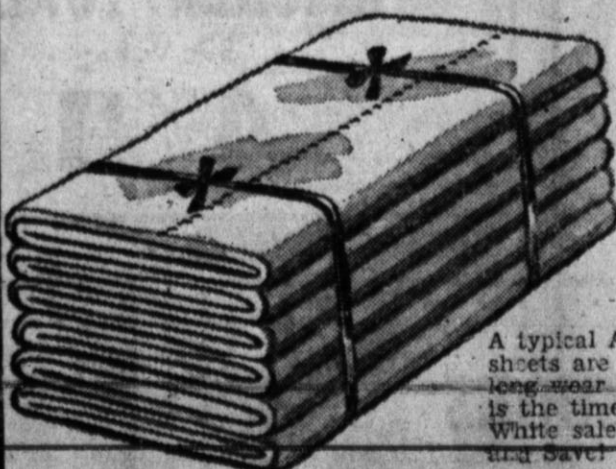
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140 TYPE MUSLIN SHEETS

These high quality Pacific sheets are closely
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they'll last for years and years. Stock up now
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RAYON GOWNS

Blue Tearose
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Slips, Brassieres, Purses, Belts and Many Other
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Mens Shirts, Mens Pajamas, Brassieres
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Group 4

Sport Shirts, Corsets, Mens Hats, Many other
items.

\$3

Explanatory Bulletin Available Next Week On New Wage-Hour Law "White Collar" Exemptions

ALBUQUERQUE — Employers in New Mexico and West Texas today were advised that an explanatory bulletin will be available next week on the revised regulations governing exemption of so-called "white collar"

employees under the Wage and Hour Law adopted in Washington today by Administrator Wan. R. McComb.

Jonathan R. Cartwright, field office supervisor of the U. S. Department of Labor's Albuquerque office of the Wage and Hour and Public Contracts Divisions, also called attention to employers to the fact that the revised regulations will take effect on January 25, the day on which the Fair Labor Standards Amendments of 1949, applying to the Wage-Hour Law as a whole, take effect.

These revised regulations govern the Wage-Hour Law exemptions for workers employed in "EXECUTIVE," "ADMINISTRATIVE," "PROFESSIONAL," "LOCAL RETAILING," or "OUTSIDE SALESMAN" capacities. Last substantially revised in 1940 the new regulations contain tests of duties, responsibilities, salary levels, and other basic requirements which employers must apply in determining which of their employees may be exempt from the Wage-Hour Law's minimum wage and overtime pay provisions.

For three classifications of "white collar" employees, the revised regulations contain new salary tests. The new salary test for "EXECUTIVE" employees will be \$55 a week (or \$238.33 a month), instead of the 1940 test of \$30 a week, while the new salary tests for "ADMINISTRATIVE" and "PROFESSIONAL" employees will be \$75 a week (or \$325 a month), to replace the tests of \$200 a month in effect since 1940.

The new regulations include among their basic requirements that (a) "EXECUTIVE" employees must perform managerial duties; (b) "ADMINISTRATIVE" employees must perform office or nonmanual field work of substantial importance in the management or operation of the business; (c) "PROFESSIONAL" employees must perform work requiring advanced knowledge in a field of science or learning, or perform creative work in an artistic field; (d) "LOCAL RETAILING" employees must make local retail sales of goods or services, or perform work immediately incidental to such sales; (e) "OUTSIDE SALESMEN" must be engaged to sell, away from their employer's place of business.



REPLANT BERLIN BATTLEGROUND—Berlin gardeners plant small trees in the famous Tiergarten which was completely destroyed during the battle for Berlin. In the foreground is a bullet-scarred monument depicting a wild boar hunt, and in the background is a triumphal column.

Mr. Cartwright cautioned employers not to decide an employee's exemption on the salary test alone, or on job titles. The explanatory bulletin is intended to aid employers in avoiding errors in classifying employees as exempt.

The bulletin also advises on the use of the new provisions of

the revised regulations for determining the exemption status of employees who are paid at least \$100 a week on a salary basis. Under these provisions, shortened tests are established for determining whether such employees meet all the specific requirements of the "EXECUTIVE," "ADMINISTRATIVE," or "PROFES-

SIONAL" definitions.

The Antonian Circle Is New St. Anthony's Junior Guild Name

St. Anthony's Junior Guild met recently at the Parish Hall for a business session and Christmas party.

A new name "The Antonian Circle" was selected for the group and a committee of three was appointed to make up the January visiting group. A different group will be appointed for each month. Members of the group were urged to bring their children to the meetings if they have a baby-sitter problem.

After the business games were played and Christmas carols were sung.

Refreshments were served to Mesdames Mike Betzen, Raynold Herr, William Warren, Elmer Reinart, Adhart Reinart, Mark Koenig, Edward Paetzold, Raymond Paetzold, Robert Kersch, Joe Huckert, Dean Kriegshouser, Jimmy Jesko, Jim Clements, Miss Susie Reinart, and Father Dominik and Father Coleman.

The next meeting will be held on January 12 with Mrs. Jimmy Jesko when the membership roll will be completed.

Hostesses for the meeting were Mrs. Alfred Reinart and Mrs. Esidore Reinart.

Dallas Guest Honored At Informal Luncheon

Miss Marty Jenkins of Dallas was the guest of Lloyd Manjeot Tuesday when his mother, Mrs. A. L. Manjeot entertained at an informal luncheon at their home. Miss Jenkins, who had been visiting relatives in Amarillo, was a guest in the Manjeot home for the day.

The luncheon table was centered with a lovely figurine with flower hat and dress reflected in a mirror base. Place cards were hand-painted flower scenes. The flower hat and dress were later used as corsages for the girls.

Attending were Virginia Lyons, classmate of Miss Jenkins at Stephens College, Columbia, Mo., J. W. Robinson, the honoree and Lloyd Manjeot, Mr. and Mrs. Manjeot and Mrs. Reber Howton.

Tommy Jim Carter Is KPAN Guest Speaker

Guest speaker on KPAN's "Mainly for Women" program yesterday morning was 15-year old Cadet Tommy Jim Carter, high-school junior at Kemper Military School, Booneville, Mo. Carter spoke on "A Student Looks At Academic Freedom."

"Americans generally approve of practical results — not theories, and therefore, many people hold the term 'academic' in slight regard as a refuge for the talker who is unable to cope with the world of practical action," Carter said.

"Academic freedom is not something which just happens; it is granted, like all other privileges, by the state. Like them it exists only in states which are interested in maintaining freedom of any kind," he said.

Cadet Carter lived in Hereford

before going to Kemper. He is now at home spending the Christmas holidays with his parents, Mr. and Mrs. Tom Carter in Hereford.

CARD OF THANKS

In this New Year edition of the Sunday Brand, I want to express my heartfelt thanks to the many friends who have been so kind and generous in their expressions of friendship since I have been ill. Such remembrances will never be forgotten for they bring much joy and comfort to my bedside.

Mrs. J. B. Hammer

LAMM JEWELRY

The Little Store Around The Corner On West Third



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



Tussy Wind and Weather Lotion Regular \$1 size...now only

50¢ Large \$2 size...now \$1 all prices plus tax

- soothes rough, chapped hands
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THE ATOMIC BOMB AND AUTOMOBILE POLISH Are Little Known to the Public

There are over 100 brands of Auto Polish but only one

PLASTICOTE

This amazing New Automobile Polish-Cleaner CONTAINS LIQUID PLASTIC—NO WAX—NO GREASE

Be Polish Wise and Plasticize with PLASTICOTE!

Protects car finishes from fading and oxidizing

Protects your chrome from rusting & Keeps glass sparkling

Restores old finish to its original luster and

KEEPS IT LIKE NEW

PLASTICOTE is not affected by Salt Air, Sun, Road Haze, Rain, Sleet or Snow.

PLASTICOTE Will not Rain Spot, Finger Mark, or Streak.

PLASTICOTE is transparent and leaves a hard, LONG-LASTING, PROTECTIVE COATING on your car Finish and Chrome.

