



COOLER
in summer ...
WARMER
in winter!

Have your house insulated now and start saving money on your winter fuel bills. The fuel saving will pay for the insulation job in jig time. You will also have the satisfaction of a comfortable, warm house without drafts. . . . thus promoting better health! Let Hereford Lumber Company send a representative who will quote you the cost.

HEREFORD LUMBER CO.

HOME OWNED
HOME OPERATED



Ph. 656

NOTICE

**OUR OFFICE IS STILL OPEN
FOR
INCOME TAX WORK**

And Will Be Open For Several
Weeks

W. L. & BEVERLY ALEXANDER

**Garden Beautiful
Club Features
Patriotic Meeting**

Of special interest was the patriotic program featured at the Garden Beautiful Club meeting held in the home of Mrs. Tom Carter Friday afternoon. Mrs. Norris Larmer presided over the business session when members heard a letter from the Phillips Garden Club read. Mrs. Larmer, leader, told of George Washington as a gardener and a farmer prefacing her remarks with the statement that Washington was a successful farmer and a good gardener. He was as thorough in his field as in the White House and away ahead of his time when it came to rotating his crops and counting his seed.

Mrs. J. W. Kirby gave horticulture suggestions for this time of the year reminding that now is the time to order roses and to plant sweet peas. She also gave reminders of things to do in the garden in February. The arrangements for the day was in the hands of Mrs. George Graham who made a patriotic piece of red and white carnation in a blue bowl. The modern arrangement was set off by tiny American-flag hatchets interspersed between the blossoms. Bird and flower cards and note paper were distributed and sold to members.

Those present were Mesdames J. M. French, D. C. Kinsey, Norris Larmer, Ted Houston, J. W. Kirby, F. P. Lyons, Helen Pipkin, J. W. Thomas, E. O. Jordan, Lisle Woodford, George Graham and the hostess.

**Mrs. W. M. Twiner
Is Honor Guest
At Dinner Party**

Mrs. W. M. Twiner was guest of honor at a dinner party Tuesday afternoon in the home of Mrs. Warren Daniel. The occasion was a going away party for Mrs. Twiner, who left the last of the week to make her home in Rochester.

PERSONALS

Among the Hereford people who attended the Rubloff concert, sponsored by the Amarillo Optimists Club in Amarillo Friday night were Mr. and Mrs. James Witherspoon, Jerry and Irene, Dr. and Mrs. Will F. Graham, Mr. and Mrs. Fred Barrett, Jr., Miss Bea Barrett, Mrs. Elizabeth Womble and Janie, Miss Mattie Mae Swisher, Mr. and Mrs. Jim White, Mr. and Mrs. Murphy White, Mr. and Mrs. Harold Close, Mrs. A. R. Bateman, Mrs. Clyde Cave, Mrs. Miriam Volz, Mrs. Bill Clutter, Mrs. C. C. Acker, Miss Kathryn Acker, Mr. and Mrs. G. H. Whitaker, Miss Thornton Shirley, Mrs. Imogene Whitehead, Charles Whitehead, Richard Jewell, Mrs. Roberta Dyar, and S. O. Wilson. Virgil Young, who is a Junior at Texas A&M, visited with his parents, Mr. and Mrs. E. W. Young during the mid-term vacation last week end.

Mrs. Mary Seigler went to Lubbock Thursday to visit with her grandchildren, Dewitt Jr. and Charles, while their parents, Mr. and Mrs. Dewitt Landis, are in Washington.

Mrs. W. M. Stovall left Thursday for Dimmitt where she is visiting her daughter, Mrs. J. C. Gilbreath and family.

**Presbyterian Auxiliary Meets In
Home Of Mrs. J. T. Gilbreath, Jr.**

Sixteen members were present at a meeting of the Presbyterian Auxiliary Wednesday afternoon at the home of Mrs. J. T. Gilbreath, Jr. The meeting was opened by Mrs. Henry Hastings, president, who quoted a Bible verse. Members approved minutes of the last meeting which were read by Mrs. H. A. Close, secretary. Mrs. Close also read a letter from Mrs. C. N. Wylie, Dalhart, national secretary of the Presbyterian in which Mrs. Wylie invited all members to hear a Mrs. Irvine, Presbyterian national council of Presbyterian Women, speak in Amarillo. Delegate to the Amsterdam Presbyterian Conference, Mrs. Irvine remained in Europe for study. She will speak at the Amarillo

of St. John. She closed the devotional with a prayer. Mrs. Lee Conklin introduced Mrs. L. A. Darnell, Canyon, Presbyterian secretary of literature, who was principal speaker at the meeting. Mrs. Darnell closed her talk with a prayer. Mrs. Arthur Rogers gave the names of missionaries home and abroad taken from the "Year Book of Prayer." Refreshments were served.

Mr. and Mrs. Elton Brooks and Bobbie Lynn visited Sunday with Mr. and Mrs. L. C. Hewitt in the Wyche Community.

Mr. and Mrs. Darrell Blanton spent Sunday in Lubbock visiting with Mr. and Mrs. Richard Peterson and Gary.

Douglas Glen Campbell was a dinner guest Thursday at the home of his grandmother, Mrs. F. M. Campbell.

**County Agent Has
Trees To Sell**

County Agent Hugh Clearman has received about 2,000 seedling Desert Willow, Green Ash and Western Yellow Pine trees for sale to county farmers.

Clearman said Saturday the trees are sold to his office by the Texas State Forestry Department at cost and his office in turn sells them at cost which runs about a penny apiece.

All three varieties do well in this part of the country and the green ash variety should make shade in four or five years, Clearman said.

Mrs. D. M. McKinnon and daughter, Carolyn, of Fort Worth are here for an extended visit with Mrs. McKinnon's parents, Mr. and Mrs. Harry Scarborough of 208 1/2 McKinley. Mrs. McKinnon, the former Bettye Scar-

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borough, is a 1946 graduate of Hereford High School.

Great Britain has only one acre of cropland per person.

**LAMM
JEWELRY**



**3 DAY SERVICE
ON WATCH REPAIR**
Scientifically Checked
Ph. 527 115 W. 3rd

Compare

- QUALITY
- STYLE
- FIT
- PRICE

Our remodeling is not yet complete, but we're making headway . . . and we think you'll like the New, Modern Vogue. WE'LL BE OPEN MONDAY FOR DOLLAR DAY. . . COME RIGHT IN AND SEE THE OUTSTANDING VALUES. . . THEY'RE HERE!

DOLLAR DAY

Group Values to \$22.95

DRESSES \$5

Regulars

Nylon Hose \$1

Group Regulars 3.95 to 9.95

BLOUSES \$1

Group 3.95 And 4.95

Gowns & Slips \$2

5 Only, All Black

Winter Coats \$20

Higher Priced Coats

Each



THE Vogue "For the Lady of Fashion"



FRAME STRAIGHTENING

WHEEL BALANCING

FRONT END ALIGNMENT

KINSEY

Motor Company

CLOSE Rexall DRUG



I want you to be my Valentine

VALENTINE DAY - FEBRUARY 14

Gales Red Heart
Sweeter than words! Detectable milk and dark chocolates. . . . 1 pound \$1.50

HEARTY MINTS
for your love

SALES RED HEART
Rich chocolates in pleasing variety. 1/2 pound 75c

SALES EXQUISITE HEART
Delicious creams and cordials. . . . 1 pound 1.75

MENNENS
Skin Bracer 39c

WILDROOT
Cream Oil 89c

Skin Softner 89c

Besma-Rey 69c

J & J
BABY OIL 89c

BAX
Multiple Vitamin . \$2.90

Mineral Oil pt. 49c

Rubbing Alcohol 39c

Syrup Pepsin 49c

Ben-Gay 59c

Our modern up-to-date prescription department insures protection against deterioration of all sensitive drugs; also experienced pharmacists on duty at all times.

THE SWEETHEARTS OF RADIO
PHIL HARRIS and ALICE TAYLOR
Near them on our BEARL RADIO SHOW. Sun. Ev.

Film Factory for your Valentine! 51 gauge, 15 diam. . . . \$1.95

White Mink Cologne
Tantalizingly different fragrance to capture HER heart. 4 oz. 275

Cara Home Perfume
As sweet and fresh as a lace-bordered floral nosegay. 1/2 oz. \$1.00

Cara Home Compact
Choose her favorite—oval or square single compact. 275

Kleaze
Nylon Hair Brush
Translucent acetate back. Professional shape. 100

Symphony
Graceless Letters
White vellum, blue floral border. 24 sheets, 24 envelopes. . . . 100

Rules For LaPlata Club Hobby Show Are Announced

Mrs. Eimer Patterson Saturday announced rules for the LaPlata Study Club hobby show which will be staged Feb. 19-20 at the Cogdell Motor Company Show room.

The show, proceeds from which will be used to benefit the hospital nursery, will be held in two divisions—adult and junior high school, Mrs. Patterson said.

There will be two sections in each division—creative and collections.

Mrs. Patterson said the rules are:

1. Entries must be registered in advance so adequate space may be provided.
2. Entries will be received from 8:30 a. m. to 11 a. m. Feb. 19 and must be removed from the show room by 5:30 p. m. Sunday, Feb. 20.
3. Awards will be made in each division on Saturday evening, Feb. 19 on the basis of popular vote.

Entries already have started coming in Mrs. Patterson concluded.

To Sing



Don Edwin, the 11-year-old son of Mr. and Mrs. Henry Lewis, of Friona, will sing at the Baker Hotel at Dallas, Feb. 14-15, at the annual meeting of the Consumers Cooperatives Association.

He will be accompanied at the piano by Mrs. Roy Miller, also of Friona. He is a voice student of Miss Mattie Mae Swisher, of Hereford.

Seventh Day Adventists Hear Elder N. R. Dower

Elder N. R. Dower, president of the Texico Conference of the Seventh Day Adventist Church, Saturday spoke at the Hereford Seventh Day Adventist Church.

Elder Dower entered Seventh Day Adventist work in the East Pennsylvania Conference and after several years was sent to the Michigan Conference as pastor of a Detroit church.

He was invited to take over the Texico Conference several years ago when R. R. Bletz accepted a call in the East.

The Texico Conference with headquarters in Amarillo includes New Mexico and a large section of West Texas.

Carl Johnson's Piano Pupils To Give Recital

Pupils from the class of Carl Johnson will be presented in a piano recital at 3 p. m. today in the auditorium of the First Baptist Church.

Those who will play will be: Tommy Vaughn, Gene Ray, Jerry Wayne Elliston, Sandra Beams, Dennis Chisholm, Bob Bradley, Dickie Fellers, Janet Lindley, Nelda Sharon May, Billy Woodford, Beverly Billingsley, Marilyn Barkley, Janet Chisholm, Jay Roy Crutchfield and Norman Kerr.

Anyone interested is cordially invited.

BIRTH ANNOUNCEMENT

Mr. and Mrs. R. C. Ashlock of Concord, Calif., announce the birth of a son, Michael Sayle, born Jan. 24. The Ashlocks are former Hereford residents.

Mr. and Mrs. Leroy Aven had as their house guests last week friends from Pasadena, California, Mr. and Mrs. Clifford D. Cooper.

Dr. and Mrs. M. C. Adams are attending the monthly meeting of the Panhandle Optometric Association in Amarillo today and tomorrow.

Mrs. Charlie Hays of Dimmitt visited Wednesday with her mother, Mrs. H. G. Conkwright and with her sister and family Mr. and Mrs. J. R. Allison.

ALL BLOOD TESTED CHICKENS

We have started our Hatchery and are booking chickens for January and February.

- NEW HAMPSHIRE REDS
- WHITE WYANDOTTE
- WHITE GIANTS
- WHITE ROCKS
- BUFF MINORCAS
- CORNISH GAMES
- HAMPSHIRE LEGHORNS
- AUSTRA WHITES
- WHITE LEGHORNS

West Texas FEED, SEED and HATCHERY CO.

Jack Wright, Manager
HOME OF "TEXAS PRIDE" FEEDS
Hereford, Texas

PRIOR Safety Gasoline Tanks for TRUCKS



IT'S HEREFORD WRECKING for 24 HOUR WRECKER SERVICE

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

Visit Our

Complete Service Department HEREFORD WRECKING & PARTS CO.
O. H. Gulpepper Phone 320 U. V. Pierce

Sewing Club Plans Valentine Party

Jolly Workers Sewing Club met Thursday afternoon with Mrs. Elton Brooks. A Valentine party with husbands as guests was planned for Feb. 18 and will be held in the home of Mrs. Ray Suit.

After members did embroidery work for the hostess Mrs. Roy Boyd was announced winner of the heart's desire gift. The next regular meeting will be held with Mrs. Charles Calloway on Feb. 17.

Members present were Mesdames Roy Boyd, Athur Tinsley, Ray Suit, Charles Calloway, Travis Caraway, Barney Bock, Clay Angelo, Jimmie Mercer and the hostess.

