PAY YOUR POLL TAX

The Hereford Brand

20 PAGES This Week

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

48th Year—Number 3 — The Hereford Brand, Hereford, Texas, Thursday, January 15, 1948 — Price 5c Per Copy

Street Markers Will Be Installed in City Within 60 Days

AROUND TOWN SIGHTS, FACES SEEN

Local banks will be closed Monday, January 19, for Robert E. Lee's birthday.

W. G. Madsen, of Denver, Colorado, arrived in Hereford Wednesday to become a member of the local Penney Company force. He was associated with the company in Denver, and will be assistant manager here. Mrs. Madsen and small son, Gary Lynn, will arrive next week, and after February 1, will be at home at 407 Jowell.

OTHER NEW ARRIVALS: At the Deaf Smith county hospital this week; we note the following: Michael Timothy Brownlow, son of Mr. and Mrs. C. O. Brownlow, arrived January 8; Jacqueline K. Welty, daughter of Mr. and Mrs. Jack Welty, arrived January 8; Nancy Delores Lane, daughter of Mr. and Mrs. Harold Lane, arrived January 10; and Alice Lee Martin, daughter of Mr. and Mrs. James Martin, arrived January 12. Welcome to our city.

Commissioners Court has employed Mrs. Margaret Johnson as county auditor, to succeed Mary Jane Morgan, who resigned recently to go into business on her own.

Why doesn't somebody clean off the bulletin board at the south door of the Courthouse. Casual inspection of same the other day revealed, in the top layer of notices, OPA Regulations (now where have we heard of OPA) dated way back when; a notice of a City Bond Election dated April 29, 1947; various sheriff's sale notices (to be posted in a public place) dated for various

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Ground Breaking For Swimming Pool Due Soon

Ground will be broken for Hereford's new $50,000 municipal swimming pool, probably within a few days.

The F. D. Ford Construction Company, contractors on the project, erected a tool shed on the site in the east end of Lake Park this week, and are awaiting the arrival of materials to start construction.

City engineers were due in Hereford today to stake out the site.

Contracts call for completion of pool and bath houses in time for ing not later than June 1, and a $50 per day penalty for day beyond the deadline date quired for completion.

Contract for construction of the pool was let to the Ford Construction Company of Cordell, Oklahoma, on December 16 at a low bid of $47,845.

The pool will be 40 by 120 feet, with modern bath houses and a wading pool for small children adjoining the main pool.

Potato Acreage Goals Upped To 1947 Figures

Revised notices of potato goals for the 1948 spud are being mailed to spud growers in Deaf Smith county this week, F. G. Collier, secretary of the County ACA committee, said yesterday.

The 1948 acreage goals will be practically the same as last year, Collier said.

The Secretary of Agriculture, after ordering sharp cuts in 1948 potato acreage last December, suddenly made an about-face just as local committees were mailing out individual farm acreage goals and issued a "hold everything" order. Restoration of the 1947 goal was the result.

Actually the Deaf Smith county goal for 1948 planting is seven acres greater than in 1947. The new county goal is 4,173 acres as compared with 4,166 last year. Only 3,490 acres of spuds were actually planted in this county in 1947.

February 3 is the deadline for reporting on these goals, Collier said. Any protests by growers must be filed by that date; and all growers must report no later than February 3 whether or not they intend to plant their goal.

If any grower is not planning to plant his goal, Collier said, he should report it so that the excess acreage may be assigned to some other grower who wants it.

New grower goals and policies are unchanged.

Onias Carrol Is New Fire Chief

Members of the Hereford Volunteer Fire Department, meeting last week, accepted the resignation of John Patton as Chief of the Department, and elected Onias Carrol, city water department superintendent, as new Fire Chief.

Carrol has already assumed his duties as Chief of the Department.

Hopes Raised for FHA Housing Development in Hereford Soon

Harold Stassen Will Speak Next Monday at Canyon

TO SPEAK IN CANYON

Harold Stassen (above) will speak at Canyon next Monday afternoon in the interest of his candidacy for the Republican nomination for the President of the United States.

Former Governor Harold Stassen of Minnesota, an avowed candidate for the Republican nomination for President of the United States, will speak at Canyon next Monday afternoon, January 19, at 3:45 o'clock at the West Texas State College auditorium.

Charlie Hutchinson, student body president at the college, has announced that Stassen's talk will be open to the public, and that interested citizens from all over this section are invited to hear him.

Stassen is making a whirlwind speaking tour of the Southwest in an effort to line up delegates to the Republican National Convention. Governor Stassen served in the U. S. Navy during the war, and has since been working with the American delegation to the United Nations Assembly.

Contractor Meets With Local Group Last Monday

Hereford's house-hungry citizens saw a ray of hope . . . but only a ray so far . . . Monday afternoon when W. C. Schutts Jr., housing contractor who is now completing his third housing project in Plainview, met with directors of the Hereford Chamber of Commerce, members of the Junior Chamber of Commerce, local business men and the city officials to discuss possibilities of a housing project in Hereford.

Schutts has completed projects covering some 500 FHA homes in Plainview during the past two years.

He was interested in a local project by Dubs Reeves, JayCee director who investigated the Plainview project while visiting friends there recently. At Reeves' request, the Hereford Chamber of Commerce had sent a committee, composed of Bob Wilson, H. V. Hendrick, J. C. McCracken, and Reeves to Plainview to investigate the project. The committee arranged for the meeting here Tuesday.

Schutts told the committee he would be definitely interested in contracting a housing project in Hereford if it could be demonstrated that a sufficient number of people wanted to buy a home, if a suitable site could be obtained, and if utility facilities, including electricity, gas, water and sewage, to the site could be guaranteed.

He indicated that he would be interested in building a minimum of 25 houses, but would build any number required.

Houses in the Plainview project ranged in cost from $7,500 for a 2-bedroom house and garage, to $9,500 for a 3-bedroom house and double-garage. All prices included the lot and improvements, including sidewalk and paving; and houses were built to FHA specifications.

Tentative plans were advanced for a 50-house project. A site for the development, located west of highway 51 and north of Harrison, within the Hereford City limits, has been tentatively selected to accomodate approximately 50 houses.

Schutts made it plain to the group Monday, however, that he was not interested in building homes on speculation. "We are not in the real estate business," he said, "and don't want to own any houses. Our business is building them."

He indicated that he would want signed purchase commitments from the prospective owners before beginning the project; and that he would, if he undertook the project, be prepared to offer contracts stating a definite price for a definite house.

He also pointed out that he would require definite assurance that utilities would be available before starting construction. Mayor W. E. Dameron and City Commissioner J. C. McCracken, who were representing

(Continued on page 12)

JayCees to Stage Membership Drive in Hereford This Month

Wanted: Young men between the ages of 21 and 35 inclusive, to participate in a program of civic improvement and development; to train for business advancement and civic leadership.

That, briefly, was the call issued this week by the Hereford Junior Chamber of Commerce, which is launching a membership drive this month to enlist new members among the young men of the community.

Bartley Dowell has been appointed chairman of the membership committee. The JayCees, organized last summer, now have a membership of about 30, and hope to double the number during the next few weeks.

JayCee members and prospective new members will attend the first night dinner meeting of the organization at the City Hall banquet room on January 27. The dinner will be the first of a series of monthly dinner meetings planned by the JayCees. Program arrangements are in charge of Paul Conway. The dinner this month will climax the membership drive.

"There are young men at work in worthwhile endeavor in your Junior Chamber of Commerce," Dowell said this week in extending an invitation to new members. "The opportunity is now extended you to join them in the privilege of building your city's future."

Local business firms are being invited to become senior members of the Junior Chamber of Commerce, and to select young men from among their employees to be active members.

Active membership is restricted only to young men of good character who are within the ages specified. Dues, including state and national dues, are only $10 per year.

The Hereford Junior Chamber of Commerce has been active since its organization in numerous civic projects, and plans a full year's program of activity for 1948, John Kelly, JayCee president, said this week.

Projects undertaken by the JayCees todate have included park improvement, a community Hallowe'en Carnival, the Christmas decorations and program, and most recently, the preparations of plans adopted last week by the City Commission to provide street markers for the city of Hereford.

In addition to the active membership of the local Junior Chamber of Commerce, several older business men have been enrolled by the organization as senior members, and other individuals and firms are invited to join on this basis.

Sheriff's Office Shows Gain to County of $1683

The Deaf Smith county Sheriff's department has showed a net gain to the county, over and above expenses, of $1,683.37 for the year of 1947, Worth Covington, deputy, reported this week.

Total receipts of the office, as listed by Covington, were $11,240.98. Of this amount, $1,261.32 was in sheriff's fees, $6,209.11 in collector's commissions, $3,462.55 in collector's commissions; and $308 in redemption costs.

Total expenses for the office amounted to $9,557.61.

Included in the year's expenses was a considerable quantity of new equipment, including fingerprint sets, fire extinguishers, ordinance and other equipment used by the department.

FOR RE-ELECTION

Sheriff J. C. Reese (above has announced his candidacy for his second term in the primaries this summer.

Sheriff Reese Will Make Race For Re-Election

J. C. Reese, now serving his first tedm as Sheriff, Tax Assessor and Collector of Deaf Smith county, this week became the first county official to announce his candidacy for re-election in the primaries this summer.

Reese, a former member of the Texas Highway Patrol, resigned from the Patrol in the spring of 1946 to make the race for Sheriff in the Democratic Primary, winning without a run-off over three opponents in the first primary.

His statement follows:

"I wish to take this opportunity to announce to the people of Deaf Smith county that I will be a candidate for re-election to the office of Sheriff, Tax Assessor and Collector, in the Democratic Primary this summer.

When I first announced my candidacy for this office two years ago, I promised you I would do everything in my power to make you a fair and impartial officer, and would conduct the affairs of this office in a business like manner. I believe that my record will bear out the fact that I have carried out my pledge to you.

In this connection, I want to express my sincere appreciation to the law-abiding citizens of this county for your hearty support and your cooperation and assistance. Without this public support, which you have so generously given, it would have been impossible for this office to function as effectively as it has

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Condron to Talk To Federation

Deaf Smith County Federation of Women's Club will meet Friday, January 16, for a luncheon at First Methodist Church.

Speaker for the afternoon will be Stuart H. Condron, professor of Government in West Texas State College of Canyon. His subject will be International Relations.

Whitsett Case Is Settled Without Jury Trial

The case of John L. Whitsett vs. Virginia Ethel Whitsett and others, a suit to revoke a trust agreement involving the Whitsett estate, was settled out of court Tuesday afternoon at the close of the second day of the hearing in District Court.

Terms of the settlement involved execution of a new trust agreement, and re-appointment of the same trustees who had administered the old trust, Mrs. Virginia E. Whitsett, Effyle Whitsett Kellogg, and Robert L. Thompson.

A jury panel which had been summoned to appear Tuesday morning to hear testimony in the case was dismissed Wednesday morning. No jury selection was ever made.

Arguments in the case began before District Judge Harry Schultz Monday morning, continued through the day, and were re-opened Tuesday after the jury panel had been dismissed and ordered to report again the following morning.

Arguments Monday and Tuesday concerned admissibility of evidence in the case, and were heard by Judge Schultz before the jury was called in. Counsel for the defense had offered 32 exceptions to the plaintiff's pleadings, most of which were upheld by the court.

Attorneys for the plaintiff were Bert King and Harold Jones of Falls, and B. N. Richards of Dalhart. For the defendants, the attorneys were Jimmie Witherspoon and Carl Gilliland of Hereford. Les Humphrey of the firm of Bullington, Humphrey and Humphrey of Wichita Falls; and R. A. Wilson of Amarillo.

WEST TEXAS STATE COLLEGE PREXIES: NEW AND RETIRING

Dr. James P. Cornette (left) president-elect of West Texas State College, poses with Dr. J. A. Hill, retiring president, at the dinner honoring the new president at Canyon last Friday night. (Amarillo Times Photo)

Over 400 Attend Dinner Honoring New West Texas State College President at Canyon

More than 400 Panhandle citizens gathered at the new College Cafeteria building on the campus of West Texas State College at Canyon last Friday night to attend a dinner welcoming Dr. James P. Cornette, president-elect of the institution, to Canyon and the Panhandle.

Dr. Cornette, lately dean of Baylor University at Waco, became executive vice president at West Texas State on January 1, and will become the third president of the college on September 1, when he will succeed Dr. J. A. Hill, who has announced his retirement, effective on that date.

The dinner was given by the Canyon Chamber of Commerce and the Canyon Rotary Club. Guests from practically every town in the Panhandle area served by the college were invited.

Special guests at the dinner were four members of the Board of Regents, Newton Harrell of Claude, vice president of the board; Judge W. L. Kerr of Midland, president; Dr. M. C. Edson of Austin and Walter Woodul of Houston.

In a brief, sharply-tailored talk, the young president-elect clearly outlined for his audience the policies which will govern his administration of the college.

About athletics: "I am a supporter of athletics, but I do not believe that a losing ball game turns a good coach into a bad one overnight. If any of you want a coach fired, you had better come to me while the team is winning . . . not when it is losing."

He stressed the qualities of honesty, sincerity, and straight-forwardness as his measure of men. "If he has these," he said, "I'll get along with him; if he doesn't, I don't care whether I get along with him or not, I despise an artificial front."

About Communism: A strong exponent of "the American way," Dr. Cornette told his listeners, however, that the man who accuses another of being a communist because the other man differs with him in political opinions, when neither is a communist, is "as dangerous, if not more so, than a communist." Intol-

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List Approved Conservation Practices in County for 1948

Dr. Heard Tells World About Deaf Smith County On "We, The People"

Dr. G. W. Heard, 80-year old dentist from "the town without a toothache," was heard on a nation-wide broadcast on the "We, The People" program over Columbia Broadcasting System network Tuesday night—and it's a safe bet that 90 per cent of Hereford radios were tuned to Columbia stations during the half-hour broadcast.

In his brief interview, Dr. Heard refuted the oft-repeated statement that Hereford is really "a town without a toothache," but declared that "there wouldn't be any need for a dentist at all if these people will learn one thing—to eat the food they grow on their own land."

Limited sharply by a prepared script, the doctor was given no opportunity to elaborate on his theory that people everywhere could enjoy tooth-acheless lives if they would add to their soils the minerals found abundantly in Deaf Smith county.

"We grow something better than money," he told his interviewer, however. "That's good health, and all the money in the world can't buy that."

Hereford friends of the elderly doctor got an unscheduled laugh when the program's announcer commented wonderingly that Doctor Heard was past 80 years old, and had "come all the way to New York by himself." The doctor is a sprightly and well-travelled octogenarian.

Sharing the program Tuesday night were a Brooklyn subway policeman, a singing cowboy, a minister for the deaf, a New York comedian, and Francis X. Bushman of Hollywood, film star of another era.

Annual March of Dimes Will Start in Hereford Today

The annual March of Dimes drive to build up the nation's depleted Polio funds begins in Hereford today, Paul Harvey, county chairman, announced this morning.

Lyle Blanton is campaign director for the 1948 drive.

Collection boxes are appearing today in all local stores, and in business houses at Dawn and Summerfield. Dime cards have gone into the mail, and the machinery is already turning to build up the fund.

The Deaf Smith county chapter is broke and in the hole, Harvey reports. Funds built up over a period of several years have been completely exhausted by the local chapter this year, and $650 has been borrowed from the National Foundation to tide the chapter over until more donations can be raised.

Cost of maintaining one child in the Polio clinic is about $350 per month, Harvey pointed out. If Deaf Smith county should have another polio case now, the chapter would

(Continued on page 12)

Lloyd Otten Buys Clovis Auction Co.

Lloyd Otten, former Hereford auctioneer, this week announced purchase of the Clovis livestock auction in association with Ben Davidson, Pete Knapp and Clyde Rayl. Otten left Hereford in 1941 and has since been with the Amarillo Livestock Sales.

Top yearlings ranged up to $28.60 last week with several consignments from Hereford; fat cows sold from $17.50 to $22. Al Smith consigned heifers and steer calves which brought $27 a hundred. Bill Hunter was another Hereford man who included consignments in the sale last week.

Otten reports that he will move to Clovis in the near future and will devote his interest to the Clovis sale, along with an auction business over the territory.

Funds Cut Half Of Allotment for 1947 Practices

With the cash allotment to Deaf Smith county for farm conservation practices cut nearly in half this year, the county ACA committee yesterday released a list of 22 conservation practices for which payments will be approved during 1948.

Practices are about the same as last year, F. G. Collier, county ACA secretary, said, with a few minor changes.

The county's allotment for the current year under the conservation program has been cut to $90,500, almost exactly half of the 1947 fund. Last year $189,500 was alloted in this county for conservation work.

However, Collier reports, only $99,000 of the available fund was used last year, the balance being returned to the government; and on that basis, the funds allotted for 1948 are only $8,500 short of the amount actually required last year.

The $500 personal limit on payments is still in effect.

Principal changes in the program adopted for this county for 1948 applies to payments for drilling wells on grass land, setting the minimum at 1280 acres in grass; with a similar restriction on the deferred grazing practice. Both are range practices.

One new practice has been approved this year by the county committee, permitting payments for chiseling not on the contour of cropland or land planted to crops in 1948.

This practice was added by the committee, Collier said, on the basis of its successful application in four other Panhandle counties last year. Its purpose is to permit conservation practices on land where contour chiseling is impractical.

Other approved practices for 1948 are:

1. Construction of terraces for which proper outlets are provided.
2. Construction of diversion terraces.
3. Establishing a vegetative waterway.
4. Constructing or enlarging drainage ditches.
5. Levelling for irrigation land for

(Continued on page 12)

Decision Is Reached At Hearing

Permanent-type concrete street markers are to be installed at every street intersection in the city limits of Hereford within the next 60 days, and a project to re-assign house numbers throughtout the city is to be undertaken immediately in connection with the street marking program.

Decision to launch both projects immediately was made by the Hereford City Commission last Thursday afternoon following a meeting with representatives of the Chamber of Commerce, Junior Chamber of Commerce, Business and Professional Woman's Clubs, post office department, and local doctors.

A committee including Neal Young representing the JayCees Pete Cowart of the Chamber of Commerce, City Marshall Bruce Wooddell, Postmaster Jim Lipscomb, Dr. L. B. Barnett, and Mrs. Dyalthia Bradley and Mrs. Ellen Carter of the B & PW Club attended the hearing before the City Commission.

Immediate installation of the markers was urged as an emergency measure.

Dr. Barnett, representing the local medical profession, cited a recent case when difficulty in locating an address on a night emergency call caused a delay of more than half an hour in reaching a patient, a delay which might have resulted in tragedy, the doctor pointed out.

Postmaster Lipscomb presented the case for the Post Office Department, which has long complained of the city's failure to provide adequate street markers and has threatened to suspend city delivery. An agreement was recently reached by the city with the department, however, to have markers installed within one year.

Mayor Dameron pointed out that the Commissioners have delayed the planned installation of markers until the projected paving program could be completed and permanent markers installed; but stated that if the situation was deemed an emergency, the city would cooperate in installing temporary street markers.

Neal Young, representing the Junior Chamber of Commerce, presented plans for a concrete marker, prepared for the JayCees by Bruce Wooddell, which, he pointed out, could be used now as temporary markers and could be installed as permanent markers with no loss of time or money when the curbs for paving are completed.

The markers, patterned after the ones in use in the city of Vernon, are of concrete, standing 24 inches high, 18 inches wide, and 6 inches thick, with a broad concrete footing. The street name is indented in the concrete on an inclined plate at the top of the marker. Installed at the curb line, the markers will stand approximately 18 inches high.

The markers, Young pointed out, can be locally manufactured at low cost, can be installed temporarily on un-paved streets by setting them in dirt, since the broad base keeps them from toppling over; and can be installed permanently in the curb line when the streets are paved.

They are easily read, he pointed out, and have an additional advantage in that the lettering on the inclined face grows more legible as the markers become dirty or mud-spattered, instead of fading out as many curb markers do.

Young presented figures on the cost of the markers as compared with others, and presented plans for their manufacture.

Pete Cowart, who owns a con-

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Hereford B Team Goes to Finals In Tournament

The Hereford Whiteface "B" team cagers surged to the finals in the Hale Center "B" tournament last week-end, and went down in the championship game 34-31 before the determined shooting of the Kress five.

The Whiteface cagers had nosed out Hale Center in the semi-finals 54-23. Melugin led the scoring with 21 points.

Melugin and Hamilton tied for scoring honors for the Hereford quint in the final game with ten points each; but King topped the scoring with 26 of his team's 34 points.

Neely Kimbrough was placed on the all-tournament team.

Tuesday night in the Hereford gym, the hustling Dimmitt Bobcats, led by Fulfur and Martin, outplayed and outclassed the Herd 51-31. McGee was high scorer for the local cagers with six points. Knox and Matthews scored five apiece. Fulfur and Martin were high for Dimmitt with 14 and 13 points, respectively.

The Hereford "B" team downed the Dimmitt "B" squad 39-29 after a see-saw battle. Melugin again led the scoring for the winners.

The Hereford Brand

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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 at 321 Main Street, Hereford, Texas.

Spirit of Old West Is Revived At Annual Pep Club Banquet Friday

With the theme of a Pep-Club Round-Up of "48", the annual Pep-Club banquet was held at the First Christian Church Friday night. Tables were arranged in the form of a Circle-H brand and the magic of the Old West prevailed in the spirit of the party as the scene was enhanced by lantern and candle lighting. The reception hall where guests who had all donned cowboy or western attire, assembled before going into the banquet hall was arranged in a typical ranch setting and the menu carried out the theme of the party.

H. V. Stanton, athletic coach, gave the invocation and a welcome entitled "Howdy Wranglers" was given by the club president, Martha Thomas. "Here's To Our Partners" was a toast given to the girl's escorts and given by Jacqueline Newell and was followed by "Grub-Time." After the meal the president gave a thank you to "The Herd Riders" (mothers) who had prepared the banquet, and the prophecy called "Westward Ho" was presented in dialog by Patsy Slagle and Bettie Jo Carnahan.

Music was presented by seven boys who sang Sioux City Sue and Red River Valley before being interrupted by Mary Jo Mathies who delivered a message by pony express, to introduce the cheer leaders for next year. They were Calamity Jane (Bettie Jo) Carnahan; Sioux City (Bobby Jane) Sisk and Tumble Weed (Martha) Thomas.

Boys making up the septet were; Eugene Roberson, Reuben Knox, L. T. Hawks, Jackie Luck, Chas., Don Davison, and with piano accompaniment by Miss Thelma McMinn, led the entire group in singing, "Don't Fence Me In," "A Gal In Calico" and "Home On The Range."

Pat Sullivan gave the benediction and the Pep-Club sponsor, Miss Mary Ellen Henslee, gave the so-long signal as the group sang the school Alma Mater.

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Frio H. D. Club Meets With Mrs. Fred Axe Jan. 7

Mrs. Fred Axe was hostess to the Frio Home Demonstration Club which met January 7.

Roll call was answered with New Year's resolution concerning "Home Demonstration Work." Yearbooks were filled out during the business session and new committees were appointed.

Mrs. Draper had charge of the program in which she asked for reports from each member and urged cooperation for the coming year. She reviewed the meaning of Demonstration work, saying it was for "Better Farming, better homemaking, comfort, culture, influence and power."

Refreshments were served to Mesdames H. D. Robbins, Henry Andrews, Owen Andrews, Dayton Chilson, David Yandell, Olen Parris, H. F. Benson, Albert Springer, A. T. Jones, Tom Draper and the hostess.