PLASTICOTE for Aircraft! PLASTICOTE for Home! Unequaled!

MAY BE USED IN SUN OR SHADE

You Can Do Your Car in One Hour

No Washing! No Sustained Rubbing! Apply to Surface—Wipe off — It's as easy as that!



Do You Know that People of Note Keep Their Cars Shining with...



ON SALE AT YOUR FAVORITE DEALER or SERVICE STATION Distributor

HEREFORD PARTS & SUPPLY 232 Main HEREFORD, TEXAS Phone 56

STOP! LOOK! READ! AND BUY RIGHT NOW! DOLLAR DAY SPECIALS

Men's UNDERSHIRTS 69c Value	39¢	Ladies' RAYON SLIPS \$1.95 Value	\$1	Chenille BATH MATS \$1.50 Value	89¢
36" BROWN SHEETING 5 Yards for	\$1	SOLID COLOR OUTING 36" Regular 39c	29¢	Children's 39c Value TRAINING PANTS 5 Pair	\$1
Washable RAYON PLAIDS 42" Width Regular \$1.39 SPECIAL . . . PER YARD	79¢	ALL LACE EMBROIDERY and EDGING 1/2 PRICE		FIRST QUALITY 51 Gauge, 15 Denier NYLON HOSE \$1.50 Value	89¢
WHITE SHEET BLANKETS 70 x 80 SPECIAL at . . .	149	CANNON KITCHEN TOWELS 39c Value 4 FOR \$1		Children's Pinwale CORDUROY OVERALLS \$2.95 Value	149

BOYS' WORK SHOES SIZES 2 to 5 1/2 \$3.95 VALUE	\$2.49	QUILTED MATTRESS PADS 54 x 76 4.95 VALUE	\$3.49
		39 x 76 3.95 VALUE	\$2.69

Rutherford & Company

Long Time Ag

45 Years Ago

The Hereford Brand of 45 years ago was in its January 6, 1905 edition. They got a week ahead of us. We are putting out our January 1, 1950 edition this time but both papers are the opening of another year.

The re-organized Christian College was to open January 10, and the faculty was Jesse B. Haston, John J. Clark, Miss Hamilton, Douglas Shirley and Miss Ottie Bourland.

The Commissioners Court met in a special session to make

some disposition of the old jail but, owing to the fact that there was no quorum present, no action was taken in the matter.

Sam F. Dunn, Hereford's champion fisherman and bear hunter, was called by Pecos Valley Road superintendent to accompany him on a hunting and fishing trip to the mountains of the Rio Grande.

Dr. W. J. Rogers purchased two lots just north of his residence and put up a picket fence. L. R. Brady and R. H. Norton returned from Nebraska where

they had gone to purchase a car-load of registered bulls.

Royal P. Bentley died at Hereford November 19, 1904.

J. C. Carol returned from a visit in Central Texas with relatives.

J. N. Jacobsen returned from Denton, his boyhood home, where he spent Christmas holidays.

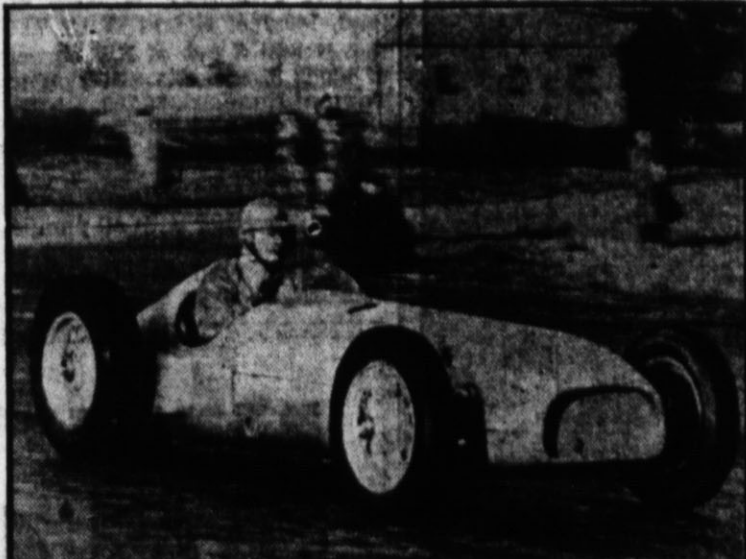
Eli Dunlap spent the Christmas holidays of 1904 in Central Texas with friends and relatives.

The beautiful suburban home of D. F. Ellis, occupied by J. S. Jones, was destroyed by fire. While most of the furniture was saved, most of the clothes of the Jones were burned. They were on the second floor. The furniture was insured and the building was insured for \$1,500, according to The Brand.

Mr. and Mrs. Byrle Elliston published a list of their presents they received at their wedding.

Work was resumed at public schools with a large increase in attendance. Progress made by the pupils during the first half of the session was most satisfactory, according to The Brand.

Mrs. Haston requested The Brand to announce that the Kindergarten would open again after the holidays. Miss Wright and Miss Phanstiel would continue to be teachers.



BRITISH CHALLENGER—Top-class racing driver Raymond Mays speeds in his British racing motor car during speed trials at Folkingham, England, airfield. The car, made from parts assembled by over a hundred British firms, has been designed to secure world supremacy with an expected speed of 200 miles an hour.

From Dimmitt came news that there was a party at the home of Mr. and Mrs. Cashion on New Year's Eve.

Willie and Frankie Slover had come to Dimmitt's high school.

There was a party given to the young folks at the residence of Mr. Copes and also a party for the little folks at Mr. Shephards, all in Dimmitt.

Frank LeGrand, Hereford, left for Waco to pursue a business course in Hill's Commercial School.

John Clark returned to Hereford from some point on the Gulf Coast where he had been teaching school. Clark, according to The Brand, would not return to the coast but would remain in Hereford to teach in the college.

Troy Womble was giving a ton of coal free to anyone guessing nearest to the number of mixed seeds in an ink bottle which was sealed and on exhibition at his office. The customers got one guess for each 500 pounds or five guesses for each ton of coal bought in January for cash or to be paid for on the first day of the next month.

L. E. Cobb purchased a pair of iron gray ponies from Bill Head for a price of \$140, cash.

J. D. Thompson leased the B. T. Ware ranch, four miles north of Hereford, and was planning to move his cattle there for winter pasturage.

A. P. Murchison sold J. D. Thompson one-half interest in seventy head of yearling steers at private terms.

The Clark Dairy Company was prepared to deliver at the customer's door pure Jersey cream in any quantity.

W. A. Hunters Are Hosts For Yule Dinner

Mr. and Mrs. W. A. Hunter were hosts Christmas Day for the traditional family reunion dinner.

Those attending were Mr. and Mrs. K. L. Hunter, Mr. and Mrs. M. L. Simpson, Louise and Bob, Mr. and Mrs. Sam Hunter and family of Dimmitt, Mr. and Mrs. Virgil Lamb, Dimmitt, Mr. and Mrs. Finis Hunter and Jimmy Doris, Orville Pierce, Mr. and Mrs. Uhlman Hunter and family, Mr. and Mrs. Anderson Hunter and family, Rev. and Mrs. J. R. Sharp of Canyon, Mr. and Mrs. Paul Bolling of Denver, Colo., and the hosts.

Mrs. John Pharis, and Mr. and Mrs. Oscar Reid of Tucuman, N. M. were guests in the home of Mr. and Mrs. Victor Elliston for Christmas eve and Christmas day. Mrs. Pharis is the mother of Mrs. Elliston and Mrs. Reid.

Mr. and Mrs. Douglas Edwards and daughter of San Angelo returned to their home Wednesday after spending the Christmas holidays here with her mother, Mrs. Eddie Mathis.

Shop With the Want Ads!