Hospital Notes

Patients discharged from hospital:

Mrs. G. W. Sullivan, ortho.; Ina Sue Ferguson, med.; Mrs. Jim Robinson, med.; J. E. Warrick, med.; Albert L. Smith, med.; Mike Wilson, med.; Lloyd Larson, med.; Mrs. H. B. Reaves, O. B.; Mrs. B. M. Sudduth, Jr., O. B.; F. A. May, med.; M. T. Hawks, surg.; Mrs. Dean Whaley, O. B.; Mrs. Lester Funk, O. B.

Patients in hospital:

Hiram B. Slagle, ortho.; Mrs. Addison Hunter, med.; Gene Story, surg.; Patrick Parker, med.; Mrs. B. A. Kalka, surg.; Mrs. Bill Waldrep, O. B.; Mrs. Perry Lee, O. B.; Mrs. O. P. Cowart, med.; Mrs. J. H. McDonald, O. B.; Albert Schraeder, med.; H. Buse, surg.; Mrs. Joe Huckert, surg.; Billy Thomas, med.; Nancy Rahm, med.; George Schulte, med.; Shirley Schulte, med.; Mrs. T. E. Warren, med.

A daughter, Paula, born to Mr. and Mrs. Bill Waldrep, Feb. 3.

A son, Harvey Dean, Jr., born to Mr. and Mrs. Dean Whaley, Jan. 31.

COURTHOUSE RECORDS

Deeds of Trust

C. B. Thomas and Ellen Thomas to First Federal Savings and Loan Association of Amarillo: 4 acres out of SW 1/4 of Section 42, Blk. K-3.

Frank S. Wilde and Rose Wilde to Oje Wilde: 185.9 acres of land out of NW portion of Sec. No. 17, Blk. K-3.

Ella Lorene Lester to Albert Zinsler: Part of Blk. No. 21, Evans Add, to Town of Hereford.

Eugene E. Smith to P. M. Helmke: SE 1/4 of Section No. 43, Blk. M-7, Patent No. 16, Vol. 30; 161.7 acres of land.

Albert W. Owen to G. P. Owen: W 100 ft. of E 200 ft. of N 140 ft. of Blk. 13, Ricketts Add. Town of Hereford.

Birth Notices

Martha Ann Hensice, January 23.

Donald Lee Funk, January 26.

Robert Eugene Fowler, January 26.

Harvey Dean Whaley, Jr., Jan. 31.

Paula Waldrep, February 1.

Automobile Registration

W. A. Lookingbill, 1949 Studebaker 4-door sedan.

Bill H. Gladman, 1949 Angela 2-door sedan.

Colby Conkwright, 1948 4-door Dodge sedan.

Harold Johnston, 1949 Mercury Club-coupe.

L. B. Lookingbill, 1949 Hudson 4-door Sedan.

Taft McGee, 1949 Lincoln.

Ireland Motor Company, 1949 Lincoln.

Morris Abbott, 1949 Studebaker.

George G. Story, 1949 Ford.

Mr. and Mrs. Jack Renfro returned the last of the week from a combination fishing and business trip to Corpus Christi and Rockport.

Keith Hutson returned to his classes at Texas Tech the last of this week, following several days visit with his parents here Mr. and Mrs. Bill Hutson.

DOLLAR DAY SENSATIONS ...

for Tall Gals
for Short Gals
for ALL the Gals



A FEW GOOD GABARDINE SUITS

1-2 PRICE

Group Good Crepe and Gabardine
DRESSES

1-2 PRICE

Group Values 12.95 to 24.95
DRESSES Crepes and Gabardines

\$700

Small Group
SLACKS AND SKIRTS

1-2 PRICE

Group
CREPE BLOUSES

1-2 PRICE

Outing And Brushed Rayon
GOWNS

1-3 OFF

A Few
GOOD FELT HATS

\$2 & \$3

PANTIES

Were 1.39

Special **\$1**

PANTIES

were \$1.00

2 for \$1

GIRDLES

were 9.95

\$450

Wool
GLOVES

3.50 Value

\$1.98

Wool
GLOVES

were 1.75

\$1.25



Wilson Bros.
PAJAMAS No Belt, Jersey Knit **\$2.95**

T-SHIRTS White **1.00**
FLAT KNIT In Colors **1.50**

Buckskin
WORK GLOVES **\$2.00**
Plain Palm

FOX MAN'S SHOP
HOMER FOX

The **Little fashion shop**
"Smart Clothes for Smart Women"

Forty-Two Party Entertains Club

A forty-two party was the order of the day for As-You-Like-It Club Thursday night with Mr. and Mrs. Jeff Robertson as hosts.

Mr. and Mrs. Joe Kendall played high for the couple prize and the low award went to Mr.

and Mrs. Cecil Wilkins. Mr. and Mrs. Sanford Smith were special guests of the club. Members present were Mr. and Mrs. R. G. Blue, Mr. and Mrs. Jack Grady, Mr. and Mrs. Lee Hopson, Mr. and Mrs. Cecil Wilkins, Mr. and Mrs. Joe Kendall and the hosts.

A square, 209 feet on each side, contains an acre.

Alice Ward Zone Meeting Held In Tulia

The Alice Ward Zone meeting of the Woman's Society of Christian Service of the Methodist Church was held in Tulia Thursday.

The meeting opened at 10:30 a. m. with Mrs. Roger Mills of Tulia, president, presiding. Mrs. O. R. Wallace was song leader.

Mrs. Coy Price conducted the devotional lesson followed by an interesting program on the work of the society. Mrs. Lee McDonald of Happy spoke on "Enlisting every woman into the Woman's Society of Christian Service." Mrs. Harvey Brock and Mrs. Dean Neumeyer, Dimmitt; "Increased giving, studying and praying;" Mrs. O. L. Click, Hereford, "Guiding Youth for full time Christian Service." Mrs. J. F. Ward told the story about plans for increased giving.

Mrs. Kermit Lawson of Panhandle, district promotional secretary, outlined ways for the Woman's Society to reach their goals. She reported 1276 members now enrolled in the Amarillo district.

Presidents of organizations represented gave their plans for reaching goals including Mrs. A. B. Christian, Hereford; Mrs. Homer Ferguson, Happy; Mrs. Sam Hunter, Dimmitt and Mrs. J. C. Cowan, Tulia.

Luncheon was served in the church basement at noon by members of the Tulia organization.

The afternoon session was devoted to business with announcement of the next zone meeting to be held in Bethel in September. The district meeting was announced for April in Bovina and the annual conference of the Woman's Society of Christian Service will be held in Pampa on March 30-31 and April 1.

Rev. Bill Thompson, pastor of the Tulia Methodist Church, gave the closing meditation.

Those from Hereford attending the meeting were Mesdames A. B. Christian, J. F. Ward, J. C. Cummings, Noah Ewton, O. L. Click, Florence Frank Terrell, S. L. Easley and Lowery Walker.

BUY HOME IN HEREFORD

Mr. and Mrs. S. S. Williams have purchased the home formerly owned by the late Mr. and Mrs. W. C. Pitman and have moved from their farm three miles west of Hereford. Mr. Williams also operates a ranch in New Mexico.

Read Our Want Ad Page!

PENNEY'S SUPER DOLLAR DAYS
Tomorrow! Hurry! Hurry!

EVERY DOLLAR YOU SPEND BUYS SUPER VALUE! LOOK AT THESE !!!!!

FULL FASHIONED NYLON HOSE Special \$1.00 pr.
51 Gauge, Spring Colors

DAINTY UNDERTHINGS - Ladies' Rayon Gowns \$2.00 ea.

MEN'S BROADCLOTH SHORTS Snap Front 2 for \$1.00
Sizes 30 to 42

BOYS DRESS OXFORDS \$4.00 Special
Sizes 2 1/2 to 6 — A Sensational Shoe Value

50 PAIR Ladies' BETTER **DRESS SHOES**
\$5.90 and \$6.90 Values Reduced To **\$3.00**

17 PAIR Men's BETTER **WORK SHOES**
Rubber and Leather Soles Reduced To **\$5.00**

81" x 99" "OPPORTUNITY" **DOUBLE BED SHEETS** \$1.50 ea. Special

MEN'S COTTON PLAID WINTER SHIRTS REDUCED TO \$2.00 EA.

23 Men's Wool and Part Wool **SPORT SHIRTS** \$3.00
Plaids, Plains Reduced To

One Rack Ladies' Cotton **HOUSE DRESSES** \$2.00

11 Only Ladies' **WINTER HATS** 50c
Reduced To

40 Girls' Cotton Print **WASH DRESSES** \$1.00
Reduced To

17 Only LADIES' **RAYON BLOUSES** \$1 and \$2
Sizes 32 to 38

46 Pair MEN'S STOCKMAN **PANTS** \$3.00
Cords and all Wool Covert — Reduced to

CANNON TOWELS AND WASH CLOTHS
12 x 12 TERRY WASH CLOTHS 10 for \$1.00 18 x 36 TERRY FACE TOWELS 3 for \$1.00
16 x 27 TERRY HAND TOWELS 4 for \$1.00 22 x 44 TERRY BATH TOWELS 2 for \$1.00

30 SQ. RONDO PLAIN AND PRINTED PRINT, SPECIAL 44c Yd.
36" Wide, Fast to Washing

ALL LADIES' WINTER PURSES REDUCED
\$4.98 Bags Reduced to \$2.00
\$2.98 Bags Reduced to \$1.00

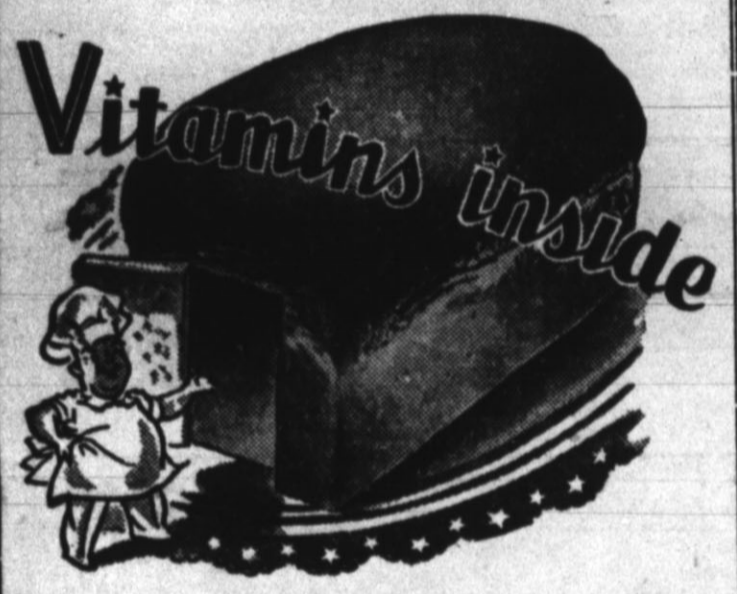
MEN'S KHAKI **MATCHED SUITS** \$2.98 ea.
Pants and Shirts

STARCHLESS **ORGANDIE CURTAINS** \$3.98
Saylerized, Permanent Finish Special

WORK SUITS \$4.49
8 oz. Gray Fisher Stripe Sizes 34 to 42

8 OZ. CANVAS WORK GLOVES, 25c VALUE, REDUCED TO 19c

BUTTER - KIST
The Finer Loaf



HEREFORD BAKERY

SIGHT AND BLIND AID
"Be Thankful You Can See"

Sponsored by **HEREFORD LIONS CLUB**
SIGHT CONSERVATION PROGRAM

ANTHONY'S DOLLAR DAY!

MONDAY IN HEREFORD



LADIES' CIRCULAR KNIT RAYON GOWNS

Lace Trim
Pink
Blue
Maize



\$1

MISSSES' and CHILDREN'S

ANKLETS

Assorted Solid Colors
Sizes 7 1/2 to 10 1/2

10 Pair

\$1

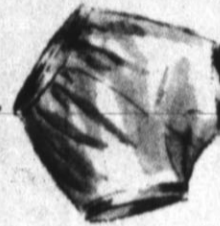
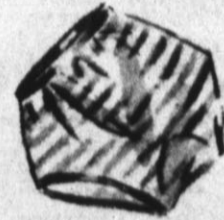
LADIES'

RAYON PANTIES

Circular Knit
Sizes S-M-L

4 Pair

\$1



COTTON RUGS

Size 18 x 30
Blue Grey
Pink Aqua
Yellow Tan
Orchid
Peach

\$1

MEN'S DRESS SOCKS

F. D.'s

3 Pair

\$1

BATH MAT & STOOL COVER

Green
Yellow
Peach
Rose

\$1



Men's WORK SOCKS

Shorts or Longs

6 Pair

\$1

81 x 99 PACIFIC TRUE SHEETS

Plaid

Size 70 x 80

\$2

SHEET BLANKETS

\$1.79

Solid White SHEET BLANKETS

70 x 90

\$1.98

TEEN AGERS' and WOMEN'S COTTON DRESSES

Drastically REDUCED!
Checks
Failles

Quilted tops & bottoms

\$3.98

WASH CLOTHS

Solids And Checks
Sizes 12 x 12

10 for

\$1

CLOSE-OUT CHILDREN'S SKIRTS and SUITS \$1.49 to \$3.49

ANTHONY'S EVERYDAY LOW PRICES

BOY'S BUCKHIDE 8 oz. BLUE JEANS
Size 2 to 14
\$1.49

BROADCLOTH NURSES LINEN PAJAMA CHECK NANSOOK

YARD

ONE LARGE GROUP

SEERSUCKER ORGANDY BATISTE DOTTED SWISS

WHITE GOODS

49c

LAWNCLOTH

ANTHONY'S LOW PRICE

CHILDREN'S DRESSES COTTON PRINT

Sizes 3 to 12

\$1.98

ANTHONY'S EVERYDAY LOW PRICE



Plastic Table Covers

CLEAR, APPROXIMATE SIZE 54 x 54

39c

Embroidered Batiste

\$1.39

36" WHITE, BLUE, PINK

LADIES' CREPE SLIPS

LACE & EMBROIDERY TRIM — WHITE, TEAROSE

\$1.19

LADIES' BLOUSES

WHITE PINK MAIZE

Short Sleeve Crepe Lace Trim Collar

\$1.98



Black Oil Tanned Engineers' Field Boots

Sizes 6 to 12

\$11.90

Men's all leather boot. Black oil tanned uppers on heavy leather sole, rubber capped heel. Sole leather counter, leather lined vamp, steel arch support. Sizes 6 to 12.