Wyche H. D. Club Meets

Mrs. Ira Scott, president of the Wyche Home Demonstration Club, was hostess to club members on New Year's Day.

Committees named by the president were: finance—Mesdames W. T. Kelly, Curtis Traweek and G. W. Newson. Exhibits—Mesdames E. O. Baker and Ira Ott. Program—Mesdames E. C. Hewitt Jr. and Ernest Kerr. Marketing—Mesdames R. W. Elliston and E. L. Coconougher.

Mrs. Tom Draper, CHDA, discussed Problems of Home Demonstration Clubs and Ways to Solve Them. She recommended that each club member make a special effort to reach goals outlined by the club.

The next meeting was announced for January 15 in the home of Mrs. Nolie Elliston.

Members present were Mesdames H. H. Caraway, Troys Carmichael, A. E. Jury, Ira Ott, Argen Draper and the hostess.

Mrs. Homer Brumley is in Slaton to attend Officers Training Day of the North West Texas Conference, Woman's Society of Christian Service of the Methodist Church. The session will conclude Friday noon.

Dawn

MRS. LLOYD H. BENTLEY

There were 57 present at church Sunday.

Rev. Byers attended an Evangelistic conference in Dallas during the first part of the week.

Mrs. Lloyd Bentley left Saturday for Dallas where she will receive medical treatment.

A Sunday School party for the young people was held in the William Wimberly home Friday night. Those present were Carrie Belle Smith, Cleta Dow, Myrtle Smith, Claudine Beavers, Rosemary Cronin, Donald May, Ike Wilcox, Harold Dow, Billy Wimberly, and Mr. and Mrs. Wimberly.

Mr. and Mrs. E. A. Oberst of Canyon visited in the William Wimberly home Sunday.

Mrs. Ruth Gore and children attended a dinner party Friday night in the home of Mrs. J. J. Boling at Canyon.

Visiting in the home of W. T. Beavers Sunday were Mr. and Mrs. Jim Cabe and children of Canyon.

Mrs. Lorene Davis and Lowell Moore of Borger were visitors in the Frank Smith home Thursday.

Mr. and Mrs. Clifford Stewart made a trip to Wayside Thursday.

Mr. and Mrs. H. E. Miller and family have moved from this community to Hereford.

Shop with the Want Ads!

Westway

MRS. CARL SCHROEDER

Mr. and Mrs. R. N. Gunn were visitors in the Joe Landers home Wednesday.

Guy Foley of Grandview, Mo., Donald Foley of Fairfax, MO., and Mrs. Stacy Hunt of Pasadena, Cal., visited Mrs. Merlin Kaul Friday afternoon.

Mrs. A. A. McMillan and Kenneth visited Mrs. Carl Schroeder Thursday.

Mrs. Joe Landers was a visitor in the O. L. Landers home Friday. She also called at the R. N. Gunns.

Mr. and Mrs. Guy Lawrence and daughters of Hereford; Mrs. Vesta Mae Johnson and Jackie Lynn of Summerfield were supper guests in the Elmer Combs home Wednesday night.

Mr. and Mrs. G. C. Merritt and son were Sunday dinner guests in the home of the Joe Landers.

Mr. and Mrs. Joe Wagoner had as guests Friday night Mr. and Mrs. Nat Thomas, Mr. and Mrs. Cawthon Bryant, Mr. and Mrs. Elmer Combs, Eugene and billy Don, Mrs. Vesta Mae Johnson and Jackie Lynn.

Mr. and Mrs. Elmer Combs and Sons, Mrs. Vesta Mae Johnson and Jackie Lynn were Plainview visitors over the week end.

Rev. Wayne Wilcoxan of Plainview will preach Sunday morning and evening at the Westway church.

Mr. and Mrs. E. H. Little visited in the H. D. Robbins home Sunday.

Mrs. Carl Schroeder and Anna Mae visited Mrs. Edith Smith in Hereford Tuesday.

CARD OF THANKS

We wish to express our deep appreciation of your sympathy in our recent bereavement and want you to know we are grateful for your many kindnesses.

James R. Rutherford
Glenna Percifull
Beulah Lee Carter
Ralph Jarrell Rutherford.
3-1p

Shop with the Want Ads!

About two billion buttons a year are made from the shells of the fresh water mussels taken in the Mississippi valley region.

The practice of veterinary medicine and surgery originated in France as a means of saving horses injured in war.

Blue eyes and black eyes contain exactly the same coloring pigment, known as melanin. The difference in color is the result of the way in which light is reflected from the surfaces of the fibers which make up the iris. Black eyes also have more melanin than blue eyes do.

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NIPPLES
Evenflo 10c
3 for 25c
Davol 10c
Anti-Colic .... 3 for 25c
30c Davol Bottle complete 27c
Evenflo Bottle complete 25c

ELECTRIC BOTTLE WARMER AND VAPORIZER
$2.50
ELECTRIC BOTTLE STERILIZER
$6.95

DRUG SPECIALS

$1.25 Absorbine Jr.	89c
60c Rubbing Alcohol	49c
50c Pepto-Bismol	39c
50c Nyal Nose Drops	39c
Pt. Mineral Oil	49c
$1.50 Petrolagar	$1.29
$1.00 Cardui Tonic	69c
$1.25 Creomulsion	98c
75c Citro Carbonate	59c
$1.00 Lavoris	89c
85c Lanteen Blue	69c
75c Doan's Pills	69c

The cost of bringing up a baby grows along with him, but your budget won't suffer from these "growing pains" if you take full advantage of our low, low prices on the high quality products your doctor recommends for baby's health, comfort and well-being. Hundreds of wise mothers have discovered that a baby's budget thrives on our Formula for Economy—"The best of everything for baby . . . and everything priced to save you money."

$1.25 SMA	98¢
50c CEREVIM	39¢
50c CASTORIA	39¢
50c Z B T BABY POWDER	39¢
Baby PERCY	39¢

Infant SUPPOSITORIES	39¢
Baby COUGH SYRUP	25¢
Bath THERMOMETER	35¢

Baby BOTTLE HOLDER	$1.50
$1.00 J. & J. BABY OIL	89¢
75c DEXTRA MALT	69¢
CHUX	$1.59
SYRUP PEPSIN	49c
VICKS	29c

50c Colgates	39c
$1.00 Skin Bracer	89c
Gillette Blades	98c
Schick Blades	69c
Yardley Shaving Mug	$1.00
$1.50 Cargo	$1.00

$1.00 WILDROOT CREAM OIL 89c

REVLON NAIL ENAMEL Lastron 60c

MODESS AND TISSUE Combination 49c value 39c

CORDAY PERFUMES Sold by Drachm $1.75

BEXEL SUPER MULTIPLE VITAMIN (A Complete Vitamin) $7.50 size $6.69

Nyal Milk of Magnesia

The quick corrective for sour stomach and intestinal acidity. A mild laxative and digestant.
Full pint bottle . . . 39c

ELECTRIC HEATING PADS
ELECTRIC FOOT WARMERS
$5.50 to $12.00

Baby Pants	75c
Crib Sheeting	$1.75
Baby Bottle Holder	$1.50

SICK ROOM NEEDS

4-oz. Castor Oil	39c
5 lbs. Epsom Salts	39c
75c Bayer Aspirin	69c
60c Alka-Seltzer	49c
75c Listerine	69c
Band-Aid	27c
60c Sal Hepatica	49c
60c Mentholatum	49c
50c Peroxide	39c
75c Ben-Gay	69c
79c Carters Pills	69c
40c Bromo-Quinine	33c

If you treat a cold as a joke, the laugh may be on you. The dividing line between a "simple" cold and something far more serious is so slim as to be practically non-recognizable in the early stages save by a physician. The cold provides an open door which allows the dangerous infections of the respiratory system free access. If your "cold" is accompanied by fever and aching—DON'T DELAY! Call your doctor immediately and let him decide what your "cold" is. Then follow his instructions to the letter. That's the only way to guard yourself against possible serious complications.

ROPER RANGES

Coleman Floor Furnaces....Humphrey Radiant Heaters....Monroe Heaters

On The Care of GAS APPLIANCES

Modern gas appliances are sturdy, long lived, always a decided advantage. This is an added benefit in years to come.

But always their extreme simplicity of design and of operation, added to great ruggedness of construction, makes them last, And Last, AND LAST!

Only a little care is needed by your gas appliances to see you through, with plenty to spare. Just keep the burners clean, which is easy, and in adjustment, which is almost as easy. And use the same care in cleaning the enamel of your range that you do with any similar surface.

Postwar gas appliances? They are here — better than you have ever seen, we know.

AND WE HAVE THEM NOW!

Dearborn Heaters....Empire Floor Furnaces....Mission Water Heaters!

TAPPAN RANGES

Blanton Butane Gas Co.

Federation Is Bay View Club Subject

The Bay View Club, meeting on Thursday afternoon in the home of Mrs. John McLean, heard two discussions on the program theme of "Federation."

An excellent program on the state federated news and on the National Federation, was presented by Mrs. H. G. Conkwright and Mrs. E. W. Harrison.

Mrs. Conkwright displayed pictures of the state headquarters in Austin and gave highlights of the Texas Federation of Women's Clubs during the past fifty years. She spoke briefly of the state presidents and her corps of officers.

Mrs. Harrison told of the General Federation's organization and something about its accomplishments, reviewing the General Federation presidents' recent trip abroad. She read an open letter in the Club Woman written by Eleanor Roosevelt on the opportunities of today's club-woman.

Mrs. Colby Conkwright, president, conducted the annual business session when reports were given. Mrs. A. M. Jones gave the financial report, Mrs. D. H. Alexander the federation report and Mrs. Paul Mathers, the membership report.

Announcement was made that the next meeting will be held with Mrs. Colby Conkwright instead of as listed in the year books.

Members present were Mesdames; D. H. Alexander, J. R. Allison, Phillip Barkley, Lee Benefield, Essie Cardwell, Colby Conkwright, H. G. Conkwright, Howard Gault, E. W. Harrison, A. M. Jones, J. W. Kirby, Paul Mathers, J. P. Slaton, Bob Wilson, R. B. Miller and the hostess.

Mrs. Dyalthia Bradley and J. T. Gilbreath Jr., left for Galveston Friday to see her sister and his brother, Mr. and Mrs. J. C. Gilbreath of Dimmitt who were seriously burned several months ago. Mrs. Gilbreath is receiving treatment at John Sealy Hospital, Galveston.

MARRIED HERE ON JANUARY 2

Mr. and Mrs. Todd Herrington are pictured above following their wedding at the First Methodist Church here Friday morning, January 2. Mrs. Herrington was formerly Miss Lylabeth Blanton of Hereford. (Phonot by Cole Studio).

Camp Fire Groups Meet

Tawanka Camp Fire Girls held a ceremonial at the Camp Fire Hut Thursday afternoon when membership cards were presented and when the guardian, Mrs. Earl Plank, presented the charter to the group.

Slide pictures of the Japanese rice fields and of the pottery made in Japan were shown. The pictures were made by Miss Esther Plank, a sister-in-law of the guardian, who teaches in Kobi, Japan.

Election of officers will be a feature of the next meeting.

Watamachick Group

Watamachick Camp Fire Girls met at the hut Thursday with Mrs. Leroy Aven, guardian, directing the meeting. New Officers chosen were Irene Witherspoon, president; Frankie Dee Culpepper, vice-president; Linda Reese, secretary; Marline Legg, treasurer; and Gloria Walser, scribe.

Others present besides the new officers were; Carolyn Kester, Kay Ruth Barnard, Eugenia Knox, Patricia Young, Reta Sanders and Daline Tinnin.

Successful Women Discussed For Club

Continuing the study course "Successful Women" a meeting of the Lone Star Study Club was held Tuesday afternoon in the home of Mrs. R. G. Blue with Mrs. Roger Corbett as assistant hostess.

Mrs. Forrest Minton told of Osa Johnson, photographer, and her life as she and her late husband traveled the world over with their cameras.

Mrs. Lyle Blanton discussed Pearl Buck, her life in China and her work for the betterment of the Chinese women. She also gave an account of her writings which she began at the age of eleven.

Mrs. Joe Kendall will be hostess for the next meeting on January 27.

Those attending were Mesdames Lyle Blanton, Roger Corbett, W. S. Fluitt, Leo Forrest, Homer Henslee, Jim Higgins, Berry Jacobsen, John Jacobsen Jr., C. D. Kelton, Joe Kendall, T. E. Major, Guy Newson, Coy Phillips, Earl Phillips, Ed Lawrence, Lawrence Womble, Forrest Minton and the hostess.

TEXACO

SKY CHIEF Gasoline
FIRE CHIEF Gasoline
HAVOLINE Motor Oil
TEXACO Motor Oil
Texaco Marfak
LUBRICATION

Complete Line of
GILLETTE TIRES

GILLETTE TIRES

Phillips & Lawrence Service Station
24-Hour Service
PHONE 97

"Every Time We Make A Friend, We Grow A Little"

COLD FACTS

Meats of all kinds are going to be scarce and much higher in the Spring.
Rent a locker now and beat the rise in prices.

HEREFORD LOCKER and COLD STORAGE

BIRDS EYE FROZEN FOODS

Announcing . . .

that I have purchased an interest in the Clovis Cattle Commission Company and am now devoting my time to that business and farm sales. My partners in this company include Ben Davidson, Pete Knapp and Clyde Rayl, all of Clovis. We will appreciate the patronage of stockmen in this area wishing to buy or sell cattle.

LLOYD OTTEN
Phone 6769
Amarillo

CATTLE AUCTION

EVERY
THURSDAY and FRIDAY

NEXT HORSE SALE
WEDNESDAY, JAN. 28

HORSE SALE EVERY OTHER WEDNESDAY
MANAGED BY JIMMY HARGROVE

CLOVIS CATTLE
COMMISSION CO.

PHONE 999 CLOVIS, NEW MEXICO

Handsome rayon gabardine . . . skillfully tailored with interest centered on the make-believe pockets . . . jewelry neckline and three-quarter sleeves. Choose from Vienna Aqua, Princess Pink and Spring Beige.
Sizes 10 - 20

the Little fashion shop
"Smart Clothes for Smart Women"

PERSONAL Business

We believe that the personal element is the most important factor in retail business. Two persons doing business together face to face year after year learn to know and trust each other. At Carl McCaslin's we have always tried to know your building needs and to provide them on a fair business basis. Crisis, uncertainties, and doubts come and go, but this policy of personal fair dealing persists here.

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Doors	Plumbing	Paint	Cement
Window Units	Wallpaper	Fence	Pressure Pumps

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Carl McCaslin Lumber Company

1 Block East of Courthouse
HEREFORD

Heiselman Club Plans Goals for Year January 8

"Goals for the New Year" was the program topic in charge of Mrs. Tom Draper for Heiselman Home Demonstration Club January 8 in the home of Mrs. Oscar Bromman.

A group of poems for home makers was read by Mrs. Vern Jacobsen.

Business of the club was discussed under the direction of Mrs. Henry Kinsey, president. Year books were filled out, new committees were named and a council report was heard.

Roll call was answered with New Year's resolutions by the following members: Mesdames Henry Kinsey, Clarence Storey, Paul Metcalf, R. W. Perry, E. B. Pounds, R. M. Gruhlkey, Tom Fields, E. N. Jacobsen, Vern Jacobsen, Walter Lemke, Robert Wingate, Arthur, Lorin Creitz, and guest, Mrs. Tom Draper and the hostess.

The next meeting of the club will be January 23, at 2:30 p. m. in the home of Mrs. A. B. Carter.

Avenue Baptist WMU To Hold Installation

The Avenue Baptist Church will have installation services for the W. M. U. Sunday night following the Training Union at 8 o'clock. The W. M. U. Associational president, Mrs. W. E. Kirkpatric of Dimmitt, will be in charge of the candlelight services.

Those who will be installed are: Mrs. G. F. Medlin, president; Mrs. E. G. Huston, first vice-president; Mrs. M. Barton, second vice-president; Mrs. Alvin Williams, Circle chairman; Mrs. Barbara Hudson, recording secretary; Mrs. J. D. Davis, young people's director; Mrs. R. S. Sparkman, corresponding secretary and treasurer; Mrs. Allen Medlin, Mission and Bible Study chairman; Mrs. S. L. Hale, Community Missions chairman; Mrs. E. H. Harper, stewardship chairman; Mrs. Mozella Denny, benevolence; Mrs. T. H. Trulock, library chairman; Mrs. Sam Anderson, publicity; Mrs. Floyd Lowe, Sunbeam visitor.

Pioneer Club Observes Health Day

Pioneer Study Club observed Health Day at a meeting of the club held Tuesday afternoon in the home of Mrs. E. S. Ireland. Mrs. Fred Barrett was assistant hostess.

Mrs. J. B. France, president, conducted a business session and members voted to contribute to the cancer fund.

Mrs. John Patton was in charge of the program and discussed "Improving Health," dealing mainly with improving health through planned recreation.

Mrs. Noah Ewton talked on "Improving Housing" and told of the work of the U. S. Government along that line during the past thirty years.

Those present were Mesdames Walk Boston, H. A. Close, A. B. Christian, O. M. Dickey, Noah Ewton, Burl France, N. E. Gass, J. M. Gilliland, O. G. Hill, A. V. Hendrick, J. B. Jones, F. M. Kester, Tandy Legg, A. L. Manjeot, John Patton, Wirt Phillips, B. E. Roberson, Mary Seigler, F. L. Terrell, Al Werner and the hostess.

Talks On Fathers Heard At Meeting

El Nino Study Club members heard interesting discussions Monday evening at the regular meeting held in the home of Mrs. Will Graham.

Mrs. Joe Smith discussed the topic "Importance of Fathers," stressing the thought that mothers should not asume all responsibility but should give fathers a chance to share in decisions and talk things over with their children.

Mrs. Worth Ware outlined a plan for parents to develop confidence in children by giving them something in which to place their confidence.

Club members attending the meeting were Mesdames Jim Bookout, Ben Childers, R. A. Daniels, Byron Durham, Ben Ezell, R. D. Ford, John Jacobsen Jr., Stanford Knox, W. H. Patton, Joe Smith, Worth Ware, Gerald Wilson, Bruce Wooddell, Paul Coneway and the hostess.

For the years 1934 through 1938, the U. S. supplied 4.6 percent of all grains for world export. In 1946-47, with almost no change in the amount of grains moving in world trade, the U. S. supplied 52.4 percent.

Shop with the Want Ads!

Shower-Tea Given For Bride-Elect

A shower-tea complimenting Miss Alpha McWilliams, whose marriage to Robert Petersen took place Sunday, was given at the home of Mrs. Ellis Coombes Friday evening. Cohostesses were Mesdames; Carl Cockrell, C. H. Dyer, Corrine Jennings, Herman Ford and Earl Phillips.

An attractive arrangement of snapdragons and carnations, flanked by four blue tapers, carried out the blue and white colors chosen for the party theme. Table appointments were in crystal and silver.

Readings by Mrs. Clyde Russell and musical selections given by Mrs. B. F. Cain entertained approximately 125 guests who called between the hours of 6:30 and 8:30.

Mr. and Mrs. Otis White and Mrs. Mollie White of Bovina accompanied Mr. and Mrs. Hubert White of Hereford to Amarillo Friday for the funeral rites of their niece and cousin, Mrs. Vada Hill.

Mrs. Fred Walton Hostess to Club

Mrs. Fred Walton was hostess to the Easter H. D. Club January 8 at the Easter school house.

Roll was called by, "One thing I hope to do better this year." Plans were made for club work for the year.

Refreshments were served to Mesdames W. A. Epperson, L. E. Stone, J. H. McDonald, Raymond White, Jim Brooks, J. H. Burnett, Loin Lo-

Dessert-Bridge Is Enjoyed by Group

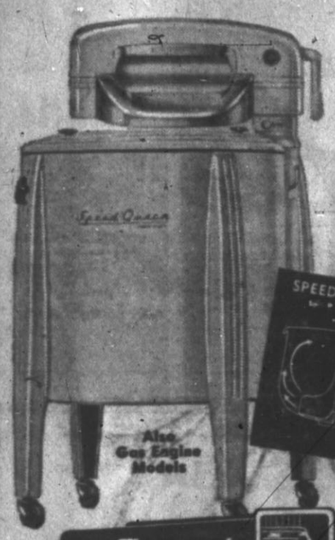
Mr. and Mrs. Jeff Gilbreath were hosts at a dessert-bridge party given at their home on Lee Avenue Friday evening.

At the conclusion of contract, high score awards were presented to Mrs. Jim Lipscomb and Cliff Estes.

Attending the party were Messrs. and Mesdames; W. S. Pruitt, Jim Lipscomb, Jim Black, Frank Lucas, O. L. Click, Paul Mathers, Cliff Estes, Bob Wilson, Mrs. J. M. French, Mrs. Nell Morgan, Carl Frye and the hosts.

Mr. and Mrs. H. D. Culpepper left yesterday for Phoenix, Arizona, where they will visit with a daughter, Mrs. Felix Kuykendall, and family. Enroute to Arizona they stopped at Hobbs, N. M., for a short stay with a daughter, Mrs. Wayman Featherston and family.

Every woman KNOWS*



*. . . that a curve-sided mixing bowl mixes faster than a flat-bottom pan. For the same reason, the Speed Queen with its famous Bowl-Shaped Tub washes faster and cleaner than washers with a flat bottom tub.

STREU HARDWARE

START THE NEW YEAR

RIGHT

By Including in Your RESOLUTIONS to have Your Car

"SERVICED for SAFETY"

Often at

KINSEY MOTOR CO.

The Safety Service Includes:

I Resolve . .

• MOTOR TUNE-UPS • CAR PAINTING • GREASING • OVERHAULING • WASHING

Complete Auto Repairs From Body to Motor

Kinsey Motor Co.

223 EAST THIRD ST. PHONE 740

WISE BUYS

Peaches HUNT'S SLICED No. 2½ Can 23c

RITZ CRACKERS Large Package 29¢

SNOWDRIFT 1 lb. 46¢ 3 lbs. $1.32

WESSON OIL Pint 49¢

SWEETHEART SOAP Regular 11¢ Bath 16¢

VIENNA SAUSAGE Van Camp's 2 for 29c

BLU WHITE 9¢

OLD MANSE SYRUP 12 oz. 23¢

WOODBURY SOAP Bar 10¢

A. B. FINE or WIDE EGG NOODLES 16 oz. Package 29¢

A. B. LONG or ELBO SPAGHETTI 16 oz. Package 19¢

A. B. LONG or ELBO MACARONI 16 oz. Package 19¢

A. B. VERMICELLI 12 oz. Package 19¢

A. B. ALPHABETS 12 oz. 23¢

Dreft VEL — RINSO — FOAMY SNOW Box 39c

FRESH HOT Downyflake DONUTS

TOMATOES McCormick No. 2 Can 2 for 21c

CAMPBELL'S TOMATO SOUP 2 For 19¢

DOG FOOD, SCRAPPY 2 For 15¢

COMPLETE LINE FROZEN FRUITS, VEGETABLES, CHICKENS, and FISH

Read Ebery Item . . . for Value and Economy

A Word To The Wise---

"The holidays have undoubtedly left your pantry shelves empty of many of the staples you'll be needing for regular week-day menus. And your neighborly PAG food store offers you a quick and economical way of filling them up again. If you'll come in today, you'll see a host of your favorite foods, the finest in quality, priced to suit your food budget. Bring along your list of needs . . . we'll fill it swiftly and at prices that will please you!"