Farm Loans

LONG TERM
LOW RATE

Apply to
LONE STAR AGENCY

LONE STAR AGENCY
Sam Nunnally
144 N. Main Phone 424
Hereford

Sports Writers Eat Well At Cotton Bowl

Dallas, Texas — Hot dogs and popcorn will take a back seat with the newsmen covering the colorful Cotton Bowl football classic here between Rice Institute and North Carolina University January 2.

The press box crew, including some of the top sports writers, radio and television men in the nation, will be treated to a hot steak dinner—airline style—by Braniff International Airways.

The press box spread will be served before the game by a staff of lovely Braniff hostesses. The dinner will be similar to those served aloft to the airline's passengers New Year's Day.

Menu for the press box feast will include choice filet mignon steaks, vegetables, shrimp salad, black bottom pie, and hot coffee.

The fairest girls in the airline's hostess staff will serve approximately 300 scribes in the Cotton Bowl press box—one of the largest in the country.

Officials at the Dallas-based airline said they volunteered to serve the dinner to the visiting press box fourth estaters in order to share in the city-wide hospitality being extended to the Cotton Bowl classic.

IRELAND'S BODY SHOP

STOP LOOK

COMPLETE PAINT JOB

YOU PICK THE COLOR AS LOW AS **\$40.00** WE DO THE WORK

REGULAR \$60.00 JOB

Metal Work Extra Free Estimates
"This Price Good For The Month of January Only"
Let Us Make The Old "Bus" Look Like New

START THE NEW YEAR RIGHT

Take Advantage of This Big Saving

FINEST WORK GUARANTEED

IRELAND MOTOR CO.

Your Dodge - Plymouth Dealer

Phone 180 209 W. Third



**This Year, Too...
ELECTRICITY WILL BE YOUR
BIGGEST BARGAIN!**

No doubt about it... this year, *all year*, your best buy will be low-cost electric service. While prices on most everyday items were on the upgrade all around you, your Public Service Company continued to bring you *dependable* electric service at the *lowest* cost possible.

Just think! All the services you use today for electrical living would have cost nearly twice as much only a few years ago. True, you are using *more* electricity today than you were then, but the good living and many comforts that are yours *electrically* in this year 1950 are still the most economical item in your budget. Low-cost... dependable... electric service makes it that way!

SOUTHWESTERN PUBLIC SERVICE COMPANY
23 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

FIGURE MAGIC is no trick!

not when you're dressed by **Doris Dodson JUNIORS**

"Figure Magic" is no trick! Every line in this rayon plisse is calculated to flatter. Pockets, rayon velvet buttons, neat round collar add up to what's known as the "busy bodice"—a 1950 trend, 9 to 17.

ROSE - LIME - AQUA - BEIGE
Other Doris Dodson Juniors from \$10.95

End-Of-Year Clearance

CONTINUES through

with **SPECIAL VALUES** IN STYLE MERCHANDISE

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

Texans in Washington

By TEX EASLEY

Rep. Olin E. Teague of College Station has had printed thousands of copies of a 2 by 3 inch folder which sets forth ten planks or provisions of "A Bill of Duties for Free Men."

Excerpts from the folder, which he plans to circulate over his central Texas district:

"Guard all the freedoms of democracy as you guard your life, but never forget that to abuse them is to destroy them."

"Don't ask government to do anything you can do for yourself. The bigger the government, the smaller the people."

"Don't rely on somebody else to do your thinking for you."

"God grants liberty only to those who love it and are always ready to guard it and defend it."

"Heed the rule of democracy that it works best from the bottom up."

"Remember that change and experiment are the foods on which democracy thrives. But don't renounce a proven good for a glib promise."

Two Texas congressmen have hired young lawyers for their office staffs. They will give special attention to drafting of bills and other legislative matters.

Thomas McElroy, formerly of Dallas, has joined the staff of Rep. Lloyd Bentsen of McAllen. A graduate of Yale (BA degree) and the University of Texas (LLB), McElroy served 35 months in the navy during the war.

Curtis Cox of Jacksonville, who got his law degree at Baylor, is working for Rep. Tom Pickett of Palestine. A World War II Air Corps veteran, Cox recently was married to Eva Howell, formerly of Alice. They met while both were students at Baylor.

Another newcomer among Texas aides is Latham Ables of Brownwood, who is with Rep. Clark Fisher of San Angelo. He also is World War II veteran and has a business administration degree from the University of Texas. His wife is the former Beverly Coleman of Corpus Christi.

Tra Gallaway of Austin, secretary to Rep. Homer Thornberry of that city, has passed out cigars again.

They were in honor of the arrival of Craig Baxter, his third child. Gallaway is formerly of Coleman. His wife is the former Sally Baxter of Friona.

Mrs. Elizabeth Sutherland Carpenter, Texas newspaper-woman here, went home from a hospital last week with a new baby in one arm and a cluster of orchids in the other. She and her husband, Leslie Carpenter, are graduates of the University of

Texas. The 3-year-old son, Scott, and new daughter is named... were about ready to be hospitalized where the orchids arrived, sent by Howard Hughes.

Pruning Time Is Just About Here

Pruning the fruit trees is a job that comes around regularly, about this time of the year and it shouldn't be neglected, says J. F. Rosborough horticulturist of Texas A&M College, for next year's fruit crop depends to a large degree on the care you give the trees during the dormant season.

He says now is a good time to check your pruning equipment so it will all be ready when you start the job. Sharp tools, he says, are necessary if you expect to do the job right. You should have a pair of long-handled pruning shears, a 14-inch briar tooth saw and a pair of hand pruning shears in your kit.

According to Rosborough, fruit trees are pruned to stimulate new growth for next year's fruit to grow on. Pruning also keeps the trees down to handling dimensions. It is much easier to harvest the fruit crop from properly pruned trees and he points out that fruit needs sunlight to ripen as it should, and pruning will allow the sunlight to reach the ripening fruit.

He says it is a good idea to prune the trees that you will be setting out now or a little later. It is necessary that they have a strong body and framework of branches for producing large fruit crops. Pruning, he says, also gives the orchard owner a chance to remove dead or diseased limbs and branches from the trees and while the pruning job is being done a close and thorough check can be made for insects and diseases that might otherwise go unnoticed until they had caused a lot of trouble.

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SENATOR-PHARMACIST MIXES DRUGS—U. S. Sen. Hubert Humphrey, who was a practicing pharmacist before he entered the political arena in Minnesota, worked in the family drugstore in Huron, S. D., while Congress was adjourned. He is still a partner in the business.

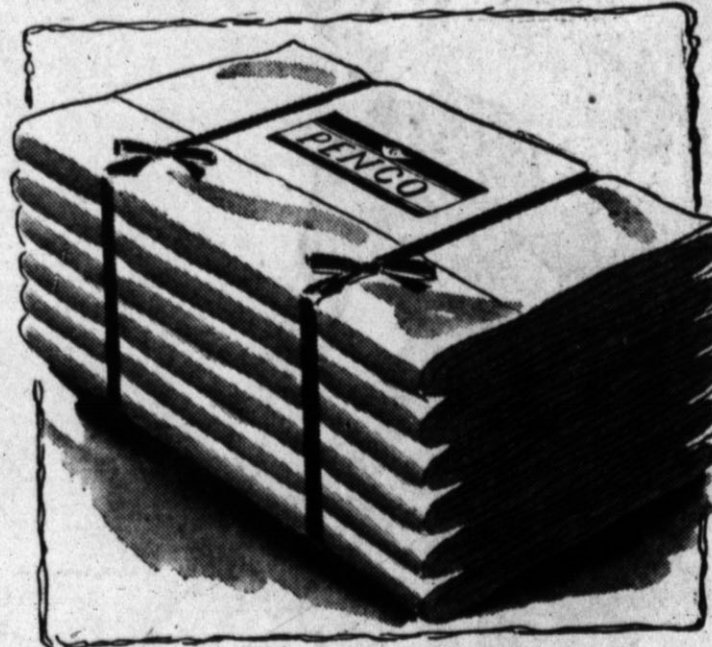
2 and 3 of Sebern's Subdivision of W 1/2 of block 24 of Evans Addition to Town of Hereford. \$1,250. E. Earl Hendricks and wife to Great American Reserve In-



Save Now on Printed Cretonnes

DON'T MISS THIS PENNY THRIFT BUY—YOU SAVE! **63¢** yd.

