

The Hereford Brand

16 PAGES TODAY

This Issue Starts The Brand On Its 50th Year

Published Every Thursday

Our Slogan: "More People—More Farms"

Price 5c Per Copy

50th Year—Number 1

Hereford, Deaf Smith County, Texas, Thursday, January 5, 1950

Nichols Gets Ten Year Sentence For 1948 Shooting of Tom Rowe

Jess Nichols, 42-year-old former Oklahoman, was sentenced to 10 years in the penitentiary by District Judge Harry Schultz in court Tuesday afternoon after he was found guilty of shooting Tom Rowe.



Hereford PTA will have a special discussion on the new work between the agencies in the community through a their regular meeting in the High School auditorium, according to Mrs. H. H. Caraway president. It will start at 8 o'clock.

January 16 is the final date for new growers to make application for potato allotments. They are urged to PMA know promptly. They don't know how much acreage will be allowed new growers. The allotment will be released by 29th.

Hereford Jaycee amateur basketball players are going to play the Jaycee sponsored All-star team in a Christmas Lighting program benefit basketball game sometime in the next week or so. Proceeds will go towards paying off the debts incurred during the past month in decorating the city.

Pay those poll taxes if you intend to vote in the general elections this year!

George Graham and A. J. Schroeter went to Clarendon Tuesday night to attend a called meeting of the Division of School Transportation in which they planned to talk out some of the school transportation problems peculiar to this area. They went to Austin Wednesday for the Midwinter Conference of School Administrators and will return Friday.

J. C. Morrison says he doesn't mind driving around the concrete culverts they are putting in out on Harrison Highway because he knows what it is going to be in the end.

Fred Baird set a mighty fine example in backing Hereford and further civic developments with his check and a letter to the Chamber of Commerce this week. He said "An enclosing my check in the amount of \$30 which has heretofore been my annual contribution toward the support of the Chamber of Commerce. Should higher assessments be required this year, I will, of course, want to share along with others, my part of the additional cost."

Brooks Barber Shop is getting an interior decorating job this week.

James Alston, Raymond Cummings, A. L. Williams and Don Russell got the four FFA pigs. A. L. got the little gilt Johnny McBroom turned back to the chapter as replacement for the one he got a year ago. This is the first time in the program where a pig was given to a boy and in turn a gilt from that litter went back into the club as the program is supposed to operate.

Edwards Pharmacy next to the Hereford Clinic is having their formal opening Friday afternoon from 2:30 to 8 o'clock instead of Saturday as previously announced. There'll be free carnations for the ladies, balloons for the kids and Cokes for everyone.

Another grand opening this week: Gaylord Newell will open his new Piggly Wiggly store north of the Post Office. Home owned and operated, the new store is able to take advantage of Piggly Wiggly's buying power. A General Electric table model combination radio-phonograph a GE coffee maker and a Monarch bicycle are on the list of things to be given away at the Saturday opening. Balloons, coffee and doughnuts will be given away at the Open House, Thursday evening from 8 to 9 o'clock.

The jury returned a guilty verdict for the May 23, 1948, rape-shooting of Tom Rowe, former auto operator. The jury took about 45 minutes to reach a verdict in a suit with intent to murder in the first degree. Defense attorney J. M. Culwell said that the case would be appealed.

His wife, Audrey Floyd, H. Nichols, testified that she was in the home at the time Nichols shot Rowe. Nichols said that at this time, Nichols reached for his belt as if to secure some weapon. Nichols said he feared for his own life and shot Rowe.

Richards asked Nichols, "Isn't it true that when you entered the barn where Rowe was you saw a gun?" Nichols said, "Yes, I saw a gun." Nichols said, "I have the difference this Sunday and I'm going to lay it on you," Nichols answered, "no."

Nichols is now in the county jail. The case had been pending for almost 18 months. According to Judge Schultz the first delay came when one of the state's witnesses was not available. The next delay resulted when Rowe's leg was amputated. Rowe lost both legs.

Defense attorney Culwell based his plea to the jury on doubt and the inability of the state to produce witnesses. He made a 25-minute speech mentioning many things, including Deaf Smith County—the Town Without a Toothache.

A brother of the defendant, Leo Nichols, was implicated as an accomplice but was in a Lubbock jail under a charge of first degree murder in connection with the death of his wife.



For the second straight year a boy David Aloysius Peters is the winner in the annual Hereford Stock Derby, being the first child born in 1950 in Deaf Smith County. Young Peters, arrived Sunday morning, January 3, 1950 at 6:55 at Deaf Smith County Hospital. He is the son of Mr. and Mrs. A. J. Peters of 129 Avenue C in Hereford. Dr. L. E. Barnett was the attending physician.

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Water for New York—A toast with water starts a 3,000 gallon tankload via truck to the thirsty metropolis. Left to right are: formulator Senator James Taylor, Dryer Douglas Red Tipton, railroad commissioner Ernest Thompson, LERA development supervisor Mayor Taylor Glass, and C. B. Smith John Babcock.

Dr. J. W. Davis, head of the Government department at Texas Technological college will climax a week of activity boosting the Hoover Commission plan in Hereford Friday night at 8 o'clock in the High School auditorium, when he presents his views on the plan to a public meeting.

Funeral services for Mrs. C. J. Paddock will be held at Gilliland Funeral Home Friday afternoon at 2 o'clock with Rev. S. A. Eldridge and Rev. Russell Wingert officiating. Mrs. Paddock died at her home Wednesday, after a lengthy illness.

Deaf Smith county cotton farmer representatives Taft McGee and Curtis Traweck will leave for Washington as a part of a four-county delegation trying to get some adjustment made on 1950 cotton allotments Friday morning by train.

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Tech Professor Will Talk At Meeting On "Hoover Commission" Here Friday

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O. L. Bybee Elected President Of 1950 C-C By New Directors

O. L. Bybee was elected president of the Hereford Chamber of Commerce by the new directors elected at the annual meeting held at the Chamber of Commerce office.

Henry Sears, local chamber president, was elected chairman of the Chamber of Commerce. He will be in charge of the Chamber of Commerce work program for the year consisting of general divisions and sub-divisions.

McOskar also invited any and all Hereford citizens to be his non-paying guests for these four days in the Gramatan Hotel. He said he would show them anything and everything they want to see in New York.

Allison Is President Hereford State Bank

J. R. Allison, T. W. Bain, Colby Conkright, G. W. Brumley, W. N. Hodges, O. G. Hill, Jr., and Joe Poindexter were elected directors of the Hereford State Bank Tuesday night at the regular annual meeting of the stockholders.

The directors elected the following officers: J. R. Allison, president; Travis W. Bain, executive vice-president; Roy Phillips, assistant vice president; Wm. R. Phillips, cashier and Cliff Estes and R. C. Lucas, assistant cashiers.

MATT STARTED THREE CEMETARIES

"I hired Walt Bradley to kill a man to start a cemetery in Hereford," Matt Gilliland said. He was jokingly said the leading funeral home director of Hereford, James M. Gilliland.

Plans are to have each division headed by a member of the Board of Directors and the chairman in turn will select his own members for his committees and sub-committees from questionnaires sent out to the membership to determine which of the programs they are most interested in.

Hereford House Opens In February Plans Underway To Charter Plane

Plans are under way for the opening of the Hereford House in the Gramatan Hotel in Rosedale, N. Y. were announced at a meeting of the Chamber of Commerce.

Questionnaires Hold Back Report To FW&D On Line From Dimmitt

About 15 questionnaires concerning freight traffic shipments which haven't been returned by Hereford shippers and carriers are holding up the final report of the Hereford Chamber of Commerce to the Fort Worth and Denver Railroad.

Weather Reports Will Be Taken At 6 O'Clock

H. N. Reeves, recorder of temperature readings in Hereford, has been instructed by weather bureau headquarters in Houston to take temperature readings at six o'clock each evening beginning the first of the year.

Reeves said the temperature Wednesday morning was two degrees. He likes his work. He said that he wouldn't do anything else for a living. He has had several odd incidents in his work but can't tell about many of them.

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School District Meeting Is Called

Walcott School District residents will meet Thursday night December 12 at 8 o'clock in the school building to discuss location of a building site for a new school Phillip Miller, president of the board, announced this week.

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Forty-Two Years; And He's Still At It

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ND HAS BEEN—Admirers of Rosemary La Plancha, who was elected Miss America in 1941, are of the opinion that she has lost none of her charms since then and could still win any beauty contest at the age of 28. Standing at poolside in Las Vegas, Nevada, is her...

WATCH FOR THE SPECIAL 1949 IN REVIEW EDITION OF DEAF SMITH COUNTY IN THE SUNDAY BRAND

Personals

A. Rettman is expected to return to Hereford this week after spending nearly a month at Villa Falls where he has been doing his farm.

Mr. and Mrs. Sandy Waldrep from Lubbock visited in the Bill Waldrep home over New Year's week end.

Mr. and Mrs. Roger Hartman spent a week ending Monday visiting his brother and sister, Mr. and Mrs. G. C. Hartman and Mr. and Mrs. Bud Witherspoon, and friends in Hereford. They returned to Ft. Sill, Okla.

Mr. and Mrs. A. J. Walker and family have returned to Hereford after spending the Christmas holidays in Mineral Wells.

Mr. and Mrs. J. A. Pitman left for Miami, Florida Sunday to attend the American National Stock Association meeting. They will be gone a couple of weeks.

Wayne Phillips and Bill Davis, Jr. attended the Cotton Bowl game in Dallas Monday.

Miss Jean Odom of Las Vegas was a guest in the Oscar Easley home during the holidays.

Holiday guests in the home of Rev. and Mrs. Roy Ford are her parents, Mr. and Mrs. Dewey of Worthington, Minn.

Mr. Pat Murphy visited his daughter, Mrs. Mickey Woods, in Dennison last week.

Mr. and Mrs. G. R. Brammett, Shattuck, Oklahoma, and their daughter, Nita, visited Rev. and Mrs. R. L. Bickford and son this week end.

Mr. and Mrs. A. W. Hembree and son Ronny spent last week in Shawnee visiting friends and relatives.

Mrs. C. C. Ferguson returned from a Christmas trip to South Texas Tuesday. She spent Christmas in the home of her daughter, Mrs. Sam H. Reid, Jr., at Lake Taiwahchie and her son and his wife Mr. and Mrs. Charles Ferguson from Los Angeles joined them there.

Mr. and Mrs. A. L. Roberts and daughters, Margaret and Patricia, of Hastings, Nebraska, were guests of Mr. and Mrs. A. L. Manjot during the Christmas holidays.

Mr. and Mrs. Hilton Higgins visited in Pampa during the Christmas holidays.

Mr. and Mrs. Rogre Corbett and sons, Pat, Tim, Roger and Buddy, attended the Cotton Bowl football game in Dallas Monday. Buddy and Roger returned to Bryan where they are students at Texas A&M College and the others returned to Hereford.

Mr. and Mrs. Warren Criswell have returned to their home in Corpus Christi after a holiday visit here with Mr. and Mrs. Dalton Criswell.

Mr. and Mrs. R. L. Rogers spent the New Year holiday in Lubbock with her brother, Jim Wilson, and family.

Mr. and Mrs. Boyd London have returned from Dallas where they spent the Christmas holidays with her relatives. They were joined there by a son, Billy of Jasper, and during the holidays they attended the wedding of their son Jack, to Miss Gretchen Bruine in Beaumont on December 22.

Mr. and Mrs. R. A. Daniel, Jr. and daughter Karen Sue went to Lubbock Sunday for his mother, Mrs. Willie Daniel, who had spent the Christmas holidays in Lubbock with her daughter, Mrs. Lilburn Ray and family.

KITCHEN MEMO

Completes oven meals are efficient, time-savers and can include every course from soup to dessert. When cooking your oven meals, use an *Oven-Made Vegetable Soup*. Most other recipes in the complete oven meal won't take as long as three hours' cooking as does this soup but slide it into the oven ahead of the other dishes. Put 2 lbs. beef knuckles into dutch oven or tight-lid pan. Cover with 2 qts. water, set on oven rack, turn thermostat to 350°. Cook for 2 hrs. Then mix in 1 cup carrots, 1/2 cup cabbage, 1 cup potatoes, sliced, 1 medium-sized onion, 1 stalk celery, sliced, 1 tsp. salt. Cook an additional hour. Note: Tomatoes, turnips or rutabagas may be added to the soup. It may also be cooked over a low flame on the top burner if you're not baking.

Old powder puffs are flexible and soft enough to make excellent silver polishers and for applying cleaner to mirrors.

Added comfort for cold bath-rooms is a gas space heater now made in white to match bathroom fixtures.

When a hot dish sticks to oil-cloth, pour hot water around it and in a few minutes you can pick up the dish without marring the oil-cloth.

An owner's guide is always included with your gas range. It's a good reference for time-saving hints on meal preparation and cooking and simple everyday care.

Equal parts of finely-crushed cornflakes and flour will make a crisp crust for fish. Keep the flame turned low because you don't need as high heat to brown the crust.

Laundry bleach whitens kitchen sinks. Pour on the wet porcelain, then rinse well.

NORTHWEST HEREFORD

Annual New Year's Party Held Friday

By MRS. C. S. BARCLAY

The annual New Year's party was held in the home of Mrs. R. N. Cooke on Friday night, Dec. 30. Progressive Forty-two was played and each guest brought pie. Refreshments of pie and coffee were served to the following guests:

Mr. and Mrs. Grady Parsons, Mr. and Mrs. George Parker, Mr. and Mrs. Bill Hargette, Billye, Glenda and Jannette, Mr. and Mrs. Fred Wolfington, Mr. and Mrs. J. L. Finley, Mrs. Desmond Denison, Mr. and Mrs. Paul Corbett, Paula Beth, James and Ronald, Mrs. Verdell Pitts, Mr. Mill Finley, Davine Farmer, T. C. Farmer, Charles Hardman, and Shirley and Johnne Dixon of Canyon.

Betty and Al Kong, Hardin-Simmons University students from Hawaii, were guests in the E. L. LeGrand home during the holidays.

Vic Vet says

VETERANS, WHEN YOU WRITE THE VA, DON'T WRITE TO WASHINGTON... WRITE TO THE NEAREST VA OFFICE. THAT'S THE QUICKEST WAY TO GET FAST SERVICE.

Virginia Eberle left Sunday morning to return to Los Angeles after a week's visit with her sister, Genevieve Eberle.

Front View of New Dodge

Beauty and serviceability are combined in the front end design of the new Dodge cars. Bumper guards are larger, and of special design to provide maximum protection to parking lights, hood and grille. The grille is made of gleaming stainless steel members, replaceable separately to minimize replacement costs.

OXYGEN Per Cylinder **\$2.50**

DOCK or CITY DELIVERY
One or One-Hundred!
No Demurrages or Lease Charge

We have no sidelines and we devote our full time to the Welding and Industrial Supply Business; we have been serving the Hereford territory since 1947.

Coombs & Paetzold

WELDING AND INDUSTRIAL SUPPLIES
Oxygen - Acetylene - Carbide - Torches
Electric Welders - Welding Rods

127 Jackson Street HEREFORD Phone 313

DANIEL NEWS

Wheat Needs Rain Out Daniel Way

By MRS. W. R. MOORE
Brand Correspondent

The wheat in this community is needing rain.

Mr. and Mrs. Ed Peacock were called to House, N.M. last week on account of the illness of Mr. Peacock's brother who is in the hospital.

Misses Neta Jo and Joyce Moore returned to Wayland College in Plainview after a Christmas holiday visit in the home of their family, J. T. McLain.

Mr. and Mrs. W. R. Moore, Wilma and Billy visited in the homes of their daughters in Raton, N.M. and King City, Mo. during the holiday season.

This community regrets giving up two very good friends, Mr. P. M. Elrod and Mr. J. H. Chestham who passed away recently. Each and every one extends their sympathy in sorrow and grief to each family.

Roy Manning from Hereford is doing some plumbing work in the H. T. McLain home.

Mr. and Mrs. W. R. Moore, Wilma and Billy were dinner guests in the W. H. Kepler home in Plainview Sunday.

Harold Dean Moore made a business trip to Amarillo Saturday.

W. R. Moore and family visited in the W. H. Hefflin home in Portales, N.M., Thursday.

Truman Price who is staying in Canyon and going to school spent the holidays in the home of his parents, Mr. and Mrs. Toy Price.

Mr. and Mrs. J. A. Pitman left Sunday for New Orleans, La. to attend the annual Sugar Bowl football game. They were joined there by friends from Canadian and from Kansas City and after the game the group left for Miami, Florida, to attend the Fat Stock Show being held in Miami. They will also visit other points of interest in the south before returning home.

TRY A CRAMER POSTURE CHAIR

AND BE SURE IT ADDS YEARS OF LIFE

INVERTED BEARING

Scientific posture seating engineered for long years of steady service. Cramer gives you molded foam rubber cushions, micromatic adjustments, free-floating, self-aligning back rest AND the Inverted Bearing—ingenious design that virtually eliminates seat wobble... sheds abrasive grime.

CRAMER BRAND

ANNOUNCEMENT

In the announcement of the sale of the Hereford Lumber Company to J. M. Thomson, W. L. Jones, and E. J. Kirksey, the former stockholders and management wish to thank all our friends and customers for their patronage and good will. We hope that you will continue to favor the new management with your business.

The old stockholders are retaining all outstanding accounts up to December 31, 1949. These accounts are payable to our former manager, E. O. Jordan, at the office of the Hereford Lumber Company, 234 East 2nd Street.

For the Stockholders,
G. W. BRUMLEY, President
E. O. JORDAN, Sec'y-Treasurer

A New Year with

BETTER BARGAINS

At Haile's

- Dr. West Tooth Brush 29c
- Cleansing Tissue, 400 sheets 19c
- Chamberlain Hand Lotion, 50c sz. 29c
- Wild Root Lig. Cr. Sham., 50c sz. 29c
- Col. Dental Cr., 50c sz. 37c
- ORA Dental Cleanser 59c
- Pepsodent Ammoniate Tooth Powder 43c
- Squibb Tooth Paste 2 for 69c
- Fasteeth 33c



- 40c size Vicks Salve 29c
- Campho Phenique 30c size 19c
- C. L. Nose Drops 49c
- C. L. Chest Rub 35c
- White Pine Cough Syrup 25c
- Tr. Merthiolate 25c
- Sal Hepatica 33c
- Zerost Cold Capsule 25c
- St. 37 57c
- 100 Aytinal Multi Vit. \$2.39

- Rayve New Home Permanent \$2.00
- Toni Home Permanent with Spin Curlers \$2.29
- Formula 20 Shampoo 49c
- Hudnut Cream Shampoo \$1.00
- Rayve Shampoo 2 for 33c

GE
TABLE MODEL
RADIO
25.95

Bring your prescriptions to us. We are open all day Sunday for your convenience on your refills and nights until 9:30 P. M. We give double on Gunn Brothers stamps on prescriptions.