CLOROX Quart 15c

CHUN KING BEAN SPROUTS 13¢

CHUN KING CHOP SUEY VEGETABLES 25¢

MORTON'S SALT 2 Boxes for 19¢

PORK & BEANS VAN CAMP'S No. 300 Cans 2 for 25c

P.A.G. SPECIALS in Amarillo News are also effective at

HEREFORD SUPER MARKET

HOMINY TASTEWELL No. 2 Can 10¢

CREAM OF WHEAT Large Package 29¢

GRAPEFRUIT JUICE Tex-Sun 46-oz. 17c

SPUDS No. 1 Red 10-lb. Mesh Bag 49c

CELERY Golden Pascal Per Stalk 15c

CAULIFLOWER SnoWhite Large Heads Each 23c

ORANGES Texas Navels Sweet and Juicy lb. 8c

CARROTS Large Bunches 2 Bunches for 19c

Hereford Super Market

107 W. FIRST PHONE 117 GAYLOR NEWELL

Yes Mrs. Housewife

YOUR FRIENDLY

FURR

FOOD STORES ARE HAPPY TO SERVE YOU

2 LGE. PKGS. 30¢

LIBBY'S DEVILED HAM	can	18¢
LIBBY'S BABY FOOD	3 cans	19¢
SALAD DRESSING MIRACLE WHIP	pint	27¢
PARKAY MARGARINE	lb.	37¢
WHITSON'S PORK and BEANS	3 12-oz. cans	25¢
ARMOUR'S MILK	2 tall cans	23¢
KELLOGG'S CORN SOYA	2 boxes	29¢
MAGIC GARDEN TOMATO JUICE	46-oz. can	19¢

COUPON WORTH 5¢ — HEINZ BABY FOOD 3 Cans 18¢ WITHOUT COUPON 3 Cans 23c

COUPON WORTH 5¢ — BORDENS CHOCOLATE SYRUP Jar 21¢ WITHOUT COUPON Jar 23c

SWANSDOWN CAKE FLOUR LGE. PKG. 39¢

BURLESON STRAINED HONEY	1-lb. jar	41¢
GEBHARDT'S PLAIN CHILI	No. 303 can	33¢
GEORGIE PORGIE POP CORN	2 cans	29¢
PENICK GOLDEN SYRUP	No. 5 tin	52¢
ELASTIC STARCH	3 10c pkgs.	19¢
HUNT'S PRUNES	1-lb. box	17¢
MILANI FRENCH DRESSING	8-oz. bottle	29¢
SHINOLA PASTE SHOE POLISH	2 cans	15¢
FRENCH'S BIRD SEED	2 10-oz. boxes	25¢
PALLAS APPLE BUTTER	29-oz. jar	23¢
CLABBER GIRL BAKING POWDER	25-oz. can	21¢
QUAKER'S WHEAT SPARKIES	box	12¢

Pietsweet No. 303 can PEAS		19¢
Heinz MUSTARD	2 jars	15¢
Admiration ¼-lb. pkg. TEA		19¢
Giant 2 No. 303 cans PEAS		37¢
Niblet's 2 12-oz. cans CORN		37¢
Brook's 14-oz. bottle CATSUP		19¢
White Swan COFFEE	lb.	51¢
Hilex BLEACH	quart	15¢
Old Dutch CLEANSER	2 cans	15¢
Sugaripe DRIED PEACHES	11-oz. box	17¢

COUPON WORTH 5¢ — LEVALLEY FANCY TOMATOES No. 2½ Can 19¢ WITHOUT COUPON No. 2½ Tin 24c

COUPON WORTH 5¢ — BEE BRAND PEAS 2 No. 303 Cans 14¢ WITHOUT COUPON 2 303 Tins 19c

FURR'S MEATS ARE Guaranteed TO PLEASE

SLICED BACON MILD SMOKED FLAVOR	lb.	67¢
PORK CHOPS FRESH, LEAN PORK	lb.	59¢
SAUSAGE ARMOUR'S STAR, 1-lb. Roll	lb.	49¢
SALT PORK JOWLS FOR SEASONING	lb.	32¢
FISH BONELESS PERCH FILLETS	lb.	47¢
FRANKS CELLO, FINE QUALITY, TENDER	lb.	43¢

AMERICAN BEAUTY MACARONI 16-OZ. CELLO BAG 20¢

RIO GRANDE CATSUP 14-OZ. BOTS. 2 25¢

FRUITS & VEGETABLES

TEXAS ORANGES	3 lbs.	19¢
WHITE GRAPEFRUIT	3 lbs.	11¢
DELICIOUS or WINESAP APPLES	2 lbs.	23¢
PACKAGE TOMATOES	Pkg.	25¢
NICE SIZE CARROTS	2 Bunches	15¢
RADISHES	Bunch	5¢
YELLOW ONIONS	2 lbs.	25¢

WHY PAY MORE FOR DRUGS?

GILLETTE GOLD TEC RAZOR	79¢	25c VALUE FITCH'S ROSE HAIR OIL	13¢	60c VALUE Mentholatum	39¢
55c VALUE LADY ESTHER CREAM	39¢	$1.00 VALUE FITCH'S COCOANUT OIL SHAMPOO	39¢	60c VALUE SAL HEPATICA	49¢
GIANT SIZE LISTERINE TOOTH PASTE	29¢	60c VALUE CREOMULSION	39¢	50c VALUE Jergens Lotion	39¢

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Come in today for your new Riversides! For a tire that wears longer, costs less, and gives you that extra margin of safety. Switch to Riverside Tires . . . for more miles of greater safety. They're here for immediate delivery!

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* Any Kind
* Prompt Service

Your windows measured. Installation to your satisfaction.

Builders Supply & Service

Phone 94 112 Main St.

33-tfc

For Sale: 20-rod roll hog fence; 10 barrel galv. stock tank; 50 lbs. Brome grass seed, one kerosene tank heater. Carl Mountz. 2-2p

For Sale: Lots of 4-row and 2-row tractors. Most any make or model you need. With or without tools. Monzingo Bros., M-M and Chrysler-Plymouth dealer, Memphis, Texas, day phone 109, night phone 431-M. 1-4k

For Sale: Custom-built high-powered sporting rifle with scope, and a new Royal treadle machine; and a black Cocker female pup. Call 418-W or see at 13th and A. 2-k

FOR SALE

Barbed wire and posts.

Hereford Housing Project.

Contact

J. K. Baker

Phone 589-W 47-tfc

A GOOD SELECTION of batteries, tires, tubes and other auto parts.

Alcohol for your radiator. Gulf quality gas and oil.

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West Highway 60

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$4.95

BRAND OFFICE

NOTICE

Good assortment of nursery stock to beautify your home and raise fruit. Man to plant them.

MRS. J. F. WARD

Also beds to rent. 2-3c

Extra good quality seed wheat for sale. Said wheat has been cleaned, treated, sacked and ready to plant. This wheat is stored at Pitman Elevator and can be seen there. T. J. Carter. 49-tfc

For Sale: 6 volt wind charger, 21 ft. tower, new propeller. Priced reasonable. Walter R. Galley, Rt. 1, Box 39-A. 2-tfc

For Sale: Butane Brooder, 500 chick capacity, in good condition, $20.00. J. C. Reese, 900S-F. 2-tfc

For sale: Two good kerosene circulating heaters. 6 miles South of Summerfield. W. B. Boston. 49-tfc.

Chevrolet school bus for sale. Ideal for following harvest, also a few 750x20 truck tires practically new. These items priced to sell. See Geo. Graham or Bob Wilson at the Bus Terminal. 49-tfc

ELECTROLUX

Cleaners & Air Purifiers

Now available for delivery!

FOR FREE DEMONSTRATION

See

CECIL BOYER

504 Avenue D — Box 844

Hereford, Texas

2-tfc

For Sale: Iron-Age potato planter, two-row high speed with fertilizer attachment. Practically new. C. A. Brown, Phone 19, Texline, Tex. 2-6c

Closing out our stock of hot water heaters a tcost. Soft Water Service. 818 E. 1st. Phone 317. 2-tfc

For Sale: Good Norge refrigerator. 1133 25-Mile Avenue. 2-1p

For Sale: Model P and Model L Spudder. ½ mile on North Progressive road. Bill Vaughn. 2-4p

For Sale: John Deere model A tractor, good condition. One 3 bottom 14-inch mold board plow. One 6-ft. oneway. One new Coscana ditcher. One new Letz feed mill, No. 340. W. H. Wilson, 2 miles west on Harrison Hiway, 2 north. 3-1p

For Sale: Two cotton bunk bed mattresses, 36 inches wide, good condition, $5.00 each. One electric fireplace logs, new, wholesale. Phone 58. 3-1k

"REALTOR" on an ad is your go-ahead sign. 3 tfk

For Sale: 350 capacity turnbull electric brooder, used for only one hatch. Perfect condition. See at Terrell Feed Store. 3-1p

For Sale: '38 Plymouth 4-door; '34 Chevrolet coupe. Across street in front of City Hall. 3-3p

YOU FILL YOUR FUEL TANK LESS OFTEN WITH A CHRYSLER INDUSTRIAL ENGINE

3-tk

FOR SALE

1947 Cadillac, 62
1947 Mercury, Club coupe
1947 Ford 4 door sedan
1947 Dodge, 4 door custom
1947 Chevrolet, 2 door sedan
1947 Hudson, 2 door sedan
1947 Studebaker, pickup
1946 Ford, 2 door sedan
1946 Dodge, 4 door sedan
1940 Dodge 4 door sedan
1939 Plymouth coupe
1939 Plymouth sedan
2—1936 Fords
1967 1½ ton Chevrolet truck

These cars are all in good shape and can be seen at

SQUARE DEAL AUTO

"We finance cars" 3-1c

FOR SALE

Irrigated 10, 20, 40, 80 acres; 3-160 acres, all improved, one irrigated 160, no improvements. Seven irrigated 320 acres all improved, some on pavement, four of the 320 acres have two wells on them.

Irrigated 160 acres, 1½ miles city limit on pavement; all in cultivation, 55 acres alfalfa, two irrigation wells, seven room brick veneer house, tenant house, double brick garage, two big barns, chicken houses, other buildings, will give some terms.

Good buys in dry land sowed to wheat.

Good brick veneer house, four bedrooms, double brick garage, other small buildings, on pavement. Good price.

Have some good lots on highway 60 for sale, some with good terms.

See me for prices before you buy.

J. M. Hamby, 1 mile south Hereford. 3-1p

For Sale: A 32-volt cabinet radio in good condition. See it at Burdine's Planing Mill, next door to Highway Barn. 2-2p

For Sale: Good Standard Royal typewriter, $50.00. E. C. Reinauer, 7 miles east of Hereford. 3-1c

For Sale: '37 Plymouth coach, good condition. $500. 4 miles north of Joel Switch. P. L. Carmichael. 2-3p

For Sale: Registered AKC Collie pups, sable and tri-color. Also two 1-year old females. E. C. Reinauer, 7 miles east of Hereford. 3-1c

For Sale: Practically new 1947 model B International tractor with beet and bean cultivator; also Martin ditcher. E .C. Reinaur, 7 miles east of Hereford. 3-1c

For Sale: 1940 DeSoto, 4-door sedan. See Ray Suit at Suit's Auto Supply. 3-2p

For Sale: 1940 Chevrolet club coupe, radio, heater, good condition. 1940 Champion Studebaker 4-door sedan, very reasonable. 208 Short St. Phone 490-W. 3-1p

For Sale: A few thousand Sargo butts. Two miles south of Easter school. Harold Kreighsauer. 3-1p

For Sale: Slightly used Easy washing machine. See at Witherspoon Electric. 3-1p

For Sale: Cream separator; No. 18 DeLaval; slightly used, good as new, $125.00. 84 feet of used ornamental yard fence, iron posts and gate, 60c per foot installed and painted. Berry Orr. Ave. J, between 10th and 11th. 3-3p

For Sale: New 10 ft. John Deere one-way. Frank Fortenberry, Rt. 4, Box 28. 3-1p

For Sale: 75-lb. ice box $5; McCormick Deering cream separator, No. 2, $20.00, Geo. W. Schulte, 1½ miles east on Highway 60 on Benefield place. 3-1p

For Sale: One electric motor, ½ hp. (single phase); one electric motor, ¾ hp. (single phase). Inquire for A. N. McRight at McRight & Smith. 3-1c

For Sale: Apache saddle practically new. Call 249-J. 3-1k

For Sale: Large size office safe. See J. E. Hill. 3-1c

For Sale: Compact Westinghouse refrigerator. Call 675-W after 6. 3-1k

For Sale: '37 model Oldsmobile coupe. D. F. Mathis, Gulf Service Station. 3-1p

For Sale: Master Grinder washing machine, good condition. Mrs. R. B. Medley, 115 Fuller, Phone 540-J. 3-1c

For Sale: Thor washing machine, like new. Also radiant stove for Butane or gas. Ivan L. Block, Phone 246-M. 3-1p

For Sale: Small electric table model radio, good condition. Call 418-W or see at 13th and A. 3-1k

For Sale: One 4-row 80 Oliver tractor. Ben F. Dunn, 2 miles east of Coleman, Coleman County. 3-3k

For Sale: 1939 Mercury 4-door sedan, just overhauled. Good paint job. Owen Buse, 307 Catalpha. 3-1p

FOR SALE OR TRADE

Woud like to trade weaning pigs for good butcher hog. Joe Brorman, 2 miles north of Dump Grounds. 3-1p

FOR SALE OR TRADE

1943 model Cub Cruiser 3 passenger airplane
'41 Studebaker 2 door sedan
'47 Crosley 2 door
'39 Hudson coupe
'38 Plymouth 4 door
'37 Ford 4 door
'37 Ford 4 door
104 Lee Ave., or 1 block so. of Savoy Hotel 3-1k

REAL ESTATE FOR SALE OR TRADE

For Sale: Four house, modern; Ave. A. Lot 14, Block 14. Priced to sell. See Cleo Lee. 3-1p

For Sale: Small modern house, a year old. Call 425-J. 3-1p

320 ACRES improved and under irrigation, mile to pavement. Price $105.00 per acre.

CLAUD HIGGINS

Fone 668 J 3-1tp

FOR SALE

50 ft. x 150 ft. lot
6 room house
Immediate possession

Earl Lavender

Phone 32 3-1p

For Sale: 5 room stucco, bath and sun porch; 100x168½ ft. lot; chicken house and orchard; city water, gas, lights and sewer. $4500.00. Berry Orr, Ave. J, between 10th and 11th. 3-3p

For Sale: Blocks 45, 46, 47, Evants Addition. R. L. Jackson, Rt. 1. 2-2p

For Sale: Five-room house, located 106 Ave. A. Would consider trade for farm property. 2-2p

For Sale or Trade for House: Whiteface Sandwich Shop. Priced to sell. 602 E. 10th. 2-2p

FOR SALE

320 acres, nice half, no improvements, $45.00.

640 acres, one-half grass, fair improvements, irrigation well, on REA; priced to sell.

240 acres, old improvements, irrigation well; immediate possession.

Home in Canyon for sale. Located between college and town. Possession.

Amarillo home to trade for one in Hereford.

320 acres near pavement, no improvements.

W. E. DUNLAP

Alderson Bldg. 51-tfc

For Sale: 2 lots, with 2 sets of improvements. Elbert Hendrick, at Consumers. 2-2p

BE PROTECTED

Buy or sell the REALTOR way. 3 tfk

REAL ESTATE LOANS —

QUICK SERVICE

AUTO LOANS

YOU DON'T HAVE TO WAIT

JOHN McLEAN

Phone 273 11-tfc

Large Listing of Farm and Town Property

LUTHER PEVELY

300 W 3rd—Phone 524W 47-tfc

FOR SALE

333 acres on pavement; 140 acres alfalfa. Fair improvements, about 50 acres grass. R.E.A. Immediate possession. $110 per acre.

W. E. DUNLAP

Alderson Bldg. 51-tfc

FOR SALE: 9-room house in Canyon. Suitable for residence or rooming house; near college and business section. Call owner. R. L. Thompson. Phone 328. 27-tfc.

Honest Service rendered to buyer and seller. List your property with us. See what we have to offer before you buy. C. N. Cosby, 110 W. 2nd St., Phone 42. 42-tfc

PLENTY MONEY TO LOAN

Very liberal valuation and prepayment privileges — four per cent interest. We specialize in loans on irrigated farms and ranch lands.

ROSE & BARBER

38-tfc

For Sale: 20 ft. stucco building with or without lot in South Hereford. Also 30 ft. barracks open end. See J. P. Messer. Call 128-J. 42-tfc

CHARLES AND IKE

REALTORS

Office Phone: 792

Irrigated and Dry Land Farms
Check Our Bargains for Farms and Homes.
We Appreciate Your Listings and Business.

CHAS. SOWELL

Residence Phone 193-W

IKE CROSTHWAIT

Residence Phone 229-W 34-tfc

GLENN WEIR

Realtor

Houses, Lots, Farms.

10- and 20-Acre Tracts.

Listings appreciated.

104 MAIN STREET

47-tfc

INCOME WITH SECURITY

To Trade for Farm Land, 320 acres or more: Modern rental property, in old, well established Texas Town, consisting of 5-4 room; 2-5 room; 1 large 5, 1 large 6 room; 1 large 2-story duplex, now bringing in $615 per month. Also includes a modern 6-room residence occupied by owner. This man wants Plains land, and will exchange on fair basis. If you want to retire and have a steady income, see me:

E. S. IRELAND

P. O. Box 151 Phone 153W

Hereford, Texas

P. S. If it's for sale, list it with me. 2-2c

$65.00 BUYS

300 acres, positively in irrigation district.

80 acre stock farm on pavement $75.00.

7 room house to be moved $2100 — a bargain.

Improved and unimproved acreage tracts. A few homes.

Residence lots $350.00 up. 5 business lots near Hiway 51-60, terms.

CLAUD HIGGINS

Fone 668 J

FOR SALE

320 acres, irrigation well, 4 room and bath house, 20x60 barn, other out buildings, 60 acres wheat. Cheap. $110.00 per acre.

Good home in Hereford, well located. Possession. Will sell farm machinery, stock and all.

LEE CONKLIN

Phone 237-W 3-2c

FOR SALE (By Owner)

IMMEDIATE POSSESSION

IMPROVED, IRRIGATED 22-ACRE TRACT

Modern house with pressure water system, electricity, and natural gas. School and mail route. 4 miles from town, just off highway 60. Cash or Reasonable Terms.

PAT PADDOCK

306 Ross Avenue, Phone 535J 2-3p

Theodore Roosevelt once said. "Every person who invests in well selected real estate in a growing section of a prosperous community adopts the nicest and safest method of becoming independent, for real estate is the BASIS of WEALTH."

Let us help you choose your real estate, whether it be a City lot, a home, a farm or a ranch. We take pleasure in trying to please you.

Rose & Barber

REALTORS 3-1c

Business Services

TRUCKING

Local and long distance hauling

No job too big to handle. None too small to be appreciated

See

J. K. (Dutch) FORE

Phone 411-J 3-5c

LET US BOOK YOUR

FARM SALES and AUCTIONS

See

JOHN HUTCHISON
B. B. NORTHCUTT
CECIL WILKINS

or call Phone 523 3-4c.

Dressmaking and other alterations. Phone 537-W. Mrs. Rhodes, 132 Norton. 1-5p

Let us soften your water. Soft Water Service, 818 E. 1st. Phone 317. 2-tfc

INCOME TAX RETURNS

J. K. BAKER

Phone 589-W

302 Roosevelt

52-4tfc

MORGAN PRINTING COMPANY

Commercial Printers

Phone 794

215 Main St.

52-tfc

AUTOS FINANCED

Courteous consideration given each request.

CASH LOAN & FINANCE

(Over Rutherford's)

Phone 133 103 W. 3rd

50-tfc

For any kind of dray service call Hughes Millard at 656. 49-tfc

FOR RENT

For Rent: Bedroom with two beds; adjoining bath. Phone 369-W. 3-1k

For Rent: Furnished apartment. Mrs. F. N. Pittman, 601 E. 12th. 3-1p

Bedroom for rent. 202 Ave. F. 3-1p

Consult a REALTOR 3-c-tfk

For Rent: One 2 and one 3 room modern apts., unfurnished. See at 204 H Ave. or call 425-W after 6 p. m. C. C. Lisenbee. 3-1c

For Rent: Desirable furnished apartment for couple. Adults only. No children. Bills paid. 517 E. 11th. 3-1k

For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC. 50-tfc

Wanted to Buy: Good used cars. Milburn Service Station. 40-tfc

Shop with the Want Ads!

WANTED: Butcher cattle. Deaf Smith County Meat Co. See me at stockyards. Bonnie Brumley. 29-tfc.

Wanted To Rent: 4- or 5-room furnished house. Phone 484. Alton Fraser. 4-tfc

NOTICE

NOTICE TO RENDER PROPERTY

City Orinance No. 132 makes it the duty of all persons owning or controlling property subject to taxation in the City of Hereford, to render to City Assessor all such property withia two months after the publication of this notice.

The cooperation of all property owners will be appreciated.

Mabel Barnhart, Tax Assessor City of Hereford, Texas. 3-2c

NOTICE

Good assortment of nursery stock to beautify your home and raise fruit. Man to plant them.

MRS. J. F. WARD

Also beds to rent. 3-tfc

Listen

YOUR EXCHANGE

Lubbock, KSEL 7:15 A. M.

or

Littlefield, KVOW 7:45 A. M.

Tune in and Get Acquainted with Your Exchange.

YOUR EXCHANGE

Office over Rutherford's 2-tfc

NOTICE TO LIVESTOCK OWNERS!

Call 528W for immediate removal of all dead livestock.

ENGMAN & DRIGGERS

Hereford, Texas 2-tfc

I Want to

BILL YOUR AUCTION SALES

B. E. BRUMLEY 2-tfc

NOTICE: Honest value on used cars, always. BENEFIELD MOTOR CO. 51-tfc

NOTICE! LIVESTOCK OWNERS!

—Call—

BOOKOUT SERVICE STATION

For Free Removal of Dead Horses, Cattle, Hogs, Sheep,

Phone 9522 — Hereford, Texas

16-tfc

WANTED

WANT TO FARM — DO FARM WORK

Ex-Service man, 30 years of age, own new John Deere Tractor, wants deal on farm where he can do farm work and have some crop of his own. Any kiad of a fair proposition will be considered.

Write:

J. M. HEDGECOKE,
Tascosa, Texas,

or see E. S. Ireland 3-1c

Wanted: Married man wants farm job. Phone 746-J. 3-1p

FORD TRACTOR WANTED

Will pay good price for Ford tractor.