Interesting doby weave (firmly woven with plenty of "body"), in a big choice of striped and floral effects to harmonize with modern as well as traditional settings. Plenty heavy enough for trim-fitting slippers! Another January feature! 48" wide.



Price Slash! Penco Sheets

81" x 108" \$2.17
81" x 99" \$1.97
42" x 36" cases 43c

Penco — the top favorite of millions — now with new price tags, lower, much lower, than for many years! Prices are down but quality stays up! A luxury sheet at a bread-and-butter price! A thrifty, thrifty buy! Stock up on Pencos today!

NATION WIDE

COLORED SHEETS & CASES

42 x 36 81 x 99
1.18 Pr. 5.58 Pr.

urance Company. A tract of land, 140 feet E and W by 70.4 feet N and S out of NW corner of block 8, Ricketts Addition to Town of Hereford, \$4,750. R. N. Cooke and wife to Kansas City Life Insurance Company. All of section 26, block K-8, certificate number 128, TP RR CO. Survey. Together with all pumps, pipes, motors and equipment of every kind used in connection with irrigation on said land.

John J. Paetzold to Dudley Green and Archie Scott. A tract of land out of the NE corner of section 111 in block M-7, lying W of N right-of-way line of Panhandle and Santa Fe Railway Company, \$5,500. J. R. Kendall and wife to Federal Land Bank of Houston. 185.8 acres of land, 2 miles SW of Hereford in Survey 131, blk. M-7, \$9,500. (632)

A. C. Thompson and wife to Zoe F. Beavers. All of lot 1 and part of lot 2 of Lytle Subdivision of block 13, Evans Addition to Town of Hereford, \$3,500. Gertrude Probasco, et ux, to W. P. Axe, et ux. All of W 1/2 and W 1/2 of SE 1/4 of section 42, block M-7, Deaf Smith County. Ralph Smith and wife to Neal Young and wife. Lot 16 of Ralph Smith Subdivision of a part of block 4, Mabry Addition to Town

of Hereford, \$300. (436) Releases Kansas City Life Insurance Company to Vernon Duke and wife. Deed of Trust. First Federal Savings and Loan Association of Clovis, Clovis, N. M. to T. C. Malloy and wife. Mechanics lien. (436) John Dale Kelly left Thursday for Stanton to spend the remainder of the holidays with friends and relatives.

Warranty Deeds

PENNEY'S JANUARY WHITE GOODS

MORE for your money!

Here it is . . . sheets, blankets, fabrics, towels . . . everything you expect in a White Goods event . . . and one big "PLUS"—nosiding prices that buy you more for your money!



SHEER RAYON PANELS

43 x 81 88c
43 x 90 \$1.00

Very special price! Sheer rayon marquisette carefully stitched and remmed to hang ruler-straight. Full length. White, eggshell, pastel colors



LOWEST PRICE IN YEARS!

1.67

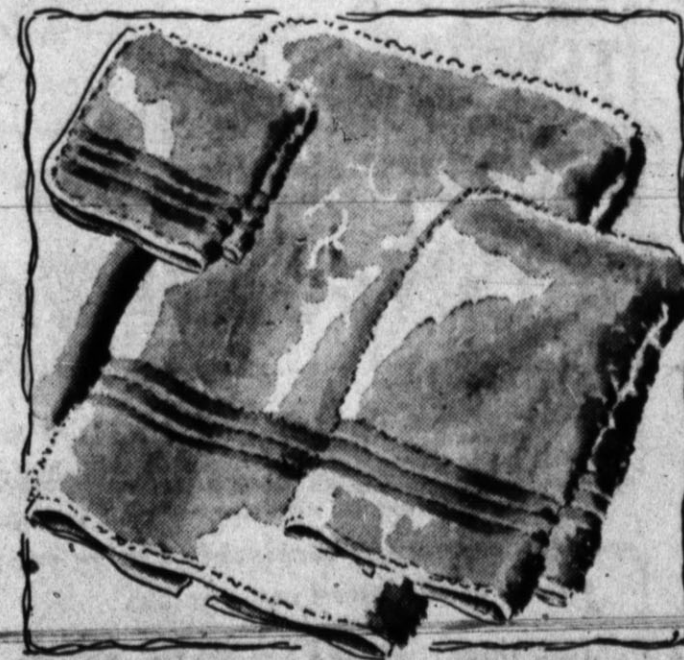
81" x 99" SIZE
81" x 108" \$1.77

Nation-Wide* Sheets

Down, way down . . . for Penney's January White Goods event . . . go prices on famous Nation-Wide sheets! Up, way up stays Penney's quality and workmanship! Same long-wearing service quality muslins, bleached snowy-white, and finished with a cool, soft-to-the-touch texture. No doubt about the "wear" . . . these are Nation-Wides! Now's the time to buy sheets and cases . . . an armload of them . . . and save more money! Compare quality for quality sheet for sheet—you're sure to say Penney's Cash and Carry prices are hard to beat!

NATION-WIDE PILLOW CASES, 42" x 36" 37c
*Reg. U. S. Pat. Off.

TUESDAY IS \$ DAY



Terry Towels in Decorator Colors AT PRICES THAT CUT DOWN BUDGET WORRIES!

44¢ 25¢ 2 FOR 25¢
20" x 40" Bath towel 15" x 25" hand towel 12" x 12" wash cloth

Yes, this towel set comes in the very colors decorators pick! And see how well they do their job of drying you off after you step out of the tub! They're supersoft, covered with hundreds of thick terry loops—here's quality you can see and feel!



SHEER NYLON CURTAINS

panel, 42" x 90" wide 2.25
pairs, 42" x 81" wide 2.00
Nylon Marquisette curtains wash in a wink, need little more than the touch of an iron. Now they're yours at a tiny Penney price!



RUFFLED PRICILLAS

82" x 90" \$3.44
Crisp, permanent finished (no starching!) organdies, with 8" ruffles! In white and new-looking pastel every body's talking about!

DOLLAR DAY VALUES

Ladies' Movie Star Style SLIPS EACH \$1.98

Ladies' ADONNA PANTIES Each 69¢

Girl's Little Miss Prep PANTIES 39¢

Homepride Ironing Board Set \$1.00

Nation Wide PAD AND COVER \$1.00

BROWN SHEETING 81" WIDE YD. 65¢

BETTER COATS \$8.00

Reduced to sell at 8 Ladies' COATS \$12.00

Reduced to move at 10 Ladies' COATS \$30.00

\$39.75 Value Chenille BED SPREADS \$4.98 to \$9.90

New Low Price LADIES' HOSE 98¢

15-51 Nylon Large Table Men's DRESS SHIRTS \$2.00

2.98 Shirts, Reduced Men's Heavy Weight SWEAT SHIRTS \$1.19

White

AT PENNEY'S

Personals

Mr. and Mrs. Frank Vaughn and baby are visiting Mr. and Mrs. Carlos Vaughn in Hereford. The two Vaughns are brothers. Also visiting is a sister, Mrs. John Anthony and her two sons from Elida, N.M.

Roberta Campbell and Buddy Bob had as their guests on Wednesday, Dr. Ima Barlow and her mother, Mrs. Ida Barlow, Miss Ruth Cross and her nephew, Jon Cross, all of Canyon and Miss

Pearl Cross of Wichita, Kansas. Also visiting with them this week are her mother, Mrs. R. L. Campbell of Silverton, and an aunt, Mrs. J. E. Cooper of Midlothian.

Visitors in the home of Mr. and Mrs. C. R. Lady over the holidays included Mr. and Mrs. O. J. Lady, and Mr. and Mrs. Wood Boston of Kress. Mr. and Mrs. R. S. Lady of Estanalo, N.M. also visited along with Mr. and

Mrs. J. H. Dendall of Amarillo.