GRAND OPENING



**OWNED AND OPERATED
BY HOME FOLKS!**


A cordial invitation is extended to each of you to attend the formal opening of the new Piggly Wiggly Thursday evening, to take advantage of our specials, Friday and Saturday, and to depend on us every day in the week as a complete food center, selling at economical prices.

As owner and operator of the new Piggly Wiggly, I have taken every measure to provide a convenient grocery and market establishment. Everything is arranged with YOU in mind. Though individually owned, this store brings you all the advantages of chain operation. YOU are given the full advantage of Piggly Wiggly's immense buying power, enabling many savings to be passed on to you in every department.

We begin this new business, and commence this new year, with our sincere pledge of the best service we know how to give.

GAYLORD NEWELL

FREE
G & E Table Model
**COMBINATION
RADIO PHONOGRAPH**
Monarch
BICYCLE
BOYS OR GIRLS MODEL
- GE COFFEE MAKER
INQUIRE NOW - Will Be Given Away Saturday



5 No. 2½ CANS **\$1**

PILLSBURY FLOUR 25 lb. sack **\$1.69**

HUNT'S **CATSUP TOMATO** 2 FOR **25¢**

HUNT'S SYRUP PACK **CHERRIES** No. 2 Can. **31¢**

SYRUP PACK, HUNT'S **BOYSENBERRIES** **25¢**

ADMIRATION **COFFEE** **75¢**

Fresh, Sparkling, Sun-Ripened
FRUITS and VEGETABLES

CRISP TEXAS **LETTUCE** 2 HEADS **15¢**

U. S. No. 1-RUSSET **POTATOES** 10 LB. **49¢**

CALIF. PASCAL **CELERY** 2 STALKS **25¢**

TEXAS-LARGE **ORANGES** 5 LB. BAG **37¢**

FIRM HEADS **CABBAGE** **4¢** Lb.

**OPEN HOUSE
THURSDAY EVENING**
6 to 9 P. M.
JANUARY 5th
NOTHING WILL BE SOLD
DURING OPEN HOUSE

- Pancake Mix **PILLSBURY** Large Size **29¢**
- HI-HO **SUNSHINE CRACKERS** Box **29¢**
- WHITE AND CHOCOLATE **PILLSBURY CAKE MIX** PKG. **35¢**
- HUNT'S **TOMATO SAUCE** PER CAN **5¢**
- BROWN & SERVE ROLLS** Pkg. of 6 **10¢**

- FREE** BALLOONS FOR THE KIDDIES
- FREE** COFFEE Will be served by ADMIRATION
- FREE** DOUGHNUTS Courtesy of HEREFORD BAKERY

3rd ANNUAL PEACH PARTY
Here's your party dessert
GET ANN PILLSBURY'S RECIPE FOR
Peach Meringue Cake

Pillsbury's BEST FLOUR 10 LB. BAG **79¢**

CLING PEACHES NO. 2½ CAN **21¢**



THRIFTY MEATS

BACON LB. LAYER **49¢**
Sliced, Armour Star

BEEF ROAST LB. **49¢**
Fancy Chuck, Table Trimmed

PORK CHOPS LB. **35¢**
Nice and Lean, End Cuts

FRYERS LB. **53¢**
Nice, Fresh Dressed, 2 lb. average

CHEESE SPREADS 15¢ Glass
Shefford's Pimento, Olive Pimento, or Pineapple



Prices Effective Friday & Saturday

WANT ADS

FREE

Theatre Tickets

to see



STAR THEATRE

SUNDAY - MONDAY - TUESDAY

January 8, 9, 10

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.

Saturday: 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 third ad will be accepted in either publication!

FOR SALE

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

We Have It!
REFINED MOLASSES
Any Quantity
RASER MILLING CO.
B-1-30-tfc

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

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

FOR SALE: A few loads good alfalfa. W. D. 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: Alfalfa hay. Inquire Green and Scott, 209 Miles, Phone 9.
B-1-12-1-2c

FOR SALE: Good young white-face bull, Dayton Chisholm, 8 miles south.
T-1-11-14p

FOR SALE: 700 bales German millet hay, 55c. Also 2,000 bales alfalfa. Ten miles west of Hereford. J. E. Stiepel, Summerfield, Texas.
B-1-22-1-3p

FOR SALE: Used Servel refrigerator. In excellent condition. \$125. 126-B 23 Mile Avenue.
T-1-13-1-1p

FOR SALE: Two Quarter horse mares, 1 filly colt, 1 horse colt, 3 Black Angus Bulls 2 1/2 to 3 years old. May be seen at Wilson Bros. farm, 25 miles northwest of Hereford. Call 522-W or contact Bill Waldrep.
B-1-38-1-2c

FOR SALE

Farm Equipment
FOR SALE or trade: Used #1 Pomona irrigation pump, 180 foot setting. Frank Fortenberry, 12 miles north Highway 60.
T-2-16-52-3n

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-4-58-50-7p

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

HEREFORD FARMS
Perfect 320 - 2 Irrigation wells
2 houses - Grade A Barn
Sheds - Granary
Price \$185.00
THIS IS A BARGAIN

Unimproved 160 on pavement.
In irrigation belt.
Price \$75.00

Unimproved 160,
9 miles North
3 Miles West
1 1/2 North
New Irrigation Well.
Price \$18,000.00

SAM NUNNALLY
144 MAIN
B-4-1-2-c

CHOICE
Irrigated and Unirrigated
Farm Land. City Property
P. O. Box 506 - 333 Main
E. B. POSEY, REALTOR.
Hereford, Texas.
T-4-50-tfc

REAL ESTATE
Irrigated Farms, Dry Land
Farms, Homes and City Property.
CHARLES SOWELL,
Office Ph. 792 228 Cl. St.
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T-4-5-tfc

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REALTOR
Houses, Lots, Farms,
10 and 20 acre tracts.
Listings appreciated.
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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 bedrooms house. Will also build to suit you. Two miles east on Highway 60. O. E. Hext, E. C. Messer.
B-4-26-1-tfc

FOR SALE: Large three room modern house. Some outbuildings. Call 329-J.
B-4-11-1-3p

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

FOR RENT: Bedroom for men. 509 Ross, phone 847-J.
B-5-9-4-tfc

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

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

FOR RENT to couple: 3 room modern efficiency. Nicely furnished. Outside entrance. Private bath. Electric refrigerator. Bills paid. 510 McKinley. Phone 447-J. J. H. Hinds.
B-5-28-1-tfc

FOR RENT: 4 room garage apartment to couple only. Would like lady to help with children. 113 Ave. B. 809-W.
B-5-20-1-2c

FOR RENT: Two room furnished apartment. Private bath. Call 560, R. S. Petersen.
T-5-12-1-1c

FOR RENT: Desirable furnished apartment for couple. Adults only. Bills paid.
B-5-11-1-2k

FOR RENT: Bedroom, 401 Lawton Street.
T-5-9-1-1k

FOR RENT: Five room furnished house. 107 J Street.
T-5-9-1-1p

FOR RENT: Two room house, partly furnished. Third house north of 601 East 12th.
T-5-14-1-1p

Little ladine,
Dagwood,
Henry,
and Mandrake
Join the
March of Dimes



Gaylord Newell Opens New Store As Climax To Years Of Long Work

When Gaylord Newell formally opens his new Piggly Wiggly Super Market, tonight, it will climax a career that started as a clerk, continued as a half owner, and finally, the owner and operator of the most modern and newest grocery store in Hereford.

Piggly Wiggly district manager Harold Russell said that Newell probably had \$100,000 invested in the store and stock. Russell, whose territory covers West Texas, Arizona, Oklahoma, New Mexico and part of Colorado, said the new Hereford store was one of the best in the country for cities this size.

There is around 5,000 feet of sales space in the store. The place is departmentalized throughout. A complete dairy department and frozen food department are self serviced as is the table-ready meat and cheese department.

Everything in the store is completely new with the exception of two meat fixtures that Newell brought from his old store. On the north side of the building there is a 40-foot produce rack that sets off the merchandise with an illuminated canopy. This canopy goes down both sides of the store with lights shining on all the merchandise.

Piggly Wiggly operates in 42 states, Hawaii, Alaska and Canada. Under the contract, the owner and operator is Newell. Financially, the store is home-owned—all of the money made staying in Hereford. Piggly Wiggly helps out in merchandising and any other way that it can. They drew the plans of the store and manufactured the fixtures.

Formal open house will be this evening with coffee and donations to the adults and balloons to the kids.



Some more of 1949's best stories.
Just before Christmas Jenne Kay Rush four year old granddaughter of Mr. and Mrs. Claud Higgins asked her grandmother to read to her, as she often did. Mrs. Higgins responded with:
"All right but I'll have to get my glasses before I can read."
Jenne Kay suddenly beamed and said,
"That's what I want for Christmas! Some glasses so I can read, too."

We missed this one on the radio but Dyalthis Bradley got quite a bang out of it because it reminded her of Zay Gilbreath her little nephew still in the Santa Claus category but also up on his sports.

As the story goes Santa was scheduled for a visit someplace but the weatherman didn't cooperate and it was pouring down rain so Santa probably more concerned about his lumbago than what the kids were expecting of him put on a rain coat and cap.

A little boy in the crowd looked him over and his disgusted comment was,
"Well if this isn't the dumbest thing I've heard of since SMU nearly bet Notre Dame."

We picked the lines up somewhere and for the last several years we have followed the custom of taking a look through everything about the house the first week in January.

Each unfinished inspiration we come across goes into a big box. Then we start at the top and will not let ourselves start another thing until we've reached the bottom.

The number of items we unearth grows surprisingly less each time and also there is some consolation in knowin' that once we start a thing it will be completed in at least one year.

Deductions has again become the most popular word in the English language.

35 Years Ago
The new year of 1925 was ushered in favorably with numerous parties indulged in by young people and people not so young, according to The Brand of January 1, 1925. The weather was

cold that day and a thin snow fell during the night. In an official way—the change in the calendar year was noted in the retirement of County Judge W. E. Dameron and Sheriff C. S. Parcell who relinquished their offices to Earl W. Wilson and Claude Benton, respectively.

The City Commission had under consideration the purchase of a new chassis for the chemical engine, then driven by Dow Mercer, assistant chief of the Fire Department.

Mrs. J. C. Williams Jumbo, was improving after she was hurt when a buggy in which she was riding turned over when the horses became frightened.

BIBLE COMMENT

FOR JAN. 8

The Resurrection Was the Church's One Foundation

WITH the miracle of the Resurrection of Jesus is associated the miracle of the transformation in the lives of men—a miracle that one man so transformed actually described as a passing from death unto life.

It was the Apostle John, one of the brothers whom Jesus called Disciples, "sons of thunder"—the brothers who had wanted Jesus to call down fire and consume villages who had used Him inhospitably, and who, through their mother, had sought the foremost places—this John, who said, "We know that we have passed from death unto life because we love the brethren." (1 John 3:14.)

It was in the miracle of the Resurrection—and in this miracle in the lives of the disciples—that the founding of the church began. Its true founder, of course, was Jesus, and it was founded in His life and teaching. Its charter was the Sermon on the Mount, and its mission and purpose the preaching of the good news concerning the gospel of God's love and grace.

But it was the Resurrection that brought the life and teaching to its triumph in the lives of those who went forth to preach that gospel and to found the church.

They were real Christian statesmen, the men of divine destiny, who established the church upon His one foundation, Jesus Christ, whose life they had known in His earthly life and whose spiritual presence, "Lo, I am with you always," was their strength and guidance.

Soon they were to be strengthened by a converted persecutor, Paul, who saw the Christ, as he said, "as one born out of due season."

If we would see the Christian church strong today, we must relive the experience of these men. We must find the faith, vision, and courage of the early disciples. What was possible then is possible now. If we will seek the power and guidance of God.



MUSICAL LAUGHTER—Miss Margaret Truman, right, and her singing teacher, Helen Traubel, Metropolitan Opera, star, laugh heartily after a recent concert which Miss Truman gave in Washington, D. C. The President's daughter sang with the National Symphony Orchestra.

ACCENT IS ON STYLE IN 1950 CHRYSLER MODELS



The Chrysler 1950 New Yorker four-door sedan, with restyled longer rear fenders, more massive bumper, new radiator grille, better visibility from the larger rear window and powered by the 135-hp. Spitzer's engine.



Interior of the 1950 Chrysler New Yorker four-door sedan, showing the new area seat on the door, a waffle pattern in the door panel upholstery and the center arm rest in the rear seat.

Completely new and distinctive styling, producing added beauty inside and out, features the 1950 Chrysler line. Among the important improvements are a new grille, longer rear fenders carried to their full height almost to the rear of the car; a new and artistic grouping of tail light, stop-light and turn signal flush mounted in each rear fender, giving sleek, graceful rear end lines; a new rear window with 27 per cent more glass area; changes in the instrument panel; and larger brakes on the six-cylinder models. Nineteen body styles are offered in the Royal, Windsor, New Yorker, Saratoga and Crown Imperial series.

Newport Model Is New
There is a slight increase in exterior width, length and height. Interior dimensions remain unchanged, retaining the generous head room, leg room, chair-height seats and ease of entrance and exit that have proved so popular in the 1949 models.

An entirely new model, the Newport, has been introduced. This is known as a special club coupe, but in effect it is a hard top convertible with a chassis. It offers the sleek lines of a standard convertible, with the added safety provided by a fixed steel top. Chrysler's new self-energizing disk brakes are standard equipment on the Town and Country, Newport, as well as on the Crown Imperial models.

Appearance improvements begin at the front bumper, which is wider and more massive, and are carried through to the rear bumper. Different styling features have been incorporated in the six-cylinder models, so that they are readily distinguished from the other at first glance. Along the points of difference between the two lines are the parking lights, the lens of the molding on the front fender, the nameplate on the front of the radiator and the heel cover.

Standard Body Cars
Upholstery options have been increased and fine fabrics are offered. Fifteen standard body colors and five special colors are available. The new 12-inch diameter brakes adopted for the six-cylinder models have 15 per cent more contact area than the 11-inch type formerly used. The results in lighter braking, less pressure and greater safety.

Send the Want Ads

The Hereford Brand

Published Every Thursday
 Our Slogan: "More People - More Farms"
 Hereford, Deaf Smith County, Texas - Phone 30/
JAMES M. GILLENTE Publisher

Subscription Rates: \$2.50 per year, Zone 1; \$3.50 per year outside Zone 1. With the Sunday Brand, \$4.95 per year, Zone 1; \$6.15 per year outside Zone 1.

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

Cub Leaders Make Plans For Annual Observance Of Boy Scout Birthday

The regular business meeting of Cub Scout leaders was held at the home of Mr. and Mrs. Jason Luck Monday night. Cub commissioner John Hicks presided and announced plans for the annual Scout banquet scheduled for January 19 in Amarillo at the Herring Hotel. Plans were made for the observance of Boy Scout Birthday Week which will be February 6-12 inclusive in celebration of the 40th annual anniversary of Boy Scout work. The cubs will begin their celebration on February 8 at a pot-luck supper held at the hut for cubs, their parents and prospective members. On February 12 the cubs will attend some church in a group, and all during the Birthday Week handicraft done by the boys will be displayed in windows of local business houses. The next regular meeting will be held on January 23, in the Homer Brumley home. The regular February meeting will be combined with the pot-luck supper. Leaders attending were Mr. and Mrs. L. D. Breittling, Mr. and Mrs. Walter Seed, John Hicks, Lloyd Sharp, Clinton Jackson, Coy Patton, Mrs. Worth Covington, Mrs. Homer Brumley and the hosts.

Hints On Buying Household Items

There is plenty of household equipment, from washers and home freezers to hand irons, in many makes and models available to shoppers who are interested in such equipment. Price and appearance are likely to influence shoppers most in their choice, yet neither is a dependable guide to best values, says Mrs. Bernice Claytor, extension home management specialist of Texas A&M College. She says it is generally best to buy equipment made by a reliable manufacturer known for good products and one that will back up guarantees. Relying on the manufacturer is necessary for usually the parts that count most toward good lasting service generally cannot be examined. In choosing between models, she says the wise shopper will give special consideration to the "standard" models. The special models may cost more than they offer in convenience and service, she says. Look for essentials rather than style. Elaborate trim and fancy extras have sales appeal but going up the price, often without

making the equipment do its main job any better. She says always look for the Underwriters Laboratories (UL) seal to be sure the equipment is constructed for safe use. On gas equipment the AGA star shows that it meets standards of good construction, performance and safety.

A Clevelander was caught getting relief money from three different unemployment compensation rolls. For cashing in on his lack of work, the judge gave him the works.

The Katzenjammer Kids, Snuffy, Wimpy, and Jiggs join the March of Dimes

WEEKLY CROSSWORD PUZZLE

SCREEN STAR

HORIZONTAL

- 16 Pictured actress
- 12 Sleep
- 13 Reverses name
- 15 Storehouse
- 16 That one
- 17 Animal
- 18 Moccasin
- 19 Feminine name
- 20 Light knock
- 22 Put on
- 25 Pauses
- 27 Follow after
- 30 Within
- 31 Symbol for tantalum
- 32 Risk
- 33 Musteline mammal
- 38 Limbs
- 40 Poker stake
- 41 Bulgarian coin
- 43 Measure
- 46 Short sleep
- 49 Girl's name (var.)
- 52 Part of "be"
- 53 Fixed look
- 55 Oscine bird
- 57 Orlstena
- 59 Provokes
- 59 Encounters

VERTICAL

- 1 Greek letter
- 2 Excess of a calendar over a lunar month (pl.)
- 3 Spinning toy
- 4 African fly

Here's the Answer

OPEN FOR BUSINESS

We regret if we have inconvenienced anyone by our necessary closing for annual inventory, but we are now open again, and will appreciate your trade and friendship throughout the new year.