Box 542, Canyon, Texas. 2-4p

Wanted: One-waying, drilling and hoemeing. Phone 537-W. W. W. Rhodes; 132 Norton. 1-5p

Wanted: Custom plowing and sowing. David Frye. Four miles south of Dawn. 1-4p

Wanted: Well driller to operate rotary rig. Also two families to work on farm. Must be honest, industrious, sober. N. L. Tharp, Farwell, Texas. Phone 3012, Texico, 3 miles north Farwell. 3-1p

Wanted: Couple to keep house for elderly man. Apply 221 I Ave. 3-1p

Wanted: Three glass six-volt wind charger batteries. F. E. Walton, Dawn. 3-1p

Want to keep children in my home, by the hour, day or week. Phone 183-W. Mrs. Millard Martin. 3-1p

Want to Rent: Irrigated land for sugar beets. We have several good growers. Glenn Boardman, 400 Lee Ave. Phone 456-W. 3-2c

Wanted: Married man for farm job on irrigated farm. Prefer someone with grown son, also with irrigation experience, but this is not necessary. Modern house and a good job for right man. E. C. Reinauer, 7 miles east of Hereford on Highway 60, then one mile north. 3-1c

Wanted: To rent by experienced cotton farmer, ¼ or ½ section of irrigated land. A. E. DeShazo, Cotton Center, Texas, Box 8. 2-2p

LIVESTOCK Strayed — Found

Strayed: In northwest part of county, four yearling steers, branded open A on left jaw and slash on left rump. Please notify Jack Brown. 52-4c

Now is the time to sell any surplus goods you have on hand. If you can't use 'em somebody else can. Tell 'em with a Want Ad!

LOST AND FOUND

LOST

2 Pekingese pups

One brown, one brown and white. Reward for return or whereabouts.

C. E. Anderson

Hereford Cab Co.

Phone 82

Deal through a REALTOR. 3 tfk

Lost: On the Hospital lawn Sunday, Jan. 4, brown leather billfold containing a two dollar bill, a one dollar bill and some change. Return to Hereford Brand for reward. 3-1p

City Elections to Be Held April 6; Filing Dates Set

High on the election calendar for Hereford voters this year will be the biennial City elections on April 6, when a Mayor and two City Commissioners will be elected.

According to recent court rulings, Mayor W. E. Dameron reports, city election officials are required to comply with state election laws in holding municipal elections.

This means that the names of candidates for offices in municipal elections must be submitted to the City Clerk not later than 30 days prior to the date of the election; and ballots must be printed and available for absentee voting not later than 20 days prior to the election date.

The law also provides that the names of independent candidates seeking these offices must be filed through nominating petitions signed by qualified voters representing not less than 5 per cent of the number voting in the last general city election.

On this basis, 10 signers would be required on a petition. Only 168 votes were cast in the city election in 1946.

Frio

MRS. FLOYD DOLE

Mr. and Mrs. H. E. Lindley visited Mr. and Mrs. Elza Warrick and family Sunday afternoon.

Mr. and Mrs. H. F. Benson and family were Sunday dinner guests of Rev. and Mrs. T. D. Allen and family.

Mr. and Mrs. R. L. Simpson and Nellie Jo visited in the home of J. H. Simpson Sunday afternoon.

Clarence Smith of Plainview visited in the Lowry home Saturday night.

Mr. and Mrs. Henry Adams and family were Sunday evening visitors in the home of Mr. and Mrs. A. H. Brown.

Mrs. Buck Barnett attended W. M. S. Tuesday in Hereford.

Mr. and Mrs. R. L. Simpson and Nellie Jo visited in the home of Mr. and Mrs. J. E. Warrick and the McClure home Sunday.

Mr. and Mrs. Raymond Mobley and Danny Kent of Dimmitt visited Mrs. H. M. Mobley and family Sunday afternoon.

Mr. and Mrs. Henry Dobbs and family were dinner guests of the D. O. Benson family Sunday.

Lubbock visitors Tuesday and Wednesday were Mr. and Mrs. Olan Paris and Walker.

Mr. and Mrs. T. L. Sparkman Sr. were visitors in Amarillo Friday.

Mr. and Mrs. T. L. Sparkman Jr. and family ate Sunday dinner with Mr. and Mrs. Owen Andrews and family.

Mr. and Mrs. Leonard Irvin and family were Sunday afternoon callers in the W. H. Thompson home.

Mr. and Mrs. W. C. Lowry visited Mr. and Mrs. Billy McReynolds and family Sunday afternoon.

Mr. and Mrs. Henry Adams and Doris visited in Vega Sunday.

Rev. T. D. Allen left Monday for Dallas where he will attend the Evangelistic Conference and also visit his sister, Mrs. A. B. Hooker who lives there.

Mr. and Mrs. Elbert Summers and family visited the W. A. Springer family Sunday.

Visiting in the E. B. Berryman home Sunday were Mr. and Mrs. Bill Berryman of Plainview.

Shop with the Want Ads!

MARKETS

(USDA)—Egg prices dropped, and livestock showed mixed trends last week, as other southwest farm products remained generally steady to strong, according to the Production and Marketing Administration, U. S. Department of Agriculture.

Generally good demand and light offerings raised all grain prices. Wheat advanced about five cents to bring $3.11½ to $3.12½ per bushel in bulk carlots at Texas common points. Corn gained seven to ten cents and oats seven cents. No. 2 milo sold from $4.23 to $4.28 after a rise of ten cents a hundred.

Rice maintained a firm tone during the past week. Hay Prices remained about unchanged, as feed and peanuts showed some strenght.

Spot cotton markets increased activity, Harvesting made good progress and neared completion except in the hngh plains. Prices declined $1 to $2 a bale.

Lower Rio Grande Valley vegetables found good demand during the week, but citrus remained slow at weaker prices despite very light track holdings at terminal markets. Heavy cabbage and carrot loadings moved well at better prices, and lettuce gained volume. Colorado onions sold better, as potatoes slacked off. New Orleans, St. Louis and Kansas City reported lettuce, tomatoes and onions in light supply at mostly higher prices, with cabbage and cauliflower moderate and generally lower.

Eggs weakened further at principal southwest markets, as poultry sold steady to slightly stronger. Current receipt eggs moved mostly around 40 cents a dozen at Dallas and Denver, 45 to 47 at Fort Worth, and 48 at New Orleans. Heavy hens ranged generally from 23 to 26 cents a pound, but New Orleans paid 35 to 38.

Wool activity fell off following the first flush of new year buying, but some average staple Texas 12 month grease wools sold. Spring clip contracting remained slow. One average staple fine wool clip was contracted at Roswell, New Mexico, at 43 cents a grease pound, estimated to shrink 63 per cent at shearing time.

Most sheep sold strong to $1 higher for the week, but lambs dropped 50 cents to $1 at Wichita and Denver. Wichita bought good and choice at $24 to $24.50, as Denver paid $24.75 to $25.25, Oklahoma City $24.50 to $25, and Fort Worth $24 to $25. San Antonio took medium and good grades at $19 to $20.

Hogs scored net gains at Oklahoma City and Wichita, but lost ground at other southwest terminals. San Antonio reached a high point for the week of $27, fort Worth $28, Oklahoma City and Denver $28.75, and Wichita $28.25. Most sows sold from $23.50 to $25, and stocker and feeder pigs from $15 to $23.

Cattle moved generally at strong to $1 or more higher prices the past week, although slaughter steers and yearlings sold lower at Houston, Fort Worth and Oklahoma City. Houston bought common and medium grades at $16 to $22, and Fort Worth took medium and good lots from $22 to $30. Oklahoma City paid a top of $34 for fed steers, and San Antonio set a new high of $29 on commercially fed kinds. Medium and good steers brought $25 to $29.50 at Wichita, and choice $32.50 at Denver.

ATTEND FUNERAL

Attending funeral services held Wednesday afternoon, January 7, for Mrs. Hattie Rutherford, Deaf Smith County pioneer, were Mrs. Ida Mae Haynie, Mrs. E. R. Glass, Mrs. S. E. McMillen, Mrs. Leslie Neal, Mr. and Mrs. Jack Armstrong and Mr. and Mrs. Jarrell Rutherford, all of Amarillo, Mr. and Mrs. Robert Brook, Tulia, W. E. Ziegler, Mineral Wells, Mrs. R. C. Johnson, Clovis, Mrs. L. C. Montgomery, Dallas, Miss Lucile Hughes and Miss Lucille Park of Dumas, and Miss Glenna Lee Perciful of Hutchinson, Kansas.

Mrs. Alvin Savage and three children are moving here from Childress to make their home. She will act as office manager of local Farmer's Home Administration office located in the courthouse.

Shop with the Want Ads!

Sell Thru the Want Ads! — Buy It In Hereford

SEE US FOR

POULTRY FEEDS

Starter
Growing Mash
Egg Mash
Oyster Shells & Grit
Poultry Supplement

CATTLE FEEDS

Dairy Feed
Cottonseed Meal, Cake
Bran and Shorts
Sweet Cake
Alfalfa Hay
Tankage

Cash Buyers of CREAM, EGGS, POULTRY and HIDES

West Texas FEED, SEED and HATCHERY CO.

HOME OF "TEXAS PRIDE" FEEDS

Jack Wright, Manager

Walcott

Mrs. Haynes of Canyon was a visitor in school Monday morning and gave the story of "The Boyhood of Jesus." A special son, "The Name of Jesus" was sung by five children following the story. Woodrow and Jimmy Northcutt, Jerry and Ann Collier and Gary Dean Walker were the five children who sang. Gifts

PLAY IT SAFE for '48

INVESTIGATE OUR

- INSURANCE
- HOME LOANS
- ABSTRACTS
- AUTO LOANS
- PERSONAL LOANS

BRING YOUR LOAN AND INSURANCE PROBLEMS TO US!

We Are Equipped to Handle Your Needs!

Elizabeth Womble

Across the Street South from the E. B. Black Co.

WE WELCOME YOU

CHURCH OF CHRIST

204 East 6th

(Sunday)

Worship ..... 11:00 A. M.
Subject: Builders

Evening Service ..... 7:00 P. M.
Subject: Christ And The Church

Bob Wear, Minister

my slip...

...must have high standards. It must reflect elegance...luxury ...and inspire me to perfect grooming. My WONDER MAID slip of DU PONT Nylon & Rayon Satin, is rich with val-like lace, ... cut to fit...a study in daintiness... truly lingerie perfection.

Black, Tea Rose, White, Sizes 32-40 $8.50

Wonder Maid

NYLON SATIN ... amazing new, fabric that grows richer with each tubbing—requires NO IRONING!

THE Vogue

"For the Lady of Fashion"

Miss McWilliams, Mr. Petersen, Wed Here, Will Reside In Amarillo

The First Christian Church was the scene of nuptial rites performed Sunday afternoon at 5 o'clock to unite Miss Alpha McWilliams of Ruidy, to Robert Petersen, son of Mr. and Mrs. A. Petersen of this city. Approximately two hundred friends and relatives of the couple were assembled to witness the doubl-ring ceremony which was read by Rev. Roy Ford, pastor.

Palms and greenery were used as a background for white gladiolus and white tapers in arched candelabra which decorated the church.

Music for the wedding was provided by Mrs. Ellis Coombes who played the traditional wedding marches as well as "My Heart At Thy Sweet Voice" from Samson and Delilah by Saint Saens, "Traumeri" (Schumann) and "The Lord's Prayer" (Malotte). Mrs. Coombes played "Because" (D'Hardelot) during the ceremony and accompanied Mrs. Earl Phillips who sang "O Promise Me" (DeKoven) and "I Love You Truly" by Bond.

Miss Eunice Sharp was maid of honor and the brides-matron was Mrs. Richard Petersen. Both wore pastel woolen suits with gold sequin caps and carried bouquets of red roses.

The bride was dressed in a pastel woolen suit with black accessories and silver sequin cap. She carried a white Bible and a sheaf of American Beauty roses. She was given in marriage by Ellis Coombes.

Richard Petersen served his brother as best man and ushers were John Samuel Coombes and Bud Gyles of Amarillo.

The wedding was followed by a reception for intimate friends and the bridal party at the home of the bridegroom's parents. The tiered wedding cake formed the centerpiece for the refreshment table with flanking white tapers in crystal holders. Assisting in serving were Mesdames; Corinne Jennings, Richard Petersen, Ellis Coombes and Herman Ford.

The reception preceded the departure of Mr. and Mrs. Petersen on a short wedding trip, after which they will be at home in Amarillo where he is a member of the Fire Department.

Mrs. Petersen graduated from a Lubbock school of nursing after graduating from the Brady High School, and did special nursing in Chicago. She has been employed in the Shamrock Hospital and plans to continue nursing in Amarillo.

Mr. Petersen is a graduate of Hereford High School and spent four years in the Coast Guard during the war.

Several social affairs have been given for the bride preceeding the wedding and the rehearsal party was held Saturday evening in the home of Mr. and Mrs. Ellis Coombes with Mrs. C. H. Dyer assisting.

were presented to the children at the end of the program.

Mrs. Charlie Burk was a visitor in the school Monday and gave the children candy as a treat.

The Junior Club entertained the teacher and pupils Friday afternoon with a play, "School Days," written by the club members.

Mr. and Mrs. Charlie Burk made a business trip to Amarillo Tuesday.

Mr. and Mrs. Garland Solomon visited relatives in Memphis Monday.

Mr. and Mrs. G. F. Ricketts spent Friday in Clovis.

Visiting in the L. B. Wolfington home Sunday were Mr. and Mrs. Jimmy Walker.

Mrs. Beatrice Harrison and children of Portales are spending a few days with her sister, Mrs. B. B. Northcutt and family.

B. B. Northcutt is able to be up again after being ill last week of influenza.

HEREFORD Bull

By JIMMIE GILLENTINE

Have you paid your poll tax? January 31 is the deadline, and it is more important than ever before that a large, representative number of poll taxes be paid. Besides, the polls were not included in your tax statement as in the past. This leaves an accepted probability that hundreds of persons will fail to pay their poll tax—and probably be sorry.

In addition to being an "election year," it is also wise to recall the numerous special elections last year. In 1948 there will likely be quite a few more special elections, including some more bond elections. Many, many people are clamoring for a school bond election. It is a cinch that the Hereford Rural High School Board of Education will seriously consider a bond election for the construction of a new school building. Some people deeply feel that a new grade school is in order, others are inclined to turn the present high school into a grade school and build a new high school building. What do you think? The trustees will appreciate your opinion. In connection with this question, it is also interesting to note the situation which arose recently at Dumas.

Like most school districts, Dumas found their school system crowded to such an extent that the voters last year marched to the polls and voted $200,000 in bonds with which to build the new school. Bids were opened last week—and the low bid was approximately $500,000 more than the amount of the bond issue. Of the four firms bidding, C. S. Lamble of Amarillo was low with a bid of $1,071,851.00. We quote the Moore County News as follows, "On this basis there would need to be added to the builder's bid, an architects's fee of $64,311.06 plus an estimated cost for furnishing, equipment, paving and landscaping of at least $50,000, leaving available funds approximately $486,162.06 short of what is needed to complete the project."

Dumas trustees are holding a special meeting this week to consider further steps. School leaders reported that the overcrowded conditions of last year with 1,700 pupils has been magnified with an average pupil load of 1,800 this year. A similar situation is potential in the Hereford Rural High School District. This is a matter for the people to decide. And, Brother, it is definitely a good reason why you should see that your poll tax in paid.

Please understand that we are not saying a new school building in Hereford would cost more than a million dollars. We are merely telling you what happened at Dumas. The Hereford board might not plan such an extensive building program—but you can figure that it will cost quite a bit. Furthermore, there isn't any use kidding ourselves; it is better to have the facts. If, and when, your school board gives you some probable figures regarding the cost of a new school building, it is certainly my opinion that these figures will be reliable. None of the boys on the board or the faculty know a thing about this article, but bonds for a new school are inevitable within a year or two. Right now it will be wise to pay your poll tax, regardless of which side you may favor.

Few persons realize the extent to which the Kirby Digger has been developed. The digger was invented by Jim Kirby and sales have been expanded and promoted by brother "Doc." Just this week six of these diggers were shipped to Buenos Aires, going to "Mecanica Rural Corporation." The Kirby boys have inquiries from points all over the globe. They have created a growing manufacturing concern in this community, and maintain a nation-wide sales organization.

Right here is the exact spot where this column needs a good joke or two—but too many things keep happening. Dubbs Reeves and Pete Cowart just rushed in and asked that we put the soft pedal on the housing project. They pointed out that so many, many things have been started here and never finished, and mentioned the proposed hotel as a good example. Of course, in reporting news, The Brand can hardly be expected to include or withhold at will. If we did this people would soon cease to consider us reliable and we would be discarding the ideals of a free press. Besides, it would be hard to go to sleep nights.

We agree that a newspaper does not make the things it prints happen. If people wouldn't do things, we wouldn't have to prints them. On the other hand, we see the point of not getting excited about these proposed housing units until they are actually underway. It sure is causing a lot of talk. You can hear all kinds of stories.

Some poeple figure that the town is going to over-build, leaving carpenters, plumbers and electricians out of work—while things go to pot in general. Others, especially some fellow in a Mexican-type hovel at 60-a-month, will tell you it is the only salvation for the community. Both sides are sincere in their opinions, and both have some excellent arguments. After all, freedom of thought and speech have been basic in the factors which made the United States a strong, resourceful nation.

On the other hand, there is not much to result from further discussions. The contractors asked the city for sewerage and water connections, which were promised. It is all up to the contractor now. If he wants to build houses here, he is going to build them. On the other hand, if he doesn't want to build them, the Chamber of Commerce, Junior Chamber and all the king's horses and all the king's men, can't make him build.

Dr. G. W. Heard appeared over Columbia Network Tuesday night on "We, the People." His appearance was a tribute to himself and to the community. Around 250 people out of 140,000,000 are honored with appearances over this program each year. His expenses were paid by the program sponsors and he no doubt enjoyed every minute of the trip. Incidently, Dr. Heard has a remarkable radio voice—but we doubt that business about growing lead pencils in this Deaf Smith County soil. Even John Paetzold couldn't do it.

Sell Thru the Want Ads!

Easter

Mr. and Mrs. Raymond White are moving to the Jim Golden place this week.

Mr. and Mrs. A. H. Brown visited in the Jim Brooks home and played "42."

Mr. and Mrs. Glenn LaPlant and family visited Mr. and Mrs. W. F. Fisher at Adrian Sunday.

Mr. and Mrs. John Godfrey visited in the L. E. Stone home Sunday afternoon.

Mr. and Mrs. Porter Stone and their son spent Sunday with Mr. and Mrs. L. E. Stone.

Cones of some species of pine trees require the heat of a forest fire to open them, releasing their seeds. Therefore, vast amounts of good seed are accumulated through thhe years which automatically reseed burned-over areas after a forest fire causes the cones to open.

Extra! Special!

FULL RACK VALUES TO $16.75
"Carole King" DRESSES 5.00

ALSO OTHER DRESSES AT DRASTIC REDUCTIONS

CHILDREN'S COATS

$16.95 and $19.95 Values $9.98 — 100% WOOL Sizes 4 to 15 — $11.93 Values $5.98

NYLON HOSE First Quality $1.65 Values 1.25

NEW SPRING MERCHANDISE
ARRIVING DAILY!
USE OUR LAY AWAY PLAN!

POPULAR STORE
"Where Your $$$ Goes Further"

Stromberg-Carlson
RADIOS
Cabinet — Table — Portable

STREU HARDWARE

ONE and only One Work Shoe TOES THIS LINE!

SEE THAT SHELL?

BOTH SOLES AND UPPERS ARE OF SHELL HORSEHIDE!	TANNED BUCKSKIN-SOFT BY THE SECRET WOLVERINE PROCESS!
PLIABLE AS BAMBOO! DRIES SOFT AFTER SOAKING! STAYS SOFT!	MORE MILES WEAR PER DIME OF COST ON ANY JOB!

No Other Work Shoes in the World Like
WOLVERINE Shell HORSEHIDES

...EVER worn a pair of genuine Wolverine Shell Horsehide Work Shoes? Gee! What you're missing!

There's no better time than right now to come to our store and try on a pair of these wonderful shoes.

WOLVERINE SHELL HORSEHIDE WORK SHOES

FOX MAN'S SHOP
HOMER FOX

HAILE DRUG
229 Main Phone 99

Walgreen Agency Drug Store

COUPON
10c VALUE BOB PINS With This Coupon 2 FOR 17c (Limit 2)

MILK OF MAGNESIA PINT BOTTLE (Limit 1) 37c

SMA 1-lb Can REGULAR $1.20 SIZE 98c

BEN GUE Regular 75c Size SPECIAL 59c

WITCH HAZEL DICKINSON— PINT (Limit 1) 39c

10-ounce JUSTRITE CLEANING FLUID 29c

Box of 10 TAMPAX TAMPONS Reg. Jr. or Super 33c

Chest Congestion? Mentholatum For COLDS! Ointment—1-ounce 27c

4-oz. Jar WHITE VASELINE FOR BURNS Healing, soothing .. 25c

Don't Suffer Head Cold Misery... Quick, Pleasant Relief For Nasal Stuffiness! To open congested, clogged nasal passages quickly ... try KELLER EPHEDRINE NASAL DROPS Aqueous or oily, 1-oz. Caution: use as directed . 69c

MERCUROCHROME For first aid. ½-ounce size 11c

WALGREEN ASPIRIN Our best 5-gr. tablets, 200 ..... 69c

MURINE FOR EYES Medicated drops. 60c size 49c

BOX 36 BAND-AIDS Johnson's adhesive bandages 29c

ALOPHEN PILLS Parke-Davis. 75c bottle 100 ..... 49c

UNGUENTINE Ointment for burns. Large tube 47c

5 Pounds EPSOM SALTS 29¢ (Limit 1)

Value SPIRITS of CAMPHOR 27¢ (Limit 1)

Box 200 KLEENEX CLEANSING TISSUES 2 FOR 33c

4-oz. Jar Formula 20 CREAM SHAMPOO 89c

$1.25 Pint PETROGALAR LAXATIVE In All Numbers 89c

ALARM CLOCKS $2.19

Once-a-Year Sale $2 CHERAMY SKIN BALM GIANT 16-oz. size $1 Offer is limited.

Headache? Cold? Try Pleasant ALKADENE ... Sparkling, Effervescent 45c Tube 25 tablets.

Keep Regular With "THURETS" Tiny pellets that relieve "common constipation" quickly but GENTLY. Bottle of 150 59c Caution—use as directed.

FLASHLIGHT BATTERIES ea. 10¢

SAVE ON HOME NEEDS

STAINLESS ALUMINUM COFFEE MAKER 8-CUP SIZE ABCO Filter 4.95
Efficient and economical stainless aluminum 8 cup coffee-maker that will last a lifetime. Won't Corrode or Tarnish

Infra Red Lamp $6.50

Full Guaranteed ELECTRIC HEATER 14-inch reflector . 6.19 Speedy-heating.

Unusual Value FOOD BOWL COVER SET 5 covers—5 sizes 39c Clear plastic.

Walgreen Agency Drug Store

Anthony's January WHITE SALE

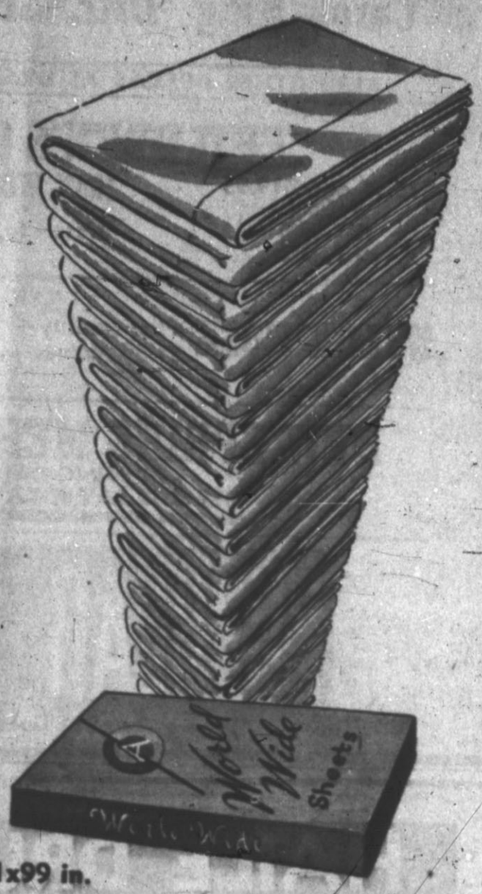
More and Better For LESS!