ANTHONY'S Every Day Low Prices

2 GALVANIZED WASH TUBS **\$1.39** each
 only each
ROY OSWALD'S FIRESTONE DEALER STORE
 226 Main Hereford Phone 59

DOLLAR DAY
 IS STARTING OUR READY-TO-WEAR
Clearance Sale
 OF
 Quality, Nationally Advertised Lines

BLOUSES Values to 6.95	NOW \$1.00
BRASSIERES Nylons Satins Cottons All sizes, Values to 1.98 Black, White, Tearose	NOW 2 For \$1.
LADIES FELT HATS Values to \$7.95	NOW \$1.00
WOOL SCARFS Values to \$2.29	NOW 50c
COSTUME JEWELRY Values to \$3.50	NOW 50c
DRESSES CREPES, COTTONS, GABARDINES, All Sizes Values to 29.75	NOW \$10.00
Values to 16.75	NOW \$5.00
Values to 5.95	NOW \$1.98
SUITS AND COATS GABARDINES, COUDROY 100% Wool Limited Sizes, Values to \$45.00	1/2 Off
BLOUSES Values to 8.95 BATISTES, CREPES, COTTONS Large Assortment All Sizes	NOW 1-2 Off
SWEATERS Values to 10.95 100% Wool — All colors — All sizes	NOW 1/2 Off
SKIRTS Values to 16.95 GABARDINES, WOOLENS, 100% WOOL	30% Off
CHILDREN'S COATS Values to 28.95 PLAIDS, SOLID COLORS, 100% WOOL All Colors and Sizes	NOW 1/2 Off
LADIES' 51 GAUGE, 15 DENIER ARTCRAFT HOSE NEW SHADES, FIRST QUALITY Regular 2.50 Value	NOW \$1.69

STORE OF VALUES SINCE 1921 **POPULAR STORE** SHOP EVERY DEPARTMENT FOR VALUES

Fate Of Film
 (Continued from Page 1)
 youth of the community. My opinion is backed up, judging from the advertising put out, by the body of the Knights of Columbus and was signed by many people of the Catholic Congregation to the effect they would not view the picture," Dr. Edwin stated.
 He further declared, quoting from a pamphlet by Rev. Gerald Tracy, S. J., "Education for purity belongs to the home and the school. It is not the Catholic attitude to leave the growing boy or girl in utter ignorance of biological, social, moral and religious significance of sex. The home and the school bear a serious responsibility in this regard."
 "The home and the school," he continued, "must realize that there is nothing more important in the education of youth than in education in purity."
 Fr. Edwin further said: "The Papal Encyclical tells us that 'People who in time of repose give themselves to diversions which violate decency, honor and morality, to recreations which, especially to the young, constitute occasions for sin, are in grave danger of losing their greatest, even their national, power.'"
 Miss Madunich, former army nurse in the South Pacific, who is now employed to accompany the film showings placed the screening of the film on an educational basis.
 "The producers of 'Let There Be Light' are not glamorizing sex," she declared. "They are trying to educate the younger generation through visual education—what so many have been denied through the home."
 Rev. Davidson, speaking for the Minister's Alliance, said that he felt the preview showing to a select group of qualified Christians was reasonable and fair. He said that the film has been questioned by the Minister's Alliance in regular session and that he believed the method of decision was excellent.
 Fr. Edwin was not at liberty to express his opinion on the method of decision, but indicated an acceptance by stating that the Catholic Church would be represented at the preview.
 Mr. Hardwick said that he considered the method fair and that he would be governed by the secret ballot.

To Stage
 (Continued from Page 1)
 FFA activities at the Fat Stock Show which starts there Feb. 29. A team of three judges and one alternate will be eligible from each FFA and 4-H chapter in the Panhandle.
 A rotating trophy will be awarded the first place FFA team and the first place 4-H team.
 In addition, medals will be given to high scoring individual boys.
 There are no entry fees. Boys will be given score cards and have one minute to check each grass. At the end of each minute a signal will be given and the contestant will move to the next grass.
 Scoring will be by points. Two points will be given for each correct identification and an additional point will be given for each correct check of characteristics.
 If grasses are not correctly identified, no credit will be given for characteristics.
 In the case of a tie between two teams provisions will be made to determine the winner.

BATTERY, FIRST AID KIT STOLEN
 The sheriff's office Wednesday morning received a report that a battery and first aid kit had been stolen from a school bus parked just north of the bus house. The theft was believed to have occurred sometime Tuesday night.

FORD - TRACTOR and DEARBORN
 Farm Equipment Dealers
 PRESENT
Shorty Thompson and his FARM HANDS IN SADDLE ROCKIN' RHYTHM
 (Starting Feb. 7)
 12:45 NOON
 MON.-WED.-FRI.
 DIAL **KFDA** 1400

Proclamation
 WHEREAS, February 8, 1949 is the 39th anniversary of the Boy Scouts of America, chartered by the Congress of the United States, as a program for all the boys of America, and
 WHEREAS, the Boy Scout Program has affected the lives of 15,500,000 American boys and men since 1910, and now has an active enrollment of 2,200,000, and
 WHEREAS, the Movement is now launching a two-year program to "Strengthen the Arm of Liberty" by giving more boys a richer experience and increase its usefulness to the nation and
 WHEREAS the Boy Scout Movement is a great factor in the proper training of youth in light of today's domestic and world-wide problems, and marks this anniversary with the theme, "Adventure that's Scouting!" and seeks to provide more fun and adventure as boys grow to face the problems of manhood:
 NOW THEREFORE, I, W. E. Dameron, Mayor of the City of Hereford in the State of Texas, do hereby proclaim the week of February 6th to 12th as Boy Scout Week and urge our citizens to recognize the Patriotic volunteer service being rendered to our community by these unselfish Scout Leaders, and to help, in all possible ways, to further this wholesome youth program.
 IN TESTIMONY WHEREOF I have here unto signed my name officially and caused the Seal of the City of Hereford to be affixed, this 2nd day of Feb., 1949.
 (Signed) W. E. DAMERON
 MAYOR

Program For
 (Continued from Page 1)
 of the observance, Rev. Noel L. Keith of Texas Christian University will be guest speaker at a morning anniversary service.
 That afternoon Dr. Roy C. Snodgrass will speak at an ordination service for Glenn Ricketts.
 The planning committee for the anniversary week includes: Travis Dameron, general chairman and history; Mrs. Roberta Dyar, anniversary banquet; Mrs. Harry Seed, anniversary pageant; J. C. Ricketts, Panhandle College reunion; Mrs. C. Ora Cokrel, invitations; Mrs. O. H. Culpepper, pastors, officers and membership lists; Mrs. Corrine Jennings, anniversary booklet and publicity; and Rev. R. W. Ford, Sunday services.

Dyer - Bennet
 (Continued from Page 1)
 found a substitute in the concert-going public.
 Now with his guitar, which he has found more flexible than the lute, Richard Dyer-Bennet is making his third national tour under the guidance of Impresaria S. Hurok. He will appear here at the High School Auditorium on Monday, Feb. 7 at 8 p. m.

February Floor-Covering VALUES

We now have in stock a limited quantity of Carpets in both 9 ft., 12 ft. and 15 ft. widths; good colors in a nice range of grades and prices.

We also have a very good selection of patterns in Lineoleum in 6 ft. Inlaid, and in 6, 9, and 12 ft. Print Lineoleum. Also a nice lot of 9 x 12 Felt Base Knit Rugs. Our Rubber for floors or cabinet tops is available in both blocks and 3 ft. widths.

SEE OUR FLOOR COVERINGS AND LET US ESTIMATE THE COST OF COVERING YOUR FLOOR

FURNITURE — UNDERTAKING
E. B. Black Co.
 1901 1949

PERMANETTES

Beautiful hair is the subject for many conversations. Permanents in our shop are true bridge-table "gossip" — so lovely, so lovely, so flattering to your individual personality.

PHONE **65**

LADYFAIRE BEAUTY SHOP
 DETTE ALBRACHT
 120 East 2nd Hereford

THE PERMANENT BEAUTIFUL

KINSEY KNOWS HOW

WASHING GREASING UNDERCOATING
 THE SERVICE THAT DUST PROOFS, RUST PROOFS, MOISTURE PROOFS AND SOUND PROOFS.

JUST PHONE 740
KINSEY MOTOR COMPANY
 CHEVROLET OLDSMOBILE

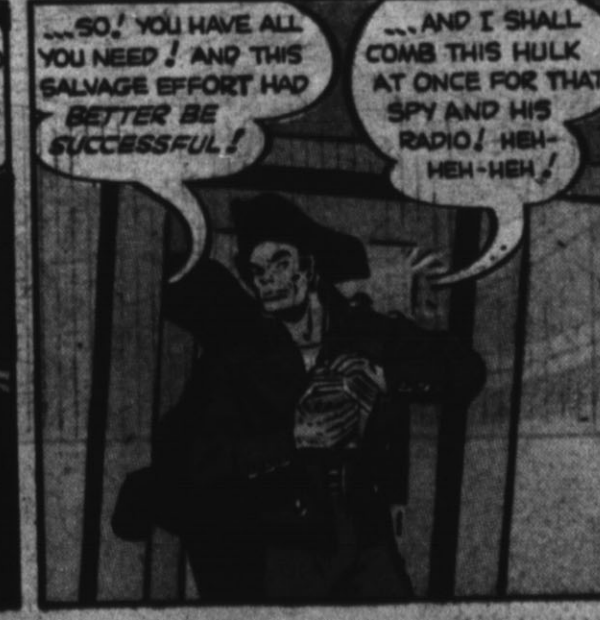
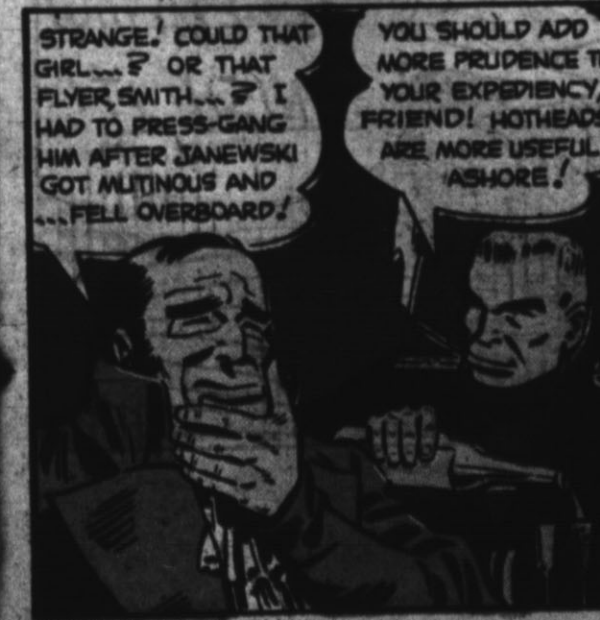
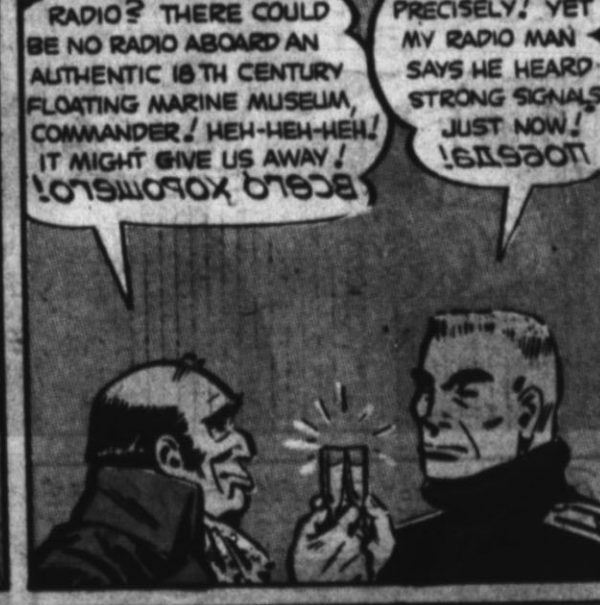
The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, FEBRUARY 6, 1949





TYPHOON -- THE MOST DREADED OF ALL TROPICAL STORMS STRIKES! ---

K-KEEP YOUR PANS CROSSED, WAGS --T-THIS IS IT!