Chief and Mrs. F. S. Buckalew returned Thursday night from Longview where they spent part of the holidays with both their relatives there. They left Sunday morning.

Visitors in the Tommy Crone home for Christmas included his brother, J. A. Crone, wife and children, Delbert, Evelyn and Glen of Healdsburg, Calif., and Mrs. Crone's nephew and niece from Dallas, Mr. and Mrs. Eddie Kurkjian and son Charles and two other nephews also of Dallas, James and Leroy Thompson.

Mr. and Mrs. H. Van Streatin of Van Nuys, Calif., arrived in Hereford Dec. 17 and visited two days with Mrs. Bess E. Givan. Mrs. Givan accompanied them on a trip to Shelbyville, Mo. to spend Christmas with relatives. They returned to Hereford Wednesday and the following day the Van Streatins started their return trip to California.

MRS. FOX IMPROVING
Word from Fort Worth this week is that Mrs. J. A. Fox is improving nicely and is getting about in a wheel chair now. She also said she was glad to get the many cards and letters from Hereford from so many friends.

Mr. and Mrs. Carl Dean Mountz and children of Lubbock arrived Thursday to spend the remainder of the Christmas holidays with his parents, Mr. and Mrs. C. J. Mountz.

Mr. and Mrs. Nelson McRight and son Terry Allen went to Mount Hope, Alabama, for the holidays. They were guests of his mother and other relatives.

Mr. and Mrs. Jack Roberson and daughter Molly Jo, were guests of Mr. and Mrs. Roberson's daughter, Mrs. Russell Pogue in Kress for the holidays. They were joined there by a son, Bill Roberson and family of Amarillo.

Mr. and Mrs. J. M. Thomson went to Olton and Lubbock for visits with relatives during the holidays.

Mr. and Mrs. Lloyd Crume of Littlefield were holiday guests of her parents, Mr. and Mrs. Robert Gollehon.

In Chico, Texas for the holiday week end were Mr. and Mrs. Jack Wilkins and sons Larry and Jim.

Among out-of-town friends attending funeral services held here Monday for A. C. Pierce, were Mr. and Mrs. Foy Dodson and son of Hale Center.

Mr. and Mrs. Dalton Criswell are in Throckmorton to spend the holidays with her parents. While there they will attend the wedding of her sister, Frankie Harrington.

ATTENDS SS CLINIC
Bob Lawrence left Tuesday for Dallas to attend the South-wide Sunday School Clinic held there the past week.

Mr. and Mrs. Hulien Richardson are spending a month's vacation which included the Christmas holidays in San Antonio with relatives.

Mr. and Mrs. George Graham and children and Mr. and Mrs. Francis Graham and son have returned from San Antonio where they spent the holidays.

Mr. and Mrs. J. Wallace Robinson and son J. W. spent Christmas Day in Amarillo with her brother, C. G. Nation and family. They were joined there by Mrs. Robinson's mother, Mrs. W. G. Nation and her brother, Billy Nation of Colorado Springs, who returned to Hereford with the Robinsons for a brief visit here.

Rev. and Mrs. J. B. Harlin, Jr. and children of Plainview were in Hereford for a part of the holidays, visiting his parents, Mr. and Mrs. J. B. Harlin, Sr.

Mr. and Mrs. Hollis Raney and children went to Wellington to visit relatives during the past week.

Guests of Mrs. Scrat Johnson, Mrs. Seale Stephens and Mr. and Mrs. J. R. Johnson during the Christmas season were Mr. and Mrs. Will Johnson of Lubbock.

Mr. and Mrs. E. J. Pepper and children of Lubbock have been visiting her mother, Mrs. Charles Robinson, during the Christmas holidays.

Mr. and Mrs. Pat Jones and baby were guest of her parents, Mr. and Mrs. Frank Barber during the holidays. They are making their home in Amarillo.

Miss Mary Virginia Eberle of Los Angeles, California is a holiday guest of her sister, Miss Genevieve Eberle.

Mr. and Mrs. Art Grimes returned Tuesday from Fayetteville, Ark. where they visited her sister, Mrs. Herman Stewart and family during the holidays.

ATTEND AGGIE DANCE
Among those from Hereford attending the annual Aggie Land Christmas Frolic, sponsored by ex-students of Texas A&M College, in Amarillo were J. W. Robinson and Virginia Lyons, Joe Lyons and Mary Sue Postelle, Marty Jenkins of Dallas and Lloyd Manjeot and Roger and Buddy Corbett.

Mrs. J. O. Newell and Mr. and Mrs. John Patton are spending a week in Mineral Wells with Mrs. Sallie Garner, a sister of Mrs. Newell and Mr. Patton.

Mrs. Ida Ricketts returned Tuesday after spending the holidays in the home of her son, L. A. Ricketts in Fort Worth.

Mr. and Mrs. Bob Lawrence entertained his relatives during the holidays. They included his mother, Mrs. Mae Belle Lawrence, Mr. and Mrs. Gene Lawrence, Vickie Lea and Craig, Mr. and Mrs. A. F. Holland and Misses Betty and Carol Lawrence, all of Perryton.

FAMILY DINNER
Mr. and Mrs. J. D. Clayton and son of Conroe spent Christmas with his mother, Mrs. J. J. Clayton. On Sunday they were guests at a family dinner in the home of his sister, Mrs. M. T. Rutter with other guests including, Mr. and Mrs. Curtis Ward of Levelland, Mr. and Mrs. H. E. Hershey and children of Dimmitt and members of the Rutter family.

Mrs. S. L. Easley had as her guest Christmas, Mr. and Mrs. Glenn Allison and two children, Payne and Glenn, Jr., from Oklahoma. Mr. Allison is the former Hereford Central School principal and is now superintendent of Oklahoma schools.

Mr. and Mrs. Burl Elliston had their two daughters, Mrs. Leaton Branson and son, Bob, of Amarillo and Mr. and Mrs. Bob Curry and sons, Don and Jon, of Pampa as holiday guests.

Mrs. A. H. Elliston had a son, Pat Elliston from Avenal, California, and a daughter and her husband, Mr. and Mrs. H. P. Barnard, Jr. from White Deer as visitors during the holidays. Mr. and Mrs. Barnard are still visiting Mrs. Elliston.

Two sisters and a brother, Mrs. E. W. Hanson, Miss Fannie Turrentine and Mrs. George Turrentine spent Christmas with Mrs. Hanson's daughter, Mrs. J. M. Simpson in Amarillo. Meeting them there was Mrs. Hanson's son, David, and family, from Quanah.

Cadet Tommy Jim Carter, high school junior at Kemper Military School in Booneville, Missouri, is home in Hereford spending the holidays with his parents, Mr. and Mrs. Tom Carter. He will go back in time to resume classwork Tuesday, January 3. He was visited by a classmate, Tom Largent, whose home

is in Lubbock and Folsom, this week.

Mary Louise Grady arrived home Wednesday to spend the remainder of the holidays here with her parents, Mr. and Mrs.

Jack Grady. She is a student at Hendrick School of Nursing in Abilene.

Fred Close, student at the University of Wyoming Laramie, left Friday night after

spending the Christmas holidays here with his parents, Mr. and Mrs. H. A. Close.

Read the Want Ads

1 DAY

MEANS MORE at FOX MAN'S SHOP

ONE LOT
BEAU BRUMMEL

DRESS SHIRTS

Broken Sizes

A REAL BUY

If We Have Your Size

\$-DAY SPECIAL

\$1.45

GABARDINE

DRESS SHIRTS

3-Button Sleeve
Most Sizes
and Sleeve Lengths
Regular

\$4.95 & \$6.00

DOLLAR DAY

for

\$3.95



ONE LOT TIES

Regular 1.50 Ties

2 for \$1.50

FOX MAN'S SHOP

Homer Fox — Dub Reeves

The
HEREFORD CLINIC

Will Be Closed

Monday

January 2

for

NEW YEAR'S

DOCTORS

Will Be Available
through the hospital
during this time

FAMOUS ONCE-A-YEAR EVENT! LIMITED TIME ONLY!