White

Crepe Slips

$1.98

A brand new shipment just arrived for White Goods Sale. Smooth, Drapy, Multifilament Crepe. Tailored style in new long length. Adjustable shoulder straps. 32 to 44.



81x99 in.

WORLD WIDE SHEETS

Type 12B **$2.19**

We continue to lead with low prices and high quality. World Wide Sheet of World Famous quality. And priced to satisfy your budget. Type 128 and there is no filler. Buy as many as you want.

White

Broadcloth SHIRTS

$2.88

Neat smart collar, neat cuffed sleeves, clean neat tailoring throughout. And at a neat White Goods sale Price. Fine count broadcloth, fully sanforized. Sizes 14 to 17.

Plaid TOWELS

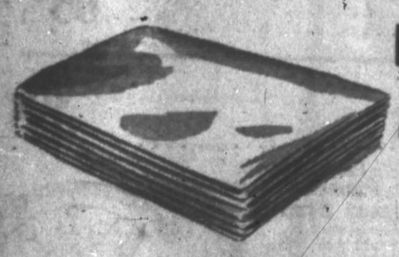
39c

If you like plaids, here is a beauty by Dundee Mills. Colorful yet very useful as they are of double loop construction. Very absorbent. Big 18x36 in.

Pastel TOWELS

59c

Famous Pacific Mills weaves these double loop thirsty turkish towels. Lovely pastel shades to choose from. Buy one or a dozen, quantity unlimited. Big 22x44.



Bleached MUSLIN

29c yd.

Strong bleached muslin in a grand utility width of 36 inches. You won't find a finer piece of muslin at this low price.

Unbleached MUSLIN

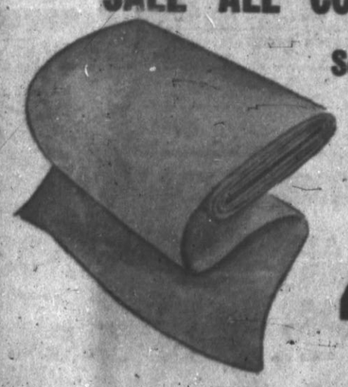
29c

Low in price but high in quality, that's Anthony's Brown Unbleached Muslin. Strong and durable. 36 in. Wide.

SALE ALL COTTON

Solid Color

SUITING



49c yd.

What a buy! Solid colored linen-like finished Cotton yarn goods. Makes up beautifully into Dresses, Uniforms, Kiddies Play Clothes, Childrens Dresses, and many other uses. 36 inches wide. Colors White, Maize, Light Blue, Pink, Green, Copen, Red. SAVE at this low price.

SALE of Fine Quality GINGHAM

59c yd.

Where but at Anthony's could you expect to get a Gingham Value like this. Fine count Cotton Gingham with beautiful Gingham checks and plaids woven in the material. Sanforized and fast colors.

STORE HOURS: 9 to 6

Anthony's HEREFORD

USE OUR LAY AWAY FOR YOUR CONVENIENCE

And so... Sew

Sturdy Cotton Prints

59c yard

Why strain the budget when you can save by sewing and not sacrifice quality? For school dresses, house dresses, house coats or play suits here is real quality in sturdy cotton prints. Fine quality 80 sq. Quadrigs and other prints, 36" wide in a large selection of new patterns and designs, floral and checks.

In Anthony's Piece Goods Department Bolts and Bolts of

New Spring Cottons

98c yd.

A large selection of fine sanforized combed cottons . . . Fine solid-color chambrays, fancy striped chambrays . . . woven striped broadcloths . . . printed five-count poplins . . . All of these in a large selection of new colors beautifully adaptable to the new fall fashions. All in 36" widths and vat dyed fast colors.

and Rayons

98c yd.

All the cloths you have waited for . . . Beautiful prints in new spun rayons that make sewing a pleasure. Solid colors in crepes and spun rayons and faille weaves. 39" width.

Colorful Stripes

Woven Chambrays

To add the gaiety of color to fall wardrobes, sew these colorful new yarn-dyed woven chambrays. The new multicolored stripes for fall make useful and cheerful washables for tiny toddlers, teen-towners, or for mother herself. 36" widths.

98c

Colorful Floral Percale Print Dress

$2.98

Sweet as can be . . . colorful ric-rac dips with a gentle curve below a sweetheart neckline . . . accents a very tiny basque bodice . . . points the way to the flip of roomy pockets. It's a Happy Home cute, capable cotton. 12 to 18. Blue, Rose, Aqua.

Rib Knit Shirt

Flat Knit

Briefs

Shirt or Short **59c**

Soft combed cotton. Rib knit shirt and flat knit brief. Cotton tape support on briefs. Small, medium, large.

Anthony's

Annual Meeting of Llano Estacado Scouts Will Be Held in Amarillo on January 22

The Annual Meeting of the Llano Estacado Council, Boy Scouts of America, composed of nine counties and two townships in the Panhandle, will be held on Thursday, January 22, according to the announcement of Lon D. Edwards, Chairman of the Program and Arrangements Committee.

The meeting will be held at the Herring Hotel in Amarillo, Thursday afternoon, January 22, with the business meeting starting at 4:30 o'clock, at which time reports will be made by Operating Committee Chairman and District Committee Chairmen. The election of officers and Executive Board members, who will serve for 1948, will be held. The Committee on Nominations is composed of A. R. (Dick) Bivins, Chairman, Dorsey B. Smith, and J. L. Southern of Amarillo, D. C. Kinsey of Hereford, and Lon C. McCrory of Dalhart.

Following the business meeting in the afternoon the annual dinner for Scouters and their ladies will be served in the Crystal Ballroom at 7:00 o'clock with a special program honoring the World Jamboree Scouts and Scouters. Mr. Henry A. Tuck of Dumas, District Chairman of Moore County, who served as a Scoutmaster of the World Jamboree Troop 12, will be the speaker and will present a special stunt given by the Jamboree Scouts.

The Committee in charge of program and arrangements is composed of Lon D. Edwards, Chairman, Jim Reynolds and S. G. Stockton of Amarillo, Henry A. Tuck of Dumas, and Gordon Lyons of Canyon.

Tickets will be on sale for the dinner by District Chairman D. C. Kinsey and all Unit Chairmen of Troop Committees, Pack Committees and Senior Committees: Joe H. Smith Jr. Chairman, Pack 50, Hereford; Sam Nunnally, Chairman Pack 52, Hereford; Henry Lewis, Chairman Pack 56, Friona; Bob Wear, Chairman Troop 50, Hereford; Homer Brumley, Chairman Troop 52, Hereford; Glenn Reeve, Chairman Troop 56, Friona; O. L. Bybee, Chairman Post 50, Hereford. Tickets may be purchased from any of these Chairmen.

An Attendance Banner is offered to the District having the largest number attending with credit given on the number of miles traveled. The Deaf Smith District won the attendance award in 1947 with 70 present. The District Committee members are working to win the honor again this year according to Urlin Streu, Commissioner.

Roy Calverts Are Hosts to Oyster Supper Saturday

Mr. and Mrs. Roy Calvert entertained in their home Saturday night with a forty-two party and oyster supper.

W. A. Springer and Mrs. S. C. Brewton won high scores.

Guests attending were: Mr. and Mrs. Emmitt McCathern and daughter, Peggy; Mr. and Mrs. S. A. McCathern; Mr. and Mrs. W. A. Springer and son Charles Ralph; Mr. and Mrs. S. C. Brewton and daughters, Ruby Faye and Frances; Mr. and Mrs. J. E. McCathern and daughter, Jenny Lynn of Allison, Texas, and Orvil Drogsvald of Minneapolis, Minn.

West Hereford Home Demonstration Club

West Hereford Home Demonstration Club met with Mrs. Carlos Vaughan Tuesday afternoon with Mrs. E. M. Cox, president, presiding.

Mrs. Tom Garner and Mrs. John Jacobsen were named alternate council delegates, Mrs. Bruce Wooddell, assistant reporter; Mrs. Vern Witherspoon, landscape cooperator; Mrs. Roy Boyd, 4-H leader, and Mrs. Travis Caraway, legislative leader and assistant parliamentarian.

Mrs. Roy Boyd served as leader of the program with Mrs. Travis Caraway giving the talk on Rural Churches, pointing out that the rural church serves as a training school for better citizenship as well as a community center.

Mrs. Douglas Woodell spoke on Community Activities and Recreation, and Mrs. Travis Caraway led the recreational period.

Those present were Mesdames Bruce Wooddell, Neal Young, Tom Garner, Jack Flowers, Josie Funderburg, Douglas Wooddell, A. L. Thomas, Roy Boyd, E. M. Cox, J. T. McCluny, John Jacobsen, Travis Caraway, Jimmie Mercer, and the hostess. Also Miss Evelyn Bell and Miss Jessie Mattison, two new members, Mrs. Alfred Smith and Mrs. Ulys Pierce, and two visitors, Mrs. F. D. Ferguson and Mrs. McGhee.

Beta Eta Group Has Program On Health

Beta Eta Chapter of Epsilom Sigma Alpha met Monday evening in the home of Mrs. R. N. Yarbro with Ruth Pickens as hostess and leader of the program.

Miss Pickens reviewed the book "The Human Body" by Clendening, in which the author emphasizes the need for good habits in daily living. She also conducted a question hour with members asking questions and the leader giving the answers found in the book.

The next meeting will be exercise for health evening with Marcie Koelzer as leader.

Refreshments in keeping with the good health program were served to: Etta Mae Martin, Lillye London, Marcie and Adeline Koelzer, Marie Denton, Pauline Loerwald, Frances Young, Bess Hagar, Juanita Kelly, Gwendolyn Springer, Marian Plummer, Troyce Hanna, Ruth Pickens, the hostess and a guest, Miss Mary Dyer.

Rebekahs Elect

New officers of the Rebekah Lodge were elected at a meeting at the IOOF Hall Tuesday night.

The new leaders include: Mrs. Mildred Renfro, noble grand; Mrs. Nannie Mae Mauk, vice-grand; Virgie Lee Sparks, treasurer; Mrs. Catherine Russell, financial secretary; Mrs. Ethel Fridley, recording secretary; Mrs. Louise Springer; Alice Sparks, conductor; Mrs. Orpha Nickerson, chaplain; Mrs. Ursalee acobsen, R. S. N. G.; Mrs. Thelma Kendall, L. S. N. G.; Mrs. Edna Bowe, R. S. V. G.; Mrs. Lassie Roberson, L. S. V. G.; Mrs. Merlin Kaul, musician, and Mrs. Nannie Millard, past noble grand.

After the election of officers a social hour was enjoyed with the past noble grand as hostess. Refreshments were served to 46 members.

Gift Party Is Given

Mrs. H. H. Tracy was named honoree at a gift party given in the home of Mrs. Chester Wiggains of the Jumbo community Tuesday afternoon. Mrs. Stanford Knox and Mrs. Wilburn Axe were assistant hostesses.

Games and contests were conducted and gifts were opened. At the conclusion of the party refreshments were served to Mesdames Bob Wear, Jack Williams, Truitt Johnston, E. D. Hopson, Harold Southern, O. B. Southern, Nona Reed, Bill Core, Clayton Lusk, Elmer Patterson, the honoree and the hostesses.

Tierra Blanca Union To Meet Here Tonight

The Tierra Blanca Association Training Union will meet at the Avenue Baptist Church at 7:30 p. m. January 15.

Dr. Joe McClain, Bible Chair head of Texas Tech of Lubbock, will be the speaker, using for his subject, "Transformed in the Image of Christ."

AT HEREFORD STORE CO.
First Showing of Our
Spring and Summer '48 Sample Line

NOW Two to three weeks delivery on Suit, Coat and Pants, or Topcoat. (10 Days on "Single" Pants)

ALSO ORDERS ARE NOW BEING ACCEPTED FOR DELIVERY EASTER!

YOU DO NOT have to pay more—

to have your CLOTHES MADE TO YOUR MEASURE . . . Actually you get more Satisfaction for your Money

—since you choose the cloth & the style from the wide variety

A NATIONALLY KNOWN PRODUCT

Scotch TAILORS EST 1906 MADE IN U.S.A.

IT'S A WHALE OF A VALUE
Genuine All-Wool LLUXTRA-Cuna
TOPCOATS
Colors Brown and Grey
$24.95
Sizes 34 to 39

"IN DEMAND" Sanforized Gabardine WESTERN SHIRTS
Full cut on a Shirttail pattern with stud buttons and 3-button cuffs.
$4.95 to $7.95
Sizes 14 to 16

DOUGLAS SHOES . . .
A SOUND INVESTMENT IN QUALITY!

It's easy to see why the Douglas "Vendome" is the talk of the town. Their top-grade quality . . . their fine workmanship . . . make them your best buy!

Douglas Shoes
W. L. DOUGLAS SHOE CO., BROCKTON 15, MASS.
$9.95 to $11.50

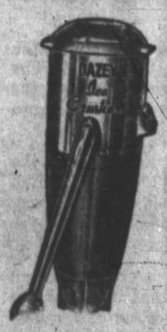
HEREFORD STORE CO.
S. L. HARMAN & SON

for Your Home

It's DAZEY Again

Make Your Particular Homemaker Happy with a DAZEY—

Convenience!



Economy!

Modern!

STREU HARDWARE

LOTS OF FREE

RED & WHITE
THE BEST THE MARKET AFFORDS

PARKING at HUNTERS

PEACHES BRIMFULL — SYRUP PACKED . . . . . No. 2½ Can 25c

SYRUP BRIMFULL White or Golden 5-lb. Jar 49c

TAMALES MARCO . . . . . Large Can 24c
ROAST BEEF WITH BROWN GRAVY — RED & WHITE . . . . . 1-lb. Can 49c
SALMON A DANDY ONE — LIGHT RED . . . . . Flat Can 43c
DRIED PEACHES RED & WHITE FANCY . . . . . lb. 29c
DRIED PRUNES RED & WHITE — LARGE SIZE . . . . . 2-lb. Pkg. 45c
POP CORN GEORGIE PORGIE . . . . . 2 Cans 35c

COFFEE MAGIC CUP — STRICTLY TOP QUALITY . . . . . lb. 45c

VEL OR SUPER SUDS LARGE BOX 39c
PALMOLIVE SOAP 2 REGULAR SIZE 21c
CASHMERE BOUQUET SOAP 2 BARS 21c
CRYSTAL WHITE LAUNDRY SOAP . . . . . 2 Bars 19c
AJAX CLEANSER 2 CANS 23c
BLACKBERRIES WOLCO . . . . . No. 2 Can 19c
APPLE SAUCE BRIMFULL . . . . . 2 No. 2 Cans 25c

PEARS AIR MAID In Syrup No. 2½ Can 33c

GREEN BEANS BIG M — CUT . . . . . 2 No. 2 Cans 27c
SPINACH BRIMFULL . . . . . 2 No. 2 Cans 27c
POTATOES NEW IRISH — DEPENRABLE . . . . 2 No. 2 Cans 25c
APPLE JELLY BRIMFULL — PURE . . . . . 2-lb. Jar 41c
CATSUP BRIMFULL . . . . . 14-oz. Bottle 15c
BACON SLICED . . . . . lb. 69c
DRY SALT BACON NO. 1 . . . . . lb. 39c
BEEF ROAST LB. 49c
PORK ROAST LB. 49c
BOLOGNA LB. 33c

FROSTED FOODS
FILLET OF HADDOCK LB. 47c
FILLET OF PERCH LB. 45c
FILLET OF TROUT LB. 45c
CATFISH LB. 53c
PEAS PKG. 32c
GREEN BEANS PKG. 29c
CORN PKG. 33c
BRUSSEL SPROUTS PKG. 39c
BROCCOLI PKG. 39c

HUNTER'S

WE DELIVER Easy to Park
RED & WHITE Easy to Shop
PHONE 143 Easy to Save

The Realtor IS THE INSTRUMENTALITY THROUGH WHICH THE LAND RESOURCE OF THE NATION REACHES ITS HIGHEST USE AND THROUGH WHICH LAND OWNERSHIP ATTAINS ITS WIDEST DISTRIBUTON. HE IS A CREATOR OF HOMES, A BUILDER OF CITIES. A DEVELOPER OF INDUSTRIES AND PRODUCTIVE FARMS.

The term Realtor has been coined for the protection of the Public. It designates those persons who are members of the National Association of Real Estate Boards, and its constituent boards, who have pledged themselves to a definite code of ethics.

HEREFORD REAL ESTATE BOARD

RE-OPENING
UNDER SAME MANAGEMENT

TUESDAY, JANUARY 20th
On West Hiway 60

Featuring . . . .
STEAKS, the very best
PIES, Home Baked
BREAKFAST, at any hour!

OPEN 6 A. M. TO 11 P. M.

LITTLE DINER
CARL & MYRTLE SEVIER, Owners

Hereford Implement Company
JANUARY 15, 1948

JANUARY CLEARANCE SALE

Dairy Equipment

Electric Single Unit Milkers	$195.00
Electric Cream Separators (Stainless Steel) Model 3S	187.50
Hand Cream Separator (Stainless Steel Bowl), Model 3S	105.00
Hand Cream Separator (Carbon Steel Bowl) Model 3S	95.00
6-Can Milk Cooler, Electric	425.00
2½ HP International Stationary Engines with Pump-Jack	190.00
5 HP International Stationary Engines	185.00
Gear Driven Pump Jack for 5 HP Engine	75.00

Another Shipment Cabs for Farmall "M" . . $157.50

Save Some Shut-eye with
AUTOMATIC DEVICE for the ELECTRIC MOTOR on IRRIGATION PUMPS. STARTING AND STOPPING.

Plow and Lister Guides for Farmall "M"

Vegetable Growers:
We invite you to visit our showroom to see the FARMALL CUB with its complete line of direct-attached equipment.

HEREFORD IMPLEMENT CO. INTERNATIONAL

Two Deaf Smith Students Attend McMurry College

ABILENE, Jan. 12—Two McMurry College students are from Deaf Smith County, according to a recent report from college officials. Twenty two states are represented in the student body at the Abilene school.

Taylor county leads all others with 207 students. Other high counties and the number of students represented are; Jones, 33; Mitchell, 22; Fisher, 21; Lubbock, 17; Callahan, 16; Nolan, 16; Dallas, 12; Haskell, 12; Runnels, 11; Dawson, 10; and Potter, 10.

New Mexico tops the list with out-of-state students, sending 14 students to the McMurry campus. Other states sending more than one student include California, 7; Oklahoma, 4; Tennessee, 3; Indiana, New York, and Virginia, two each. States represented by one student are Arkansas, Arizona, Florida, Kansas, Maryland, Massachusetts, Mississippi, Michigan, Missouri, Montana, New Jersey, North Carolina, Ohio, and Pennsylvania.

Students from Deaf Smith County are: Thomas Bandy and Mel Jowell, both of Hereford. Students from Oldham County include Donald Loyd and William Standlee, both of Vega.

Dillehays In Car Accident

Mr. and Mrs. C. H. Dillehay of Vernon, formerly of Hereford, were in a car accident recently which left Mrs. Dillehay in the hospital with a cracked hip socket.

The Dillehays were returning from Chicago, where they had spent the Christmas holidays with their daughter and son-in-law, Lt. and Mrs. Richard DeLong, and approximately ninety miles out of Chicago they were involved in a sudden pile-up of five cars when a highway truck blocked traffic. Several were injured and all the cars were damaged to some extent. The injured were taken to a hospital in Pontiac, Illinois, and word received here this week by friends indicate that Mrs. Dillehay will be hospitalized for another week. Mr. Dillehay was uninjured except for a few minor bruises and abrasions.

O. E. S. Study Club Meets

Order of the Eastern Star Study Club met Monday with Mrs. John Patton. The business session and study program were both conducted by the vice-president, Mrs. Myrtle Witherspoon.

Members decided to begin the study of the constitution at the next meeting which will be held with Mrs. Vivian Majors on January 26, with Mrs. Jessie Terrell as leader.

Those present were Mesdames; Nell Culpepper, Minnie Evans, Juanita Hershey, Ada Higgins, Vivian Majors, Opal Roberson, Jessie Terrell, Myrtle Witherspoon and the hostess.

Lt. and Mrs. Frank Durkee and little daughter Connie Lynn, returned to their home in Phoenix, Arizona after spending the holidays with her parents, Mr. and Mrs. A. H. Davis, and other relatives.

Mr. and Mrs. Arlie Dean of Nara Visa, N. M., visited their son, Jack and his family and transacted business in Hereford Monday and Tuesday.

The new 1948 series F-1 Ford ½-ton truck has a 114-inch wheelbase with 6½-foot pick-up body. The new trucks offered in ½-ton, ¾-ton, 1-ton, 1½-ton, 2-ton, 2½-ton and 3-ton capacities provide a wider range of models and capacities than ever before, including the F-7 and F-8 series—the largest trucks Ford has ever built.

New Ford Trucks to be Shown By Hereford Motor Company

A new line of Ford trucks is being shown in Hereford for the first time tomorrow at a special display and open house hheld by Dudley Green and Archie Scott of The Hereford Motor Co.

The streamlined models, new from the wheels up, represent the first post-war products of Ford, according to Green and Scott.

Two new series, F-7 and F-8, are the largest ever manufactured by Ford. They have maximum gross vehicle weights of 19,000 and 21,500 pounds respectively. Another new series is the six-cylinder, cab-over-engine model.

Three new power plants are available for the new trucks—a 95 horsepower six-cylinder engine, a 100 horsepower V-8, and a 145 horsepower V-8.

The new trucks are attractively styled without losing ruggedness for good performance and long life. Radiator grills and headlights are recessed in a functional pattern which contributes to massive appearance and gives added protection.

Greater front end strenght has been achieved through improved sheet-metal suspension and heavier construction. Fenders are heavier, wider and of a new design which provides greater tire clearance. Another design advancement is a heavy channel-steel front bumper attached directly to side rails. The bumper is, in effect, an extra cross member providing greater rigidity and impact strenght.

Driver comfort is one of the first considerations in the new trucks. Advanced cab design provides living room comfort with more space and better ventilation.

The new cabs provide up to seven inches greater width and also more headroom. The door has been moved forward to provide better clearance when leaving and entering. Weatherproofing has been improved and the hardware is heavier.

A one-piece windshield provides increased visibility. The rear window has been changed. Other cab improvements include new coach type seats with improved cushions, ash tray, dispatch box, sun visor and a three way-air control system.

"Career Mothers" Child Study Topic

"Is it a Man-Woman World?" was the theme of the program at a meeting of the Child Study Club held in the home of Mrs. John Robinson Thursday night.

Participating on the program were Mrs. Marlin Gilliland and Mrs. Earl Springer. Mrs. Gilliland discussed "What Women Want" an article taken from the October Today's Woman, in which the author pointed out that one fourth of the American women are discontented as homemakers and gave as a solution the training of young girls to look at homemaking as individual careers rather than household drudgery.