BUT THE STORM HAS NOT YET REACHED THE NEARBY ISLAND OF LOLANDA ---



BLAST IT!

WHAT IS THE DELAY?



IT IS THE SKY OF THE BIG WIND -- VERY EVIL OMEN -- NO TIME FOR MARRY!



LISTEN! -- I WANT ALL OF YOU TO GET THIS STRAIGHT -- I DON'T BELIEVE IN YOUR SILLY SUPERSTITIONS!



IN RETURN FOR FOOD FOR YOU STARVING FOOLS, THIS GIRL AGREED TO MARRY ME! IT'S ALL BUSINESS-LIKE AND PROPER, AND I WON'T LET YOU BACK OUT NOW!



ON WITH THE WEDDING!

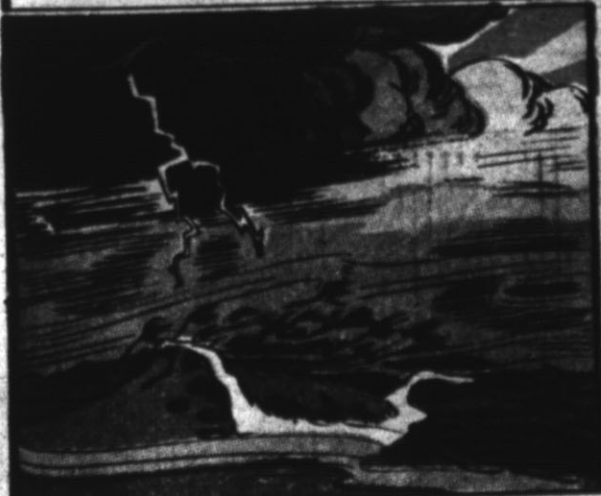
YES, MR. ROGAR.

FORGIVE ME, BUT I DO THIS THING ONLY FOR MY PEOPLE WHO ARE STARVING ---

AS THE CEREMONY COMMENCES, SO TOO DOES THE FIRST WIND OF THE TYPHOON --- AT FIRST JUST A LOW BURNER ---



BUT, SUDDENLY THE FULL FURY OF THE STORM HITS, AND ---



OH -- MY LEG -- SAVE ME!

BLAST YOU! FINISH THE CEREMONY! FINISH IT!



by
R.B. FULLER

AP Features

Trademark, Registered



ON A DUEL OF MAGIC WITH GINNY, THE EX-JHINN OF THE JUG, MURDOCK GOT THE WORST OF IT! AND NOW--

MURDOCK, YOU'RE FIRED! AND GINNY IS MY NEW ROYAL WIZARD!

FIRST I'M GONNA GIVE HER A GOING-OVER--!



--- AND TEACH HER SHE'D BETTER KEEP AWAY FROM OAKY DOAKS!



HAH! WHY DON'T YOU TRY YOUR MAGIC ON ME?!

WHY D-DON'T YOU GIVE M-ME A CH-CHANCE?!

DOGGONE IT! POMONA!!



YOUR NEW WIZARD'S IN THE JUG, POP!



AND HERE I'M GOING TO STAY!



MURDOCK, YOU'RE HIRED AGAIN!

O' COURSE I AM!



OAKY! GET THAT DAD-RATTED JUG OUTA MY CASTLE!

YES, YOUR MAJESTY!



I'LL TAKE IT BACK TO THE ANTIQUE DEALER WHO GAVE IT TO ME!



HOPE YOU DON'T MIND-- IT MADE A LOT OF TROUBLE!

BUT HOW COULD IT?!



IT'S JEST AN OL' EMPTY JUG!

THAT'S WHAT YOU THINK, MISTER!

THINGS COME

ROADABLE AIRPLANES or FLYING AUTOMOBILES, NOW SEEN AS A COMBINATION OF BOTH MODES OF TRAVEL...



... MAY ONE DAY BE DESIGNED AS A UNIT FOR INSTANT USE AS EITHER.



SIGNALING FOR A LANDING - CALLING FOR RIGHT OF WAY - OVER.

COME IN FOR LANDING - SLOWING TO THIRTY MPH

NO PARKING WINGSPEAN 35 FT

2-6-49 WARREN

NEIGHBORLY NEIGHBORS

BY MORRIS



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Patsy

in
Hollywood

by Bill Dyer

Reg. U.S. Pat. Off.
AP Manufactures



SPORT SLANTS

THE GIFT OF GAB.



JIMMY CONNELLEY
-THERE ISN'T A MORE ENTERTAINING BANQUET SPEAKER THAN THE CHICAGO CARDINALS' FOOTBALL COACH.

MOE BERG
THE FORMER CATCHING STAR OF THE BOSTON RED SOX HAS MASTERED SEVEN LANGUAGES.

HERMAN HICKMAN
-THE YALE FOOTBALL COACH WHO IS JUSTLY FAMOUS FOR HIS "KINFOLK" YARNS WON TENNESSEE ORATORICAL CONTESTS IN HIGH SCHOOL.

MEMORY MIRROR
THE FORMER CITY COLLEGE HALF MILE STAR NOW MANS THE PUBLIC ADDRESS SYSTEM AT TRICK MEETS IN MADISON SQUARE GARDEN.

HOOPER HOOPER

by RAND TAYLOR



THERE'S HOOPEE-COME TO PICK US UP!

YOO-HOO, HOMER! LOOK WHAT I BOUGHT!

IT'S A "WOLF ALARM"! I'LL CARRY IT IN MY POCKETBOOK WHEN I'M OUT ALONE AND IF A MASHER ACCOSTS ME IT SETS UP A TERRIFIC CLAMOR!

WELL I DECLARE- THE NEWEST WONDER OF THE ATOMIC AGE! HOW DOES IT WORK?

I JUST PRESS THIS BUTTON...

TURN IT OFF!

I CAN'T! IT HAS TO RUN DOWN-

HALT MASHER!

WAIT!

THAT'S JUST MY HUSBAND!

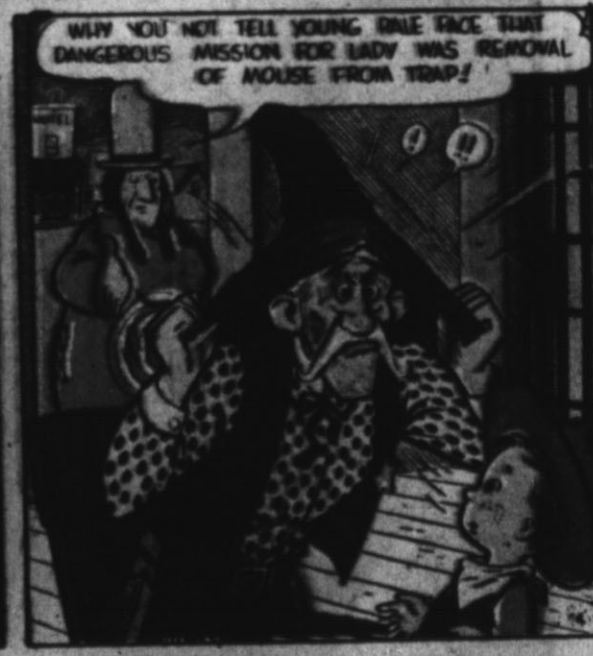
YEH? HE LOOKS LIKE A WOLF TO ME!

DO YOU REALLY THINK SO, OFFICER?

HIT N' RUN



YIPEE



★ AP NEWSFEATURES★ COMICS ★

SODAS

I DIDN'T SAY SHE HAD CLASS - I SAID SHE SURE HAD SOME GLASS.



DON'T KNOW WHY YOU SHOULD OBJECT TO PAYING \$800 FOR THIS DRESS IF IT MAKES ME HAPPY!



HE ALWAYS SAYS I'M OVER DRESSED SO THIS TIME I'M GOING TO FOOL HIM!



I'M SURE I COULD DESIGN THOSE OFF THE SHOULDER DRESSES, I MAJORED IN ENGINEERING AT SCHOOL!

YOU'LL HAVE TO CASH IN A COUPLE MORE ANNUITIES, DARLING, I JUST HAVE TO HAVE THIS DRESS!

SIZES



It Was «Wonderful» Lions, Ladies Say Of «Winter Carnival»



Proof that the guests of the Hereford Lions Club had a wonderful time at the "Winter Carnival" last Thursday night is shown in the above pictures. Picture at the left was snapped upon the entrance of Boss Lion Evans and his lady. Reading from left to right are Jim Lipscomb, F. S. Buckalew, Mr. and Mrs. Wayne Evans, Mrs. Lowell Sharp, Mr. and Mrs. Jim Roberts, and coat-and-dime-collector J. W. Robinson. One of the guests of honor was Mr. Snowman himself, who wears a grin—and holds his broom in readiness—while the Lions Club Quartet, composed of Bob Lawrence, Deward Roberson, Jim Kirby and Grant Fuller sing for their supper. At the right some of the ladies, who were the honored guests of the affair, inspect the treasures presented them during the evening—miniature gold pencils and silver spoons as favors, and gay skiers and skaters as part of the table decorations. From left to right, they are Miss Margaret Barrett, Mrs. Homer Brumley, Mrs. Jim Kirby, Mrs. George Graham, Mrs. James P. Cornette, and Mrs. A. O. Thompson.

Photos by A. O. Thompson

The Sunday Brand

Section Two Sunday, February 6, 1949

SOCIETY

Mrs. John McLean, Society Editor

Betty Jo Carnahan Installed As Worthy Adviser Of Rainbow Girls

Hereford Assembly, Order of the Rainbow for Girls, installed Betty Jo Carnahan as worthy adviser in a formal ceremony held at the Masonic Hall Monday night.

Serving as installing officers were Mrs. C. D. Carnahan, installing worthy adviser; G. T. Higgins, installing marshal; Mrs. Berry Jacobsen, installing recorder and Mrs. Nell Culpeper, installing musician.

Other officers taking over their duties included associate advisor Nancy Cagle; charity, Gayle Foster; hope, Colleen Brown; faith, Earlena Phillips; recorder, Reba Jones; treasurer, Joyce Potter; chaplain, Gayle Robinson; drill leader, Sallie Womble; confidential observer, Betty Jane Rudd; outer observer, Delores Wester.

Love, Nan Buckner; religion Patsy Wilshire; nature, Ruby Barclay; immortality, Pat Frye; fidelity, Joy Miller; patriotism, Joan Moore; service, Sharon Dee Moore; musician, Jane Welsh choir director, Donna Jean Stagner.

Members of the choir are Martha Thomas, Bobby Jane Sisk, Caren Conklin, Claudia Lewis, Emma Lee McNeese, Betty Kathryn Hodges, Bobby Brownlow and Emma Jane Brown. Mrs. Juanita Hershey was installed as mother-advisor.

Mrs. Belle Hromas, outgoing mother advisor, and Bobby Jane Sisk, outgoing worthy advisor welcomed the newly installed officers and the retiring advisor or was presented with a past worthy-advisor pin and she presented her retiring officers with corsages. The retiring mother-advisor was presented with a past mother-advisor's pin.

Earlena Phillips and Bobby Jane Sisk were presented service bars for outstanding work in the Order and Pat Frye and Gayle Robinson were presented bars for regular Sunday School and church attendance.

Members of the advisory board who were installed for the coming year were Mrs. Nell Culpeper, Mrs. C. D. Carnahan, A. L. Manjeot, John Patton, Mr. and Mrs. Bernard Roberson, Mrs. Juanita Hershey, Mrs. Berry Jacobsen and Mrs. Norman Whisenand. Other members of the board will be installed later.

Following the installation a social hour was held with Mrs. Bill Jones acting as official hostess.



Photos by W. H. Patton

Order Of Rainbow Officers

Officers of the Hereford Assembly, Order of the Rainbow for Girls who took part in the installation of Betty Jo Carnahan as the organization's worthy adviser in a formal ceremony at the Masonic Hall Monday night, are pictured above left to right: Back row, Jane Welch, Delores Wester, Betty Jane Rudd, Sallie Womble, Gayle Roberson, Reba Jones and Joyce Potter. Middle row—Sharon Dee Moore, Joan Moore, Joy Miller, Patsy Frye, Ruby Faye Barkley, Patsy Wilshire and Nan Buckner. Front row—Nancy Cagle, Gayle Foster, Betty Jo Carnahan, Colleen Moore, Earlena Phillips and Mrs. Horace Hershey, mother adviser. Another officer, Donna Jean Stagner, was absent when the picture was taken. To the right is shown Bobby Jane Sisk (left) outgoing worthy adviser and Betty Jo Carnahan, incoming worthy adviser.