HEREFORD HARDWARE

We Give GUNN BROS. THRIFT STAMPS

HUNT'S PRUNE PLUMS

2 39

Bestyett PURE COMB HONEY

37

HILL'S BROS COFFEE

75

EVER Eat? NOT UNTIL YOU Serve FURR'S FOOD STORES

ARMOURS COLUMBIA BACON LB. **34**

Grain Fed, Baby Beef **ROUND STEAK** Lb. **75**

Chuck Grain Fed Beef **ROAST** Lb. **45**

Plenty of Meat **SPARE RIBS** Lb. **37**

PORK LOIN ROAST Lb. **39**

PURE PORK, Country Style **SAUSAGE** Lb. **34**

Longhorn Brand, All Meat **CHILI** Lb. **39**

Libby's Cut No. 2 Can WAX BEANS	23	APPLES 2 Lbs.	25
Libby's Cream-Style White Sweet Corn CORN 2 No. 303 Cans	37	Winesap and Fancy Delicious TANGERINES 2 Lbs.	25
Libby's Green No. 303 Can LIMA BEANS	29	ORANGES 5 Lb. bag	35
Libby's Sauer Kraut No. 2 1/2 cans	29	Texas GRAPEFRUIT Lb.	6
Libby's VIENNA SAUSAGE 2 Cans	35	Marsh Seedless PASCAL CELERY 10	10
Libby's All Varieties 9 cans BABY FOOD	23	Fresh and Crisp CABBAGE 5	5
Libby's PEARS 2 No. 303 Cans	45	Medium Size Heads BULK TURNIPS lb.	5
Heinz TOMATO SOUP 2 Tall Cans	31	POTATOES lb.	5
Heinz Tomato Juice 3 tall cans	31	No. 1 Idaho Russets POTATOES 3 lbs.	25
Heinz Vegetable Soup 2 Tall Cans	27	RED, No. 1 New	
Heinz Cooked MACARONI 9 1/2 oz. cans	37		
Heinz Cross Cut SWEET PICKLES Pint Bgt.	37		

FURR'S BAKERY TREATS

Oven Fresh-Iced With Thick Creamy Icing. Med. Size ea **50**

DEVILS FOOD CAKES Doz. **25**

Fresh-Brown And Serve **ROLLS** **25**

Serve Furr's Fresh **BUTTERMILK BREAD** loaf **15**

Large Fresh **HAMBURGER BUNS** Pkg. **10**

Furr's Fresh Delicious **COFFEE CAKES** Ea. **20**

Delicious With Cheese and Fresh Tomatoes **RYE BREAD** loaf **20**

1 1/2 LGE. PKG. SUPER SUDS 19

1 1/2 LGE. PKG. VEL 21

Armour's Cloverbloom **BUTTER** Solids lb. **61**

Armour's **LARD** 3 lb. ctn. **43**

Armour's **SHORTENING** 3 lb. ctn. **47**

WHY PAY MORE?

50c Milk of Magnesia **PHILLIPS** **33**

50c Tooth Paste **IPANA** **29**

75c Val. Shampoo **MODART** **37**

50c Val. Antiseptic **LISTERINE** **33**

American Beauty **Macaroni-Spaghetti** Lb. Pkg. **19c**

Giant Box **RINSO** **56**

Cleanser **BABO** 2 1/2 all cans **23**

Quaker white, 1 1/2 lb. box **CORN MEAL** **15**

Cut Rite, 125 ft. roll **WAX PAPER** **23**

Sweet-N-Fresh colo. lb. **OLEO** **39**

Purity **OATS** 3 lb. box **31**

Flour **PURASNOW** 5 lb. bag **47**

Kitner's TOMATOES 2 16 oz. cans	29	Chocolate Syrup 2 16 oz. can	29
Del-Monte SPINACH 2 No. 2 cans	29	Log Cabin SYRUP 12 oz. can	27
Del-Monte Cut GREEN BEANS No. 2 Can	27	Skinners RAISIN BRAN pkg.	15
Van Camps Pork & Beans 2 Tall Cans	27	Sun Harbor SARDINES No. 1 tall cans	23
Uncle William Pap-I-Hominy 3 Tall Cans	27	Cherry, Grape, & Apple Southern Charm Cherry Jam & JELLIES 2 6 oz. glass	21
Bama 12 oz. jar PEANUT BUTTER	37	Tilghman Wrapped, lrg. 26 oz. Can HERRING	37

Bleach CLOROX PT. 9c QT. 14c 1/2 Gal. 27c Gal. 49c	Shortening CRISCO 3 LB. CAN 83	Cleanser AJAX 2 TALL CANS 25	Regulat Size Cashmere Bouquet 3 FOR 25	Laundry Soap CRYSTAL WHITE 5 Giant Bars 35	Toilet Soap PALMOLIVE 3 Reg. Bars 23
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Hospital Notes

Patients discharged from hospital: Mrs. E. M. Sherrieb, surg.; Eddie Reinauer, med.; Thomas Perry, med.; William Wimberley, med.; Mrs. Ted Higgins, O. B.; Jack Stanton, T&A; Harold Morrison, T&A; S. O. Perkins, med.; Sandra Kay Bailey, med.; Mrs. Robert Kerchen, O.B.; W. L. Davis, med.; Lynn Poareh, med.; John Douglas Pitman, surg.; Dabney Williams, T & A.; Mattie Jo Williams, T&A; Frank E. Clark, med.; Billy Ray Gardner, med.; James Richard Roberts, med.; Gayle Rogers, med.; Mrs. E. M. Smith, surg.; C. C. Shitaker, med.; Mrs. R. R. Stewart, surg.; Mrs. V. D. Haney, O.B.; Beverly Roberts, med.; Mrs. Art Grimes, med.; Mrs. John Clahoun, med.; Vicki Lynn Schneider, med.; W. H. Russel.



FRIENDSHIP—Corky (left) and Gorgeous George sat, sleep and travel together. Show here in their private compartment, they were shipped by Railway Express when the owner, R. L. Osborne, moved his family from Lubbock to Corpus Christi. Seven and five months old, respectively, the pair was valued on the shipping tag at \$150. Osborne says that's not his selling price. (AP Photo)

med.; Mrs. E. H. Loerwald, O.B.; Mrs. Leo Hoffman, med.; Alma Ray, med.
Patients in Hospital: Mrs. Dora

L. Smith, surg.; Mrs. Fred Henry, med.; Mrs. T. H. Davidson, med.; L. H. Casey, surg.; Mrs. Ethie Lee PPool, med.; Mrs. Forrest Minton, surg.; Felipe Zapata, med.; W. M. Marcell, med.; Jake H. Carroll, ortho.; Tommy Majors, surg.; Mrs. Carl Oldham, surg.; Duane Griswold, med.; Mrs. A. J. Peters, O.B.; Mrs. R. V. Hale, O.B.; Harry McCauley, med.; Mrs. Bill Morton, med.; Larry Bruce Womble, med.; Mrs. Aubrey Jackson, O.B.; Wayne Edwards, med.; Sheila Jo Ealze, med.; F. A. May, med.; See Evelyn Northcutt, med.; Gary Paetzold, med.; Jimmy Hucker, med.; Mrs. Ida Ricketts, med.; Mrs. C. E. Lundry, O.B.; Connie Urbanczyk, med.

Born To: Mr. and Mrs. Gene Loerwald, a son, Ralph Kevin; Mr. and Mrs. V. D. Haney, a son, Willis Don; Mr. and Mrs. A. J. Peters, a son, David Aloysius; Mr. and Mrs. R. V. Hale, a son, Lon Leonard; Mr. and Mrs. Aubrey Owen Jackson, a daughter, Pamela Lee; Mr. and Mrs. C. E. Lundry, a daughter, Glenda Faye.

Chickens become fowls at the age of one year.

How To Relieve Bronchitis

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

CREOMULSION
for Coughs, Chest Colds, Bronchitis

ATTENTION

Residents of

WALCOTT SCHOOL DISTRICT NUMBER 6

There will be a called meeting to discuss location of a site for a new school building at 8 o'clock Thursday night, December 12, in the Walcott school.

HANDY "SUCCESS"

CALENDARS

ALL SIZES

Also

Save Time . . . Save Money . . . with

Standardized

Inventory Pads

These pads are produced by one of the large stationery manufacturers to save time not only in taking inventory . . . but in figuring extensions.

Pad of
100 Sheets

65c

at

THE HEREFORD BRAND

1950 STUDEBAKER'S
Really Rolling!

IT LEADS THE FIELD AGAIN
with the
"Next Look
in
Cars"

The
ANSWER
in
MOTORING
THRILLS



Motoring's "next ride" is here!

"Miracle Ride"

Come in and go for a drive!

Come in and go for a drive in America's most talked about car — the dramatically different 1950 Studebaker.

Come in and treat yourself to the unforgettable experience of the 1950 Studebaker's "Miracle Ride"—the grandest new thrill in all motoring. The Studebaker "next look" and the Studebaker "next ride" are selling the 1950 Studebaker faster than any car Studebaker ever introduced before.

Come in now and let this aerodynamic new 1950 Studebaker work its magic on you. You won't ever want to go back to ordinary motoring.

See
them
at . . .

JOHN WOOD

INC.

EAST FIRST STREET IN HEREFORD

FRIO NEWS

Community Changes Considerably As Residents Move In And Out

By MRS. OWEN ANDREWS. This community is changing up considerably, as several people are moving around. Mr. and Mrs. E. B. Berryman and daughters, Lamerias and Sue moved to their house in Hereford on Tuesday of last week. They are occupying two rooms of the house the rest of which is rented while they complete work on their new home, beside the rent

house. The new house is a modern five room home, and will not be completed for some time. Mr. and Mrs. H. E. Lindley moved into the house vacated by the Berrymans, the latter part of the week and are about settled. The Warricks own the place. The Lindleys recently sold their place to Mr. and Mrs. Marley, son and daughter, of Sweetwater, Oklahoma, near Erick.

The Markleys expect to move in the next few days. Mr. and Mrs. D. E. Chisholm and children, Janet and Danny, will move to the Fullwood Apartments, in Hereford, the first of next week. They recently sold their place to Mr. and Mrs. C. N. McClure. When school is out they expect to move to Pierre, South Dakota, near their ranch. The McClures expect to move as soon as the Chisholms have vacated. Mr. and Mrs. Sam Lindley and Wesley will move into the house the McClures will vacate on the Warrick place. The Sam Lindleys have been living on the former H. E. Lindley

place. Mr. and Mrs. Jim Brooks moved last week to the place which they recently purchased from T. L. Sparkman, Jr. They have been living in the Easter community. Mr. and Mrs. David Yandell and Rose Marie will move, before the 15th, to a farm near Tahoka, from their present home on the Olinj Parris place. Mr. and Mrs. Luther Dowdy and sons who have spent the past two years in Oklahoma, after living in this community a year, are again living on the Plains, moving to a farm in the vicinity of Tulla last week. Mr. and Mrs. Herbert Schmidt and sons moved to one of the McGee farms last week from the White place where they have lived the past year. Mr. and Mrs. Earl Lowery and sons will move to the Lowery place, in the Easter community in a few days. Mrs. Lowery's parents and nephew will also live with them. The house now occupied by these families is located near the one the W. C. Lowerys occupy and Mr. and Mrs. Bill Dickson and sons, now of Hereford, will move there as soon as it is vacated. Bill and Mrs. W. C. Lowery, next year. Mr. and Mrs. Jack Johnson and Ronnie moved Monday to Hereford from the new house on the H. F. Benson farm. They are in one of the Stanfield Apartments.

Mr. and Mrs. Lee Johnson of Andrews were visiting her mother, Mrs. H. M. Mobley and family during the week end. The Johnsons are expected to move to some point on the Oklahoma-Texas line next week. He is being moved by the company by whom he is employed, and doesn't know exactly where he will be located, yet. A wedding of considerable interest to this community took place last Tuesday evening at Clovis, N.M., when Miss Bettie Godman and J. B. Thompson were quietly married in a service held at the Baptist Church there. Rev. Maddox, pastor, officiated. The couple was attended by the groom's sister, Mrs. Bill Starry and Mr. Starry. A more complete account of the wedding will appear in the Sunday Brand of next week, according to present arrangements. Miss Godman has been a guest, for several days, in the Starry home. She comes from Oklahoma and is being welcomed to the community by everyone. J. B. has been living in this community for about four years, since he came home from the army. They are at home in an apartment at 401 North Lawton, in Hereford. J. B. is Sunday School superintendent.

Mr. and Mrs. W. H. Thompson and family were entertained at dinner on Monday at the J. B. Thompson home in Hereford. Wade Thompson was a guest, just before he boarded the bus for his return to school at Lubbock. Mr. and Mrs. Leon Roberts and Patricia Ann of Wellington, were guests of Mrs. Roberts' parents, the J. H. Simpsons, brothers, J. C. and Robert Simpson and families and her sister, Mrs. Sam Lindley and family. The H. E. Lindleys and Sam Lindleys were in Wellington during Christmas as guests in the home of H. E. Lindley's brother, Dick Lindley. All the Lindley families were present for the first family reunion since their father's death. A sister, Mrs. Claud Price, of Quan, Ark., visited the Lindleys here a few days after the reunion. Mr. and Mrs. J. E. Warrick, J. E. Jr. and Buck Berryman went to Wellington Saturday on business and to visit relatives during the week end. Mr. and Mrs. D. Robbins and family, Mr. and Mrs. Frank Robbins and Carol, Mr. and Mrs. E. H. Little and Peggy were guests in the home of Mrs. Rhea Robbins, at Canyon on Sunday.

Mrs. Robbins daughter, Mrs. L. H. Hathaway and children of Belin, N.M. have been visiting here during the past week. On Wednesday the Hathaways and Mrs. Robbins were here and were dinner guests in the H. D. Robbins home. Visitors in the Frank Robbins home on Monday night were Mrs. Robbins parents, the Fred Moremans and her sister, Mrs. Orville Edwards, Mr. Edwards and family and an uncle, Scansell Scott, Mrs. Scott and Beth of Lubbock. Mr. and Mrs. W. H. Andrews and family visited the A. H. Browns Sunday afternoon. Mrs. A. D. Johnson was ill during the week end. Miss Nellie Jo Simpson spent from Sunday until Thursday at Wellington visiting her grandparents, the Roberts and other relatives. Mr. and Mrs. Robert Simpson and Nellie Jo spent the Christmas holidays at Dumas with Mrs. Simpson's sister, Mrs. Floyd Hudson and family. Guests last week in the Simpson home were Mrs. Simpson's brother, C. W. Roberts and family of McFarland, California. Mr. and Mrs. Forrest Lee Fisher, and daughter, of Amarillo, were visitors in the home of his uncle, W. H. Thompson and family. The club meeting to be on Jan. 12 will be in the home of Mrs. Owen Andrews instead of with Mrs. Dayton Chisholm since the Chisholms will be moving. All members are urged to attend so that the year's work can be planned and meeting dates with hostesses can be arranged. Mr. and Mrs. A. B. Glenn had their daughter, Mrs. Mac Nix and family visiting them during Christmas. Mr. and Mrs. S. J. Glenn and daughter were new members at Sunday School Sunday. There were 89 present, although several of the regular members were away. A cordial invitation is extended to all who will, to start attending Sunday School, as good beginning of a new year. Mr. and Mrs. L. A. Leeth and Sandra of Dimmitt, were guests in the home of the Shannons on Sunday afternoon. Dinner guests in the T. L. Sparkman Sr. home Sunday were their children, the Sparkmans, Jr., and Owen Andrews family, Mr. and Mrs. J. E. Andrews and Miss Alma Rev. and Mrs. R. L. Shannon and Miss Lavada Shannon, Miss Rose Marie Yandell was an afternoon visitor and a guest on Sunday night in the home of Veradelle and Frances Andrews. Mr. and Mrs. Clarence Smith and children spent Saturday night and Sunday in the home of her parents, the W. C. Lowerys. The Coles had their children, the Thurman and Floyd Cole families and the Shearharts,

with them on Sunday. Those relatives who were here for Christmas in the W. A. Springer home for a family gathering were Mr. and Mrs. W. H. Steele, Mr. and Mrs. John Lee Frances and son, Mr. and Mrs. Alton Steele, Kay and Jim Ed, Mr. and Mrs. J. R. Steele and children, all of Silverton, Mr. Joe Steele, a cousin of Amarillo, Mr. and Mrs. Elbert Summers and children and Mr. and Mrs. George A. Springer. The Messrs. Steele and Mrs. W. A. Springer brothers and Mrs. Frances, her sister. Mr. and Mrs. W. A. Springer spent Thursday in Kress visiting the homes of his brothers, F. J. and D. M. Springer. Mr. and Mrs. Jack Summers of Dimmitt were Sunday visitors in the W. A. Springer home. Mrs. O. G. Hill Jr. and daughter Charlotte have come to El Paso. They were accompanied by her parents, Mr. and Mrs. Sam Patton of Lubbock and Mr. and Mrs. Tom Hilburn of Littlefield. They were called to the bedside of Mr. Patton's mother who is ill at her home in El Paso. Mr. and Mrs. B. A. Reddell of Mobile, Ala., Mr. and Mrs. Jack Dodson of Perryton and Mrs. Dexter Fincher of Tulla have returned to their homes after visiting in the home of Mr. and Mrs. George Suggs for a week during the holidays. Mrs. Fincher is Mrs. Suggs' mother and Mesdames Reddell and Dodson are her sisters. Sardines are packed closely in a can because the fish are cheaper than the olive oil in which they are packed.

FOR THREE YEARS PAST...

World's Largest Selling Station Wagon

Because

- FIRST station wagons with all-steel body and top—safer, longer lasting, easier to maintain.
FIRST passenger-and-utility vehicle ever offered with choice of the conventional 2-wheel-drive model or the new 4-Wheel-Drive Willys Station Wagon!
FIRST utility car planned in every detail as a dual-purpose vehicle—seats removable to provide up to 120 cu. ft. of load space... seats and interior washable... wide, strong tailgate.
FIRST station wagon of such low weight... with overdrive at no extra cost on 2-wheel-drive models.