Mrs. Springer made a local survey before discussing "Career Mothers" dealing especially with the working mother and the pre-school child. She said that both men and women, with whom she talked, agreed that young girls should be made to realize the responsibilities of marriage and the home, and if they are not willing to accept those responsibilities, even tho personal sacrifices must be made, then a career is the better choice for them. In conclusion Mrs. Springer said, "The general opinion given in the survey was to the effect that the career mother just doesn't have time to make a real mother."

Members of the club present were Mesdames; Cawthon Bryant, Worth Covington, Ira Foster, J. R. Fowlkes, Marlin Gilliland, Dale Tinnin, F. G. Witherspoon, G. G. Heard, Merlin Kaul, W. J. Pepper, J. C. Reese, Earl Springer, Maurice Tannahill, and the hostess.

Mr. and Mrs. Walter Warren and family of Nazareth, Robert Wethington and Dave Watson were dinner guests in the home of Mr. and Mrs. T. E. Warren Sunday.

Luncheon Honors Mrs. S. B. Walker

Mrs. S. B. Walker of Amarillo, formerly of Hereford, was entertained at an informal luncheon given by Mrs. Burl France Monday.

Chatting and handwork provided afternoon diversion for the group which was made up of old friends of the honoree.

Those included were Mesdames Elmer Reynolds, Bill Knox, E. Ramey, F. M. Campbell, E. W. Cawthon, Leona Burleson, E. D. Hapson, B. E. Brumley, F. G. Witherspoon, Elmer Patterson, the honoree and the hostess.

Texas has about 113,000 acres of citrus trees in bearing, and 40 percent of the nation's total grapefruit acreage.

COLDS
LIQUID MEDICINE IS BETTER
Get split-second relief of Cold Miseries with 666 the largest selling Liquid Cold Preparation in the U. S.
666 LIQUID COLD PREPARATION
Caution: Use only as directed

"SPEEDY" by Hereford MOTOR CO.

Ford HEREFORD MOTOR CO. Ford
Dudley Green HEREFORD, TEXAS Archie Scott

NEW SERVICE

The magic of electronics is added to the watchmakers skill in timing your watch at Breitling Jewelry, 106 W. 3rd, it was announced today by James D. Breitling, owner of this leading Hereford jewelry store.

Installation of the new, electronically operated WatchMaster, a device which reveals, in a matter of seconds, just how much a watch may be gaining or losing, makes available to Breitling's customers the most modern scientific techniques in watch rating.

The WatchMaster (which uses, incidentally, the same timing standard which made possible the uncanny accuracy of American bomb-sights during the war) records the ticks of your watch on a chart of paper which is held on a rotating drum. Each tick, by means of a specially built amplifier which operates a stylus, makes a mark on the rotating chart, and the row of marks made by the "ticks" of your watch will tell a fascinating story.

If the row slopes upward, for example, the watch is gaining; if the slope is downward, it's losing. The degree of slope, measured against graduations on the chart, reveals just HOW MUCH the watch will gain or lose in 24-hours.

More than that: variations in the slope on the chart will even reveal what is wrong, if your watch happens to be "sick." It's about as close to an X-ray or an electrocardiograph, of the working of a watch movement as modern science can come.

Another advantage of this new method of watch rating, Mr. Breitling points out, is that it makes unnecessary the old time-consuming method of regulating a watch by hanging it on a board and checking it daily over a period of a week or more. With the WatchMaster, as soon as the watch has been repaired it is electronically timed, regulations and adjustments made in the matter of minutes and — it's ready for you to take with you.

Breitling's new WatchMaster, which has only recently been installed, is available to anyone who may wish to have a modern electronic rating made of his watch. Just bring your watch to the shop and the machine will be demonstrated and a reading made showing exactly how the watch is running. There's no obligation — Although Mr. Breitling does hope, of course, that whenever your watch DOES need repairing or cleaning, you'll let him do the job and give you back your watch scientifically, electronically rated to keep good time!

BREITLING JEWELRY
106 WEST THIRD STREET PHONE 527

WHY SHOP AROUND? COME TO PENNEY'S FIRST!

For almost half a century, we've been selling men good work clothes. Good because they're built to do a job, with every detail right for that job! Packed with value, too!

To Start Wearing Now!
SPRING COTTONS
2.79

Smart New Styles! Washable! Colorfast!

Racks and racks of new cottons . . . glamorously styled in 80-square percales, poplins, broadcloths and chambrays! Sweepskirt models, neat tailoreds, fussy feminine styles and many others! Checks, prints, plaids and stripes. Sizes: 12-52.

BIG MAC* DENIM **OVERALLS**
Give Better Fit, Longer Wear
2.69

8-oz. Sanforized† denim-tough, washable! Cut over graduated patterns—for better fit in your size! Stretch all you want—Big Macs are double stitched, bar-tacked at points of strain! It all adds up, men—Big Mac's your best buy!

BIG MAC* DUNGAREES
These Sanforized 8-o.. denim dungarees are not only washable but they're bar tacked at points of strain, and have a yoke back for comfort. 29-50. **1.98**

Sanforized Chambray
WORK SHIRTS
1.29

Good-looking blue chambray shirts—you can depend on them for hard wear! Anchored buttons, wide sleeves, dress type collar, and the shirt tail won't pull loose during working strain! Sizes 14-19.

Sanforized 10-oz. Denim
FOREMOST JEANS
Sturdy, washable, and bar-tacked at point of strain. They're right fitting, too! Sizes 29 to 42.
2.49
†Shrinkage will not exceed 1%.

Tough Enuf for Work!
WORK SHOES
$4.49

These moisture proof shoes are ideal for work. Single or double leather soles, rubber heels. Plenty of wearing comfort plus long wear. Black or chocolate blucher style. Sizes 6-12.

For Neat Appearance
UNIFORM SETS
Sanforized 8-oz. denim vat-dyed shirts and pants. Shirts, 14-17; Pants, 29-50.
2.98
*Reg. U. S. Pat. Off.

MORE AND MORE, THE TREND IS TO PENNEY'S

Starting Friday, January 16, 9 A. M., You Can

Balance the Budget!

Great January CLEARANCE

NO EXCHANGES — NO REFUNDS

MEN'S WEAR

WOOL SHIRTS
$6.95 Values
$4.49

"ARROW" WOOL & RAYON
SPORT SHIRTS
$7.95 Value
$4.95

ALL WOOL
MACKINAWS
$12.95 Values
$7.95

Men's Corduroy Caps
98c

Boys' Corduroy Caps
89c

Men's Union Suits
$1.95 Value For **$1.29**

Boys' Union Suits
$1.49 Value For **98c**

MEN'S OUTING FLANNEL
WORK SHIRTS
$1.98 Value for
$1.00

GENUINE FUR FELT HATS

$6.95 Values **$4.99**

$8.00 Values **$5.99**

$10.00 Values **$6.99**

Good Hat Buys!

WORK GLOVES
Men's Leather Palm
49c Value
3 Pairs for **$1.00**

MEN'S
DRESS SHIRTS
$3.95 Values Real Bargains at **$2.95**

LADIES' Ready-To-Wear

$22.95 Values for **$13.95**

$16.95 Values for **$10.95**

$14.95 Values for **$8.95**

$12.95 Values for **$7.95**

$10.95 Values for **$6.95**

Broken Sizes in Ladies' Shoes

Values to $6.95 ..... **$3.95**
Values to $8.95 ..... **$5.95**

Ladies' Hats

Values to $7.95 — Your Choice

$1.00

LADIES' WOOL
GLOVES
$1.50 Values for **99c**

CHILDREN'S WOOL
GLOVES
$1.25 Values for **79c**

DRAPERY MATERIAL

Home Spun Stripes
$1.95 Yard Values
2 Yards for **$1.00**

BLANKETS
$7.95 Pepperell
$4.88

YOU SURELY NEED THESE

$6.95 Value
ESMOND
$4.59

You Must See These To Appreciate the Values Offered.

$8.95 Value
MONARCH
Nonpariel
$5.95
72x90

MEN'S
Leather JACKETS AND COATS

CLEARANCE VALUES

$19.95 Values $13.95
$29.95 Values $22.50
$32.50 Values $25.00
$35.00 Values $29.00

54-inch COHOMA

$3.95 Woolens ..... yd. $2.49
$3.25 Woolens ..... yd. $2.10
$2.98 Woolens ..... yd. $2.00

SWEAT SHIRTS

MEN'S Quality Buys **$1.29**

BOYS' Every Boy Needs Several **89c**

BUY NATIONAL ADVERTISED LINES AND BE SURE OF THE BEST . . .

Stetson Hats . . Knox Hats . . Freeman Shoes . . Shelby Shoes . . Claussner Hosiery . . Wembley Ties . . "Californian" Leather Coats . . "Martha Manning", "Claire Tiffany", "Irma Hill" and "Loretta" Dresses; "Ricemore" Coats and Suits; "Cater Frocks" and "Prissy Missy" . . Hyer Boots . . Cohoma Woolens and Rayons.

Rutherford & Co.

ALL SWEATERS

½ Price

Extra Good Selections

Hopes Raised

(Continued from page 1)

the City Commission at the meeting, gave definite assurance that the City would provide sewer and water facilities, and told Schutts that the City would put that commitment in writing when the time came.

Utilities connections would be required before Federal Housing Administration would approve any loans, Schutts pointed out.

Schutts made no definite promise to undertake the project Monday, but said that he was definitely considering it favorably and would give a definite answer as soon as possible.

He quoted the Plainview figures on the cost of the housing, but would quote no figures on a local project. Variations in labor costs, freight rates, paving costs, and land prices would have to be carefully figured before a price could be placed on houses here, he said. He added that if he undertook the project, definite sale prices would be established in advance.

Schutts estimated that if everything moved along normally, in event the project is undertaken, the first house could be completed in three and a half months, and the houses would be completed at the rate of two a week after the first one was completed.

He exploded rumors that houses in such FHA-sponsored projects could be purchased with a downpayment as low as $200.

"I would advise a prospective owner to be prepared to pay between $1750 and $1750, depending on the type of house wanted, as a downpayment," he said

Schutts said that he knew of no 100 percent loans which had been made, either by Veterans Administration or FHA, because persons requiring such a loan generally could not qualify financially for it, and those who could qualify generally want to make a larger down payment.

Schutts said he had been with FHA himself for eight years before entering the contracting business, and felt that he knew reasonably well what FHA requirements would be.

Ability to make a downpayment in the neighbor of $1500, and a minimum monthly income of about $216, he said, is about the minimum requirement for securing an FHA loan.

The down payment, he said, is the amount necessary to cover purchase of the lot, necessary legal expenses involved in securing loan, and initial insurance payments, in addition to the normal down-payment required on the loan.

The purchaser would not be required to go through a loan agreement at all, or could pay all or any part of the cost of the house in cash.

The houses range in price from $7500 to $9500, and are available in several types. In answer to questions regarding materials and types of construction, Schutts said the houses are fully insulated with rock wool, have oak floors with 5-8 inch plywood sub floor, sheetrocked inside, plumbing complete, floor furnace installed. All construction is approved by FHA inspectors, he said.

Price of the house includes street paving and sidewalks in the development.

Lots under consideration would be either 70 by 180 ft. or 70 by 120 ft.

Members of the Chamber of Commerce committee who investigated the housing project in Plainview were favorably impressed with the construction and appearance of the project.

Attending the meeting Monday at the Chamber of Commerce offices were Jim Whelan, W. E. Dameron, Francis Hardwick, Pete Cowart, Dubs Reeves, Grady Rogers, J. C. McCracken, J. B. Noland, Bob Wilson, John Kelly, E. V. Gleaton, Carl McCaslin, Sylvester Slagle, Herman Ford, Tom Alderson, Ben Ezzell and Don Zimmerman.

Francis Hardwick, Chamber of Commerce president pointed out that the Hereford Chamber of Commerce was not sponsoring the project, but was merely acting as a clearing house in cooperation with local citizens wanting housing.

Annual March

(Continued from page one)

have to fall back on the National Foundation for aid.

The committee met yesterday afternoon to map campaign plans. Mrs. V. O. Hennen is women's chairman; Supt. and Mrs. George Graham will be in charge of collections in the schools; Francis Hardwick is in charge of theater collections; Debs Knox is chairman for the annual President's Ball; Mrs. H. H. Miller is in charge of the drive at Dawn, and Mrs. L. H. Lookingbill is in charge at Summerfield.

Around Town

(Continued from page one)

months of previous years. We didn't delve into the inner layers for fear of snake-bite, but it occurs that if anyone really wanted to read the bulletin board, and a current notice really were posted there, it'd be an all-day job.

The Hereford Parent-Teachers Association, taking the practical view that most people interested in attending the organization meetings are parents, and that a considerable number of them may have children of less than school age, has established a nursery during meeting hours. Home Ec girls are the attendants.

One of our Spanish-American patrons came in the office the other day with a clipping from The Brand in his hand and an excited gleam in his eye. He wanted to know where he could find the Mr. Harris who lived a mile and a half from town and had land to sell for $15 per acre. We were getting a little excited ourselves until we discovered that the clipping was from the "45 Years Ago" column.

ANOTHER NEW ARRIVAL: Miss Meredith Ann, at the home of Mr. and Mrs. Gilbert Hooper. The young lady was born December 21, but made her debut in Hereford a week ago.

The Brand had a visit from a delegation styling themselves "The Merry Bluebirds" the other afternoon. They made a tour of the shop, and appeared quite impressed. Half an hour after their departure, a note arrived by messenger thanking Mr. Gillentine and Mr. Spott for the conducted tour. The signers: Beverly Billingsley, Gale Blythe, Jackie Corvin, Theora Cosby, Jean Fowlkes, Glenna Gault, Sali Sue Kirby, Joyce Roberson, Vella Kee Skypala, Frankie Sloan, Loretta Strafuss, and Linda Lee West.

Street Markers

(Continued from page 1)

crete tile manufacturing machine here, offered the use of his equipment without charge to the city for manufacture of these markers.

The Mayor and Commissioners J. C. McCracken and Lyle Blanton were enthusiastic in their approval of the markers suggested, and acted immediately to pass a resolution that the plans be adopted and the markers installed without delay.

Wooddell then advised the City Commission that the Junior Chamber of Commerce board of directors, in session the night before, had offered the services of the JayCees in assisting City employees in installing the street markers.

Markers will bear the number of the block and the street name. Plans are to install four markers at each street intersection in the city limits.

Mrs. Bradley, representing the B & PW club, then offered the Commission a map, prepared by Mrs. Ellen Carter for the club, on which numbers had been assigned to every lot in the city, and offered the services of club members in re-assigning house numbers and informing every home-owner of the proper number for his residence. Standard types of numbers are to be selected, and local merchants will be asked to stock them for sale.

The offer was enthusiastically accepted by the commission.

The B & PW club also recommended that renaming all streets north of 10th street, suggesting that 10th be re-named Harrison Boulevard, that 11th and 12th streets be renamed, and that all the lettered avenues be given names of Texas heroes, listed in alphabetical order, from Avenue A east.

The recommendation was taken under consideration, but no official action has been taken.

List Approved

(Continued from page 1)

which water is available.

6. Reorganization of a permanent farm irrigation system.
7. Construction of earthen dams or reservoirs for livestock water.
8. Drilling or digging wells for livestock water.
9. Field strip cropping.
10. Contour listing, contour chiseling, basin listing or pit cultivation.
11. Contour seeding drilled grasses, legumes or small grains.
12. Leaving on the land as a protection against wind erosion the stalks or stubble of sorghum or millet.
13. Mowing established pastures.
14. Re-seeding range or pasture land by deferred grazing.
15. Establishing or improving permanent pastures by seeding adapted pasture grasses, pasture legumes, or mixtures of grasses and legumes.
16. Control of bindweed.
17. Application of potash and phosphate other than raw rock phosphate.
18. Application of soil sulphur to farm lands.
19. Leaving the land or turning under a satisfactory cover of winter legumes seeded in the fall of 1947.
20. Growing green manure or cover crop of summer legumes.
21. Turning under a satisfactory growth of sweet clover.
22. Chiseling not on the contour of cropland or land planted to crops in 1948.

Sheriff Reese

(Continued from page one)

in enforcing the law.

I am also grateful for the close cooperation and coordination which has existed between the Sheriff's Department and the State and City Police, which has done a great deal to make law enforcement effective in this county.

It has been a pleasure to serve you, and with the assistance of my deputies, I will continue at all times to give you courteous and efficient service.

I will sincerely appreciate your support in the coming election. It is my sincere desire to continue to serve the people of Deaf Smith county as Sheriff, Assessor and Collector."

(Signed) J. C. Reese, Sheriff, Assessor-Collector.

Over 400

(Continued from page one)

erance he branded as one of the worst dangers.

In one of his most striking statements of policy, Dr. Cornette called on the people of the region for support of the regional college.

Paraphrasing, in a sense, the Biblical advice to "render unto Ceasar the things that are Ceasar's", he told his listeners that he would expect State support for the phases of the college institution which are the responsibility of the State, but that he would ask the support of the people of the region for the things which pertain purely to the Region. The Panhandle-Plains Museum he cited as an example of a Regional project which should be built and supported by the Region and not by the State, since it is Regional in character.

Dr. J. A. Hill, who will retire on September 1 after 30 years as the President of the College, made a brief talk in which he lauded his successor and expressed appreciation for the support which he has had during his tenure in office.

Talks were heard from all four of the Regents present.

Delbert Lowes, president of the Canyon Chamber of Commerce, was toastmaster for the affair.

Attending the dinner from Hereford were Leo Forrest, Herman Ford, Don Martin, Ben Ezzell, Henry Sears, Bill Kerr, Pete Cowart, and John McLean.

The sense of smell is probably responsible for the original idea of smoking. This sense was much keener in primitive man, and along with the pleasure he derived from aroma, he probably also experienced a sense of mystery at the sight of the smoke rising up into the air.

If you don't need it . . . sell it with a Brand Want Ad!

1901 — 1948

E. B. Black Co.

Furniture - Undertaking

AMBULANCE SERVICE — DAY OR NIGHT

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

Call 265

DEAD ANIMALS

Removed FREE of Charge

Prompt Service

West Texas Feed & Seed Co.

Agents for Amarillo Rendering Co., Amarillo, Texas

JACK WRIGHT, Mgr. 3-tfc

If you are

BUYING A FARM

—we can help you

Are you giving a lot of thought to the price of the farm you are buying?

It is just as important to investigate the loan you get to help pay for it — a fact that many folks have overlooked, to their sorrow.

Now, through our special arrangement with The Equitable Life Assurance Society, this bank can give you the kind of a long-term loan you need — one that will help protect your down-payment and make it easier to own your farm free and clear sooner.

Don't sign that purchase contract or loan application until you check the money-saving, protective features of this new plan!

How we can help you

1 PROMPT, FRIENDLY, LOCAL SERVICE—No red tape. Deal with people you know.

2 PAY ANY AMOUNT AT ANY TIME using the famous Farm Income Privilege.

3 SAVE TIME AND MONEY by making payments on your loan right here at the bank.

4 4% GUARANTEED UP TO 40 YEARS—Loan plans are tailor-made to your needs.

5 NO EXTRA CHARGES—No stock obligations. No fees and no commission to pay.

6 PREPAYMENT RESERVE—Your extra payments build a reserve to tide you over lean years.

Let us explain this new farm-ownership plan to you. No obligation. Your inquiry will be kept strictly confidential

Closed Monday, January 19, in Honor of Robert E. Lee's Birthday

40 years 4%

First National Bank

Member:
Federal Reserve System
Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers

We'll bet you thought it couldn't be done these days when high prices may be making it necessary to cut corners on quality and variety. But it CAN be done—and you'll do it if you'll buy ALL your food needs here. You see, we buy as carefully as you do . . . watch our costs as closely as you do yours. We operate economically and we're satisfied with a tiny profit. In that way, we can sell high quality foods at lower prices. Buy ALL your food needs here for one month and see if you don't serve extra good meals and cut your food bill, too.

GREEN BEANS McGRATH FRENCH STYLE — 2 No. 2 Cans 37c
PORK & BEANS ARMOUR'S, 1-lb. Can — 2 for 25c
SPINACH DEL MONTE, No. 2 Can — 2 for 31c
COFFEE DEL MONTE, 2-lb. Jar — $1.04
SPAGHETTI OR MACARONI SKINNER'S — 2 for 21c

RIPE OLIVES 9-oz. Cans 24¢
ORANGE JUICE TREE SWEET, 46-oz. 34¢
GRAPEFRUIT JUICE QUEEN OF SHEBA, 46-oz. 12¢
GRAPE JUICE PUNCH MONTERREY, 1-pt. Bottle, 2 for 31¢
BABY FOOD STOKELEY'S or CLAPP'S 5¢
WAFFLE SYRUP W. P., 1 qt. 39¢
TOMATO PRESERVES PRIMROSE, 1 lb. 36¢
CHRISTMAS CANDY Pound 20¢
SUNMAID RAISINS 2 Pounds 34¢
CRACKERS SUNSHINE, 2-lb. Box 45¢
DRIED APPLES 1¼ lbs. 30¢
TURNIP GREENS STILWELL, No. 2 Cans 10¢
CAREY'S SALT 2 for 15¢
GOLLY SOAP 12 oz. (Good for bath) 15¢

Values Galore

FLOUR PACKARD'S .... 25 lbs. $1.89
MARVENE 1c Sale Two 32c Boxes for 33c
OLD FASHION RICE DINNER 10-oz. Can .... 3 for 21c
SUGAR CANE SYRUP BLACKBURN'S .. ½ gal. 63c

PRODUCE SAVINGS

GRAPEFRUIT 8-lb. Bag 39c
ORANGES Texas Seedless .... 5 lbs. 29c
CARROTS 2 Bunches 25c
POTATOES RED or WHITE .. 10 lbs. 58c

CITY Food Store

SALE of CRYSTAL

West Virginia Crystal
"Regent" & "Mountaineer" Patterns
Lovely Patterns — Lovely Pieces

1/3 off

FOR MILADY!

DORMEYER ELECTRIC FOOD MIXERS

3 Speed
Complete with Juicer
Mixes perfect cakes in 4 minutes! $29.95

WATCH VALUES

Ladies' WALTHAM 17-jewel 14-K Gold Filled Case $49.50

Men's POCKET WATCHES Railroad "Vanguard" 23-jewel $71.50
17-jewel Waltham $47.50

Ladies' WALTHAM 21-jewel White or Yellow Gold Filled Case $69.50

Ladies' WITTNAUR 17-jewel 14-K Gold Filled Case $49.75

Many Other Makes of Fine Watches for Ladies and Men

When You Think of the Finest in Jewelry .... Think of

KESTER JEWELRY

316 N. MAIN—Guaranteed Watch Repairs Hereford, Texas—Telephone No. 34

PAY YOUR POLL TAX

The Hereford Brand

Section 2

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

48th Year—Number 3 — The Hereford Brand, Hereford, Texas, Thursday, January 15, 1948 — Price 5c Per Copy

Lions Club Committee to Select Hereford's Best Citizen for 1947

REGAINS CONSCIOUSNESS IN FLOYDADA HOSPITAL

Jerry Stanfield Clears Up 3-Day Mystery of Abandoned Car in Stranger-than-Fiction Tale

A three-day mystery which had had peace officers and relatives jumping the hoop last week over the strange disappearance and re-appearance of Jerry Stanfield, 19-year-old son of Mr. and Mrs. H. B. Stanfield of Hereford, was solved when young Stanfield recovered consciousness in a Floydada hospital Friday and pieced together the fantastic chain of events which had landed him there.