Rev. Don Davidson Speaker At Study Club Annual Guest Day

The LAE Club met Tuesday afternoon in the home of Mrs. George Suggs for its annual guest-day program. Mrs. Altus Higgins assisted the hostess.

Rev. Don Davidson, pastor of the Methodist Church, was guest speaker using as his subject "The Problems of the Home."

Rev. Davidson emphasized the influence of the radio and picture shows in the home and especially stressed the thought that enrichment of home life through outside interests is of paramount importance. He urged parents to plan a time for fun with their children, to plan table-talks and family discussions and above all to assist others in finding the beautiful and good in life. He concluded by emphasizing the great need of regular family councils where all members of the family have a voice in decisions.

Special guests attending the guest day program were Mesdames H. M. Thomas, Dennis Barnard, Urilin Streu, Frank Durke, Jim Higgins and Louie LeGrand.

Members of the club present were Mesdames George Benson Altus Higgins, Bill Jones, Boyd Knox, Luther Lesly, T. W. Roberson, Robert Veigel, Robert Wagoner, Bob Higgins, Hugh Bookout, J. W. Whelan, Sanford Smith, N. D. Bartlett, Jr., and sons and above all to assist the hostess.

Boys Ranch Is Discussed At LaPlata Club Meeting Tuesday

Of social interest was the program for the LaPlata Club Tuesday night when Mrs. Elmer Patterson was hostess at her home.

Mrs. Palmer Norton presented the story of Boys Ranch giving a brief history of its founding through the influence of Cal Farley and telling of its growth from one building at Old Tascosa and 120 acres of land to a property value of \$450,000. She told of the wide interest in the Ranch and of financial aid received from all over the Panhandle. Mentioning that the purpose of Boys Ranch is to help underprivileged boys to build worthwhile lives, Mrs. Norton explained their manner of discipline which is by the boys themselves.

Mrs. Homer Brumley told of her trip to Washington, D. C. where she attended inaugural observances. She gave a humorous account of styles and of people and concluded on a serious note stating that she returned with the conviction that there are two problems Congress must take definite action upon; the race question and excessive drinking.

The president of the club, Mrs. Liston Wilson, conducted a brief business session when

(Continued on Page 8)

MRS. DICKEY CONTRIBUTES RECIPE

This Kind Of Apple Pudding Just The Thing For Sunday

Dessert for Sunday dinner should be something out of the ordinary and while apple pudding sounds quite ordinary and is the kind of dish that's served with everyday meals, this recipe makes it fare fit for Sunday dinners and even for parties or special occasions. Men like this dessert because of its substantial ingredients.

Mrs. O. M. Dickey contributes the recipe. She has used it a long time and it is a popular favorite among her guests.

Apple Pudding

- 1 cup sugar
- ¼ cup butter (Crisco may be used)
- 1 egg
- 2 cups apples, peeled and diced very fine
- 1 cup flour
- 1 teaspoon soda
- 1 teaspoon cinnamon
- ¼ teaspoon allspice
- ½ teaspoon nutmeg
- 1 cup nuts
- dash of salt
- 1 teaspoon vanilla
- Blend sugar and shortening together and add the egg, mixing thoroughly. Sift all the dry ingredients together and add to the above mixture, blending well. Add apples, nuts and vanilla place in oblong pan and bake



Let's Cook Something

30 minutes in a 375 degree oven. Cool and serve with whipped cream.

Mrs. Dickey also gives her favorite pie formula. It is for Marshmallow Chiffon Pie.

Marshmallow Chiffon Pie

- 1 pound marshmallows
- ½ cup water
- 1 cup heavy cream
- 1 teaspoon vanilla

Melt the marshmallows and the ½ cup water in top of double boiler and set aside to cool. Whip

(Continued on Page 8)

Mrs. Brumley Speaks On Trip To Inauguration At Meeting Of B&PW

More women go to the polls than men according to figures released here Monday.

Mrs. Homer Brumley addressed the Business and Professional Women's Club at a dinner meeting held at the Lions-Rotary Club Hall Monday night telling of her recent trip to Washington, D. C. where she attended the inauguration of the President of the United States. She said she was amazed at the evidence of power that women exert in governmental activities and became curious to know how much interest is shown by the women in Hereford. Checking with officials here she found that records show that women turn out in greater numbers than men at voting time.

In giving the woman's slant on the trip, Mrs. Brumley told of the many political activities in Washington in which women have a part, told how they dressed and how they looked mentioning the fact that Mrs. Truman and her daughter Margaret are much more gracious and charming than they appear in pictures. She told of Vice-president Barkley and his daughter who will be his hostess in Washington, and described Altavene Clark, former secretary to Congressman Gene Worley, who has assumed duties in the Agricultural Department.

"Miss Florence Merriman of Pampa, district president of Business and Professional Women's Clubs, assumed duties as Mr. Worley's secretary Monday, she said.

She told of the many interesting places seen on the trip and referring to the more serious interests, she urged the women to study the issues that come before Congress, in order that they may use their power intelligently.

Approximately thirty members and guests attended the meeting.

'Viewpoints Of South' Book Review Subject At Bay View Club Meeting

A study of "View Points of the South" provided a program of interest to Bay View Club members when a meeting was held in the home of Mrs. John McLean Thursday afternoon. Reviews of two books about the Southland spanning a century of literary, intellectual, social and political history were featured.

Mrs. J. W. Kirby reviewed "Laterns on the Levee" by William A. Percy in which the author bridges the interval between the gallant, semi-feudal South of more than fifty years ago and the changing, more enterprising but often cruder South of today. "Through the rich memories of a childhood when cotton was still king and the arrival of the river steamboat an event of politics when his father served as U. S. Senator from Mississippi and fought the Vardaman ma-

chine with an intensity known only to the South, and later on his own fight against the Ku Klux Klan, the author has given us the story of his quest for a way of life that he could call good," Mrs. Kirby said.

Mrs. A. M. Jones reviewed "The Shore Dimly Seen" by Ellis Arnall, a story of the state of Georgia, particularly of the time of the political cyclone when Ellis Arnall became governor.

"The political achievements of Arnall pertain to the state of Georgia but his influence was felt all over the South and his political career, laid on the basis of sound national economy, was an example for any of the southern states," the reviewer said. His policies on industrial relations, social discrimination and fought the Vardaman ma-

(Continued on Page 8)

Sears And Ward Differ On Plans For Expansion; Which Is Right?

By WILLIAM FERRIS

CHICAGO (AP)—Who is right, Sears or Ward's? That question confronts the financial community today more strongly than at any time in the last three years. It is based on the fact these two largest retail merchandising firms have adopted opposite policies since the war ended.

Sears used these years for an enormous expansion program. Ward's sat tight.

Reduced to personalities, the question is: who is right, General Robert E. Wood or Sewell Avery? The General (which is what his employees call him) runs Sears. Avery runs Ward's. The two men are nearly as dissimilar as their post-war policies.

Avery, 75, is well-dressed, trim, suave. He's the sophisticated type, like those in all the best travel and retail clothing advertisements.

Wood, 69, is well enough dressed, but retains what an associate describes as a "cracker-barrel" appearance. He's the homespun type.

Wood set the post-war expansion program of Sears, Roebuck and Company—"Let's charge!" he cried. And Sears has charged by opening 39 new stores since Feb. 1, 1946, remodeling others, enlarging and relocating still more. Sears even charged into the Latin-America market.

The program has cost the company heavily, and, thus far has paid rich returns. Sears did it all out of its own pocket—no money borrowed from banks or insurance companies, no preferred stock issued, no increase in the number of common shares outstanding.

The question puzzling financial circles is whether the presi-

dential election result, carrying with it the possibility of higher corporation taxes, has changed Sears expansion plans. On this the company is mum. Wood who makes the plans, won't comment.

Sears, Roebuck started as a little mail order house, in 1888. Today it is the largest retail merchandising firm in the country. Its volume is nearly twice as large as that of its nearest competitor—Ward's.

Today, Sears obtains more revenue from its retail stores than its mail order business. It has nearly 650 stores. Since the war, its major expansion has been in the Gulf and Pacific coast areas. Wood is enthusiastic about the growth prospects of those territories.

Sears' catalogue, more than 1,000 pages jam-packed with items, still is important reading matter to rural America. It does all right in urban order offices, too.

Sears sales have boomed. So have profits. In 1947 sales totaled \$1,981,535,749 and net profit \$107,739,892. In the year ended Feb. 1, 1946, before Sears started "charging," sales were \$1,045,250,832 and net profit \$35,894,896. But in November sales were a bit lower than in November 1947—the first decline in the year-to-year comparison since September, 1945. Ward's had the same experience.

Montgomery Ward officials have watched Sears' program with interest—even, on the part of some, with envy. It is widely believed one reason for Chairman Avery's troubles with his President and Vice-presidents was that they wanted to do a little expanding too. Avery didn't.

Avery likes to look at price

Ticklers

By George



"He used to be a trapeze artist in a circus!"

Origin and Facts Of Valentine Day Told For Calliopian Club Members

"Origin and facts of St. Valentine Day" was the subject of a discussion given at the L'Allegria Club meeting Thursday afternoon. The meeting was held in the home of Mrs. Earl Stagner with Mrs. W. L. Davis, Jr. as cohostess.

Mrs. V. C. Hopson gave the discussion telling of two celebrated martyrs whose festivals fall on the 14th day of February—the one a Roman priest the other, a bishop. She told of the observances of St. Valentine Day in various other countries and of the historical observances commonly connected with St. Valentine's eve and Day. "Their appropriateness to the spring season is obvious but the association of the lovers' festival with St. Valentine may be purely accidental," she said.

Members present included Mesdames Delbert Bainum, Jack Brown, Bartley Dowell, James Edmonson, Richard Winget, V. C. Hopson, Lee Kent, Walter London, Jr., Marlin Pierce, Leroy Price, John Winkler, Charles Hill and the hostesses.

After World War I the Italian sculptor Alceo Dossena reproduced numerous pieces of Renaissance sculpture and, he said, disposed of them as copies at a slight profit. They were so good, however, that the art dealer sold the copies as originals for fabulous sums.

Eight hundred years ago a monk in Egypt asked to hold his job for life. When he died he was mummified and his mummy still sits by the door where he worked as a doorman.

A new U. S. postage stamp honors the Brahma, a popular breed of chicken about a century ago and the ancestor of many common types today.

It is estimated that only one out of three persons suffering from rheumatism in the United States receives treatment by a physician.

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WMU All-Day Meeting To Be Held Wednesday

An all-day meeting of the Baptist Woman's Missionary Union will be held at the church next Wednesday February 9.

The business session will open at eleven o'clock and will be followed by a luncheon at noon. The program which will begin at 1 o'clock, will be under the direction of Mrs. C. Caddell. An interesting program will be presented by local women on the February theme, "Christ the answer to city Missions."

After the program a film titled "Harvest of Hearts" portraying the mission work in the large cities will be presented under the direction of Mrs. E. O. Jordan.

PERSONALS

Mrs. Paul Mathers left Wednesday for Munday where she will spend a couple of weeks with her mother, Mrs. Ethie P'Pool.

Mr. and Mrs. S. G. Wilson have returned to their home in Slaton after a visit here with their daughter, Mrs. B. R. Waldrep and the new grand baby.

Wanda Walker, Jeanette Euler and Ray Terry have returned to Canyon where they are students at W.T.S.C. after spending the mid-term vacation with their parents. Wanda is the daughter of Mr. and Mrs. Lowery Walker. Jeanette is the daughter of Mr. and Mrs. Roy Euler of Summerfield and Ray's parents are Mr. and Mrs. J. W. Terry.

ELECTRICAL CONTRACTING
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LIGHTING FIXTURES—APPLIANCES
NIPPER ELECTRIC
307 MAIN PHONE 154 HEREFORD

Benjamin Franklin first published Poor Richard's Almanac in 1732.

graphs. They show that after every big war this country has had a price boom, followed by a price bust. On the company's post-war record, it has been accepted that Avery didn't want to go in for building, remodeling and relocating while costs were high.

Dollar Day
ONLY
EVERYTHING
In Our Store (Except Silverware) AT
20% Discount
OR MORE!

- * WATCHES
- * DIAMONDS
- * WATCH BANDS
- * CAMEO RINGS
- * INITIAL RINGS
- * LODGE RINGS

Masonic, Knights of Columbus, Elk, Odd Fellow, Eastern Star

LAMM JEWELRY
Phone 527 HEREFORD 115 W. Third
3 DAY SERVICE ON WATCH REPAIR

Misses Jaynice Boston and Patsy Slagle left Wednesday for Texas Tech where they will enter college. They have been visiting with their parents, Mr. and Mrs. Jay Boston and Mr. and Mrs. Sylvester Slagle, since last Friday.