NOW—3 GREAT WILLYS STATION WAGONS
—2-Wheel-Drive with 4-Cylinder Engine
—2-Wheel-Drive with 6-Cylinder Engine
—4-Wheel-Drive with 4-Cylinder Engine
*Overdrive included at no extra cost—



WILLYS Station Wagon

Bought by more people during the past three years than any other make!
ROBERSON MOTOR COMPANY
144 WEST FIRST HEREFORD

Yes, I am a Small Business Man

but my business looks mighty BIG to me, and it looks big to my bank, the First National Bank, judging from the consideration I receive."

Business men — professional men — farmers — there is no such thing as a "small" business man to us. Through service we profit by helping you to increase your profits.



JOHN McLEAN

this question:

All winter long we've been enjoying the warmth of our fireplace but last night "sump'n happened". The smoke all backed up and you should see our mantel and walls! Will our Fire Insurance policy cover these things!

In any insurance problem consult...

John McLean Agency
Phone 181 or 278
Hereford, Texas

The First National Bank OF HEREFORD

Member: Federal Reserve System Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers

40 years



PENNEY'S NATION-WIDE SHEETS

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-Wide!
81" x 99" SIZE \$1.77
81" x 108" \$1.77

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!

NATION-WIDE PILLOW CASES, 42" x 36" 37c

NEVER BUT NEVER

BEFORE AT THIS LOW PRICE!
51 GAUGE—15 DENIER
Gaymode* NYLONS

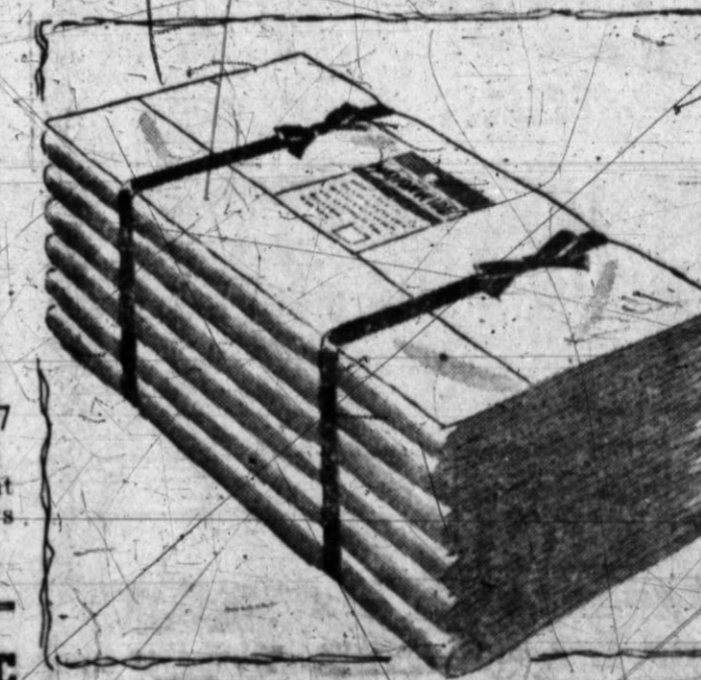
NOW only 98c

NOT seconds or irregulars, but first quality perfect luxury sheers! NOT last year's colors, but brand new 1950 just-named shades! NOW! Penney's famous Gaymode nylons at this never-before-low price! NOW! while your budget's slim and your stocking wardrobe slimmer! Come—quick! 1 1/2-10 1/2

AT PENNEY'S

Interesting dobby 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 sligovers. Another January feature! 48" wide.

THE STORE THAT THRIFT BUILT



80 SQUARE PERCALES YD. 28c

Buy, buy and save, save, save! We've bolt after bolt of checks, prints, patterns in most every size and color possible—plus lots of solids! 36". All first quality, full bolts.

TERRY TOWELS IN DECORATOR COLORS At Prices that Cut Down Budget Worries!

20" x 40" BATH TOWEL 44c

15" x 25" HAND TOWELS 25c

12" x 12" WASH CLOTHS 2 FOR 25c

Save Now

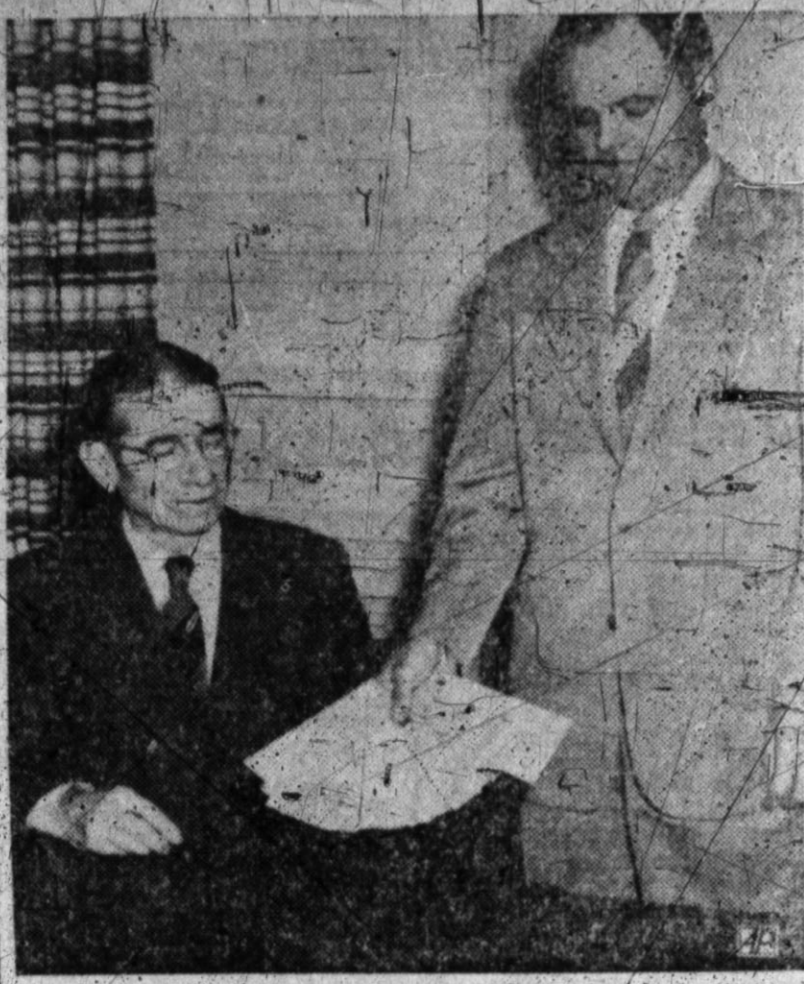
PRINTED CRETONNES 63c yd.

More And Better Planning Needed

Farmers and farm families are faced with a challenge that can be met most successfully through planning and efficient production. The level of farm prices is edging downward and acreage allotments are being made and these conditions will make necessary changes in farm operations. Farm living standards have improved during the last 10 years and good management will be necessary to maintain them, says C. H. Bates, extension farm management specialist of Texas A&M College.

He reports that county extension agents are assisting farm families in setting up plans for further improvement of farm production practices and suggests that the following management phases of crop production be considered when you start on your future plans.

Select and use the highest yielding adaptable crop varieties and don't forget the new corn hybrids. The most productive parts of the farm should be planted to cash crops. If you are in an area of the state where commercial fertilizers can be successfully used, get your fertilizers early and apply them generously, says Bates. Use the best known cultural practices and these should include soil-building and moisture conserving measures. Be on the alert for



THE LAST OF \$8 MILLION—L. Roy Prescott of the Production Credit Corporation of Houston (standing) shows 21 checks totaling \$105,000 to Dr. Virgil P. Lee, president of the corporation. The money is being returned to the U. S. Treasury as the last installment of \$8 million advanced to 36 Texas production associations in 1933-34. Texas is the first district to repay the loan. The Texas Associations are owned by 33,000 farmers and ranchers and will assume tax liability, paying an estimated one quarter million dollars in taxes annually. (AP Photo)

Insects and disease hazards and if they show up use control measures for control pay-offs in greater production and better quality in the crops. Then store or market your produce to get the highest market prices

generally quality merchandise faces the least competition. Bates says another item you'll not want to overlook is to do the necessary work at the time when it will be most beneficial and time-saving. The use of proper

sized tractors and equipment with well trained operators may eliminate costly hand labor by permitting early cultivation of crops.

Finally, he says the use of good business methods in farming areas essential to the farmer as they are to a modern factory operation. Competition will weed out the inefficient producer. Farm records, he points out, are an aid to better farm planning for they are the eyes and ears of your farming business and can help you make the kind of plans that will increase farm profits and maintain the present high standards of living.

Health Hazards Great In Winter

Seasonal health hazards for young children are to be guarded against in the wintertime just as carefully as they are in the summertime in the opinion of Dr. George W. Cox, S. T. A. T. Health Officer.

"Every mother is familiar with so-called summer complaints which affect small children but certain winter diseases may be just as harmful and are just as likely to make their appearance unless proper precautions are used," Dr. Cox said.

In the group of winter diseases Dr. Cox included influenza, tonsillitis, pneumonia, bronchitis, asthma, and even diphtheria when a child has not been immunized. Any such disease affecting a child's respiratory or breathing system is apt to be very serious and only too often fatal. Pneumonia often develops from a neglected cold or may follow a severe case of measles or whooping cough. Bronchitis condition may also prove to be an after effect of these diseases and these respiratory ailments are much more difficult to combat successfully than the digestive ailments which are prevalent in the summertime and known as summer complaints.

"These winter diseases are especially dangerous to babies and very young children," Dr. Cox stated. "Nearly all of them are spread from the secretions of the nose and mouth. Children not in vigorous health are naturally more susceptible to these complaints and the first line of defense against them is to strengthen the child's power of resistance against disease," Dr. Cox advised. "The second step is to keep them under medical supervision and the third is to make sure that they avoid contact with those who have coughs, colds, or fevers."

GRUNTS AND GROANS

Lopez Bests Fenion Saturday Night In Wild Jui Jitsu Jacket Match

By BOB HAMILTON

The crowd went wild last Saturday night when Rod Fenion and George Lopez introduced a new kind of wrestling in Hereford. Jui Jitsu Jacket Match is the formal title of it.

The rules of this style of wrestling are that the contestants wear a robe which look like a shirt with a belt, and anything goes but gouging the eyes. That means that you can do anything you think your big enough to do but punch your opponent's eyes with your fingers.

The wrestlers went into the ring with the understanding that they would wrestle one fall in regular style and one Jui Jitsu. The winner of the fall with the shortest time had his choice of the style in the third fall.

The first fall, regular rules, was won by Fenion with twisting arm hold, in 14 minutes. Lopez won the second fall with a strangle hold, which was perfectly legal, in nine minutes.

Just before the third fall was over, Fenion took Lopez's belt off and started to strangle him with it. With a couple of quick jabs in Fenion's ribs, Lopez took his belt away from Fenion and wrapped it around Fenion's neck. The courage of Mr. Fenion failed him in a hurry. Lopez won the match.

In the second main event, Jack Pappenheim and Gene

Blakely fought to a one hour time limit. This is the second time this has happened in Hereford. About thirty seconds before the hour was up, Blakely and Pappenheim started throwing each other around the ring like mad.

Blakely came out of this match with a slight welt over his right eye.

STRICTLY FRESH

MORE and more butchers are working in the back room now that customers prefer pre-packaged meats. This way, customers are spared their cutting remarks.

Some folks say the "Welfare



State" would mean farewell to democracy.

A new bride went to a house-furnishings store and asked the clerk for a toast-scaper.



FOX NOT SO FOXY—This fox apparently hanged himself in reverse. Uncle Remus once said, "ole brer fox done clumb a tree and hung himself with his tail." Folks around Winters, Texas, wonder if that happened to this fox. Homer Bailey found the fox hanging by his tail from a mesquite tree on his farm. The fox's tail was twisted and knotted in the fork of the tree. (AP Photo)

BIG WEEK OF GOLF

Fifty-seven golfers toured the golf course on New Year's Day under balmy skies. Twenty-six came back under pretty skies but facing a stiff breeze to play on Monday to make it the biggest week end in several months, according to Jim Terry, club pro. Terry entered the Eskimo Open tournament in Amarillo Monday but couldn't get into the swing of it against the wind and placed out of the money.

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS. DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or It Will Cost You Nothing. Over three million bottles of the WILLARD Treatment have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Bloatingness, etc., due to Excess Acid. Sold on 15 days' trial Ask for "Willard's Message" which fully explains this treatment—Free—at 7-

HAILE DRUG CITY DRUG STORE CLOSE DRUG STORE

1901 1949

E. B. Black Co.

FURNITURE

BABY'S COLD VICKS

Now...to relieve distress without dosing, rub on... VAPORUB

CLOSE Rexall DRUGS

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

Rexall BUDGET SAVINGS DAYS

... Savings for you throughout our store on quality REXALL merchandise

- 1.25 Creomulsion 98c
- Colgates Tooth Paste Economy Size 59c
- 75c Bayers Aspirin 59c
- Mi-31 Antiseptic (Pint) 69c
- 60c Alka-Selizer 39c
- 50c Jergens Lotion 29c
- 60c Syrup Pepsin 49c
- 50c J & J Baby Lotion 39c

SILQUE HAND LOTION

For hands that are Silque-y smooth. 6 oz., On Sale 49c

Cascade Bordered Stationery

75c Value 39c

Everybody goes to Rexall for PRESCRIPTIONS

We are well equipped to fill any Doctors Prescription — Bring your Prescription to Rexall Drug Store.

SPECIALS FOR BUDGET-WISE SHOPPERS

- Roxbury Fountain Syringe Red, 2-oz. capacity 98c
- Vick's Vaporub Relieves cold miseries, 1 1/2 oz. (13c size) 33c
- Nasal Spray with Ephedrine 1/2 oz., Reg. 29c 23c
- Mead's Dextri-Maltose With Vitamin B, 16 oz. (75c size) 67c
- Saccharin Tablets 1/4 grain; 100's 30c value 21c
- IMDRIN For Rheumatism or Gout Relief 2.89

Have you heard our REXALL RADIO SHOW starring PHIL HARRIS & ALICE FAYE? Tune in NBC Sunday!



SWISS PRESIDENT — Dr. Max E. Petitpierre has been elected to succeed Ernst Nobs at the head of the Swiss Confederation. The new president, pictured in his office in Bern, has the formal status of prime minister and his period of office is one year. Dr. Petitpierre is a member of the Radical-Democratic Party.

STRICTLY FRESH

RUSSIA is reported to be building a ~~thousand~~ submarines. Maybe it's about time we start worrying about the Red underground and started worrying about the Reds underwater.

In cities where the water shortage is really bad, cleanliness is no longer next to Godliness; it's next to impossible.



Can You Make Gasoline From WATER? SEE

FREE FOR ALL

ROBERT CUMMINGS AND PHYLLIS FERGUSON KILBRIDE

YOU BE THE JUDGE!

COMPARE OUR LOW PRICES!

- PEAS, Mission, No. 2 cans 2 for 25c
- SALMON, Chum Tall Can 39c
- PICKLES, Sour Diamond, Full Qt. 23c
- CATSUP, Del Monte 14 oz. bottle 19c
- Pineapple, D. M., Sliced or Crushed, flat can 13c
- Pork & Beans, Kimbell's, No. 303 can 2 for 19c
- TOMATOES, Diamond, No. 2 can 2 for 25c
- SARDINES, Custom House, Flat can 2 for 21c
- Tomato Juice, Magic Garden, 46 oz. can 23c
- Syrup, Penant, Golden or white, 1 1/2 lb. bot. 17c
- COFFEE, White Swan 1 lb. 69c
- CORN, Stokley's No. 303 can 21c
- Whole Kernel Golden
- FLOUR, Gold Crown, 25 lb. bag \$1.63
- FACIAL TISSUE, Test Mark, 200 count 11c
- Post Toasties, Corn Flakes, 18 oz. pkg. 24c

- LETTUCE**
- Crisp, Large Heads EA. 10c
- TOMATOES**
- Pick O' Morn Pkg. 23c
- POTATOES**
- Idaho Russets, Mesh Bags 10 LBS. 47c
- ORANGES**
- Calif. Navel, Sunkist LB. 9c
- CORN**
- New Crop, Texas White 3 EARS 21c
- Cauliflower**
- HEAD 27c

MEAT

- SLICED BACON, Pinkney Gold Crown lb. 38c
- PORK SAUSAGE, Country Style lb. 26c
- BEEF ROAST, Fancy Chuck lb. 49c
- PORK ROAST, Lean lb. 35c

CITY FOOD STORES

No. 1 at Second and Main, Phone 15
No. 2 on East First, Phone 430

Hail the Littlefield Wildcats and their COACHES

1949 CLASS A FOOTBALL CHAMPIONS OF TEXAS (DEFEATED MEXIA'S BLACK CATS IN THE FINALS, 13-0)



Whitefaces Look To This Fall With Ten Lettermen On Roster

Unless something unexpected like a good Junior High player should transfer into Hereford High School Coach Dalton Criswell will issue equipment next fall to 10 lettermen from the 1949 squad and to a host of boys up from last year's B squad and maybe some from the Junior High team.

Calves Win 39-23 From Friona Five

The B squad Calves held a slim half-time three point lead against the Friona B squad Tuesday night in Hereford but came back to rack up a 39-23 win with Shirley exploding for seven field goals in the second half to lead the scoring.

The Calves scored seven points in the first quarter while holding Friona to two. High scorer for Friona was Mruer who got eight points the hard way with field goals. Mathirs got nine points for Hereford to become the second high scorer for both teams.

Player	FG	FT	F	TP
Graham	2	0	1	4
Thompson	2	0	2	4
Feed	0	1	2	1
Mathirs	4	1	5	9
Walker	1	0	2	2
Shirley	9	1	3	19

18-3 15 39

Player	FG	FT	F	TP
Jordea	0	0	0	0
Allen	0	1	1	1
Cleveland	2	0	1	4
Mruer	4	0	1	8
Cobb	0	0	0	0
Vezey	2	1	4	5
Blackburn	2	1	1	5

10 3 8 23

well will issue equipment next fall to 10 lettermen from the 1949 squad and to a host of boys up from last year's B squad and maybe some from the Junior High team.