The tangle began Wednesday night of last week when Wichita Falls officers discovered young Stanfield's car abondoned on a highway near that city. Thursday morning they notified Sheriff J. C. Reese in Hereford of the discovery of the car.

Reese, checking with Stanfield's parents here, learned that the youth had left Hereford Tuesday bound for Oklahoma City, where he was to have taken a job with the Grouse-Close Construction company. Fearing foul play, officers started a search for the missing youth.

Then on Thursday night, an injured youth indentified as young Stanfield was brought in to a hospital in Floydada in an unconscious condition. His parents were notified, and rushed to Floydada.

The picture of the abandoned car at Wichita Falls, and its owner suddenly turning up 24 hours later and 200 miles away, and in a seriously injured condition, at Floydada posed a first-class mystery for officers, hospital attendants and members of the family.

Regaining consciousness at Floydada Friday, however, Jerry pieced together a story which cleared up all the details and proved again that truth is stranger than fiction.

Reaching Wichita Falls on Wednesday, he said, he had run out of gas near the city and, parking his car near the highway, had hitchhiked to the home of a cousin, Herman Stanfield, at Matador.

Wichita Falls officers, in the meatime, discovered the abandoned car and sounded the alarm.

Young Stanfield then returned to Wichita Falls Thursday, re-claimed his car, and started home by way of Matador and Floydada. The Wichita sheriff's department, after notify-

(Continued on page 4)

Former Pastor, Returned Missionary Will Conduct Services in Hereford

Rev. Homer T. Goodwin, former pastor of the Hereford Assembly of God Church and, for the past seven years, a Missionary in Africa, will return to Hereford this week for two services at the local church.

Rev. Goodwin will be in Hereford on Thursday and Friday nights, January 15 and 16, to conduct a Missionary Rally, according to Rev. S. E. Eldridge, the present pastor.

Rev. Goodwin will show a number of colored pictures made during his tours of duty in Africa, Rev. Eldridge said.

Rev. Goodwin has spent two terms (seven years) in the African field as a missionary. He returned to the United States in July, and has an interesting report to bring to the local people, Rev. Eldridge said.

Services each evening will begin at 7:45 o'clock at the Assembly of God Church at 11th Street and Avenue G. The public is invited to attend both services, the pastor said.

Rev. Goodwin was pastor of the Hereford Church from 1942 to 1944, leaving here to return to his missionary work in Africa. He was followed in the local church by Rev. Eldridge.

MISSIONARY

Rev. Homer T. Goodwin (above), former pastor of the local Assembly of God Church and returned missionary from Africa, will speak here this week-end.

CORRECTION

Time of the Lewis Harvey auction sale, to be held next Thursday, January 22, will be at ten o'clock in the morning instead of one o'clock in the afternoon as advertised in this issue of The Brand.

For further details of this sale and others, see advertisements in this issue.

Mrs. Sid Casebolt of Clovis, visited in the home of her sister, Mrs. Harry Whitchurch and her daughter, Mrs. Jake Boydston, Sunday.

Mrs. B. B. Easter of Dimmitt was a visitor in the home of her daughter, Mrs. Walter London for the week end.

Rev. and Mrs. R. H. Cagle, Mrs. Gerald Wilson, Mrs. George Cameron and Mrs. J. B. Harlin attended the funeral service of Dallas Alford in Plainview last week.

Miles and Jeff Roberson returned from Dallas last week where they spent a few days in having a medical check-up in Baylor Hospital.

Ralph Smith left for Austin last week to attend a school for Service Officers and a meeting of Veterans Affairs Commission and is expected to be back in his office Tuesday afternoon.

OFFICIAL BALLOT
LIONS CLUB "BEST ALL-AROUND CITIZEN" COMMITTEE

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

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

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

.....

.....

.....

.....

.....

(Attach another sheet to this ballot if needed.)

Signed .....

(All Ballots should be returned Not Later Than January 31)

Highway 60 Paving Through New Mexico Now Complete; Only Oklahoma Gap Now Remains

Only 38 miles of U. S. Highway 60 remain unpaved in the coast-to-coast transcontinental route, Harry Glasser, Enid, Oklahoma, president of the Highway 60 Association, reported this week.

All of the 38-mile unpaved section is in Oklahoma, Glasser said, and predicted that this strip of gravelled road would be completely paved by the end of 1948.

A 38-Mile gap in New Mexico has been completely paved in the last year, Glasser reports, leaving only the Oklahoma section of the route to be completed.

Glasser said that he has "confidential information that an early start will be made in hard-surfacing the 38-miles of gravel road in Oklahoma."

Glasser, indefatigable worker for an all-paved Highway 60 route from Santa Monica, California, to Norfolk, Virginia, was in Hereford last summer in the course of a driving tour covering the entire route. At that time, he predicted early completion of the unpaved gap in New Mexico after a conference with New Mexico highway officials.

The Highway 60 Association has membership in almost every town along the route, including Hereford.

It has been the propect of the Association to bring about completion of all un-paved gaps in the coast-to-coast route, and to give national publicity as a fine scenic route for travellers.

In the latest edition of Rand-McNally's Hobbs Travel Guide No. 2, Highway 60 is described as "a new and promising route between Amarillo and Los Angeles . . . more scenic, and has easier grades and much less traffic than any competing road. The section from Globe to Showlow, Arizona, is one of the engineering triumphs of the west. The scenery is superb."

Herman Ford Top Salesman for Life Insurance Company

Herman Ford, Hereford agent for Southland Life Insurance Company, was ranked by company officials among the first 20 leaders in paid-for business in 1947, according to W. C. McCord, president of the company, of Dallas.

McCord wired congratulations to Ford last week-end. Ford was ranked as one of the 20 leaders out of a total of more than 200 agents in the field.

According to John L. Briggs, vice president of Southland, Ford was also ranked among the top ten agents for the month of December.

Nominations Open to Public; Deadline Will Be January 31

Hereford Lions Club is preparing to make its annual award to Hereford's "Best All-Around Citizen" for 1947.

A secret committee, appointed by Lion President D. C. Kinsey, will make the final selection from nominations submitted by the citizens of the Hereford area. The "Man of the Year" will be formally announced at the annual Chamber of Commerce Banquet next month, when a silver loving cup will be presented by the Lions Club to the person selected for the honor.

The award for 1946 was made at the annual banquet of the Chamber of Commerce last year to retiring Chamber of Commerce president Wayne Evans.

Following the plan used successfully last year, the committee members charged with the selection of Hereford's "Man of the Year" are asking for nominations for the honor from the public.

At their request, an official ballot is being published in this issue of The Brand, and copies of the ballot will also be published in the next two issues.

Nominations may be made by any interested citizen in the Hereford area. Persons filing nominations are invited to list the accomplishments of the nominee in the space provided on the ballot, and to use additional sheets of paper if desired.

The nominee should be a resident of the Hereford area, but not necessarily a resident of the city itself. The nominee may be either a man or a woman.

"This is not a popularity contest," committee members pointed out. Selection will be made on the basis of contribution to the advancement and improvement of the community as a whole.

"This is a sincere effort," the committeemen emphasized, "to put credit where credit is due. We know that there are scores of persons in the community who contribute generously of their time, their efforts and their money to make this community a better place in which to live. There are many who might escape notice. It is to their friends and neighbors, who know them best, that we are appealing for these nominations."

The selection will not be made by voting. The ballots provided are solely for nominations, and the final selection will be made by the committee from the names submitted.

The ballots should be mailed to the Lions Club "Best All Around Citizen" Committee, in care of the Hereford Brand, Box 673, Hereford, Texas. Envelopes containing the ballots should be so marked that they will not be opened at the Brand office, but may be turned over to the committee as they are received.

Deadline for entering nomifsations is January 31.

The committee's selection will be kept secret until the night of the annual Chamber of Commerce banquet, which is scheduled for the week of February 15, when a silver loving cup will be presented to the person selected as the city's outstanding citizen for the past year.

Whiteface Cagers Win Doubleheader From Chiefs Here

Hereford's Whiteface cagers trampled the Friona Chiefs 38-30 in a basketball game here last Thursday night, while the Hereford "B" team made a clean sweep of the evening by plastering the Friona second-stringers 25-18.

Junior McGee, tall Whiteface center, was hot as a firecracker under the basket, accounting for 20 of his teams' 28 points to lead the scoring for the evening.

Buddy Corbett scored eight points for the Herd. Weis and Munroe of Friona each netted 12 points for the losers.

Claude Melugin led the scoring for the Herd "B" team with 8 points.

Bob Hamilton was runner-up for scoring honors with six. Dufon's 5 points topped the scoring for Friona.

Mrs. Virginia E. Whitsett and Mr. and Mrs. W. N. Thompson of Amarillo are business visitors in Hereford this week.

1948 Model ... and a Trip We Have to Make

DEAR FRIENDS:

This month we have each been placed squarely in an enviable position — that of sole operator, the driver, of a new 1948 Model creation we might term "Accomplishment". Oh yes, 1948 is a new year, too. And what a priceless gift this 366 speed "Accomplishment" model is — ours through no endeavor or cunning of our own — just a gift creation that we can aggressively floor-board forward, or even much easier let slip into fast reverse and back into near ruts that differ from graves only in their length.

Come on, let's discuss this model a bit more. With an energy operated motor (jointly mental and labor controlled) we can reach a far destination in Model '48 — IF WE AS INDIVIDUALS can understand the opportunities in making this trip — each having the foresight to vision a goal, and the WILL to carry through, tenaciously clinging to the road, a golden road of opportunity.

Now this model is given to every individual in our Hereford territory. There may be those who wish to leave your vehicle at the curb, letting it rust, while you hitch a free ride at the other fellows' expense — letting your own assets go neglected. I cannot doubt but what you'll drag others into your rut with you. BUT — if you'll make a trial heat in this new 1948 — here's believing sincerely that you'll get the best performance you've ever had in a 12-month model!

SPECIFICALLY SPEAKING — there's a responsibility, a part, a job for every citizen of Hereford and the Hereford territory to do that will build a greater community (and pay a direct dividend to each participant). Without exception, we mean EVERY citizen.

The time is here for aggressive possession of the opportunity to clinch for Hereford the stability, the growth, the returns of a richly endowed community adequately manned by believing citizens. People the United States over know of our rich inheritance here... Now, we are forced to get down to brass tacks, searching our own abilities to contribute a personal something to strengthen Hereford from within.

MAKE NO MISTAKE ABOUT IT — The Chamber of Commerce in Hereford is to be operated in '48 solely as a united body aimed at the single goal of bettering the territory for every last inhabitant, present and potential. And to successfully carry through, there must be concrete suggestions, support, and frank above-board criticism of the farmer, the wage earner, the banker, the merchant — everybody who has any iota of interest in this community.

Brother, we're traveling this road together in the same 1948 model. There's nothing amiss with the model — it will function exactly as we desire. LET'S GET OUT OF NEUTRAL!

A Community Worth Living In Is A Community Worth Working For

PUBLISHED IN THE INTEREST OF BUILDING HEREFORD AND SURROUNDING TERRITORY THROUGH CHAMBER OF COMMERCE LEADERSHIP AND THE COOPERATION OF EVERY AGGRESSIVE WELL-WISHER.

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MORGAN
Music & Amusement Co.

Amarillo PCA Pays Off All Federal Loans

The Amarillo Production Credit Association has paid off all Government capital, according to John Paetzold, member from Deaf Smith county.

Mr. Paetzold said that in the early thirties when farmers and ranchmen could not get credit, the Government provided most of the capital stock in the Amarillo Production Credit Association.

Congress outlined one provision in making this investment: that the users of production credit as they became able would retire all the Government capital.

He said that since organizing in 1934, the stockholders of the Amarillo Production Credit Association have been building up the capital stock of the association. In the last few years 51 stockholders have voluntarily bought extra stock. On Feb. 3, 1947, the association retired all of the capital the Government had in the association except $5,000, and on December 31, 1947, retired the last dollar of Government capital.

The Amarillo Porduction Credit Association is a big asset to farmers, ranchmen, and business in general in the territory in which it operates in that it goes into the money markets anywhere in the country and brings in outside money that is spent locally, stated Mr. Paetzold.

Mr. Paetzold said there are 274 farmer and ranchmen stockholders in the Amarillo Production Credit Association. They own $222,960 in stock, have $142,788.01 in reserves, and a total net worth of $365,748.01.

He said that this organization is a cooperative, owned and operated by farmers and ranchmen who use its credit for its stockholders and for any sound operator who can qualify.

The charter stockholders who invested $45.00 in stock in 1934 were: P. N. Bishop, Claude; A. A. Callaghan, Panhandle; Earl W. Wilson, Hereford; R. V. Converse, Spearman; A. E. Henderson, Morse; Byron Gist, Amarillo; W. F. Bennett, Amarillo; O. D. Parsley, Amarillo; and J. Lindsay Nunn, Amarillo.

The Federal Government at that time invested $37,500 in the capital stock.

Mr. Paetzold said that since the association has been doing business it has loaned $24,039,831.58. During 1947 it loaned $3,765,931.58. The highest volume of loans outstanding at any one time was $1,506,230 in July, 1947.

The directors and officers are: Byron Gist, president; John L. Hammond, vice-president; Hall Medford, Emil Knutson and Gaston Wells.

The fourteenth annual meeting of the stockholders of the Amarillo Association will be held in Amarillo at the Esquire Theatre on February 5.

MASONIC BULLETIN
Hereford Lodge 848

Stated meeting second Monday in each month. School of instruction each Thursday night.

R. L. THOMPSON, Sec'y.
G. T. HIGGINS, W. M.

Camp Fire Guardians And Sponsors Meet

Camp Fire Guardians and Sponsors organization met at the Camp Fire hut Monday, evening at 7:30 o'clock.

The following committees werer named: Telephone—Mesdames Leroy Aven, Wilbur Axe and Harold Higley. P. A. A.—Mesdames Charles Newell and Roy Ford. Finance—Mesdames D. C. Kelton, A. B. Christian and Orin Russell. Yearbooks—Mesdames Milton Adams, Earl Plank and Bob Wilson.

Regular meetings are held the first Monday night in each month at 7:30 p. m., and all guardians and sponsors are urged to attend.

Those attending Monday night's meeting were Mesdames Bob Wilson, T. V. Brantley, Orin Russell, Harold Higley, George Heard, Urlin Streu, Charles Dones and Leroy Aven.

Fewer and bigger dairy farms are turning out more milk. The average per farm is almost 40 percent more milk than a decade ago.

The 1947 acreage of commercial truck crops in Texas for fresh market is estimated at 347,650 acres with a total value of $52,016,000.

Acreage of winter wheat seeded or to be seeded in Texas for harvest in 1948 is estimated at 6,980,000 acres, 48 percent greater than the 10-year average.

Over 10,330 Texas peanut farmers favored acreage allotments and marketing quotas on their 1948, 1949, and 1950 crops.

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- ★ Specially designed hydraulic truck brakes
- ★ Valve-in-Head Thrift-Master or Load-Master engines
- ★ More efficient loading (stake and high-rack bodies)
- ★ New, thorough sealing insulation
- ★ Standard cab-to-axle-length dimensions permitting interchange of bodies
- ★ . . . and MANY more!

Brother, how these stronger, new frames stand up! Wheelbases are longer, too, for better load distribution. And the brakes are exclusively designed for greater brake-lining contact!

There's nothing like the cab that "breathes" for comfort! . . . fresh air is drawn in from the outside—heated in cold weather—and used air is forced out.* The cab is cushioned on rubber—Flexi-Mounted—with 12 inches more foot room and eight inches more seating space. There's 22% greater visibility, too, they tell me. The seat is fully-adjustable. Man, this is it!

Here's a special, heavy-duty job and an extra-special truck! Take your pick from 107 different models and eight wheelbases. There's one made for your special kind of job.

Look—rear-corner windows!* Now it's a cinch to back up without leaning. Yes, sir, these trucks are brand new—really different with Advance-Design. And they're packed with power in the world's most economical engine for its size—Chevrolet's Valve-in-Head engine.

*Fresh air heating and ventilating system and rear corner windows optional at extra cost.

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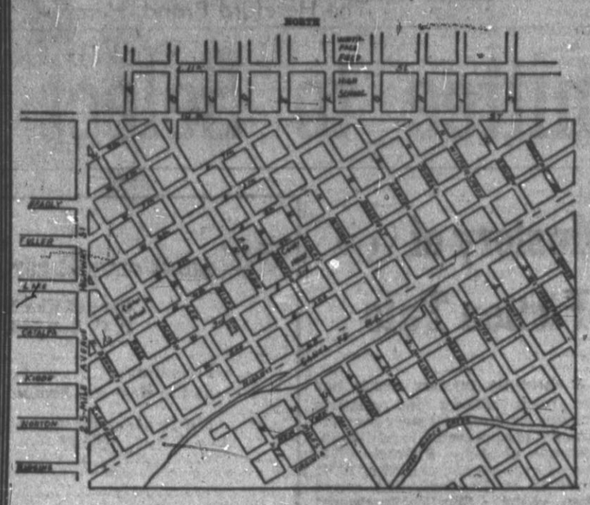
STREET MAP OF HEREFORD, TEXAS



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Announcement will be made soon as to location of my office; at the present you can still see me at the City Drug Store.

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December 31 Is Independence Day for Members Of Plainview Production Credit Association

To more than 1000 farmers and stockmen in Hale, Bailey, Lamb, Floyd, Briscoe, Swisher, Castro and Parmer counties, December 31, 1947, was a day to remember, and not just because it was New Year's Eve.

That is the date when the Plainview Production Credit Association returned the last of its Government capital stock to the U. S. Treasury. These farmers and stockmen now have their own credit institution, owned and operated by themselves.

The Plainview Association had its beginning back in the early spring of 1934, along with 35 other Production Credit Associations, operating in Texas now. The association was started by five local farmers putting up $5.00 each, representing the original farmer investment, and the Government put up $220,000 in capital. As farmers and stockmen has increased the locally-owned capital, the Government investment has been reduced.

At this time the local capital investment by farmers and stockmen amounts to $173,000, and accumulated earnings amount to $87,000 or a total of $260,000. Members of the association now think they have sufficient locally owned capital to stand on their own, therefore, the last of the Government investment is being turned back to the U. S. Treasury.

The original investors and the Plainview Association's first Board of Directors were the late W. C. Dinwiddie, of Swisher county; John P. McGarr, of Hale county; O. C. Axtell, of Castro county; H. Roy Brown, of Briscoe county, and Olan Ridings, of Floyd county.

About the same time the Plainview Association was organized, an Association was also organized at Muleshoe, whose Board of Directors consisted of Jesse M. Osborn, W. M. Poole, Jr., M. M. White, J. R. Caldwell, P. E. Kepley, G. P. Howell, and B. J. McGee. In September, 1934, these two associations were consolidated into the Plainview Production Credit Association, and the directors of the new organization were the late W. C. Dinwiddie, John P. McGarr, Olan Ridings, W. M. Poole Jr., and M. M. White.

The present Board of Directors consists of R. A. Axtell, of Castro county; W. W. Branscum, of Lamb county; D. T. Northcutt, of Briscoe county; W. A. Painter, of Hale county, and A. B. Brown, of Lamb county.

The success of Production Credit Associations has been attributed to a large degree to the fact that the directors, who pass on loans to farmers are farmers themselves, elected by the members.

The P. C. A. makes short term loans for the production of crops, dairy products, beef, or just about any agricultural enterprise, as long as the money is used for production.

Now that Government capital is on its way out, the association will pay taxes like any financing organization, and can pay dividends, too. However, members do not appear to be as much interested in a small dividend as they are in building up a strong, dependable source of credit for their own use should a "1933" occur again. Then, they say, we won't have to be running back to the Government with credit worries.

Yes! December 31 was a day that a lot of Plainview P. C. A. members will likely remember.

Tests Show Sprinkler System Of Irrigation Loses Water

LUBBOCK, Jan. 5.—Tests show that when irrigation water is thrown into the air by means of a sprinkler system, evaporation will cause a loss of water varying from almost none to as high as 40 per cent, according to Dr. A. W. Young, head of the plant industry department at Texas Technological College.

Water loss is dependent on temperature, humidity, wind velocity and size of drops sprayed. Greatest loss will occur on a hot afternoon when the humidity is low and when the wind velocity is often higher. Additional loss may be experienced when watering crops with leaves of a texture to hold appreciable amounts of water.

Tests in other sections of the country have proved sprinkler irrigation systems profitable where soils are too sandy or too rolling for surface irrigation, he stated. Wherever surface irrigation is possible, however, it has been found more practical from the standpoint of preventing evaporation losses than any other method.

Whatever irrigation method is used, Dr. Young urged farmers to conserve moisture by soaking the soil thoroughly at one time rather than to give more frequent shallow irrigation. One acre-inch of moisture normally does not penetrate deeper than a foot, while three acre-inches will soak to a depth of two to three feet.

Water evaporates from saturated top soil at about the same rate as it does from a free water surface, such as a lake. One the other hand, water six inches below the surface is lost only one-third as fast as on top, and water two feet below the surface is lost only one-tenth as rapidly, he stated.

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104 E. 3rd St. — Phone 45
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Southwestern Life Insurance Company
Representative

Mr. and Mrs. Carlos Vaughn have just returned from a visit with his brother, Tommy Vaughn and family at Hatch, New Mexico. He also visited with a cousin, Mrs. Harry Whitely and family at Ruidosa, New Mexico and a sister, Mrs. John Anthony and family of Elida, New Mexico.

Shop with the Want Ads!

County Agents at District Meet in Amarillo Monday

Mrs. Tom Draper, Home Demonstration Agent, and Hugh Clearman, Agriculture Agent for Deaf Smith county, attended a District meeting for extension agents in Amarillo Monday, January 5.

Subject for the meeting was "Outlook for 1948." The speakers stressed prospects of high prices during the coming year.

H. H. Williamson, Assistant Director of Extension Service from Washington, was one of the principal speakers. Dr. Ide P. Trotter, Director of Texas Extension Service, "Ty" Timm, Economist of Texas Extension, and Mrs. Florence W. Low, Specialist in Home Management, were other speakers of the day.

Discussion in form of questions and answers followed the talks in the afternoon and all extension agents present took an active part.

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★ Effortless Water Heating ★ Air Conditioning
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Visit your favorite Gas Appliance Dealer today— See all the marvelous new gas appliances!

West Texas Gas Company

FARM SALE

Having sold my farm, we will sell the following personal property at Public Auction on

Tuesday, Jan. 20, 1948

Located 10 miles south, 2 West of Hereford, or 6 miles North, 7 West of Dimmitt, Texas.