House-guest in the home of Mr. and Mrs. Lama Beavers is her mother, Mrs. L. C. Blanks of Abilene. Mrs. Blanks arrived Monday and will remain for an extended visit.

Mr. and Mrs. Cecil Lady have moved from their former home on Knight St., to their new home at 409 West Third.

Mr. and Mrs. H. L. Benefield spent from Saturday till Wednesday in Fort Worth attending the Fat Stock Show. Accompanying them were Mr. and Mrs. J. F. Postelle of Odessa and Mr. and Mrs. Collin Sayner of San Angelo.

Mr. and Mrs. Urlin Streu, Mr. and Mrs. Liston Wilson and Mr. and Mrs. Bob Lewis were guest for dinner and bridge Wednesday evening at the home of Mr. and Mrs. Leroy Aven.

My DAD takes care of me!
Yes, sir! He's made certain that I'll always have good food, warm clothes, and my mother's full-time care!

Dad's got Life Insurance!
Let's discuss a plan that guarantees this for your children, too!

G. C. (Jiggs) HARTMAN
304 E. 3rd St. — Phone 45
Hereford, Texas

Representing
Southwestern Life Insurance Co.

STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL
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Winter Sports Slump In Switzerland This Season

AP Newsfeatures
GENEVA—There is a winter sports slump in Switzerland this season.

Winter sports outfitters, hotel managers and sports writers complain that the Swiss are losing interest in skiing. At the same time, currency difficulties are keeping away many visitors who went skiing in Switzerland before the war.

The Swiss have become accustomed to the decline in the number of visitors from abroad. But the loss of interest among the 600,000 ski-owners in Switzerland is a hard blow.

Skiing was introduced by English tourists at the end of the nineteenth century. Swiss history records that a Colonel Napier first glided through the snow-covered streets of Davos in the winter of 1888 on a pair of skis imported from Norway.

Skiing has since become a national pastime in Switzerland, and the national sport associations estimate that at least one of every seven Swiss own a pair of skis.

But of three ski races organized this winter by the Swiss Ski Federation, one had to be called off entirely due to lack of public interest, and another could muster only 14 participants.

Famous Swiss winter sports resorts report that the number of Swiss visitors is at a low ebb this season. The extremely high cost of hotel accommodations is held partly to blame. Swiss skiers also blame the loss of interest on the high prices of modern skiing equipment, which in recent years, has multiplied in cost. A modern pair of skis, complete with all the latest gadgets, may cost the equivalent of a working man's wage for a month. Skiing, beyond the beginner stage, is a difficult sport requiring much practice and, above all, good equipment. Many Swiss no longer can afford the expensive equipment. Lengthy winter sports holidays or even week end trips on expensive trains from the cities to the skiing grounds in the mountains.

Some Swiss sports writers even believe that many expert skiers have become discouraged, not only through the expenses involved, but through an over-emphasis on skiing which accompanied the Olympic winter games at St. Moritz last year. In anticipation of the games, the selection, training and chances of success of the Swiss skiers became a focal point of national interest. Nevertheless, French and Scandinavian skiers won most of the honors at St. Moritz. The disappointment of the Swiss may be partly responsible for the deflated national interest in skiing.

Another reason may be found in the fact that the Swiss Army where every able-bodied Swiss citizen goes through a compulsory training period every year is concentrating more and more on the training of ski troops for mountain warfare. Three weeks of maneuvers in the high Alps under grueling winter conditions may dampen the enthusiasm of the keenest amateur skiers.

Skiing reached the high point of fashion in Switzerland between wars, and many experts

believe the general interest will continue to decline as the novelty of 1888 becomes more and more commonplace. Not even the most fanatical enthusiasts continue to regard the Swiss as a nation on skis.

The "National Zeitung" of Basle, commenting on the ski situation, declared that any new sport is bound to decline to a certain extent, "when the countless people, who only took it up through a momentary interest or snobism, or just because it was fashionable, lose interest and give it up. That is what has happened with skiing."

It is estimated that U. S. automobiles totalled 600 billion passenger miles in 1947.

South Hereford HD Club Meets With Miss Bell

South Hereford Home Demonstration Club met with Miss Evelyn Bell Tuesday afternoon. A program on glove making was presented by Mrs. Tom Draper, C.H.A. in which she told something about the types of gloves which will be made by the group later and displayed materials.

The next meeting will be held with Mrs. J. P. Slaton on February 15.

Members present were Mesdames J. P. Slaton, Julia Sowell, D. H. Bryant, Adam Flowers, Orin Russell, W. H. Goetsch, Ronald Matthews, Ray Hershey, Clarence Hollabaugh, John Draper, Chris Wegner, Katherine Hershey, H. H. Miller, and the hostess, Mrs. Gross and daughter, Beth, and Marilyn Russell were guests.

Hubam Clover Crop Pays Off In Cotton

(ADVANCE) College Station, Tex., (AP)—A 1947 crop of hubam clover paid off in cotton.

It worked this way on Jack Davis' Ike Community farm in Ellis County.

Davis used the same planting and cultivating methods on eight rows of cotton in the same field. But four rows were planted following hubam clover and four following cotton. He kept a record throughout the picking season of weights harvested from all eight rows.

The record book shows that the planting following hubam clover yielded 750 pounds of seed cotton an acre. The planting

following cotton yielded 210 pounds less—540 pounds an acre. But that didn't satisfy Davis. He took the cottonseed to a laboratory where analysis showed the chemical content of cottonseed from the hubam plot ran a little higher in everything except moisture content.

Here's how the seed from the hubam land analyzed: 19.9 per cent oil, 4.34 per cent ammonia, 4 per cent free fatty acid in the oil, and 7.50 per cent moisture. The grade calculation on this bunch of seed ran 110.5, and the estimated yield of oil and cake was 335 and 975 pounds respectively.

The cottonseed from the other plot had 18.9 per cent oil, 3.95 per cent ammonia, 3 per cent free fatty acid in the oil and 8.30 per cent moisture. The grade calculation was 104.5, and the estimated yield of oil was 318 pounds. The cake was 886 pounds.

F. C. Elliott, extension cotton

work specialist of Texas A&M College, says agronomists already had found that better quality planting seed can be grown from the hubam-cotton combination. He says germination runs at least 90 per cent, as compared to 80 or 85 for other types.

Texas 'Ham' Keeps Airlift Flyers In Touch With Folks

Celle, Germany (AP)—Sgt. George R. Clerichew of Jacksboro, Texas, is keeping U. S. airlift flyers in touch with their folks back home through his amateur radio station.

Sgt. Clerichew radios messages from soldiers working on the feeding blockaded Berlin and "hams" on the east coast of the United States, relay them to the flyers' families.

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8 Oz. SANFORIZED SHRUNK
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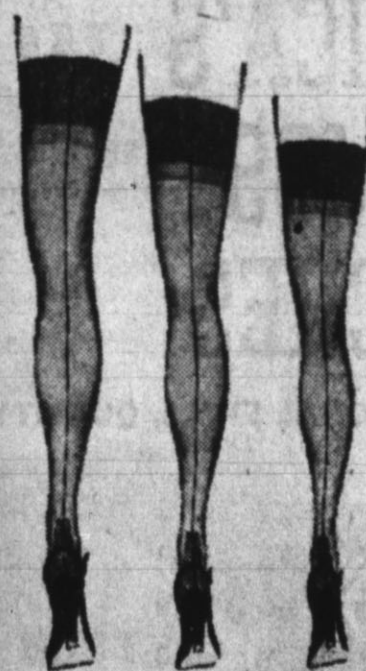
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SPECIAL 6 BALLS FOR **1.00**

BRUSH RAYON BED JACKETS 3.95 VALUE 2.50

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ONE LOT
Ladies' First Quality
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Size 7 to 11, \$3.95 Value

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"REMEMBER ME"



Plus the "Most Colorful Western Band in the Land" MADDOX BROS. and ROBE. AMARILLO AUDITORIUM. Ticket sale starts Sat., Feb. 12. Cretney Drug 6th & Polk. 1st Parquet \$2.40; 2nd Parquet \$1.50; Bal. \$1.25 all incl. tax.

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L. H. McMURRAY GENE BROWNLOW

Superiority Is Proved By Corn Hybrids In State

COLLEGE STATION — Corn hybrids in Texas again proved their superiority over the best adapted open pollinated varieties last year, says E. A. Miller, extension agronomist of Texas A&M College.

In experimental tests and demonstration plots over the state, the hybrids came out on top. The Texas Agricultural Experiment Station recently released results of 1948 tests with various corn hybrids.

Here's what they found. The hybrids made even a greater percentage increase over native corn during the long dry spell last year than during normal years. This points out the fact that the hybrids are more drought resistant than the best native corn varieties. In these tests says Miller, the new yellow Texas hybrid number 24 averaged 32.5 per cent more than the highest yielding open pollinated variety. Hybrids 20, 18 and 8 made increases of 27, 26 and 23 per cent respectively.

In the white hybrids, the new Texas 11W averaged 21 per cent more than the highest yielding open pollinated variety.

County agricultural agents reported 2,912 demonstrations by farmers with corn hybrids, and 2,199 by 4-H club boys with an average increased yield of 7.6 bushels per acre. This means a 25 per cent increase over open pollinated corn, says Miller.

Some exceptionally high yields were made by both 4-H club boys and adult farmers. Among the club boys, some of the top yielders were John D. Alcorn, Leonard Ross and Dwayne Alcorn, of Harrison county with 100.6, 88 and 82 bushels respectively in the county contests. Julius Wayne Beckham and Milo Maness, Upshur county club boys got 84.5, 71.5 and 68.4 bushels in their county contest. James Ray Findley Rusk county club boy, got a yield of 87.5 bushels, and Charles Bishop of Van Zandt county got 83 bushels. James Hobbs and Louis Muniza, club boys in the Wharton county contest, averaged 70 and 68 bushels respectively.

Among the high yields made by some of the adult farmers there were 87 bushels by R. C. Kuldell, of Brazoria county; 84.5 bushels by R. E. Saxon and 83 bushels by R. E. Washburn of Henderson county in a 100 bushel per acre contest. J. K. Hodges of Coryell county, averaged 75 bushels.

In Milam county, 50 4-H club boys averaged 23.5 per cent more with hybrid corn than with native corn grown side by side with the same treatment.

Using experimental results as a basis, these are the Texas hybrids to use in the following areas: over the entire corn growing region, Texas 24 is first choice; followed by Texas yellow hybrids numbers 20 and 12 in East Texas, and Texas yellow hybrids, 20, 18, and 8 in the blackland region and in the southern and western corn growing areas.

The white hybrids 11W and 9W have made the best record in the Gulf Coast Prairie. In the Lower Rio Grande Valley, under irrigation, Texas Yellow 24 and Texas White 13W and 11W have made the highest yields of over 100 bushels per acre, says Miller.

So, if you're looking for higher yielding corn, try corn hybrids.

Shop with the Want Ads!

Jester Signs For Tourney



Governor Ben Buford H. Jester takes time off to register as a contestant for the \$10,000 Texas Citrus and Vegetable Open, slated February 24-27 at Harlingen. Signing up the state's chief executive for the golf tournament is Lt.-Gov. Allan Shivers of Mission, who is vice-president of the Texas Citrus and Vegetable Growers and Shippers, the organization sponsoring the winter golf tournament.

Long Time Ago

45 Years Ago

As the Brand of 45 years ago went to press there was much talk about a coming program of lectures on agriculture by a group of Texas A&M College representatives.

Farmers of Deaf Smith and Castro Counties had formed an organization and planned to affiliate with the State Farmers' Institute.

The front page carried a story of the death of Captain J. C. Lea, Roswell, Civil War veteran and Pecos Valley pioneer. Captain Lea's death was attributed to pneumonia.

Stanley and Arthur had just opened a meat market in the old Searchlight Building.

John Estes, prominent Swisher County rancher had just dropped into the Brand office and told the editor he believed wheat raising in the Panhandle had a good future and advised "anhandle farmers to raise 'this valuable cereal,' as the Brand put it.

S. S. Evans was advertising that he would prosecute any person or persons guilty of hunting on his ranch in Castro County.

Ladies of the Christian Church were preparing to give a representation of "Friday Evening in a Country School" at the College chapel.

D. E. Weaver was preparing to open a new grocery store in the

building formerly occupied by J. W. Martin.

B. W. Miller and B. B. Pierce had formed a new real estate firm with headquarters in the Hereford House.

"IMMIGRATION A SUCCESS," an article was headlined and went on to say a Pecos Valley south bound had pulled into Hereford and had sidetracked a car containing 35 "substantial" citizens of Missouri and other sections of the North who had expressed themselves as being "delighted" with this section.

W. L. Falwell and sons had recently bought the entire hay grain and feed business of Higgins and Rice.

Snyder and Lacey had just begun work on a two-story brick building on the corner adjoining the F. Herron Building for W. B. Dameron. Plans also had been completed for a building for Garner, Martin and Hay on the lot across the street from the Mercantile Company's store.