Although a transfer like when John Matlock moved into Dalhart last year would be welcome, he would probably be appreciated more if he could step into the shoes of anyone of six first string linemen: Bill Kelly, Harold Morton, Jack Stanton, Bill Engman and Dwayne Walker give the Whiteface backfield a lot more experience at this time in 1950 than prospects showed in January, 1949. However, you don't lose your ends, tackles, centers and two All-District players without feeling the loss, and that's the situation in the fieldhouse at Whiteface Memorial Field today.

Leonard Walterscheid, N. F. Witherpoon, Alton Brock, Kenneth Brock and Duane Janssen will provide the nucleus-around which Coach Criswell and Assistants Stark and Mayes will try to build a line to match the 1949 line that stood out as the finest in District 1-A from end

Practice next fall must be on ground owned by the School District which practically nullifies chances of the Whiteface squad getting in a week of pre-season training camp as they did last fall.

The Whiteface "T" will start changing on Sept. 8 at McLean and run through five non-conference games and then the final five District battles ending up at Dumas. McLean is away again next year in order to balance out the schedule with five at home and five on the road, according to Coach Criswell. They will trade out eventually.

With the announcement of the following schedule all that is left to do between now and next August is to secure the officials for home games.

- McLean—Sept. 8, T.
- Tulla—Sept. 13, H.
- Levelland—Sept. 22, T.
- Friona—Sept. 29, H.
- Muleshoe—Oct. 6, T.
- October 13—Open.
- Perryton—Oct. 20, H.
- Dalhart—Oct. 27, T.
- Canyon—Nov. 3, H.
- Phillips—Nov. 10, H.
- Dumas—Nov. 17, T.

The Hereford Brand

Thursday, January 5, 1950

Section Two

SPORTS

Whiteface Five Downs Friona 44-35 Start Dalhart Tournament Thursday

The Hereford Whitefaces established themselves in the first quarter with a 10 point lead and went on to flail Friona, 44-35, Tuesday night.

Led by Morton and Kelly, the Hereford was successful in their first contest of 1950 and the sixth of the season against three losses. They had thumped Friona once before, December 8, in Friona to the tune of 43-39.

Morton earned seven field goals and two free throws to lead the scoring for both teams with 16 points. He was hottest in the third quarter, notching seven points.

Kelly made six field goals and two free throws for 14 points which was the second highest scoring for both teams.

McBroom got six points and Hopson got four.

Box score:

Hereford (44)				
Player	FG	FT	F	TP
Hopson	2	0	0	4
Morton	7	2	5	16
Kelly	6	2	3	14
Houston	0	2	0	2
McBroom	3	0	1	6
Brock	0	0	0	0
Kerr	1	0	0	2
Alston	1	0	0	0
	19	6	12	44

Friona (35)				
Player	FG	FT	F	TP
Massey	4	2	4	10
Barnett	0	0	2	0
Robbins	0	0	1	0
Weiss	5	2	2	12
Miller	0	0	0	0
Houlette	0	0	0	0
Lacwell	4	5	2	13
Robeson	0	0	0	0
	13	9	11	35

Second Guess

By JERRY STOLTZ

Bowl games are a thing of the past and as far as football is concerned you might as well look towards the 1950 season. But before it gets too far gone a word or two about the post season classics.

Several including Mr. and Mrs. Ben Childers, Bill Nunn, David Phillips, Earl Phillips, Lee Kent, Bill Davis, Jr., and Wayne Phillips attended the Cotton Bowl game. Mr. and Mrs. Orpha Clik and son Jesse went to the Rose Bowl. Almost everyone else tried to listen to the radio when possible.

The sheriff's department had

a hard time keeping up with the games on account of the district court session.

Consensus of opinion from those who were in the stadium is that North Carolina was an outclassed ball club Monday afternoon. However, everyone said it was a good game and that they enjoyed watching it. They didn't think the Tarheels would have scored if Rice had chosen to play it that way.

Wayne Phillips says it looked like Rice had an overall balance of power and that although Justice and Hayes looked good, they couldn't have scored if Rice hadn't cleaned the bench to let everyone play. He also thought they could have scored more if they had wanted to.

Rice is the principal food for one-third of the world.

Survey Says College Costs Texans Less

Texans studying at Texas Tech spend \$177 less for a year's college work than the average American student, a recent survey of the New York Times has revealed.

The New York newspaper poll, showed that national average expenses for college tuition, board and room are \$756 per school year. Total expenses at Tech are \$579 per school year, conducted by Dr. Benjamin Fine, and include housing in the recently constructed dormitories on the Lubbock campus.

The nation-wide survey was made through reports from 630 American colleges and universities, the Times reported.

When it's summer in California it's also summer in China.

Norwegian miles are seven times as long as the American mile.

Clifford H. Holland engineered the Holland tunnel.

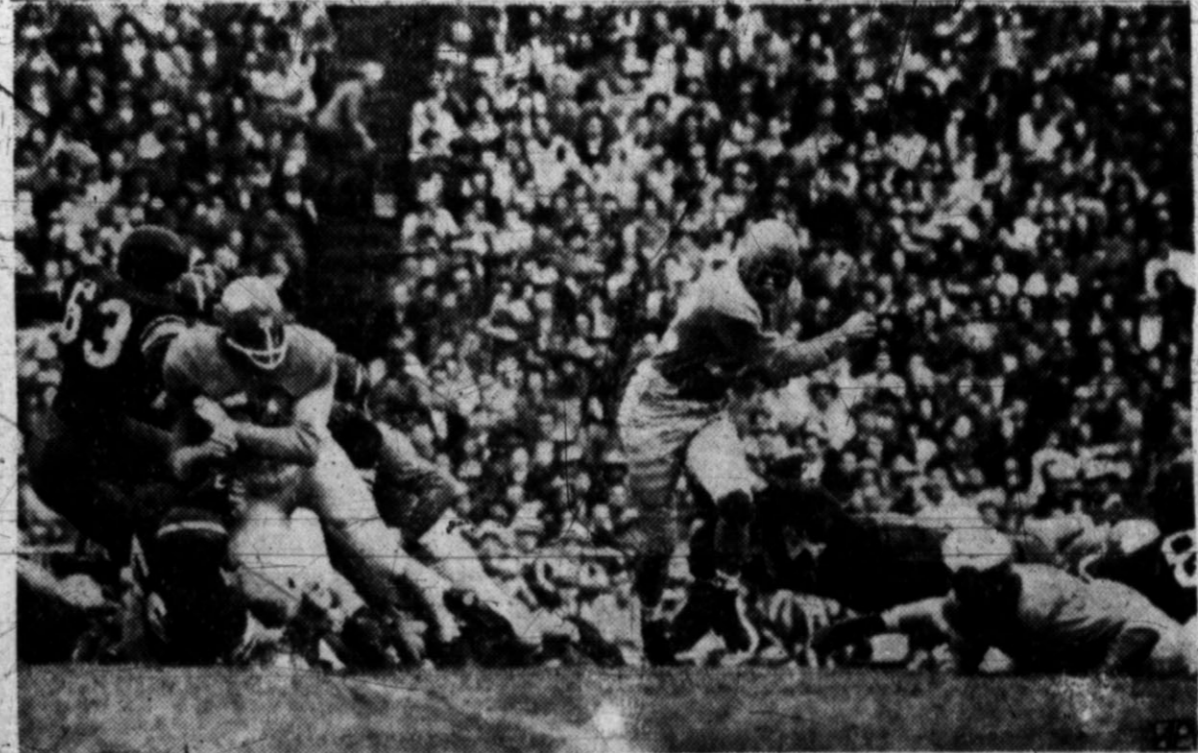
Benjamin Franklin was the 15th in a family of 17 children.

No animal or plant life can live in the Dead Sea because of the high percentage of salt.

The entrance to the Amazon River is about 200 miles wide.

Milk for human consumption is obtained from the cow, goat, reindeer, yak, zebu, buffalo, camel, llama and sheep.

Holes in Swiss cheese are formed by gases that result from fermentation.



JUSTICE AROUND END FOR FOUR YARDS—North Carolina's All-America halfback, Charlie Justice (22) is shown starting off on a sweep around left end for four yards in the first quarter of the Cotton Bowl game at Dallas, Texas, Jan. 2. R. L. McDonald (54), Tar Heel left guard, is blocking Delwood Lee, Rice guard. Paul Gloski (74), Rice right tackle, is shown falling behind Justice after he missed the tackle. (AP Wirephoto)

Rassle Royal Slated Saturday Night Here

A five-man Rassle Royal will separate one boy from the rest of the men at the Bull Barn Saturday night.

Pat O'Dowdy, Rod Fenton, Pierre LaBell, Gus Johnson and George Lopez will all enter the ring at once and start the battling.

The first man out of the ring will be eliminated for the rest of the evening.

The next two men will be pitted against each other in the semi-final match of the best two out of three falls, 45 minute time limit. The next two men will battle each other in the one-hour time limit main event of the best two out of three falls.

Guy Lawrence said that Hereford is getting some of the best wrestling talent in the United States with interest mounting every week.

Watermelons are white inside until they are cut and air oxidizes the meat, turning it red.

YOU ARE CORDIALLY INVITED TO THE FORMAL OPENING OF THE EDWARDS PHARMACY

Same Folks... Same Skilled Prescription Service

BUT...

New Location and New Building Devoted Exclusively to our Prescription Service Modern in Every Respect

This pharmacy is NOT replacing the prescription service at the City Drug, but is a NEW SERVICE and new location established for your convenience. You still can get your prescriptions filled at the City Drug Store by the same experienced personnel, if you prefer.



EDWARD'S PHARMACY

331 MILES JUST SOUTH OF THE HEREFORD CLINIC

FRIDAY

2 P.M. 'til 8 P.M.

Rather than the previously announced Saturday Date

FREE

CARNATIONS FOR THE LADIES

BALLOONS FOR THE KIDDIES

COKES FOR EVERYONE

LEGAL NOTICE

TO ALL OWNING OR CLAIMING ANY PROPERTY ABUTTING UPON THE HERINAFTER MENTIONED PORTION OF K STREET AND SUNDRY OTHER STREETS, ALLEYS AND AVENUES IN THE CITY OF HEREFORD, TEXAS, AND TO ALL OWNING OR CLAIMING ANY INTEREST IN SUCH PROPERTY.

the cost of the such improvements, and the City of Hereford to pay 1/10 thereof. Estimates of the cost of such improvements for each portion of said streets and avenues have been prepared and approved, and are on file with the City Clerk of the City of Hereford, Texas.

On "J" AVENUE from the N.P.L. of Park Avenue to the S.P.L. of Grand Avenue, known and designated as Unit or District No. 3: the estimated cost of the improvements is \$5,269.92; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,175.68.

On "K" AVENUE from the existing pavement on First Street to the S.P.L. of Park Avenue, known and designated as Unit or District No. 8: The estimated cost of the improvements is \$5,623.60; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,276.74.

On "L" AVENUE from the existing pavement on First Street to the S.P.L. of Park Avenue, known and designated as Unit or District No. 9: The estimated cost of the improvements is \$3,949.55; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,217.34.

On "M" AVENUE from the N.P.L. of Park Avenue to the S.P.L. of Mable Avenue, known and designated as Unit or District No. 10: the estimated cost of the improvements is \$3,129.86; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,240.91.

On "N" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 11: the estimated cost of the improvements is \$3,386.73; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,313.92.

On "O" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 12: the estimated cost of the improvements is \$1,443.50; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,249.18.

666 GIVES FAST RELIEF when COLD MISERIES STRIKE LIQUID OR TABLETS

On "P" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 13: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "Q" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 14: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "R" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 15: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "S" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 16: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "T" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 17: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "U" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 18: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "V" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 19: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

ATTENTION Residents of WALCOTT SCHOOL DISTRICT NUMBER 6 There will be a called meeting to discuss location of a site for a new school building at 8 o'clock Thursday night, December 12, in the Walcott school.

On "W" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 20: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "X" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 21: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "Y" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 22: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "Z" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 23: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

On "AA" AVENUE from the N.P.L. of Grand Avenue to the N.P.L. of Forrest Avenue, known and designated as Unit or District No. 24: the estimated cost of the improvements is \$1,146.17; the estimated amount per front foot to be assessed against abutting property and the owners thereof for improvements, exclusive of curb and gutter, is \$1,191.44.

No wonder they're calling them "TOP CHOICE FOR 'FIFTY'" They're greater in power—higher in compression—standout in styling—dreams to drive—and now there's a Buick beauty for 1950 to fit practically any budget. COGDELL MOTOR COMPANY

STREET MAP OF HEREFORD, TEXAS BUSINESS and PROFESSIONAL DIRECTORY When in need of Prompt, Dependable Service... use this Directory. THIS SPACE FOR SALE Gililand Funeral Home. T. J. CARTER Realty Company. FIREPROOF FLOOR & WALL SAFES. MOORE'S are. Florence's Cafe. TRIPLE E CAFE. MOORE'S GROCERIES. FOR SALE THIS SPACE. McRight & Smith Garage. ACME CLEANERS. Hereford Wrecking Co.

Church Notes

Dedication services will be held at the Avenue Baptist Church, Sunday afternoon, January 8 at 2:30. The church will dedicate their new auditorium which has just been completed. Before late in the fall, the new auditorium will provide seating room for about 350 people, including 130 seats for the choir.

In addition to the auditorium proper, a baptistry and eight additional Sunday School rooms have been added. Two of these are at the front of the new au-

ditorium and six by partitioning across the north side of the original building.

The Avenue Baptist Church has its beginning as a Mission Sunday School of the First Baptist Church and was organized in October of 1945 with 50 charter members. They met in the two-story frame house now used for Sunday School classrooms. In February of 1946, the original auditorium was completed and in October of the same year the Mission became an independent

church, adopting the name of Avenue Baptist Church.

The church built the new pastor's home in 1948. Soon they began planning for the new auditorium which is not completed. With faith in the future growth of Hereford and advancement of the Kingdom of Christ, the church has already laid the foundation for additional Sunday School Room to be built to the east of the old auditorium.

The public is cordially invited to attend the dedication service Sunday and to inspect the new plant completed for those who desire to worship Avenue Baptist Church. The church has 225 members with 286 enrolled in Sunday School.



"SUCKER-TREE" — This "propagator" carries a bamboo stick which holds the Caribbean version of a lollipop on the grounds of Haiti's Bicentennial Exposition. Fifty thousand persons from the island, the U. S. and South America took part in show commemorating the 200th anniversary of the founding of Haiti's capital, Port-au-Prince.

ber 21 in First Christian Church. Most of the children participated in the program.

Tonight at 7:30 the Laymen's League will meet in the church basement. The meal will be served by business women of the Women's Council.

All this week Brother Ford has been conducting the morning devotional over the radio. Theme is "Resources For Christian Living."

A week of Prayer is being observed at the Hereford Assembly of God Church as well as all over the nation. It is a national observance. Services will be held every night this week at 7:30 in the church. Rev. S. E. Eldridge will deliver the regular Sunday morning and evening services.

There is a special program originating in the church and broadcast every Sunday at 1 p.m. The Woman's Missionary Council will hold their first 1950 meeting this morning at 9:30 in the church.

The Hereford Church of The Nazarene held their regular Wednesday services with the pastor in charge. Their meeting was at 7:30 last night in the church.

The Womens Foreign Missionary Society will meet this afternoon at 2:30 in their first 1950 monthly meeting at the church. Regular Sunday Morning Services will be in charge of Pastor Roy L. Bickford.

Christian Science services will be held Sunday morning, Jan. 8, at 11 o'clock in the Star Theatre. Subject of the lesson is Sacrament. The Golden Text is from Proverbs, 16:13. The preparations of the heart is man and the answer of the tongue is from the Lord — Commit thy works unto the Lord and thy thoughts shall be established.

There will be a meeting of the Stewards of the First Methodist Church in the church Tuesday night, January 10, at 7:30.

On January 11 there will be a Methodist Mens Fellowship in the church at 7:30 in the evening. Program will consist of local talent. There will be a quartet and Norman Whisenand will give impersonations. Members will bring a friend and a covered dish.

ARMY RESERVE MEETS
Members of the Hereford Army Reserve Unit saw film on the 50 cal. machine gun and heard an Ordinance lecture at the regular meeting Monday night. No information concerning the recent announcement of discontinuance of pay to Army Reservists was available from the Amarillo office.



We Welcome You CHURCH OF CHRIST
(Sunday)
Radio KPAN . . . 9:15 A.M.
Bible Study . . . 10:00 A.M.
Worship 11:00 A.M.

Evening:
Young People 6:15
Worship 7:00

Daily Radio Program
9:30 A. M.
KPAN—860 on Your Dial
We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE and PRACTICE.
Church of Christ

DR. MILTON C. ADAMS,
OPTOMETRIST

140 West Third Hereford, Texas
Phone 37 Office hours—8:30 5:00

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BODY
SHOP**

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COMPLETE PAINT JOB

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THE
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AS LOW AS
\$40.00

REGULAR \$60.00 JOB

WE DO
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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

*Just Travelin' . . .
or Going Somewhere?*

Without some definite incentive in life, men are "just travelin'!"

Most men want to obtain competence in providing for themselves and their own, saving a certain amount regularly for emergencies and future needs. Men who acquire this thrift habit are going somewhere . . . Think it over, are you going somewhere or are you "just travelin'?"

**HEREFORD
STATE BANK**
MEMBER F. D. I. C.

HEARTY FOODS

For COLD WEATHER APPETITES!

PEARS

Brimfull - Haives In Syrup

No. 2 1/2 Can

29c

RED & WHITE

FRUIT

COCKTAIL

NO. 1
TALL
CAN

19c

PINEAPPLE, Del Monte, Sliced No. 2 1/2 can 39c

Whole Green Beans, Vertical pack, No. 2 can 34c

WHOLE BEETS, Marco No. 2 Can 19c

KRAUT, Brimfull 2 No. 2 1/2 cans 27c

PEAS Brimfull 2 No. 303 cans 29c

SPANISH RICE, Brown Beauty 2 tall cans 43c

PEANUT BUTTER

Peter Pan

12 oz. jar **29c**

FLOUR, Light Crust 10 Lb. bag 85c

WHEAT PUFFS, B. F. Giant Bag 13c

TEA Liptons 1/4 lb. pkg. 31c

CATSUP, Red & White, 14 oz. bottle 19c

SALAD DRESSING B. F. Pint 25c

DRIED PRUNES, B. F. Lrg. 2 lb. 49c

CORN

Brimfull

Whole Kernel Golden

12 oz. cans

2 FOR 23c

RINSO

LUX FLAKES

SURF

CHOICE
LARGE
BOX

24c

APPLE BUTTER, Brimfull 28 oz. jar 21c

MACRONI Marco 1 lb. pkg. 21c

TOILET TISSUE, Ambassador 2 rolls 15c

PREM Luncheon Meat Can 37c

PARD Dog Food 2 cans 25c

HOMINY, Lahoma 2 No. 2 cans 15c

COFFEE

Red & White,

Fine as the Finest

Lb.