Helena Rubinstein's Famous
Estrogenic Hormone Treatment
for aging skin!

ESTROGENIC HORMONE CREAM reg. 3.50
ESTROGENIC HORMONE OIL value 2.50



6.00 value
NOW
3.50 plus tax

Use 24 hours a day!

Stock up now! Get both of these wonder-working aids for over-30 skin... the most effective treatment known to science to help ward off the look of age! Thrill as tiny lines smooth, crepey throat seems to firm, allken smoothness is restored to your skin! Time robs your skin of vital estrogens! This treatment helps supply it day and night.

EDWARDS
CITY DRUG

PHONE 100

BARBED WIRE

IN LINE WITH OUR POLICY OF PASSING EVERY SAVING ON TO OUR CUSTOMERS, WE ARE OFFERING THIS BARBED WIRE AT A SAVING ENABLED BY PURCHASE BEFORE THE RISE IN STEEL PRICES.

12 1/2 GAUGE

BARBED WIRE

\$6.95

14 GAUGE

BARBED WIRE

\$5.00

CARL McCASLIN LUMBER COMPANY

Phone the Lumber Number 7

1 BLOCK EAST OF THE COURTHOUSE IN HEREFORD



John McLean

FRIO NEWS

Family Gatherings Are Common On Christmas Day In Community

By MRS. OWEN ANDREWS
Brand Correspondent

The Christmas eve program and tree were well attended Saturday night. The Young People and Junior choirs sang carols and the Christ Story was read. After the conclusion of the program, Santa made his appearance and talked with the children. Gifts were distributed from the tree and bags of treats were distributed to the children. Several out of the community visitors were present.

Family gatherings were the order for Christmas Day. Many families were away visiting relatives. Among those who were away were Mr. and Mrs. Luther Ellis, who spent the holidays with her mother, Mrs. B. F. Collier at Goldthwait, Texas.

The Yandell and Paris families took Christmas with their parents, the Parkers, the Parrises and Mrs. Yandell, all who live in the vicinity of Lubbock.

Mr. and Mrs. W. C. Lowery and the E. B. Berrymans attended a family dinner in the McReynolds home in Friona. Mrs. McReynolds is a Lowery daughter. Another daughter, Mrs. Clarence Smith and her husband and family were visiting friends at Seamour. Miss Elizabeth McReynolds spent Sunday night in the Berryman home.

Mrs. Mobley had her sister, Mrs. Claude Price and Mr. Price from Floydada visiting during the week end. Mr. and Mrs. Lee Johnson of Andrews, came Sunday to spend a few days with her mother, Mrs. Mobley, and the family. Mrs. Johnson is the former Dorothy Mobley, Mr. and Mrs. Marvin Davis and family of Floydada also spent Christmas with the Mobleys. Mrs. Davis is a daughter of Mrs. Price.

Mr. and Mrs. George Hunt spent Christmas Day with his parents, Mr. and Mrs. Oscar Hunt.

Mr. and Mrs. Oscar Hunt returned last week from a week's visit with her parents, Mr. and Mrs. George H. Reitz of Kansas City, Mo.

Mr. and Mrs. Clarence McBroome of the Daniel community, were Sunday afternoon visitors in the Hunt home bringing the news of the death of a mutual



IRISH ARRIVALS—Clutching their dolls as they came into New York harbor on the S. S. Washington, these two young colleens still kept memories of their native Belfast imprinted on their faces. Five-year-old Patricia O'Ragan, left, and her sister Irene, 3, joined their father in Chicago.

ron, Hereford, Frank Newman, Albuquerque, Mr. and Mrs. Roy Newman, Sun Ray, Mr. and Mrs. Carl Knopff, Bettie and Stanley, Hereford.

The grandchildren present were Mr. and Mrs. Marvin Sloan and girls, Mr. and Mrs. O. C. Free and children, all of Hereford, Mr. and Mrs. Edd Perry and son, Amarillo were unable to attend due to illness in their family.

Bobbie King was also absent as he is serving in the Navy and is somewhere at sea.

The Newmans are well on their way to 50 years of married life and there has been only one death in this big family. That was Troy William (Bill) Newman, son of Mr. and Mrs. Troy Newman, who lost his life while serving with the United States Navy.

will have a revolutionary influence on automobiles of the future."

The 1950 car will make its appearance following Chevrolet's most successful year. Fish said retail passenger car sales in 1949 would top 1,000,000 units while truck sales of 350,000 would set a new all-time record for the industry.

Virgil Hennen, who is stationed at San Diego, California, with the Navy, has arrived home to spend the remainder of the holidays with his parents, Mr. and Mrs. V. O. Hennen.

ROSE & BARBER
Realtors

Real Estate Insurance

Loans

IF IT'S A GOOD LOAN - WE CAN MAKE IT

Phone 45 104 East 3rd St.

Unveil New Chevrolet Saturday, January 7

DETROIT — A new series of Chevrolet passenger cars, reportedly one of the most important ever developed by the company, will be unveiled, Saturday, January 7.

W. E. Fish, general sales manager, made the announcement as some 7,000 Chevrolet dealers across the country began preparations for elaborate showroom presentations.

"One of the secrets of Chevrolet's highly successful merchandising has been the enthusiasm which dealers have been able to build up at these first showings of a new model," said Fish.

"In some communities the event has become almost a public holiday. Dealer establishments are at their sparkling best. Great pains are taken for striking decorative effects. Car models are selected with unusual eye appeal. Special attractions are frequently part of the program.

"With it all the public has come to expect something unique in automotive progress. This year will be no exception. We are introducing an advance that has been a subject of research and test throughout the postwar period. The cars carry a development that we believe

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

SUNDAY - MONDAY - TUESDAY
COMEDY
LAUGHS
SHE KNEW ALL ABOUT LOVE AND JIU JITSU!
"BRIDE FOR SALE"
HE FELL FOR HER... AND HOW!
CLAUDETE ROBERT GEORGE COLBERT YOUNG BRENT

ACTION
SATANIC SAVAGERY
Sweeps the West!
in Technicolor
BRIMSTONE
starring ROD CAMERON Walter BRENNAN
Adrian BOOTH Forrest TUCKER

Star Texas

friend, Mrs. P. L. Elrod of the Palo Duro community. Mr. Elrod died on Saturday night and funeral services were to be held on Monday.

College students home for the holidays were Miss Lyla Robbins, Wade Thompson and Lee Roy Shannon. The Shannon's other son, Lonzo, of Meadow, were also spending Christmas with his parents.

Mr. and Mrs. E. F. Vogler and sons went to Lamesa on Sunday morning to spend a few days with Mr. Vogler's parents and other relatives.

Mr. and Mrs. Clifford Gordon of Lubbock spent Friday night with her sister, Mrs. Henry Andrews.

Relatives spending the day in the J. E. Andrews home Sunday were Mr. and Mrs. Charles King and Jerry of Amarillo, the T. L. Sparkman, Jr., family, the Owen Andrews family, Mr. and Mrs. Henry Andrews and Doris Jean. Afternoon visitors were Mrs. Elmer Jones and girls and Mr. and Mrs. T. L. Sparkman, Sr.

Mr. and Mrs. A. T. Jones and all their children spent Sunday in the Wesley Brown home at Hereford.

Sunday dinner guests in the W. H. Thompson home were: Mr. and Mrs. F. E. Brown and family of Phoenix, Arizona; Mr. and Mrs. Charles Gregg and family of Oklahoma City; Mr. and Mrs. Bill Starry and family; Mr. and Mrs. Forrest Lee Fisher and daughter, of Amarillo; Mr. and Mrs. Hiram Odom and family, of south of Dimmitt; Miss Bettie Godman of Oklahoma City, Mr. and Mrs. Bill Cole and family, of Dimmitt; Wade Thompson, of Texas Tech, Lubbock and the Thompson family.