The Hereford House was advertising "first class accommodations" and that they featured the "best table in Hereford."

Mr. E. W. Harrison was still plugging for "Topsy" cotton hose the kind with the fast black dye," and now in an effort to boost sales of the hose, was employing witticisms such as:

"Topsy" hose cover a multitude of corns."
The personal column reported that:
Miss Iva Tyson recently had

Texan Chief Of Telephone Exchange At Reich Air Base

Frankfurt, Germany (AP) — The telephone equipment in Frankfurt's huge Rhein Main air base 4, the heart of the Berlin air lift—is as large as that of a city of 5,000.

Yet the phone system, plus the radio and teletype networks, is maintained by only 130 officers and men under command of Lt. Col. John W. Ashley, of Palestine, Texas.

gone to Portales to teach an elocution lesson.

J. W. Riggs, Waterloo, Kan., agent of the U. S. Forestry Department had delivered an address in Hereford.

W. H. Ryzor had moved his business to the building occupied formerly by B. H. Bounds and Son.

19/100 100/100: BUY FROZEN FOODS FOR LESS AT YOUR LOCKER PLANT

SPECIALS

ONLY \$1

GET-ACQUAINTED OFFER

- 1 Pkg. Blackberries 46c
- 1 Pkg. Coconut 34c
- 1 Pkg. Succotash 39c
- 1 Pkg. Fordhook Limas 29c
- 1 Pkg. Cloverleaf Rolls 24c

Regular \$1.72

ALL FOR A \$1.00 BILL!

Once you taste the fresh flavor and see the color of frozen foods, you'll be asking for more of these better and healthier foods. We keep an up-to-date stock.

HEREFORD LOCKER and COLD STORAGE

CUSTOM SLAUGHTERING AND WHOLESALE MEATS

We pick up, Slaughter and Deliver over a 25 mile Radius for the hide.

HOPSON SLAUGHTERING HOUSE

LEE HOPSON V. C. HOPSON
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DIAMETRIC WHEEL BALANCER

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AUTO LOANS

PROFESSIONAL MEN
BUSINESS MEN—
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WILL PROFIT BY
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OFFICIAL SANTA FE WATCH INSPECTOR

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Hereford Store Co.
WHILE 50 DOZEN LAST
LARGE THIRSTY
**CANNON WASH
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Lovely Solid Pastel Colors **11 For \$1**

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Hereford Store Co.
WHILE 100 DOZ. LAST
MEN'S EXTRA LARGE
HEMMED WHITE
HANDKERCHIEFS
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PRICE BUSTER
36in.
**DARK-STRIPED
OUTING**
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PRICE BUSTER
FINE QUALITY
LUXURY-MUSLIN
CANNON SHEETS
81" x 108" Cellophane Wrapped
2 For \$5

PRICE BUSTER
TAYLOR-MADE
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2 lbs. Size 72 x 90
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PRICE BUSTER
STAGALITE
8 Garment Storage Bag
Made of Visqueen with 36"
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GENUINE
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SANFORIZED SHRUNK
LEE OVERALLS
Lee Overalls Lead the
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New Shades
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Bright
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81
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Sizes
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36" Fine Quality
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42 LOVELY
DRESSES
Priced Way Below
cost, named brands.
• Clockwise
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If you find your size,
This will be a Lucky
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Big Fluffy China Queen
72 x 84 SATEEN-
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**DOUBLE
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Men's
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ONLY 27 LEFT
ALL WOOL
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A SUPER VALUE!

UNIFORMS
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Crisp, white, smartly styled for
efficiency, long skirts, plenty
of pockets and flared collar.
hospital, laboratory, & beauty
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Sizes 10 to 20



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- LEE HEAVY CANVAS GLOVES 4 pair . . . \$1
- MEN'S GOOD WEIGHT UNIONS . . . \$2
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- BOY'S 8 oz. BLUE DENIM PANTS . . . \$1.49
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- BOY'S SCHOOL PANTS . . . \$1
- BOY'S AND GIRL'S HOOD TENNIS . . . \$2
- Lovely Pastel Colors — The Famous
NASHUA PURRY BLANKET . . . \$6.79
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- Your Choice of Our Entire Stock of
WOMEN'S HANDBAGS . . . \$2
- Sanforized Broadcloth With Grippers
MEN'S SHORTS . . . 2 for 1

NEW SHIPMENT
Lovely Rayon and Wool
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Misses and Women's OUTING
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Lovely Assortment
CLOTH OF GOLD 30 SQUARE
PRINTS 3 Yds. For **\$1**

EXTRA SPECIAL!
HAPPY HOME 80 SQUARE PRINT
DRESSES 2 for **\$5**
Sizes 10 to 52

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RAYON KNIT
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(11 Only)
Ladies All Wool Suits
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Little Girl's Flannel Robes
(A Few)
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One Group Misses
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Misses and Ladies' Sturdy Service-
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INFANTS SATIN DRESSES
Colors, white, pink, blue
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NEW SHIPMENT—Beautiful Rayon Jersey
KNIT ROBES, quilted collar and cuffs
NEW SPRING WALDORF COATS AND
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Among Men Who
Live in Work Clothes
All Day Long
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S. L. HARMAN & SON PHONE 382

Cancer Films Shown For Calliopian Club At Meeting In Evans Home

Mrs. Wayne Evans was hostess to members of the Calliopian Club at her home Thursday night.

The course of study for the club this year is miscellaneous and Thursday night's theme was "Medicine." Mrs. Millard Nobles was program chairman and presented two color films on "Cancer," emphasizing the importance of the early diagnosis of cancer, also making clear some of the early symptoms. Research work done in the field of cancer was portrayed and the need for education of the general public concerning cancer was stressed. Wayne Evans was in charge of screening the films.

Those attending the meeting were Mesdames J. T. Carroll, L. B. Barnett, Richard Barnard, Paul Coneway, W. L. Davis, Jr., Alton Fraser, J. T. Gilbreath, Jr., Will Graham, J. E. Kirby, Millard Nobles, Dayton McWhorter, Misses Genevieve Eberle and Nell Spradley and the hostess.

DOG VS PORCUPINE

It's a hollow triumph—and a painful one—for the dog winning an encounter with a porcupine.

Graphic proof of that is offered by the Journal of the American Veterinary Medical Association, which reports the removal of 319 porcupine quills from a dog during an operation that lasted more than two hours.

Some of the quills were over three inches long and were deeply imbedded in the flesh. Several were lodged in the tongue and gums, making it impossible for the dog to take food until they were removed.

Methodist Church Women's Group Holds Luncheon

The Woman's Society of Christian Service of the Methodist Church held its Fellowship luncheon at the Church Wednesday at noon.

Following the luncheon the president, Mrs. A. B. Christian conducted a business meeting and Mrs. Ed Warren gave the devotional lesson.

Rev. Don Davidson, pastor, presented the program for the afternoon which consisted of two educational pictures. The first dealt with Mexico depicting the missionary work done there and the second picture was of Guatemala showing the industries and the manner in which the people live.

All circles will meet at the church next Wednesday for the study program. Mrs. G. W. Edwards is program chairman.

Revival At Assembly Of God Continues

A revival at the Herford Assembly of God Church conducted by Rev. E. R. Winter, "cowboy evangelist," went into its second week Monday.

Despite the bad weather since the service started, Jan. 23, good crowds have attended the service. Rev. S. E. Eldridge, pastor, said Monday.

Rev. Eldridge has extended an invitation to all to attend the services which start at 7:30 p. m. each night Sunday through Friday.

John Samuel Coombes returned to his classes at Texas Tech Tuesday following a week's visit between semesters with his parents, Mr. and Mrs. Ellis Coombes.

RODENT POISON FATAL TO SHEEP

Risks in using compound 1080 a rodent poison, on range areas over which sheep and cattle may be herded are pointed out in a report in the American Journal of Veterinary Research. Experiments at the Colorado experiment station showed that sheep, and probably cattle, can become fatally sick by consuming small amounts of 1080-poisoned bait intended for prairie dogs and ground squirrels. Feed containing the compound was unpalatable to sheep, but in spite of that, they ate enough of it to be seriously affected.

North Hereford HD Club Meets With Mrs. Fullwood

North Hereford Home Demonstration Club met Thursday afternoon in the home of Mrs. R. A. Fullwood. Group singing of "Home on the Range" followed by roll call, opened the program. Mrs. Paul Hoff gave a report of the Deaf Smith County Federation of Women's Clubs meet and Mrs. Frank Wilde read "From My Home to your home."

Mrs. Tom Draper, CHDA, gave a demonstration of glove making and announcement of a luncheon meeting at the home of Mrs. Mary Bodkin on February 17, was made. Mrs. Stan Barrett won the penny gift.

Those present were Mesdames Earl Virden, Frank Wilde, W. H. Russell, Fred Barrett, Stan Barrett, Otto Olson, Dick Barrett, Paul Hoff, Fred Saltzman, Frank Brinkman, Oscar Vaughn, Mary Bodkin, Miss Dorothy Wilde and the hostess.

Barn Humidity Control May Cut Livestock Losses

Experiments with laboratory animals at the University of Chicago have suggested a new "humidity concept" of livestock disease control, the American Veterinary Medical Association announced this week.

Investigators at the university found that the spread of certain infectious diseases, such as influenza, could be reduced sharply by keeping the relative humidity of the animal quarters at 50 per cent. Much higher or much lower relative humidity seemed to spark the activity of viruses and bacteria, and more animals became infected.

Although the humidity concept requires further study, there is good reason to believe that it could have wide application in farm-animal housing, the AVMA said.

It is known that pneumonia, influenza, and similar diseases often spread rapidly when animals are crowded into improperly conditioned quarters. The moisture from their breath coupled with natural moisture in the air often raises the relative humidity to a danger level.

Should further research prove the disease-control value of maintaining a fixed relative humidity in livestock buildings large-scale producers might find it profitable to use conditioning equipment to protect their housed herds and flocks, the AVMA believes.

GREAT DAY FOR IRISH

HOUSTON (AP)—An Irishman's \$20,000,000 dream will come true here on St. Patrick's Day when oilman Glenn H. McCarthy opens the nation's biggest postwar hotel—named the Shamrock, of course.

The Spanish Armada which sailed against England 360 years ago had 130 ships, 8,000 sailors and 19,000 troops.

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Advices Seed Treatment For Better Garden

Special to The Brand

COLLEGE STATION — Bigger than the neighbor's.

That's the ambition of every home gardener. Everybody who grows vegetables for the family table wants to be able to boast the biggest—both in size and yield—in the neighborhood.

In order to do this, J. F. Rosborough, extension horticulturist of Texas A&M College, suggests getting a big start with even the smallest seed. This calls for seed treatment and inoculation. From the standpoint of the home gardener, the easiest way to treat the seed is to get a packet of seed disinfectant from the local seed store. Then tear the top of the seed packet off, and

sprinkle a small amount of the disinfectant dust inside. Then all you have to do is shake the packet well. Make sure the shaking is thorough enough to cover every seed in the packet.

It's best to plant the treated seed right away. Seed treatment not only destroys certain seed-borne diseases, but helps along the process of germination. There are certain fungus molds that often damage seed at the time of germination, and seed treatment gives a higher percentage of vigorous plants at the soil surface.

Inoculation of legume seed stimulates early growth because of certain bacteria in the soil. So, when you plant English peas in the next few weeks, Rosborough suggests trying this inoculation process to get an early start. Later in the season you might also inoculate your early plantings of beans, as well as the black-eyed peas or purple hulls and cream peas.

The inoculation and seed treatment supplies are available at the local seed store.

These are a couple of ways to get ahead of your neighbors in growing bigger and tastier vegetables. If you start now you'll have a good chance to get the jump on them.

CEMETERY PROVES GOOD BEDROOM

BRISBANE (AP)—If you're a hitch-hiker, take a tip from an Aussie and sleep in a cemetery.

Francis Keaney, 18, university student, gives the advice. He has hitch-hiked a few thousand miles down under.

Says Francis: "You can generally count on cemeteries not being well kept. There is always long, soft grass in which to make a comfortable bed. Besides, you are fairly safe from cows walking over you."

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MUSSELS MENACE MOSCOW PLANS

MELBOURNE (AP)—There was a storm in Melbourne's Fort Phillip Bay, and 4,700 tons of mussels were washed on to the beach.

The Melbourne City Council had to assign seven tractors with mechanical shovels to clear them. The tractors had to work quickly to remove the mussels before they rotted. In places, they were two feet deep.

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will be lighted to symbolize the start of the two-year crusade.

United Nations Campers
Taking part in the ceremonies at the Statue of Liberty will be United Nations Boy Scout Troop, comprising sons of UN personnel of many lands, and some New York Scouts whose parents are of foreign origin. The entire group will then go to Greater New York Scout Camp near Alpine, N. J., nine miles north of the George Washington Bridge.