69c

ROMAN BEAUTY APPLES Large - Fancy Lb. 9c

CUCUMBERS Fancy Lb. 9c

LETTUCE Fresh Lrg. Heads, Ea. 9c

SPUDS A DANDY 10 lb. bag 37c

RED-McCLURE

SALT BACON NO. 1 LB. 26c

BEEF ROAST LB. 47c

CHEESE ELKHORN CHEDDAR LB. 39c

HAM Pressed - Sliced For Sandwiches LB. 42c

**RED &
WHITE
STORE**

HUNTER'S

**RED &
STORE
WHITE**

Long Time Ago

25 Years Ago

The new year of 1925 was ushered in favorably with numerous parties indulged in by young people and people not so young, according to The Brand of January 1, 1925. The weather was cold that day and a thin snow fell during the night. In an official way the change in the calendar year was noted in the retirement of County Judge W. E. Dameron and Sheriff C. S. Purcell who relinquished their offices to Earl W. Wilson and Claude Benton, respectively.

The City Commission had under consideration the purchase of a new chassis for the chemical engine, then driven by Dow Mercer, assistant chief of the

Fire Department. A change in the management of the International Harvester Company branch office in Hereford came about when J. C. Miller retired and was succeeded by S. P. Roason of Plainview.

The formal opening of Deaf Smith County Hospital was to be held in 22 days. A committee consisting of J. E. Hill, D. F. Ashbrook and Mrs. L. R. Bradley representing the Commissioners Court and the Hospital Board of Managers were to meet with another committee of three to be appointed by the Chamber of Commerce.

Mrs. J. C. Williams, Jumbo, was improving after she was hurt when a buggy in which she was riding turned over when the horses became frightened.

Stork specials were to Mr. and Mrs. G. C. Hartman, a boy, Roger Wilbert, December 23. To Mr. and Mrs. O. T. Swanson, a girl, Maurine Estell, December 27. To Mr. and Mrs. E. L. McLehan, a girl, December 19. To Mr. and Mrs. E. B. Higgins, a boy, December 23. To Mr. and Mrs. G. P. Owens, a boy, December 29. To Mr. and Mrs. O. G. Smith, a boy, December 30. All births were in 1924.

Hereford had a splendid as-



SQUAW'S "NEW LOOK"—Inspired by the gaily-colored costumes of the American Indian, this creation is done in gaitian purple and crisp white cotton. The many-striped skirt, matched by modified leg o' mutton sleeves, is topped by a neatly-buttoned bodice with a little round collar.

sortment of sales for the new year. One was by auctioneer W. S. Williams who was going to hold the second of his community sales at the Sales Pavilion immediately following a merchant bureau meet.

The regular weekly luncheon of the Hereford Chamber of Commerce was to be resumed at the Stockman's Cafe. Dr. John W. Overton was CC president.

The Brand reported that Mattie Swisher had been signed up by a F. Worth church to direct their choir.

There was to be a series of meetings held in Castro county for the purpose of determining whether or not the people wanted a County Agent.

Five Hereford hunters made a trip 35 miles south of Hereford and lugged home 18 fat geese as a result of one day's campaigning with their guns. Three hunters were Arthur Lawrence, J. A. Pitman, F. W. McCutcheon. The sportsmen declared that the greatest trouble they had was keeping Mr. Lawrence down close enough to the ground and

under the tumble weeds used as a shelter in order not to scare the keen-eyed birds, according to The Brand.

Earl Lewis went back to Canyon where he was going to school at WTSC. He spent the holidays with his sister, Mrs. Elmer O'Farr, in Hereford.

Miss Gladys Bryant returned to her home in Clarendon after spending the holidays with her Hereford parents, Mr. and Mrs. D. H. Bryant.

Mrs. Jack Lester, Amarillo, spent a few days in Hereford visiting with her parents, Mr. and Mrs. W. D. Dameron.

Rev. I. E. Walker, pastor of the Methodist Church at Bovina, spent a few days with the family of Mr. and Mrs. J. F. Ward.

Margaret Gilliland returned to Lynchburg, Virginia where she was attending college.

In Dimmitt, Mr. and Mrs. J. O. Avery, Happy, spent Christmas Day in the home of Mr. and Mrs. M. R. Avery. D. L. Miller, Plainview, spent a couple of the holidays in Dimmitt with his nephew, Dr. Miller. Mr. and Mrs. Patterson and daughter motored to Hereford Tuesday. Mr. and Mrs. Jess Hardy sold almost everything they had because they were planning on moving to Lubbock. Judge Kerr spent a week end with his family in Canyon.

Hereford was looking forward to a brand new year with more and bigger opportunities for prosperity and happiness. It was a little town on the grow and everybody had faith that it would, someday, be one of the best cities on the High Plains.

CARD OF THANKS

We want to thank each and every one for the beautiful flowers, and nice food which was provided during the illness and death of our brother, J. H. Cheatham.

Mrs. Hattie Boenicke
Mr. and Mrs. S. L. Cheatham
Mr. D. S. Cheatham
Mr. Irvin Cheatham
Mr. and Mrs. M. B. McGaughey

PACK MEET

Boy Scout Cub Pack regular meeting will be held at the Hut Friday night, January 6.

Hadacol Helps Textile Worker Stay On Job

The great textile mills of the Carolinas are booming again with shifts working day and night to turn out the nation's finest materials, and HADACOL is doing its part to keep folks on the job.

Many textile workers have reported the wonderful relief which HADACOL with its five B vitamins and four important minerals. This worker, a young father employed by the great Cannon Mills at Kannapolis, N. C.

Jay W. Barnhardt, Route 3, Box 343, Kannapolis, N. C. is 30 years old and the proud father of two children. His work in the Cannon Mills calls for a great deal of standing up.



"I had been ill for several years," said Mr. Barnhardt as he explained how close he came to having to give up his work. "I suffered with a weak stomach. It became worse and worse with gastric disturbances. I just could not hold food and no food agreed with me. I could not sleep and finally I became so sick that my legs got weak as I worked in the mill each day."

Mr. Barnhardt, like so many sufferers, had tried many preparations without relief, when he heard about HADACOL.

"After the second bottle of HADACOL I began to feel better and the weight I had lost," said Mr. Barnhardt. "My digestion became normal again and today I am as well as ever. My legs no longer bother me. I eat and enjoy my food. I sleep well and have plenty of energy."

Mr. Barnhardt has taken several bottles of HADACOL and now takes the famous vitamin and mineral preparation to help stay well. He has had his wife take it with wonderful results and has recommended it to his friends in the mill.

Mr. Barnhardt suffered from a lack of B vitamins and the minerals which HADACOL contains. HADACOL comes to you in liquid form, easily assimilated in the blood stream so that it can go to work right away.

A lack of only a small amount of B vitamins and certain minerals will cause digestive disturbances. Your food will not agree with you. . . You will have an upset stomach. . . You will suffer from heartburn, gas pains and your food will sour on your stomach and you will not be able to eat the things you like for fear of being in misery afterwards. Many people also suffer from constipation. And while these symptoms may be the results of other causes, they are surely and certainly the signs of lack of B vitamins and minerals which HADACOL contains. And if you suffer from such a deficiency disorder, there is no known cure except the administration of the vitamins and mineral, which your system lacks.

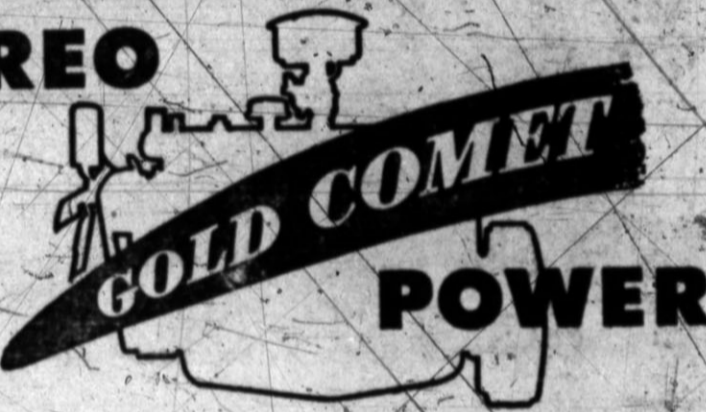
It is easy to understand, therefore, why countless thousands have been benefited by this amazing tonic, HADACOL.

NEW TRUCK ECONOMY
HIGH SPEED, HEAVY DUTY SERVICE

LIFETIME

NEW-ENGINE PERFORMANCE

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For demonstration and full information, see
BENEFIELD MOTOR COMPANY
411 West First — Hereford

Announcing-

New Ownership

MAGNOLIA SERVICE STATION

1st and Sampson

As I take over active management and ownership of the Magnolia Service Station, 1st and Sampson, I wish to invite the trade of all old friends, and to give such service that new friends will find at this station a welcome and a service that will merit your business and confidence.

May I have the pleasure of your business?

Sincerely,

C. O. "Coy" Phillips



Here Now!

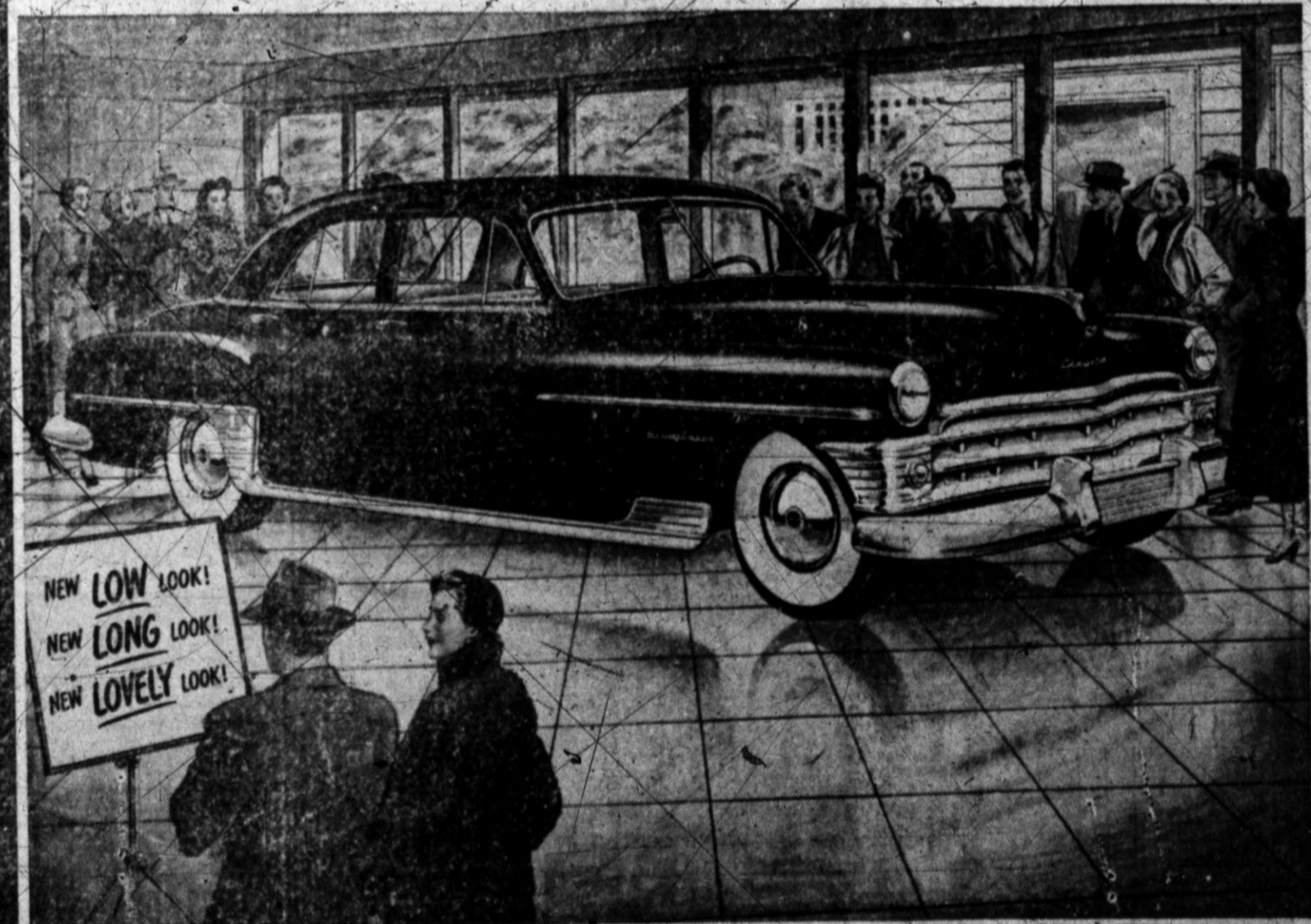
ON DISPLAY

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Excitingly...dramatically...and differently

NEW FOR 1950

A classic of long, low and lovely styling



Here it is! Now on Display: The beautiful 1950 Chrysler . . . the beauty surprise of the year! From smart new front to smart new rear, every sleek, trim line was deliberately styled to give it a new long, low streamlined look! With stunning new interior selections, new nylon fabrics, new patterns . . . it's today's new style classic, inside and out! And again for 1950 Chrysler's beauty reflects the sound engineering and the solid comfort inside. Again there's

headroom, legroom and shoulder-room to spare! Chair-height seats! Surprising visibility all-around . . . in the easiest of all cars to get into and out of, plus all Chrysler's great exclusives — including completely waterproof ignition system. You've got to see and drive it to really appreciate it . . . to know the wonderful things that have been done to make it the smartest, most comfortable — the safest, sweetest driving car today! (19 new body styles available.)

BEAUTIFUL 1950

CHRYSLER

TODAY'S NEW STYLE CLASSIC

BENEFIELD MOTOR COMPANY 411 West First, Hereford

Successful Agricultural Methods Helps Guide Sons Into Same Career

By ROBERT E. FORD
Associated Press Staff
Lubbock (P)—Not many years ago farmers wondered whether their sons would leave the home-
stead and search for a living in the cities.

There was reason to wonder. Farm work was backbreaking. The cash return was small.

The Fred Kveton household faced that question. The family—parents, three sons and three daughters—lives 19 miles from here. Ten years ago the three sons said they wanted to farm when they grew up. But a 160-acre farm in West Texas at that time was barely big enough to support a family—much less provide careers for sons.

What a difference 10 years has made. Louis Franke, extension editor for Texas A&M College, tells about it in a recent edition of the Extensionist (Cap T. E.), official publication of the extension service.

Franke visited the farm in 1938 and 1939. He went back this year to compare conditions.

In that period, Kveton tripped his farm production. And there was no question of the career his sons were following. Two were farming with him on the same 160 acres and another had acquired a farm for himself.

Gone were the mules. Electricity, running water and bottled gas have made farm and home

work easier—comparable to living in the cities and towns. It's pretty much typical of the best progressive farms.

The answer to this progress is to be found mainly in two elements, Franke found: irrigation and mechanization.

Fred Kveton always has been a progressive farmer. Generally he's planting the same crops now that he planted 10 years ago. But irrigation has boosted his output. And more of his land now goes to cash crops since he doesn't have to raise feed for horses and mules, which he got rid of in 1940. His main crops are cotton and grain sorghums. Former pasture land is planted to alfalfa, crested wheat and broome and orchard grass. He also raises poultry, cattle and hogs and has a small dairy herd.

Kveton always was an admirer of good horses and mules. But in 1940—when large sections of the Plains were already mechanized—a team ran away and injured him. That set Mrs. Kveton thinking.

Writes Franke: "Mrs. Kveton was worried about the boys handling the team and, she confesses, she spoke to her husband about it plainly, at some length and over a considerable period of time. 'That's all he heard,' she told me. 'It's what they call nagging.'"

Today there are four tractors on the farm and they receive the same good care that Kveton gave his mules.

Irrigation is the same story. The family was not the first or last in its community to put down a well. When they did in 1946 they irrigated everything, even the pasture land. Now it's all high producing.

Henry, 22, and John 18, live and work on the farm. George, 24, has a 240-acre farm of his own. Of the daughters, Rose recently graduated from high school. Mary Ann is a Texas Tech student and Angelina is a Tech graduate and married.

Changes in the home have been as radical as in the field. Now there's water to keep flowers as well as crops growing. Electricity came in 1940 and was followed by an electric separator, washing machine, refrigerator, quick freeze locker and other appliances.

Mrs. Kveton's pride in 1939—a gasoline cook stove—has been replaced by one using bottled gas. The house has been re-larged. Despite the electric appliances and other labor saving appliances, Franke found Mrs. Kveton busier than 10 years ago.

"When we had to pump water, heat it on a wood stove and take a bath in a wash tub, it was nothing to wash out the towels," she told him as an instance. "Now that we have bathrooms and hot running water, everybody takes a bath every day, everybody uses a new towel every time they bathe, and it seems to me I'm running a public laundry."

The answer, Franke points out, is that the standard of living has been boosted.

BUTANE PROPANE Gas Users

For Your PROTECTION

The Law of the State of Texas REQUIRES that EVERY PERSON or FIRM who installs Butane or Propane (liquefied petroleum) Gas systems, piping and/or appliances, MUST PASS AN EXAMINATION to PROVE his knowledge and experience in dealing with these gases, and MUST BE LICENSED by the Gas Utilities Division of the State Railroad Commission to perform such work. This is a separate, distinct and specific license. A Sanitary Plumber's License, or a Master Plumber's License does NOT permit the holder to install butane or propane equipment. The fact that a store SELLS butane and propane appliances DOES NOT permit the storekeeper to INSTALL such equipment.

Some plumbers, and some merchants and their employees have taken the Gas Utilities Division examinations and have qualified and ARE LICENSED by the Gas Utilities Division to make such installations, BUT ALL HAVE NOT.