Mr. and Mrs. Laurence Warrick, of Wellington, came Sunday night to visit his parents, the J. E. Warricks.

Mr. and Mrs. Charles Pennington and children spent Christmas Day with the Irwins. The Penningtons have a new daughter.

Holiday visitors in the H. F. Benson home were Mr. and Mrs. Curtis Maddox and Carla Kay of Breckenridge, Texas. Others on Sunday were Mr. and Mrs. Carl Johnson and children of Pampa, Mr. and Mrs. Webb Johnson and children of Pampa and Ronnie Johnson.

Mr. and Mrs. W. C. Rose, Sherry and Billy, of Hereford, visited in the home of Mrs. Roses sister, Mrs. Jack Johnson on Christmas Day.

Mr. and Mrs. Glenn Gripp and Monte were visiting Mrs. Gripp's parents and other relatives near Fort Worth during the holidays. Leonard Irwin and Velma went to Washington, Okla., Friday and brought Mr. and Mrs. Lee Dowdy home with them to visit the Irwin home. The Dowdys are Mrs. Irwin's parents. The Irwins were planning to take them back Wednesday, and visit a few days with them and other relatives at Washington. Luther Dowdy came Tuesday night to take the Irwin trucks back to Oklahoma and move out here in the vicinity of Tulla, where he has rented a place.

The Irwins were hosts Tuesday night at a party with string music as the entertaining feature. Refreshments were served to Mr. and Mrs. W. H. Thompson and family, Mr. and Mrs. Otho Snow and family, Mrs. Owen Andrews and children, Mr. and Mrs. J. E. Andrews and Miss Alma, Mr. and Mrs. H. F. Benson and daughters, Mrs. A. T. Jones and Dovie, Mr. and Mrs. F. E. Brown and family, Mr. and Mrs. Lee Dowdy, Luther Dowdy, Henry Dobbs and Clark, Misses Lyla, Betty and Glenda Robins, LeRoy Dowdy, Mr. and Mrs. Olin Parris and Walker, Bob Hartman and the Irwins. Wade Thompson was named honoree of the occasion, it being his birthday party. Gifts were presented to him after the candles were lit on the cake.

Mr. and Mrs. F. E. Brown and family of Phoenix are spending a few days in the home of Mrs. Brown's brother, W. H. Thompson.

Mr. and Mrs. W. F. Newman had their eight children, grand children and great grandchildren home for Christmas. A Christmas turkey dinner and all the trimmings was served to 44. A tree, reaching to the ceiling was the center of attraction.

The children are Mr. and Mrs. Bob King, Umberger, Mr. and Mrs. Troy Newman, Milton and Joel, Dawn, Mr. and Mrs. Aubrey Newman, Cecil and Jackie, Amarillo, Mr. and Mrs. Clum Finley, Glenna Fay, Marvin and Lovilla, Hereford, Mr. and Mrs. Lee Newman, Allen, Pat, and Shar-

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Congratulations.

Anniversaries from Sunday, January 1, through Wednesday, January 4...

- Mr. & Mrs. George Bippus
- Mr. & Mrs. Walter E. Dunlap
- Mr. & Mrs. George G. Heard
- Mr. & Mrs. E. Bernice Harris
- Mr. & Mrs. Alvis W. Anthony
- Mr. & Mrs. Chris Wagoner
- Mr. & Mrs. Todd Herrington
- Mr. & Mrs. Lyle Blanton
- Mr. & Mrs. Aubyn Earl Hodges
- Mr. & Mrs. Burk Inman
- Mr. & Mrs. Don James Gardner
- Mr. & Mrs. Lewis Hembree
- Mr. & Mrs. Larry Summers
- Mr. & Mrs. Eugene Sparks
- Mr. & Mrs. H. M. Benefield
- Mr. & Mrs. Troy D. Stambaugh

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

BUY IT BAKED!

FRESH!

DELICIOUS!

NUTRITIOUS!

ButterKist of course!

BAKERY GOODS

HEREFORD BAKERY

WEDNESDAY
ROAR OF THE MOB... Death Rattle of a Tommygun!
JENNIFER JONES JOHN GARFIELD
WE WERE STRANGERS

THURSDAY
Strangers in Love!
NIGHT UNTO NIGHT
STARRING RONALD REAGAN VIVECA LINDFORS
Braderrick Crawford Rosemary DeCamp Osa Massen

Star Texas

SEAT COVERS

CLEARANCE!

Yes, that's Right!

EVERY SEAT COVER IN THE HOUSE MUST GO

(IT'S JUST LIKE GIVING YOU MONEY)

Genuine Chevrolet & Oldsmobile Covers

1948 Models & Older

For Only **\$8.50**

KINSEY MOTOR COMPANY

244 EAST THIRD
Used Car Lot at 2nd & Schley

★ AP NEWSFEATURES ★ COMICS ★

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"HONEST, OFFICER, I DIDN'T KNOW HE WAS LOADED!!"



"IS THERE ANY TRADE IN VALUE ON A GOOD USED 1949 DIARY?"



"OH YES, WE MUST HAVE HAD A PERFECTLY MARVELOUS TIME LAST NIGHT--- I CAN'T REMEMBER A THING THAT HAPPENED! //

HAPPY
NEW
YEAR!

"THIS IS OUR SPECIAL NEW YEARS DAY HAT--- IT'S AN ICE PACK! //



10
11
12
13
14

The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 1, 1950



SCORCHY THINKS HE'S ON A SOLO FLIGHT TO RESCUE BETTY FORBES FROM THE RANSOM-CONSCIOUS GUERRILLA CHIEF, YELLOW HAWK - UNTIL CARLOS AND ROSALITA, THE RUNAWAY LOVERS, JOIN HIM IN THE "OFFICE" OF THE OLD DC 3. GREETINGS ARE INTERRUPTED BY FLAK FROM UNIDENTIFIED BATTERIES BELOW...

SOMEBODY IS REALLY MAD WITH YOU AND WANTS TO SHOOT YOU DOWN, EH? I SAY, LET THEM TRY, SENHOR!

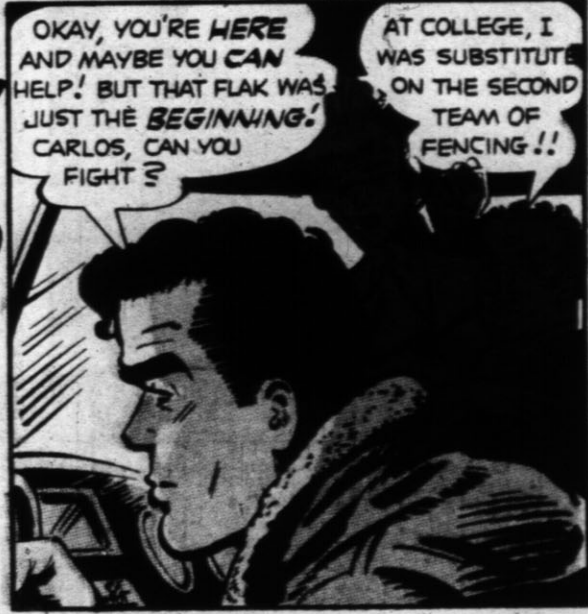
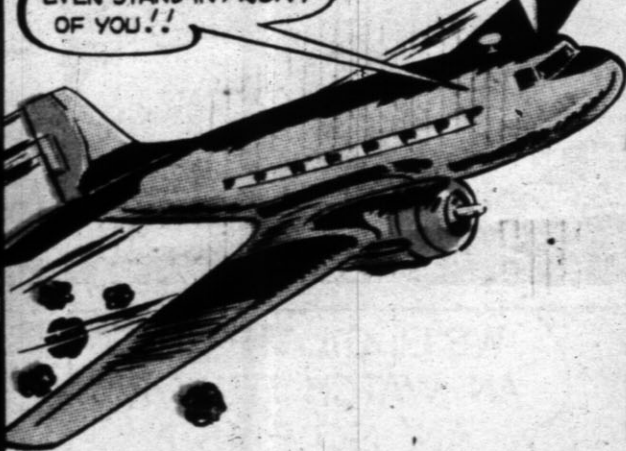


THANKS! BUT WE'LL TRY EVASION TACTICS - SO SIT DOWN, BUCKLE THAT BELT AND HUG THAT GAL LIKE YOU LOVED HER!!