Here on the 950-acre short-term campsite donated by John D. Rockefeller, Jr., and Thomas W. Lamont, with funds for buildings contributed by the Charles Hayden Foundation, the Scouts will camp overnight in the shadow of the nation's largest city.

Crusade a Major Activity

Arthur A. Shuck, Chief Scout Executive of the Boy Scouts of America, has announced that the "Strengthen the Arm of Liberty" Crusade will be a major activity of the organization this year and in 1950.

"The proper training of youth takes on added importance in view of today's domestic and world-wide problems," says Mr. Shuck. "It is obvious that the boys of today are going to inherit a world situation which will tax their ability and their character to the utmost."

"There could be no more appropriate celebration on our 40th anniversary in 1950 than to show America a Scout Movement surpassing in expansion and program anything we have previously reached," Mr. Shuck said in a message to the nation's 543 Local Scout Councils on the eve of Boy Scout Week.

Calling the "Strengthen the Arm of Liberty" program "a crusade," the chief scout executive said its objectives were three-fold.

The first goal seeks a higher quality in each of its three age level programs: Cub Scouting for boys 9, 10 and 11 years of age, Boy Scouting for those 12 and over, and Senior Scouting for young men 15 or older.

Better programs, said Mr. Shuck, will provide more fun and adventure. Boys will stay longer in the organization, he said, acquiring more "know how" to face the problems of manhood. The Boy Scouts of America seeks to make its programs available to all boys who need and want it. The second goal of more membership will be accomplished as the quality of the programs improve, Mr. Shuck says.

The third goal of the crusade is more volunteer leaders with proper training in Scouting techniques so that they can furnish necessary leadership to meet the first two major objectives.

During Boy Scout Week many of the nation's local Scouts Councils which administer the programs of scouting in specific areas, will announce their objectives in program enrichment, membership growth and increased trained leadership.

Boy Scout Week Will Mark 39th Birthday Of Famous Organization

Twelve outstanding Boy Scouts representing each of the nation's Boy Scout Regions, will represent America's 2,200,000 Scouts and leaders in ceremonies at Washington, D. C., and New York City during Boy Scout Week, opening Sunday, Feb. 6, and closing Feb. 12, Lincoln's Birthday.

Boy Scout Week will mark the 39th anniversary of the incorporation of the movement at the nation's capital, Tuesday (Feb. 8) the actual birthday, the entire membership will recommit themselves to the Scout Oath or promise at 8:15 p. m., in the four time zones.

Observed in every city and town and most villages and hamlets throughout the nation and its territories by 70,000 units, the celebration is the largest birthday observance of young America.

Launch Two-Year Program
Federal officials and national Scout leaders will greet the

twelve representative Boy Scouts when they arrive at Washington, D. C., Tuesday, Feb. 8. There the Scouts will share in ceremonies opening a new two-year program to "Strengthen the Arm of Liberty" by giving more boys in Scouting a richer experience. Scout leaders expect the organization to be at the peak of its usefulness to the nation by the end of 1950, near the close of its 40th anniversary year.

While at Washington the Scouts will make a "Report to the Nation of the Scout Citizen at Work in 1948," summing up the service projects and activities of America's 70,000 Scout Units.

After their stay in Washington the Scouts will go to New York to meet United Nations officials and take part in ceremonies at the Statue of Liberty in New York Harbor on Saturday morning, Feb. 12, where torches

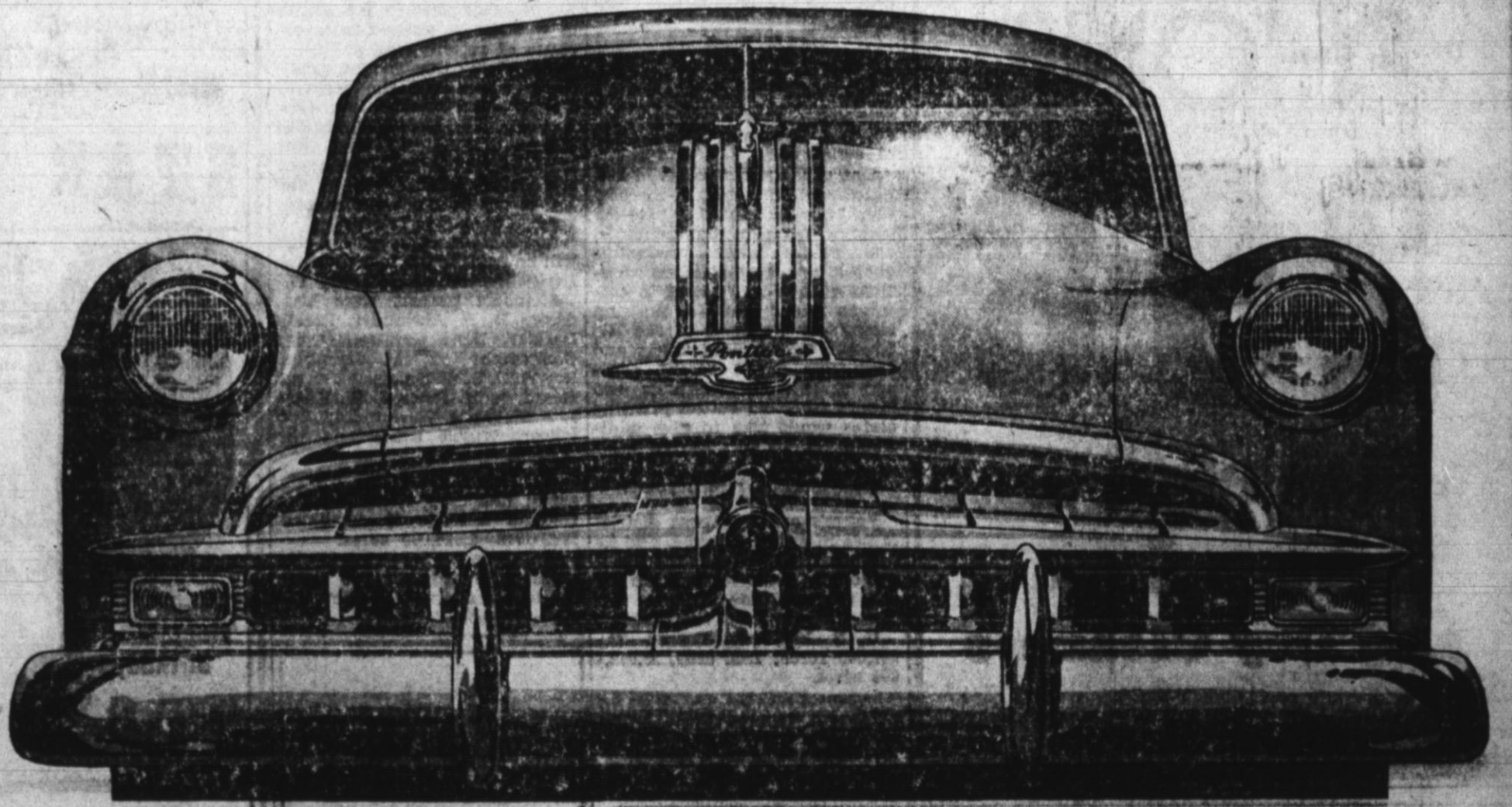
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Texans in Washington

By TEX EASLEY
AP Special Washington Service

Washington (AP)—Congressional committees are getting down to business in earnest, which means a steady stream of Texans to this capital and home again.

This is the time of the year when the House Appropriations Committee considers the money needs of the numerous government agencies and departments. What this committee recommends usually is final with few exceptions. Consequently, a great many of those heading this way from Texas and other states are coming to testify before one of the several appropriations subcommittees.

Two Texans officiate as subcommittee chairmen.

Rep. George Mahon of Colorado City and Lubbock heads the House group which passes on all money measures for the Armed Services. This is the first time that a single subcommittee has been assigned to handle appropriations for the three branches of the service. Heretofore one subcommittee dealt with naval matters, another handled army and air force money bills.

Rep. Albert Thomas of Houston heads the subcommittee considering funds for offices. Among agencies it looks out for are the Veterans Administration and Atomic Energy Commission.

Hearings involving flood control and navigation projects always draw delegations of Texans from all parts of the state

Mexico Comes to Miami



To make his friends, the Mexican chihuahuas, feel at home in Miami, Fla., little Billy Hansen dons a super-sombrero and gets ready for the Miami Dog Show. The tiny dogs are decked out in floral blankets for their appearance at the canine carnival.

Some come to appear before Public Works committees in behalf of authorization of projects, others go before an appropriations subcommittee in quest of money for authorized projects.

Rep. Tom Pickett of Palestine sits on the House Public Works Committee. Reps. Ken Regan of Midland and Lloyd Betsen, Jr. of McAllen are on the House Public Lands Committee, which passes on measures authorizing reclamation and irrigation projects.

Two Lubbock men in the cotton business last week sat in on the House Agriculture Committee's hearings, on a long range cotton program. They were Arch

Underwood, formerly of Athens and former State Senator C. H. Nelson.

Another West Texan looking in on various hearings involving agriculture was Walter Hammond of Tyler. As head of the Texas Farm Bureau he maintains headquarters in Waco.

Chairman Harry Crozier of the Texas Employment Commission was here for conferences and hearings regarding the administration of the social security program. He says Texas has ample reserves to make unemployment compensation payments, but that more money is needed to administer the program at maximum efficiency.

Two Victoria men, County Judge A. B. Chambers and Dick Furman, were here plugging for a barge canal to connect their city with the Louisiana-Texas Intracoastal Canal.

Around the Capital:
Burrus Jackson of Hillsboro president of the National Association of Postmasters, gave a luncheon in the Speakers' Dining Room in the Capitol for the members of the House postoffice and civil service committee.

Two Texans are on the House Agriculture Committee which is working on a long-range farm program. They are Reps. Bob Poage of Waco and Gene Worley of Shamrock.

One of the main points in dispute is determination of the past crop years to use as a base for making acreage allotments in the future when production quotas are reestablished. Sections with a lot of land in cotton in recent years for the first time, such as parts of the Rio Grande Valley, West Texas and California, want recent acreage considered. Georgians and others from old cotton planting states would like to give additional weight to pre-war years when more of their land was in cotton than in recent years.

Poage's central Texas district is not in either extreme, and he personally favors using an average of two years—1942, when the last controls were in force, and 1948. He prepared this data:

U. S. 1942 cotton crop—23,302,000 acres; 1948 crop, 23,372,000 acres.
Texas 1942 cotton crop—8,430,000 acres; 1948 crop, 8,974,000. Texas average if combined 1942-1948 for base, 8,702,000.
Georgia 1942 crop—1,735,000

Boys Ranch

(Continued from Page 1)

Final plans were made for the forthcoming Hobby Show. Members present were Mesdames Ciel Best, Bill Blood, Homer Brunley, Harry Caylor, Emil Dettman, J. R. Johnson, Charles Newell, Palmer Norton, A. J. Schroeter, Charles Spurlock, Urin Streu, Liston Wilson, Bill Wolfe, S. S. Dodson and the hostess.

This Kind

(Continued from Page 1)

cream, fold into the marshmallow mixture and pour into a nine inch pie tin lined with graham cracker crust. Place in refrigerator immediately and allow to remain until time to serve. Grate bitter chocolate over top just before serving. The flavor is surprising.

Graham Cracker Crust

17 graham crackers
1/4 cup sugar
1/4 cup butter
Melt butter and add to the cracker crumbs which have been rolled fine and blended with the sugar. Pack tight in pie pan and chill before pouring in the filling.

This mouth-melting pie is not only easily made but can be made well in advance of the occasion for serving.

Viewpoints

(Continued from Page 1)

and political monopoly, and his to free Georgia's education system from political interference gives a true picture of the upheaval in the state." His pride in the fact that Georgia was the first state to charter a university, and the first of the 48 states to lower the voting age, the way he revised the penal system and cleaned up prisons stopping the buying of pardons and paroles are highlights of the story," and in discussing the race question, Mrs. Jones quoted the author "The South has been neglected and exploited and worn out and the question now is: Can the South hold again her rightful place in the nation or will she be pushed aside because of rotten politics?"

Mrs. Colby Conkright, president, conducted the business session when a letter from Mrs. D. L. C. Kinard of Memphis, 7th district TFWC president, was read in which she announced the dates, April 4-5-6, of the 7th district annual spring convention in Lubbock.

The next meeting of the club will be held in the home of Mrs. Henry Benson on February 17.

Members present were Mesdames D. H. Alexander, Phillip Barkley, Essie Cardwell, Colby Conkright, T. M. Dameron, Roy Ford, E. W. Harrison, George Heard, A. M. Jones, J. W. Kirby, J. P. Slaton, J. W. Spradley, Bob Wilson, Wayne Evans and the hostess.

acres; 1948 crop, 1,313,000 acres Georgia average if combined 1942-1948—1,524,000 acres.

California 1942 crop—361,000 acres; 1948 crop—810,000 acres California average if combined 1942-1948—585,000 acres.

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