When any person, lacking this specific and distinct license, installs butane or propane equipment or piping THAT PERSON IS VIOLATING THE LAW OF TEXAS. This law was made for YOUR protection. Please DO NOT be a party to its violation.

For Your Information

Be SURE that ANY person working on your butane or propane equipment, or making installations of piping or connections of such equipment, is LEGALLY AND PROPERLY LICENSED TO DO THIS WORK—licensed by the Gas Utilities Division of the Texas Railroad Commission.

If you are not POSITIVELY CERTAIN that an installer is so licensed DON'T TAKE A CHANCE—FIND OUT! You are invited to ASK the undersigned Association (the statewide organization of LICENSED and QUALIFIED BUTANE AND PROPANE DEALERS). A post card will bring you the answer to your question and the name of a PROPERLY LICENSED MAN near you—a man trained, qualified and LICENSED for YOUR protection.

Don't be a party to the violation of this Law that was passed for YOUR protection.

Texas Butane Dealers Assn.
628 Eamar Boulevard AUSTIN, TEXAS

Thanks-

It is with a great degree of pride and satisfaction that I can look around in Hereford and the trade territory and see Churches, Schools, Stores, business houses, and any number of residence that I have had something to do with furnishing material to construct, over a period of over 20 years. Of which I thank my friends and customers for letting me serve them for this long period of time.

And now as we are selling our stock in the Hereford Lumber Co. to J. M. Thomson, W. L. Jones, and E. J. Kirksey, we wish for them a continuance of the good business that we have enjoyed all these years.

J. M. Thomson was one of our good customers of which we were glad to serve and appreciated, W. L. Jones who has been with us in the yard for the last four years and has made a real hand knows how to treat the customers. E. J. Kirksey has been a competitor of ours for the last eight years and we learned to appreciate him for his fair dealings and business like manner.

I ask that each and all of my friends and customers to call on them giving them a chance to serve you of which I know they will do to your entire satisfaction.

Yours Very Truly,
D. H. Alexander

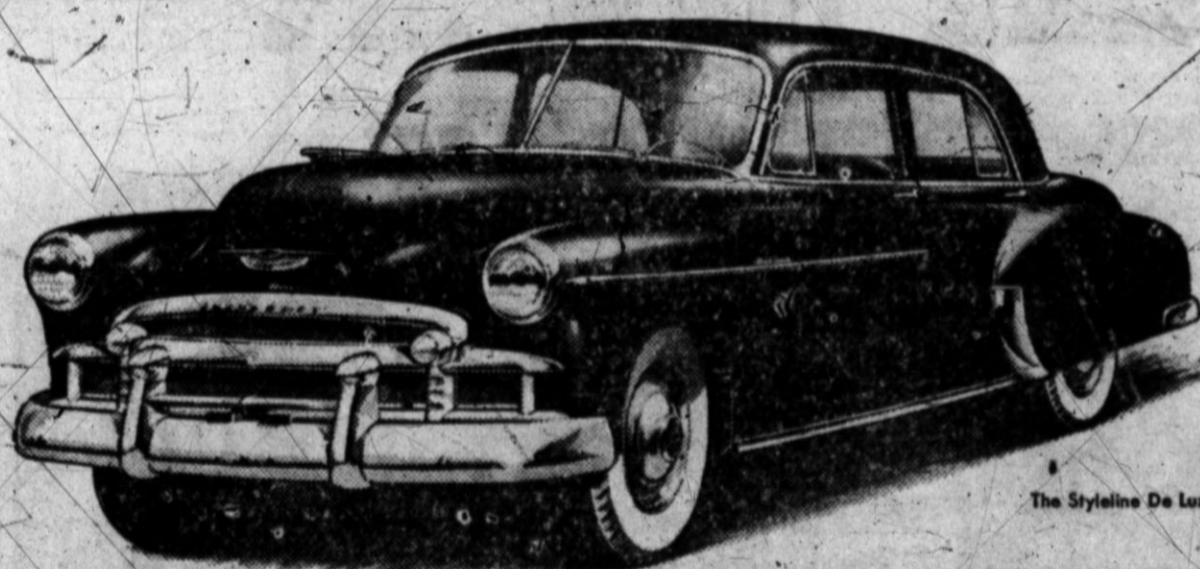
DON'T MISS IT Here Saturday

at
KINSEY MOTOR COMPANY

On display Saturday— 1950 CHEVROLET

introducing **POWERGLIDE** automatic transmission

Optional on De Luxe Models at Extra Cost



The Styline De Luxe 4-Door Sedan

FIRST...and Finest...at Lowest Cost!

Chevrolet for '50 brings you the best of everything at lowest cost... greater beauty... finer performance with economy... outstanding driving ease, comfort and safety!

Here, in Chevrolet for '50, are the finest values the leader has ever offered to the motoring public.

These thrilling new Chevrolets are available in 14 surpassingly beautiful Styleline and Fleetline body-types. They bring you a choice of two great engines and two great drives—the Automatic Power-Team* and the Standard Power-Team—described

in detail below. And they also bring you quality feature after quality feature of styling, riding comfort, safety and dependability ordinarily associated with higher-priced cars, but found only in Chevrolet at such low prices and with such low cost of operation and upkeep.

Come in. See these superb new Chevrolets for 1950—the smartest, liveliest, most powerful cars in all Chevrolet history—and we believe you'll agree they're FIRST AND FINEST AT LOWEST COST!

ONLY LOW-PRICED CAR TO OFFER A CHOICE OF STANDARD OR AUTOMATIC DRIVING

THE AUTOMATIC POWER-TEAM*

(Built by Chevrolet—Proved by

Chevrolet—Exclusive to Chevrolet)

NEW POWERGLIDE AUTOMATIC TRANSMISSION—for finest Automatic Driving (with no clutch pedal—no clutch pushing—no gearshifting). It combines with Chevrolet's new Economy High-Reduction Axle to bring you an entirely new kind of driving... low-cost automatic driving that is almost 100% effortless... it's the simple, smooth and thrifty automatic transmission. NEW 105-H.P. VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and Hydraulic valve-lifters). Here's the most powerful, as well as the most thoroughly proved engine, in the low-price field... giving performance extraordinary... together with traditional Chevrolet economy in over-all driving.

*Optional on De Luxe Models at Extra Cost

THE STANDARD POWER-TEAM

(Outstanding for Standard Driving Ease

... Performance ... and Economy)

HIGHLY IMPROVED, MORE POWERFUL VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and larger exhaust valves). The fine standard Chevrolet engine now made even finer... giving you more power, more responsive pickup, greater over-all performance... plus the outstanding economy for which Chevrolet has always been noted. THE FAMOUS SILENT SYNCHRO-MESH TRANSMISSION (with Extra-Easy Hand-E-Gearshift). Long recognized, by automotive engineers and the motoring public alike, as the pattern of smooth, quiet gear transmissions... assuring extremely simple and easy gearshifting... in fact, owners say easiest car operation, next to automatic driving itself.

America's Best Seller  America's Best Buy

Phone 740, **KINSEY MOTOR COMPANY**

344 East Third

DAWN NEWS

Dawn Residents Visit Relatives And Many Friends During Holidays

By MARY A. NEWMAN
The Rey and Mrs. Daniel F. Scharlemen and Janie, Mr. and Mrs. Billy Hill and Camilla Olsen of Amarillo were dinner guests at the H. H. Miller home Dec. 22.
Mr. and Mrs. Zed Stewart and Sam Duwayne are spending the holidays visiting in Oklahoma City. There they are visiting with a daughter and other relatives.
Miss Mary Frye, a teacher in Roswell, N.M., is home for the Christmas holidays with her parents, Mr. and Mrs. A. T. Frye.
Miss Rosmary Cronin, who is taking nurse's training in Abilene is spending the week at home with her mother, Mr. and Mrs. I. D. Bruner and family.
Mr. and Mrs. John A. McNeil and family of Pampa spent Christmas with his sister, Mrs. V. C. Hager and Mrs. Hager.
Mr. and Mrs. Clifford Hager and family of Ryne, Okla., and Mr. and Mrs. Jay Knowles and family of Windfield, Kansas and Mr. and Mrs. J. B. Hager and family of Canyon spent the holidays with their brother, V. C. Hagers and a sister, the Tony Burrus families.
Carol Miller, a student at Tex-

as A&M, is visiting at home with his parents, H. M. Miller and family during the holidays.
William Wimberley is on the sick list. He is in Deaf Smith County hospital with pneumonia. We all hope for his speedy recovery.
Lloyd Bentley is spending this week in Wichita Falls with a sister and family.
Mr. and Mrs. Carl Wimberley and family made a business trip to Oklahoma City, Okla., last week.
Wayne Wilcox who is working close to home spent the holidays at home with his parents, Mr. and Mrs. W. W. Wilcox and family.
Myrtle and Shirley Smith, Pat Walton and Rosie Cronin spent Wednesday in Canyon with Mrs. Carol Vaughn.
Mr. and Mrs. Carol Vaughn of Canyon spent Christmas Day with her parents, Mr. and Mrs. Frank Smith and family.
Mr. and Mrs. Dick Frye, Fred and Richard spent Christmas Day with Mrs. Frye's father, Mr. Wayne Griffith and his wife at Earth.
Fred Stayed to visit with them until Wednesday when they all drove to Plover to visit a daughter. Mr. and Mrs. White, Mr. and Mrs. Dick Frye and Richard met them there.
The H. H. Millers had as dinner guests on Christmas Day, Mrs. Louie K. Wedel and son Karl of Tucumcari, N.M. Miss Vera Crawford of Canyon and Miss Bertha Frye of Dawn.
Mr. and Mrs. Billy Hill of Amarillo were visitors in the H. H. Miller home Monday afternoon.
Mr. and Mrs. H. V. McCabe and Mary Byrd were guests at a family Christmas dinner at the home of Mr. and Mrs. V. D. Groves in Amarillo.
Miss Dortha Airhart, Miss Mary Doris Smith drove to Plover Wednesday to visit Mrs. Ann Carhnel.
Mr. and Mrs. W. T. Beavers and family returned home Friday afternoon from Blackwell, Okla. where they had visited their daughter, Mrs. Don May and husband.
The W. V. Adams family spent Christmas Day in Amarillo.
Mr. and Mrs. Henry Ackers and family of Oklahoma City, Okla. spent the past week with their cousin, Mr. and Mrs. Cecil Payne and Bobbie.
Pvt. Dorothy Lee Airhart left Saturday for Camp Lee, Va. after spending the Christmas holidays at home with her parents, Mr. and Mrs. Lloyd Airhart.
Mr. and Mrs. N. R. Miller and family spent Christmas with her parents, Mr. and Mrs. L. A.

Polio Poster Children Form March of Dimes Honor Guard

1950 drive, following nation's worst epidemic, will be led by Wanda Wiley, escorted by poster children of past four years.



1946: Donald Anderson, Ore.



1947: Nancy Drury, Ky.



1948: Terry Tullis, Miss.



1949: Linda Brown, Texas



1950: Wanda Wiley, Texas

MARCH OF DIMES poster children whose plight and progress depict the fight against polio will tour seven cities in the 1950 drive, January 16-31. They will make a concerted appeal for greater contributions to provide effective continuation of patient care, research and educational programs sponsored since 1938 by the National Foundation for Infantile Paralysis.



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
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

FARM LOANS

PRUDENTIAL MEN UNDERSTAND

When you get a farm loan, you want more than good terms and plenty of protection—you want FAIR TREATMENT! With Prudential, FAIR TREATMENT is not just a slogan—it's Built Right Into Prudential's Farm Loan Policy.

Nobody likes hard times, but if they come it's Prudential policy to carry on with the farmer, to give him every assistance in getting over the rough spots.

Fair Appraisal, Low Rates, 5 to 40 Years, No Fees, Stock, or Commissions, Prompt Service, Prepayment Privileges. Prudential gives you all of these but more than that, you can always be sure of that extra, and mighty important thing—FAIR TREATMENT!

For further information, Call, Write or See

SAM NUNNALLY

PHONE 124

Authorized Mortgage Loan Solicitor for THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

Nothing New...

Just A Reminder That EVERY DAY IN 1950

- As In Former Years -

WE WILL BE...



HAMMERING HOME THESE LOWER PRICES ON BUILDING MATERIALS

Calendar grid showing months from January to December with days of the week and dates.

CLIP THIS HANDY CALENDAR COURTESY OF KEMP LUMBER COMPANY.

KEMP LUMBER COMPANY

J. W. WHELAN, Mgr.

Hot Water The Automatic Way Day or Night



Any hour... for any need—enjoy all the hot water you want with an automatic GAS water heater. There's always plenty of hot water at the temperature you prefer—without a moment's attention from you.

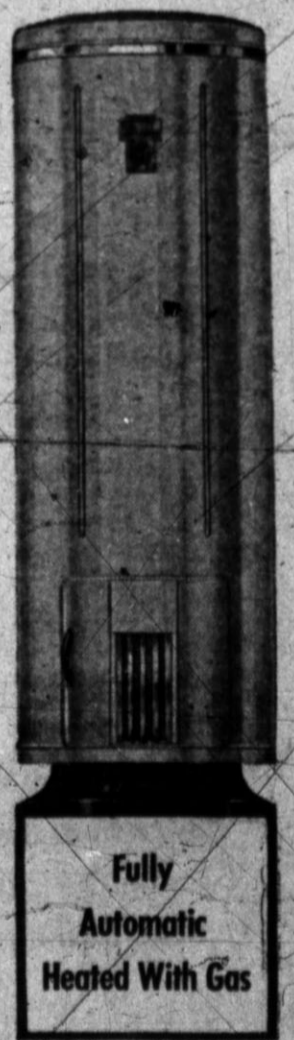


No Waiting For Hot Water

Whether you plan a quick shower, or a long tubbing to relax tired aching muscles, you want plenty of really hot water. That's no time to find that the laundry, dishes or family baths used all the hot water.

But when you install an automatic GAS water heater you'll have all the really hot water you need, day and night, for all the cleaning chores.

Consult your automatic gas water heater dealer today AND select one for your family. Be sure that you select an automatic water heater of adequate size to assure the entire family of plenty of HOT water at all times.



Fully Automatic Heated With Gas

See The Automatic Gas Water Heaters At Your Dealer's Today!

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927

EDUCATION ADVANCED IN 1949—BUT

One Of Every Nine School Ager's Doesn't Attend

By BO MYERS
Austin, Texas (AP)—Better teachers, expanded programs of study, and new schools are in sight for many Texas children as 1950 arrives.

Whether this bright outlook will lead to a greater number of better educated, good citizens is an unanswerable question, but at least the opportunity is being created.

More zealous teachers can be anticipated for several reasons: 1) The Legislature of 1949 raised teachers' salaries to a level high enough to attract and hold well-trained men and women.

2. Incentive for teachers to re-

main in the profession and to improve their educational qualifications was created. Pay raises were put on a basis of teaching experience and graduate university work.

3. The president of the Texas State Teachers Association issued a year-end statement promising the group's concentrated effort to improve professional services of the teachers of Texas.

But while more money is being spent for education and more teachers are being put on the job, an estimated 175,000 boys and girls will get into the classrooms only a few days, or not at all, in 1950.

That means about one of every nine children is not receiving the free education offered by the people of Texas.

Poverty is the main reason that this vast group of youngsters is destined to grow up without the benefit of formal education.

Children of migratory laborers, poor farm families, and low-income city dwellers account for most of the number absent from school.

Thus, one of the big jobs facing the Texas Public School System in 1950—midway mark of the so-called "progressive" 20th century—is to bring 175,000 school-age children in contact with books and blackboard.

"That is one of education's unsolved and grossly intangible problems—one that has existed since the first public schools were opened," commented Charles Tennyson, public relations director for TSTA.

He quoted a school superintendent as saying:

"We can't go out and rope kids to get them in school. If we did bring them all in, it would cost us another quarter of a million to two million dollars—depending on the size of the city—to provide new schoolroom space and to hire the extra teachers to take care of them."

Looking to the new year, the president of the state teachers association, Miss Waurine (qq) Walker of Waco, sketched the following objectives for her organization.

"Recommendations for higher standard and more specific requirements for the certification of teachers, supervisors, and administrators will be made in order that the schools of Texas may have better qualified teachers."

Addition of new members to the TSTA's staff will bring better coordination of local, district and state programs in professional problems and improve services to the school children, Miss Walker continued.

"In response to the increased support that has been given to the schools of Texas, teachers will concentrate upon improved programs of education, expanded school services, broadened curricula and better administration and operation of the schools," she said.

Increased financial support is the result of the controversial Gilmer-Alken (qq) laws passed by the 51st Legislature to give the state a first-class public school system.

State and local expenditures for the so-called minimum foundation system of education will total about \$181,000,000 (m) for the 1949-50 school year. That is some \$30,000,000 more than was spent last year.

Additional local outlays for expansion of programs beyond the minimum state requirements, for capital outlay, and for debt service will add another 35 to 45 million dollars, Director L. P. Sturgeon of the minimum foundation office estimated.

"While an educational program can not be evaluated in terms of money alone, we always turn to the financial yardstick in measuring the degree in which this fundamental conception of state responsibility has been realized," Gov. Allan Shivers told the teachers association in November.

He also observed that adequate financial support is not the state's sole obligation to the school children. It must also provide equal educational opportunities.

This, said the governor, involves special problems: "The vast physical space of Texas, the great variations in population density, the equally striking variations in local per capita wealth, and the presence in Texas of racial factors and language barriers that have complicated the situation."

Shivers viewed the Gilmer-Alken program as the most ambitious attempt in Texas history to equalize educational opportunities.

Responsible for the schooling of approximately 1,113,000 (m) children the past year were 48,961 teachers, supervisors and principals. An estimated 2,000 educators have been added for the current year.

The "average" teacher holds a bachelor's degree, has been teaching 14 years, and now—as a result of the Gilmer-Alken laws—earns close to \$3,000 for nine months of teaching each year. These averages are based on information from the state's minimum foundation office and the TSTA.

To improve the welfare of teachers still further, the TSTA will make plans this year to provide sick leave benefits, group insurance, continuing contracts, and improvements in retirement benefits, Miss Walker reported.

A code of ethics will be adopted by the teachers and enforced against unprofessional members," she predicted.