YOU DO NOT SEEM HAPPY THAT WE ARE HERE TO HELP YOU SAVE THE LOVELY HEIRESS, SENHOR SCORCHY!!

YOU HELP US ELOPE, SENHOR, SO I AM YOUR FRIEND! I WILL STAND BEHIND YOU! I WILL EVEN STAND IN FRONT OF YOU!!

YOU LOVE HER SO-O MUCH! YES?



OKAY, YOU'RE HERE AND MAYBE YOU CAN HELP! BUT THAT FLAK WAS JUST THE BEGINNING! CARLOS, CAN YOU FIGHT?

AT COLLEGE, I WAS SUBSTITUTE ON THE SECOND TEAM OF FENCING!!



THAT'S DANDY! YOU'RE NOW PROMOTED TO THE MACHINE GUN SQUAD!

WHAT ELSE CAN WE DO?



YOU DEALT YOURSELF A HAND IN A DANGEROUS GAME AND THIS IS THE SCORE - THE BIG-GUN GUERRILLA, YELLOW HAWK, WAS TEAMED UP WITH A TRAITOR NAMED SNYDE WHO LOOKS LIKE ME!

BUT WHAT OF THE SENHORITA?



BETTY FORBES WAS TRICKED BY SNYDE! HE LEFT HER WITH THE HAWK AS HOSTAGE AND FOR RANSOM WHILE HE RETURNED TO MACAO FOR A LOAD OF STOLEN TOP-SECRET WAR GADGETS. THE HAWK SELLS THE STUFF UP NORTH FOR BIG MONEY!

AHA! SO YOU WILL IMPERSONATE THIS SNYDE, EH?



CHECK! WE'RE GETTING NEAR OUR GOAL! THE GUERRILLA CAMP LIES BETWEEN THE TWO OPPOSING ARMIES...



BOM! SO WE LAND, OUTWIT THIS YELLOW HAWK, RESCUE THE SENHORITA AND THEN YOU CAN TAKE CARLITO AND ME TO BE MARRIED!

IT'S NO SURE SHOT! ANYWAY, I HOPE IT'LL BE A HAPPY NEW YEAR FOR YOU TWO, CHILLUN!



LET'S HOPE IT WILL BE A HAPPY NEW YEAR FOR THE WHOLE WORLD, SENHOR SCORCHY!

DOUBLE CHECK!!

DICKIE DARE

A WORD OF WARNING, KID! THIS CALEB CUTTLE IS A GRAND HUNK OF MAN, AS STEADY AS THE LIGHT FROM HIS LIGHTHOUSE --

STRICTLY ON THE BEAM, EH, DAN? HEH-HEH-



YES, BUT MY ADVICE IS TO CHOKE THE CHATTER -- CALEB HAS AN ALLERGY TO NOISE

YOU'RE A CLAM FROM NOW ON, DICKIE, YOU LI'L SQUIRT!



MY PAL, DICKIE DARE -- CAPTAIN CALEB CUTTLE



SOME SCARY OL LOBSTER! THOSE EYES MAKE TWO HOLES RIGHT THROUGH YA--

I'LL HAVE TO ZIP MY LIP -- GOSH, I'VE GOT IT! I'LL SHOUT MY FEELIN'S INSIDE AN' KEEP MY MOUTH SHUT SO'S I WON'T MAKE ANY SOUND --



H'RAY -- THIS IS MORE FUN THAN ANYTHING I EVER DID!

MY SYSTEM'S WORKIN' -- I JUST THOUGHT THAT SPEECH!



WE'LL OIL TH' LIGHT AN' WATCH IT WORK AN' GO FISHIN' AN' SAVE PEOPLE



C'MON, POOCH, WE HAVEN'T SEEN THIS SIDE, YET E-E -- YEOW!



THIS IS SUCH FU --

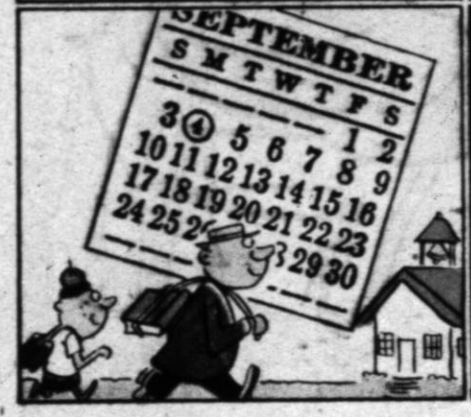
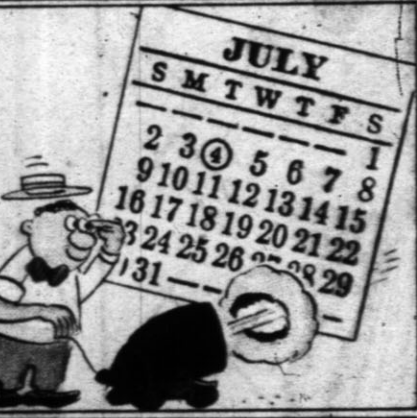
OOPS -- FORGOT ALL ABOUT MY SYSTEM



YIPEE



WTW'RUN



SPORT STANTS

-MAKING GOOD



Marty Brill

RETURNED TO HIS NATIVE PHILADELPHIA WITH NOTRE DAME and TROUNCED PENNSYLVANIA, A TEAM HE HAD FAILED TO MAKE SEASONS BEFORE

Rocky Grazia

HAD TO GO TO CHICAGO TO WIN THE WELTER-WEIGHT CROWN AND NEVER HAD A CHANCE TO DEFEND IT BEFORE THE HOME FOLKS

1-1-50



Casey Stengel

- A FORMER BROOKLYN PLAYER and MANAGER, HE LED THE YANKEES TO A WORLD SERIES VICTORY OVER THE DODGERS

MEMORY MIRROR

SOLD OUT OF THE YANKEE CHAIN IN 1937, HE RETURNED TEN YEARS LATER TO HELP THEM WIN THE WORLD SERIES

HOLD IT UP TO A MIRROR



BY RONALD TAYLOR

1-1-50



THINGS TO COME

RIGHT ON THE NOSE, BOSS!

GEIGER COUNTERS MAY BE CARRIED BY CADDIES OF THE FUTURE IF THE RECENTLY-ANNOUNCED PLAN TO MANUFACTURE RADIOACTIVE GOLF BALLS IS CARRIED OUT...

JUST THINK-- I ONLY HAVE TO BUY ONE BALL... I CAN'T LOSE IT!

THESE RADIOACTIVE BALLS WILL IMPROVE YOUR GAME... FINANCIALLY

FORE!

DON'T STRAIN YOUR EYES, SON, THE GEIGER COUNTER WILL FIND IT!

SMACK

1-1-50



NEIGHBORLY NEIGHBORS

BY MORRIS

HAPPY NEW YEAR, CHARLIE!

THANKS, PETERS, SAME TO YOU.

HAPPY NEW YEAR, NEWT!

SAME TO YOU, PETERS... AND TO MYRA!

HAPPY NEW YEAR, PETERS!

THANKS-SAME TO YOU, HANK!

HAPPY NEW YEAR, CHUTTNEY!

HMMPH.. A SILLY CUSTOM, PETERS.... A DOWNRIGHT SILLY CUSTOM!!! GIMME ONE GOOD REASON WHY IT SHOULD BE ONE DOGGONE BIT HAPPIER THAN ANY OTHER!

WHY THE NASTY MEAN CRABBY OLD REPROBATE... I HATE TO SEE A GUY GET SO DAGGONE CONFOUNDED CYNICAL -

1-1-50

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

-EVEN IF HE IS 100% RIGHT !!