Rapid consolidation of school districts was reported by the state director of the minimum foundation office. The consolidation, said Sturgeon, is evidence of "interest on the part of local patrons to become a part of a larger administrative unit in order that a better school program may be available to the children."

However, Texas will always have its one-teacher schools, he believes. The wide open, sparsely populated spaces make it impossible to eliminate all the little one-room red schoolhouses.

Consolidation, accelerated by the Gilmer-Alken laws, has cut the number of school districts from 4,400 to 2,400, in which there are 3,300 operating schools.

Of these schools, 40 employ 100 or more teachers; 82 employ from 50 to 100; 2,115 employ from 1 to 6; 420 employ 7 to 10; 340 employ 11 to 20; and the remainder employ 20 to 30.

Thus it is seen that the vast majority of Texas schools are small ones relying on one to six teachers each to educate the children of the community.

Further consolidation is expected to cut the number of school districts to 2,000 in the next school year, 1950-51.

The 1948-49 school census totaled 1,524,671. More than one-fourth of this number, or approximately 410,661 children, did not attend public schools. Some of these were in private or parochial schools. Others had finished high school before they were 18, all children up to that age being counted in the census.

But that still left an estimated 200,000 who received little or no classroom instruction.

Mr. and Mrs. L. J. Matthews and son, Kenneth, spent the Christmas holidays visiting his mother, Mrs. W. R. Matthews, and relatives in Abilene and Eastland. They also took in the Littlefield-Mexia Class A State Championship football game in Abilene Monday afternoon. The rest of their time was spent hunting and fishing. Miss Odie Matthews, sister of Mr. Matthews, returned to Hereford with them for a visit of a few days.

In the Oscar Altman home for Christmas week were Mr. and Mrs. Gail Poff and son, Stanley.

from Columbia, Mississippi, and Mr. and Mrs. Clarence Brown of Levelland. G. W. Guthrie, Jr., also from Columbia. Also attending were Mr. Henry Perry, Amarillo and G. W. Guthrie, Sr., who has been here for several months but returned Friday with the Poffs and G. W. Jr. to Columbia, Miss.

Mr. and Mrs. J. E. Cockrell and Mr. and Mrs. Laverne Frost spent Christmas Day with Mr. and Mrs. Edgar Russell, Levelland.

Mr. and Mrs. Thurman Williamson of Memphis spent the New Year holiday here with his parents, Mr. and Mrs. H. V. Williamson.

NERVOUS STOMACH

ALLIMIN relieves distressing symptoms of "nervous stomach"—heaviness after meals, belching, bloating and colic due to gas. ALLIMIN has been scientifically tested by doctors and found highly effective. World famous—more than a 1/2 billion sold to date.

ALLIMIN Garlic Tablets

CLOSE Rexall DRUG

WATCH FOR OPENING

of EARLINE'S FLOWER & GIFT SHOP

in the new

JIM HILL HOTEL

MRS. EARLINE MANNING

REWARD

FOR GASOLINE FROM WATER

SEE



GIVEN---

Your Choice of Over 1000 Marvelous Premiums

Select from breath-taking lamps, pictures, pottery, glassware, china, aluminum, Revere Ware, art objects, baby things, sporting goods—all of the very best quality.

These are just a few of the many, many wonderful premiums which are yours just for saving Gunn Bros. Stamps. Over 100 different premiums are redeemable for just one book of stamps. But, of course, the more books you save, the finer the gifts.

So check Gunn Bros. catalog or visit the premium store today—decide what you desire—and start saving stamps in dead earnest!

THESE FIRMS GIVE GUNN BROS. STAMPS FREE WITH EVERY PURCHASE

- RUTHERFORD & COMPANY
LANDRUM HARDWARE
WEST TEXAS FEED, SEED, & HATCHERY
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HAILE DRUG
HEREFORD LAUNDRY & DRY CLEANERS
PITTMAN SERVICE STATION

See the Wonderful Premiums

Ask your dealer for a free premium catalog or visit Gunn Bros. Thrift Stamp Department, 210 W. 7th, Amarillo, Texas.

THANKS

In selling the Magnolia Service Station at 1st and Sampson, I wish to thank all my friends and customers who have made my stay in this location most pleasant.

Your loyalty and patronage has been all that anyone could ask for.

I invite you to give the new owner, Mr. Coy Phillips, the same considerations I have enjoyed; he is worthy of your continued trade and friendship.

G. T. Higgins

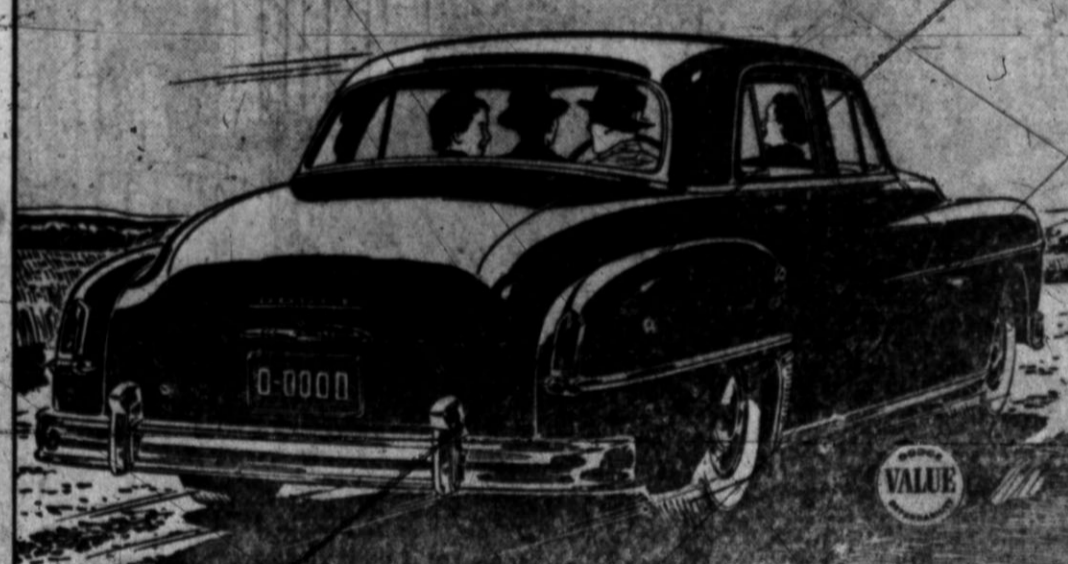


ASK FOR

INSPECTED DEAF SMITH COUNTY MEATS

At Your Grocery & Market "NONE FINER"

COMING OR GOING...



SMARTER THAN EVER...

AGAIN THIS YEAR THE BIG VALUE IS DODGE!

You could pay a thousand dollars more and still not get all the new beauty... extra room... famous ruggedness of this great new Dodge

HERE'S BIGGER VALUE in smart new styling... in ease of handling... in comfort... in sound engineering. And in actual dollars and cents, too, because the big new Dodge costs just a few dollars more than the lowest-priced cars.

Despite its smart, low, graceful lines outside, Dodge is higher, wider, longer on the inside to give you the roominess that spells solid comfort... that means extra room for your head, your legs. Less overhang front and rear makes parking and garaging simpler, easier.

See this great new Dodge. Sample the flashing performance of the powerful high-compression "Get-away" Engine... the smoothness of Dodge Fluid Drive. Come in today.

NEW BIGGER VALUE DODGE

Just a few dollars more than the lowest-priced cars!



NEW VALUE! You'll thrill to the smoothness of Dodge Fluid Drive. Gyro-Matic, to keep you from shifting, optional on Coronet models at moderate extra cost.

IRELAND MOTOR COMPANY

209 WEST 3rd

HEREFORD

Phone 180

From The Grandstand

By WILBUR MARTIN
Associated Press Staff
This and that:
The Southwest Conference has decreed that no coach shall make a public blast about the officiating. If he wants to complain he can do it in writing to the Executive Secretary of the Conference.
How about visiting coaches? Gents like Paul Bryant of Kentucky.

Dutch Meyer's new three-year contract at Texas Christian University means his unique spread formations will still be seen. Had Meyer retired, as rumored, and Abe Martin promoted to head coach, the Horned Frogs were supposed to come out next season with the Winged T.

Sun Bowl sponsors must have a frustrated feeling. Texas Tech has practically permanent possession of the Border Conference Championship, and the Red Raiders practically always nix a bid to the Sun Bowl. The host team invitation to the El Paso game nearly always is extended to the Border Conference champion.

If the University of Texas doesn't win the Southwest Conference championship next year, look for some wolf howls at Blair Cherry's door. Rabid Longhorn supporters think the Longhorns will have the "stuff" in 1950.

Doesn't San Antonio have the most elaborate athletic facilities of any town in Texas for its high schools? A new field house has been built for community use right next to Alamo Stadium, the prettiest football stadium in the state.

Won't Port Arthur really be a powerhouse in high school football next year? The Yellowjackets should . . . nearly two-thirds of the first 23 players who were consistent performers in John Tomlin's two platoon system in 1949 will return.

Old Classmates Meet For Informal Party

Mrs. Richard Winget and Mrs. Carl Oldham of Woodward, Oklahoma, held a classmate party for Hereford High School mates at the Winget home Wednesday afternoon.

Informal conversation concerning former classmates made up the entertainment and refreshments were served to Mesdames Gene Osborn of Manitou Springs, Colorado; E. J. Pepper of Lubbock; Pat Jones of Amarillo; John Winkler, Charles Hill, R. A. Daniel, Jr., Molly Jo Robertson and the hostesses.

Whiteface Quintet Gets Back In Swing At Friona Tuesday

Hereford has come along with five wins and three losses. They opened the season with a convincing 37-21 win over Tulla before going to the Hart tournament where they beat the West Texas High, 34-26, and Olton, 46-19, before losing the tournament final game with Hart by one point, 34-35.

They dropped a 27-44 decision to Vega and beat Friona 43-39 after the Hart affair. Canyon edged Hereford 30-29, December 13 and another win was registered over Tulla, 37-33, December 16.

Adrian asked that their game with the Whitefaces in Adrian, December 19 be cancelled because of another desired match. This was the last game scheduled by Hereford before the holidays.

Friona To Muleshoe Highway To Be Paved

Right-of-way for Farm road 299 south from Friona to the Bailey County line has been secured and paid for, according to Dan Ethridge, Friona Chamber of Commerce Secretary this week.

Completion of this 13 miles of highway will join the 12 miles of pavement south of Friona to the pavement extending north of Muleshoe to the county line and thus provide a complete paved road between the two towns.

Ethridge said that all is in readiness now for the State to take over and that the extension will likely be advertised for bids during the coming month, and that work on the paving should be underway in the near future.

Suit Auto Supply Has Company Xmas Party

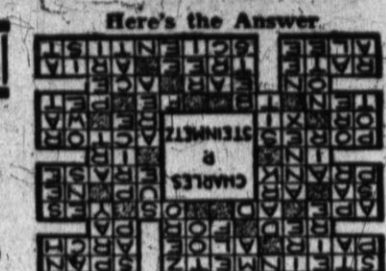
Mr. and Mrs. Ray Suit entertained employees of the Suit Auto Supply Company at a Christmas party Friday evening, December 23 in their home. A buffet supper was served after which Christmas gifts were exchanged. Holiday decorations were carried out in the entertainment room. The dining table from which the food was served was covered with a white handmade lace table cloth centered with red candles in crystal holders.

WEEKLY CROSSWORD PUZZLE

INVENTOR

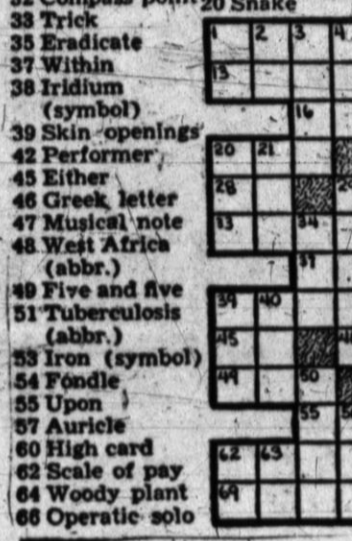
HORIZONTAL: 69 To the sheltered side
1 Pictured electrical wizard, Charles P.
70 He was a famous

VERTICAL:
9 Bridge
13 Couple
14 Plant
15 Architectural unit
16 Bright color
18 Pro
19 Father
20 Mimic
22 Paid notice
23 Bone
25 Affirmative
28 South America (abbr.)
29 Measure of area
30 Above
32 Compass point
33 Trick
35 Eradicate
37 Within
38 Iridium (symbol)
39 Skin openings
42 Performer
45 Either
46 Greek letter
47 Musical note
48 West Africa (abbr.)
49 Five and five
51 Tuberculosis (abbr.)
53 Iron (symbol)
54 Fondle
55 Upon
57 Auricle
60 High card
62 Scale of pay
64 Woody plant
66 Operatic solo



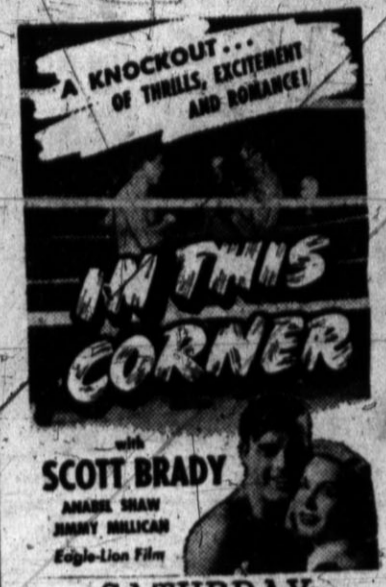
Here's the Answer:

1 Pictured electrical wizard, Charles P. Edison
70 He was a famous inventor Edison
9 Bridge Bascam
13 Couple Couple
14 Plant Plant
15 Architectural unit Unit
16 Bright color Color
18 Pro Pro
19 Father Father
20 Mimic Mimic
22 Paid notice Notice
23 Bone Bone
25 Affirmative Affirmative
28 South America (abbr.) South America
29 Measure of area Area
30 Above Above
32 Compass point Point
33 Trick Trick
35 Eradicate Eradicate
37 Within Within
38 Iridium Iridium
39 Skin openings Openings
42 Performer Performer
45 Either Either
46 Greek letter Letter
47 Musical note Note
48 West Africa (abbr.) Africa
49 Five and five Five and five
51 Tuberculosis (abbr.) Tuberculosis
53 Iron (symbol) Iron
54 Fondle Fondle
55 Upon Upon
57 Auricle Auricle
60 High card Card
62 Scale of pay Pay
64 Woody plant Plant
66 Operatic solo Solo



21 Standard of value Value
24 Seek damages Damages
26 Abstract being Being
27 Observe Observe
29 Addition Addition
31 Cost Cost
34 Atmosphere Atmosphere
36 Skill Skill
39 Kitchen Kitchen
40 Native metal Metal
41 Be seated Seated
42 Space Space
43 Be in debt Debt
44 Rodent Rodent
50 Short letter letter
52 Wagers Wagers
54 Persian fairy Fairy
56 Born Born
58 Part of circle Circle
59 Portuguese Portuguese
61 Feline Feline
62 Egyptian sun god god
63 Aluminum (symbol) Aluminum
65 Electrical engineer (abbr.) Engineer
68 Exists Exists
69 Near Near

WE ARE HAVING ACTION PICTURES THIS WEEK-END Star

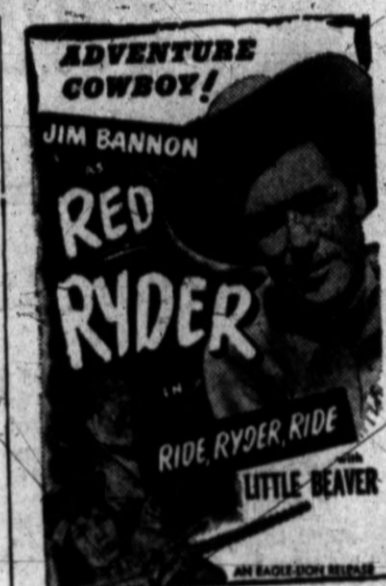


FRIDAY

SATURDAY

MORE THRILLS

Texas



FRIDAY

SATURDAY

Attending the party were Mr. and Mrs. William Marion O'Neil, Mr. and Mrs. E. A. Wright and daughter, Barbara Sue and Eugene Dowell and host and hostesses.

FREE

FOR ALL GASOLINE FROM WATER

If You Can Make It! FREE POPCORN

With Each Adult Ticket If the Government cancels the 20% Amusement Tax!

AS A DEMONSTRATION

of what this 20% AMUSEMENT TAX IS COSTING YOU . . .

and to encourage your writing to your United States Senator and United States Representative, asking them to

VOTE OUT

THE EXCISE TAX . . . (A 100% WAR TAX)

The STAR THEATRE WILL GIVE

FREE POPCORN

WITH EACH ADULT TICKET

AND . . .

FURNISH YOU A FREE POSTCARD TO USE IN WRITING YOUR U. S. SENATOR and REPRESENTATIVE

WEDNESDAY - THURSDAY

January 11 - 12

This is what we mean:

EVERY TIME you buy a 50c Adult Ticket at the Star Theatre, the Government gets 8c. If the tax is cancelled, the adult admission would be lowered in the amount equal to that

FREE POPCORN We are Offering!

THIS TAX IS ON JEWELRY, FURS, COSMETICS, LEATHER GOODS, AND A LARGE NUMBER OF OTHER ITEMS.

Congratulations. Anniversaries from Thursday, January 5, through Saturday, January 7
Mr. & Mrs. Richard E. Barrett
Mr. & Mrs. Frank L. Wilhelm
Mr. & Mrs. Harry Taylor
Mr. & Mrs. J. E. McCathern
Mr. & Mrs. M. F. Vaughn
Mr. & Mrs. N. D. Barlett
Mr. & Mrs. Arnold Wall
Mr. & Mrs. E. E. Layman
Mr. & Mrs. Sylvester T. Loerwald

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

WE OFFER THE CHEAPEST And BEST ENTERTAINMENT SUNDAY - MONDAY - TUESDAY BASEBALL'S GREATEST STORY



Virginia Mayo
Edmond O'Brien
Steve Cochran

STAR

TEXAS

The one fine car in the low-price field



'50 FORD

Hereford Motor Company

Dudley Green Hereford, Texas Archie Scott

TEST DRIVE A '50 FORD --- IT WILL OPEN YOUR EYES