SALE STARTS 1 O'CLOCK

Easter Chapter Will Serve Lunch. Free Coffee

MACHINERY

1—22-36 International tractor on rubber, A-1 condition
1—F-20 International Tractor on rubber, A-1 condition
1—15-30 International tractor, steel
1—M. M. 16-10 Wheat drill, good shape
1—9-ft. International oneway, 26-in. disc, on rubber
1—7-ft. International Power Mower
1—International side delivery rake
1—1936 Chevrolet 1½-ton truck
1—7-ft. Jacobsen ditcher
1—Farmall, 2-row lister and planter, new
1—Farmall 2-row cultivator
1—4-row Monitor cultivator
1—Toolbar and chisels
1—2-row sled godevil
1—Border plow
1—Sulky rake
1—12-ft. Rumly combine, ready to go
3—Hydraulic jacks, One 1-ton, One 5-ton, One 10-ton
Set of Socket Wrenches
1—Vise
1—Anvil
2—Feed Mills
1—Half-ton chain hoist, new
1—4-wheel trailer, good one
1—2-wheel trailer
1—20' x 30' Wood Float

LIVESTOCK

1—3-gal. white Jersey cow, now fresh
1—3-gal. yellow Jersey, now fresh
1—Baby Calf
1—Brown cow with calf by side

KID PONY

1—Kid Pony, a dandy

SADDLE HORSE

1—Paint saddle horse, Extra good one
1—New saddle
40—Weaning pigs
10—Feeder shoats
5—Bred gilts, Duroc

HOUSEHOLD ITEMS

1—4-piece ranch style bed room suite
1—Oak dinette set
1—Baby bed, mattress and springs
1—Butane heater
2—Iron Bedsteads and springs

MISCELLANEOUS

4—Feed Troughs, Extra Good
1—Cattle Feeder, holds 400 bundles
1—Lot of Hog Troughs
1—Lot of Hog Panels
2—Hog Feeders
1—Roll Hog Wire, New
1—Lot of New Posts
5—55-gal. Barrels
Several Hundred pounds of Certified Seed
1—6-volt Battery for Windcharger
50-gal. Cast Iron Pot
1—Hog House

TERMS: Cash. No goods to be removed until settled for.

Claude Duran & Son, Owners

LLOYD OTTEN, Auctioneer E. C. EUBANKS, Clerk

Hugh Clearman Garden Club Speaker

The Hereford Garden Club heard Hugh Clearman, Deaf Smith County Agent, speak on soil conservation when a meeting was held in the home of Mrs. Jim Black Friday afternoon.

Mr. Clearman stated that civilization begins and ends with the tillage of the land and told of the depletion of the soil in Africa and other foreign lands which had come under his observation during the war. In speaking of the soil in this locality Mr. Clearman said, "We must not exploit what we have but should use our resources to the fullest advantage." He urged the use of constructive methods in dealing with the soil instead of destructive methods and pointed out the need for the use of fertilizers, mentioning the fact that there were 400,000 gardens in Texas last year.

Mrs. O. G. Hill, president of the club, conducted a business session when members voted to start planning now in growing and showing gladioluses to compete for the district award. A committee was named to select thhe bulbs with Mrs. Deward Roberson, horticulture advisor for gladioluses, as chairman. Mrs. C. D. Carnahan and Mrs. A. L. Manjeot will serve with her.

The next meeting will be held in the home of Mrs. E. Ramey on January 23.

Those present were Mesdames; Fred Axe, Dennis Barnard, Lyle Blanton, Homer Brumley, C. D. Carnahan, Chas. Dones, C. C. Ferguson, W. S. Fluitt, E. E. Fridley, N. E. Gass, E. W. Harrison, John Jacobsen Jr., C. D. Kelton, A. L. Manjeot, E. Ramey, Marion Rutter, A. O. Thompson, Earl Springer, Deward Roberson, O. G. Heard, Walk Boston and the hostess.

CARD OF THANKS

I wish to thak my friends for your many kindnesses, flowers and cards sent me during my recent illness in the hospital and at home. Your thought fulness will long be remembered.

Jeff Roberson 3-1c

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REMEMBER — for REFRIGERATOR SALES AND REPAIR, See

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Former Hereford Girl Is Married

Announcements have been received here of the January 3 wedding of Miss Maurine West, daughter of Mrs. A. G. Summers of Albuquerque, N. M., and Sgt. Ben E. Griffin, son of Mr. and Mrs. E. J. Griffin of Mt. Bellview, Texas. Chaplain Frank W. Griffin read the double ring ceremony in Kirtland Fields Chapel.

The bride is a former Hereford resident. She was graduated from Portales, N. M., High School, Amarillo Junior College and St. Anthony's School of Nursing in Amarillo. She was a member of the Cadet Nurse Corps and was stationed at McCloskey General Hospital, Temple, and Brooks General Hospital in San Antonio during the war. For the past several months she has been doing private duty nursing in Albuquerque.

Sgt. Griffin, a veteran of ten years service with the Army, is stationed at Kirtland Field near Albuquerque where the couple will make their home.

Sunshine Club In Meeting Thursday

Mrs. R. L. Pittman was hostess for the Sunshine Club Thursday, January 7. Pink and blue gifts were presented honoring Mrs. J. W. Boone.

Officers were elected for another year and names drawn for Sunshine friends. The next meeting will be in the home of Mrs. Bernice Rhodes January 22.

Refreshments were served to the following guests, Mesdames Charlie Sheppard, Billy Wells, B. C. Dement, Frances Mathis, Clint Lundry, J. E. Tucker, J. B. Shannon, Earl Waits and the hostess.

Chop-Suey Supper Entertains Group

Mr. and Mrs. Bob Wilson were hosts at a Chop-Suey supper Thursday night for members and guests of the Thursday Night Bridge Club.

In contract games after supper high scores were made by Dr. C. D. Kelton and Mrs. Jim Lipscomb and low awards went to Mrs. J. M. French and Reed Williams.

Those attending the party were Messrs. and Mesdames; Urlin Streu, Colby Conkwright, W. S. Fluitt, O. L. Click, Jim Lipscomb, Reed Williams, Roy Jowell, Jim Black, Dr. and Mrs. C. D. Kelton, Mrs. Jim French and the hosts.

Earl Wilson of Childress has spent the last two weeks in Hereford on detail duty in the office of Farm Home Administration in the courthouse. He has visited his brother, Paul Wilson, and enjoyed seeing old friends and relatives. He is the son of John L. Wilson, an oldtimer in Hereford, and he was once judge of Deaf Smith County.

J. K. Milan Jr., is resigning from the Post Office January 15. He plans to resume his studies in Petroleum Engineering, the latter part of this month.

Jerry Stanfield

(Continued from page one)

ing the local sheriff's office of finding the car, failed to inform them that it had been reclaimed.

Late Thursday on the highway between Matador and Floydada, Jerry lost control of the car when a rear tire blew out. He said the vehicle swerved violently, then overturned four times in the bar ditch. Stanfield was thrown clear of the wrecked vehicle and was found by some passing motorists, unindentified, some 50 feet from the wreck. He was bleeding and unconscious.

An ambulance from a Childress funeral home arrived on the scene a few minutes after the accident, and rushed the injured youth to the hospital in Floydada.

Jerry was returned to the Deaf Smith county hospital in Hereford Friday afternoon, and is recovering from his injuries.

The John Charles Thomas concert in Amarillo was attended by a number of Hereford people Saturday. Some of those attending were Miss Mattie Mae Swisher, Mrs. A. O. Thompson, Misses Marcy and Adeline Koelzer, Marie Denton, Pauline Loerwald; Werner Koelzer and Reynold Herr; Misses Jaunita Kelly, Gwendolyn Springer, Frances Young and Marion Plummer; Warren Owens, G. D. Caison Jr. and Kenneth Rudd.

Sell Thru the Want Ads!

New Year Program Entertains Club

L'Allegra Club was entertained with a New Year program at the home of Mrs. Bartley Dowell Thursday afternoon with Mrs. Jack Brown as cohostess.

After a short business session New Year resolutions were adopted and games and contests were featured.

Those attending were Mesdames; Preston Hagans, V. C. Hopson, Jack Brown, W. L. Davis Jr., Earl Stagner, Elvin Wilson, Grady Wilson Jr., Delbert Bainum, James Edmonson, John Winkler, Marlin Pierce, Walter Londen Jr., Otho Noland, Leroy Price, Lee Kent, Darrell Blanton, B. R. Waldrep, a new member and the hostess.

If Stuffy Nose Spoils Sleep Tonight

A little Va-tro-nol in each nostril quickly opens up nasal passages to relieve stuffy transient congestion. Invites restful sleep. Relieves sniffly, sneezy distress of head colds. Follow directions in the package. Try it!

VICKS VA-TRO-NOL

Mr. and Mrs. C. N. Tippery and daughter, Sally Kaye, of Kansas; Mr. and Mrs. McAtee of Canyon, and Mr. and Mrs. R. L. Pritchett of Plomot, all were week end guests in the home of Mr. and Mrs. George D. Pepper and daughter.

Attending the Evangelistic Conference in Dallas this week from The First Baptist Church were Rev. and Mrs. R. H. Cagle, A. O. Thompson, D. C. Kinsey, Jimmy Allred, and Jack Kirksey.

They left Sunday and Rev. Bruce Giles of Bovina filled the church pulpit Sunday night in Rev. Cagle's absence.

Dr. C. D. Kelton
5th and Jackson
Phone 91
for Appointment
28-tfc

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SHAMROCK SERVICE
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FARMER'S DRIVE-IN
HIGHWAY 60 — PHONE 161
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SHAMROCK TRAIL MASTER

The A Brand

How cattle forced the buffalo off a Southwestern range to make way for an early-day outfit that still measures its acres by the hundreds of thousands.

By J. EVETTS HALEY
ILLUSTRATION BY H. D. BUGBEE

Good brands are inclined to wear well, to persist, to endure. The exactions of a rough and rigorous environment persistently take their toll on the Western ranges. Hence, it is significant of strength of tradition, soundness of management, and quality of cattle that the first great brand on the Plains of Texas is still borne by thousands of beeves.

When Charles Goodnight decided to leave the eaten-out valley of the Arkansas, near Pueblo, in 1875, and quest again for virgin grass, he thought of the unsettled Staked Plains, a region he had scouted over as a Texas Ranger during the Civil War. He moved his herd down the Arkansas, trailed through the Two Butte country, wintered on the Canadian between Tucumcari peak and the Texas line, summered at the site of Tascosa, and in November, 1876, moved into the Palo Duro Canyon. Throughout that winter his cowboys herded the buffalo off their range to save the grass for their cattle.

There Goodnight established the first great ranch in the hundreds of miles of grassy range between Fort Bascom, New Mexico, and Fort Sill, Indian Territory, from west to east, and from Dodge City, Kansas, to Fort Concho, Texas, an even greater distance north and south. Since then the changes have been kaleidoscopic, but today, seventy-one years later, his wide range still covers the lower segment of the Palo Duro, and the brand he gave it is still known wherever good beef is bred.

But even frontier enterprise, if it spreads and flourishes, is dependent on money. Capital, too, is essential to cattle. And capital, and its hand-maiden credit, were harder than grass to find on the Western range after the depression of 1873, which helped move Goodnight out of Colorado.

It is no argument in economics but a simple statement of fact to say that three substantial features of Western life brought development to its ranges of grass. The land was being taken by men of imagination and character, business was free to venture and, despite the great risks, there was hope of profit. Credit follows character, and capital, like courageous men, ventures only in an atmosphere of freedom where there is chance for reward. These elemental features of human nature and natural economy lie back of the success of Goodnight's original venture into the Palo Duro.

At various times, from the close of the Civil War on, an Irish gentleman, John George Adair, had crossed the Atlantic. Once he came to claim a charming American wife and other times to hunt buffalo on the Great Plains and to seek investment for idle funds. Sporting instinct brought him West, and sense for business kept his money there. Financial friends in Denver steered him into Goodnight and they formed a partnership. Adair advanced the cash, and Goodnight, with driving energy, vast imagination, and consumate courage, carved the Palo Duro Ranch out of an unsettled world. He combined the first and last of Adair's initials into the JA brand, and made it known wherever good cowboys rolled their suggans upon the buffalo grass.

He freighted his first supplies from Trinidad, Colorado, trailed his cattle to Dodge City, Kansas, and looked to Henrietta, Texas, almost two hundred miles away, as the nearest approach to legal authority. At first they made their own laws. His men hanged an outlaw at the Mulberry Pens, and he repeatedly arrested others and sent them off to jail. When the Comanches and Kiowas broke off the reservation and began to kill his cattle, he met in council and made his own treaty with Quanah's tribe. He supported the earliest efforts toward law and order with his men, money and guns, and he turned the JA into a rich ranch of one and a third million acres, with more than a hundred thousand cattle, in eleven years.

In the passing stages of the frontier, no man looms as large upon the illimitable horizons of the Plains as Charles Goodnight, and the lengthening shadow of this great man was the institution known as the JA Ranch. Adair died in 1885 and two years later Goodnight divided the Palo Duro with Adair's widow, but retained the southern division known as the Quitaque. His vision in choosing the Palo Duro as the permanent location for a real ranch is more evident with time. Sheltered and secluded, unplowed and unplowable, it is still there. Its cowboys still look to the clean and shifting location of a chuckwagon on virgin grass as the nearest thing to "home, sweet home". It is still an outfit that counts its cattle in thousands, and measures its acres by the hundreds of thousands.

Substantial and tangible as the JA outfit is, however, it is more powerful still as a matter of mellow memory and stable tradition. That tradition was built on the enduring loyalty of skillful cowhands, of the character and courage of Charles Goodnight, the cultured nature of Cornelia Adair, the easily efficient management of Dick Walsh, and the impeccable trusteeship of the great and genial T. D. Hobart. Strong characters come and go, but their memory—symbolized by the JA brand—lives on.

Another Powerful Southwestern Brand...

The Winter Blend of SHAMROCK TRAIL MASTER gives you extra fire power, extra get-up-and-go, plus everything else you want in a gasoline!

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LUCKY, lucky lady with all those wonderful electric appliances ...her electric range, refrigerator, water heater, complete home laundry and other labor saving devices.

And behind these appliances, behind the walls of her home, she has all important Adequate Wiring. She knows that the electric wiring in her home is large enough to provide her with plenty of electric service when and where she needs it.

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WE HAVE JUST COMPLETED OUR 60' x 100' BUILDING, DESIGNED TO OFFER THE BEST SERVICE WE KNOW OF IN A MODERN SERVICE DEPARTMENT, PARTS ROOM, AND DISPLAY ROOM. Of course we are proud of this building, and we invite our friends of the Hereford territory to come by and inspect this new plant.

WE HAVE BEEN IN HEREFORD AT OUR PRESENT LOCATION FOR 13 YEARS, AND WE CAN NOW GIVE YOU GREATER SERVICE THAN EVER BEFORE. NOTE:

COMPLETE WELDING DEPARTMENT

We can handle any kind of welding job; we have both gas and electric welding equipment, AND portable equipment that is on call 24 hours a day.

2 MODERN WINCH TRUCKS

These trucks are available day or night to handle any size job.

TOP MECHANICS

The best of mechanics (you probably know them personally) who now have ideal working conditions in which to handle your particular job — the family car, the irrigation motor, or the large industrial motor. New tools and greater working space tend toward economy and speed in GETTING YOUR JOB DONE.

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Phone 320

Insect Damage to Stored Grain Is Found In Midwestern State Wheat

COLLEGE STATION, Jan. 8 — Entomologists of the USDA's Bureau of Entomology and Plant Quarantine recently sampled untreated bins of wheat in a midwestern state and found a heavy infestation of stored grain. If all wheat in farm storage is infested at the same rate, the scientists report, the loss of grain will have direct effect on the grain conservation program.

Grain stored in southern states is always more heavily infested and damaged by insects than grain stored in norther nstates because of the moisture and temperature factors, entomologists of Texas A. & M. College point out. The insects develop more rapidly and do more damage to grain with a moisture content above 9 percent, while a daily temperature of 70 degrees or m encourages their development.

The entomologists recommend a mixture of three parts of ethylene dichloride to one part of carbon tetrachloride as the ideal fumigant for killing insect pests in stored grain. It won't burn or explode, but it is a poison gas and care must be taken not to inhale its fumes. The grain must be stored in tight cribs or bins, and a garden-type sprayer is best for making the application. Spray the liquid thoroughly and evenly over the grain at the rate of 6 to 8 gallons for a thousand bushels. A commercial mixture of carbon disulphide-carbon tetrachloride is also effective.

It's a good idea, the entomologists say, to check stored grain on a monthly basis. If insect infestation and damage is found, fumigate promptly.

Farm Gardens In Texas Add Much To Farm Income

COLLEGE STATION, Jan. 9 — Texans may not realize it, but farm gardens produce a sizable portion of the farm income in the state.

There were approximately 400,000 farm gardens in Texas in 1947, according to an estimate made by J. F. Rosborough, extension horticulturist for Texas A. & M. College. The figure includes gardens up to an acre in size. The value of the vegetables and fruits produced, including those processed for home use as well as fresh for the table, averaged $110 per garden. That figures out to a total income from the gardens of $44,000,000.

"Cotton and wheat, the two crops that we figure make the most money, actually brought in an income only a little over eleven times, in the case of cotton, and about six times in the case of wheat, that of the value of the gardens," Rosborough says. "The value of the gardens was over ten times that of flaxseed, and up-and-coming crop in the southern part of the state."

According to a recent report of the USDA's bureau of Agricultural Economics office in Austin, sorghum for grain, cottonseed, corn, and sorghum for forage, and rice follow cotton and wheat in income value, in that order. Using Rosborough's figures, the income from farm gardens ranks just below rice, and above peanuts, oats, hay (all kinds), flaxseed and truck crops.

As a result of the higher costs of food, and in answer to the government's request for an increase in gardens in 1947, Texans will probably come close to doubling last year's garden figures, Rosborough says. If the weather is favorable, the other money-making crops in the state will have to "step lively" to stay ahead of farm gardens.

LEGAL NOTICE

ORDINANCE NO. 326

AN ORDINANCE BY THE CITY COMMISSION OF THE CITY OF HEREFORD, TEXAS, AMENDING SECTION NO. 1 AND SECTION NO. 2, AS AMENDED BY ORDINANCE NO. 260, AND SECTION NO. 3 OF ORDINANCE NO. 204, PASSED BY THE CITY COMMISSION OF THE CITY OF HEREFORD ON OCTOBER 5, 1927; DEFINING A MASTER PLUMBER OR EMPLOYING PLUMBER AND JOURNEYMAN PLUMBER; REQUIRING ALL PLUMBING WORK TO BE DONE BY PLUMBERS LICENSED AS PROVIDED IN SENATE BILL NO. 188 CITED AS "THE PLUMBING LICENSE LAW OF 1947," PASSED BY THE 50TH LEGISLATURE PROVIDING FOR INDEMNITY BOND; PROVIDING THAT ANY PERSON, FIRM OR CORPORATION WHO FAILS OR REFUSES TO COMPLY WITH, OR WHO VIOLATES ANY OF THE PROVISIONS OF THIS ORDINANCE SHALL BE DEEMED GUILTY OF A MISDEMEANOR AND UPON CONVICTION THEREOF SHALL BE FINED IN ANY SUM NOT MORE THAN ONE HUNDRED DOLLARS ($100.00) FOR EACH OFFENSE AND EACH DAY SUCH VIOLATION SHALL EXIST SHALL CONSTITUTE A SEPARATE OFFENSE; REPEALING ALL ORDINANCE OR PARTS OF ORDINANCES IN CONFLICT HEREWITH; PROVIDING THAT THIS ORDINANCE SHALL TAKE EFFECT AND BE IN FORCE FROM AND AFTER THE PUBLICATION THEREOF ONE TIME IN THE HEREFORD BRAND, A NEWSPAPER PUBLISHED WEEKLY, AND DECLARING AN EMERGENCY.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HEREFORD, TEXAS:

That Section 1 of Ordinance No. 204, dated October 5, 1927, be and the same is hereby amended to hereafter read as follows, to-wit:

"Section 1. When used in this Ordinance the term, person, Master Plumber, Employing Plumber, and-or Journeyman Plumber includes partnerships, associations and corporations, as well as individuals.

The term "Master or Employing Plumber," within the meaning of this Ordinance, is a plumber having a regular place of business, who, by himself, or through a person or persons in his employ, performs plumbing work and who has successfully fulfilled the examinations and requirements of the Texas State Board of Plumbing Examiners and whose license issued by said Board is in full force and effect.

The term, 'Journeyman Plumber,' within the meaning of this Ordinance, is any person other than a Master Plumber, who engages in or works at the actual installation, alteration, repair and renovating of plumbing and who has successfully fulfilled the examinations and requirements of the Texas State Board of Plumbing Examiners, and whose license, issued by said Board, is in full force and effect."

Section 2: That Section No. 2 of Ordinance No. 204, dated October 5, 1927, as amended by Ordinance No. 260, be and the same is hereby amended to hereafter read as follows, to-wit:

"Section 2. Qualifying with City Inspector of Plumbing: All Master or Employing Plumbers desiring to do contract work in the City of Hereford, and all Journeyman plumbers desiring to follow the vocation of plumbing in the City of Hereford shall present their respective licenses issued to them by the Texas State Board of Plumbing Examiners to the City Inspector of Plumbing or his deputy, for his examination and approval before any permit to do plumbing work in the City of Hereford is issued."

Section 3: That Section No. 3 of Ordinance No. 204, dated October 5, 1927, be and the same is hereby amended to hereafter read as follows, to-wit:

"Section 3: All Master Plumbers or Employing Plumbers shall before any plumbing permit is issued or before any plumbing work is done, make and deliver a bond in the sum of THREE THOUSAND DOLLARS ($3,000.00) to the use and benefit of the City of Hereford, Texas, conditioned for the faithful performance of the duties of Master Plumber or Employing Plumber, and all laws and ordinances relating thereto, and especially as provided in Section 4 hereof, shall be made by a surety corporation authorized to do business in this State.

Section 3a Every person, firm or corporation who shall omit or refuse to comply with or who violates any of the provisions of this Ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be fined in any sum not to exceed ONE HUNDRED DOLLARS ($100.00) and each day of said violation or attempted violation shall constitute a separate offense.

Section 3b This Ordinance repeals all ordinances and parts of ordinances in conflict herewith or in conflict with Senate Bill 188, cited as, "the Plumbing License Law of 1947," passed by the 50th Legislature, but shall be considered cumulative of all ordinances and regulations where there is no charge herein by necessary implication.

Section 3c This Ordinance shall take effect and be in force from and after the publication of the caption or title hereof in one issue of The Hereford Brand, a weekly newspaper published in the City of Hereford and County of Deaf Smith, Texas, proof of such publication shall be made by the publisher of such paper by affidavit filed with the City Secretary.

Section 3d The fact that the Plumbing License Law of 1927, which became finally effective January 5, 1948, voids the Plumbers' Licensing Ordinance heretofore in effect in the City of Hereford, and the fact that the City of Hereford is a city of less than 5,000 inhabitants, and the fact that the Plumbers' Licensing Law of 1947 provides that plumbers may do work in cities of less than 5,000 inhabitants without being licensed under said law, unless there is a valid ordinance passed by the governing body of such city requiring plumbers to be licensed under such law creates an emergency, and a public necessity that the rule requiring an ordinance to be read at two several meetings before passage, be and the same is hereby suspended and this Ordinance enacted at the meeting of its introduction, and first reading, and it is so ordered."

Passed by unanimous vote of the City Commission and approved this the 8th day of January, 1948.

APPROVED:
W. E. DAMERON, Mayor,
City of Hereford, Texas.
(Seal)
Mabel Barnhart, City Secretary.
3-1c

Relief At Last For Your Cough

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 like the way it quickly allays the cough or you are to have your money back.

CREOMULSION
for Coughs, Chest Colds, Bronchitis

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It's never quiet around G. D. STEAKLEY & SONS SUPER SERVICE . . . we're too busy washing and lubricating cars; or selling fine Fisk Tires or Texaco products. You'll like the atmosphere of friendly service . . . come visit us soon . . . or call us . . . we will pick up and deliver your car.

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Highway 60 E. of Town — Phone 9

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Save time . . . with our snappy service. Quick lunches to satisfy the heartiest appetites.

Hot Biscuits Twice Daily
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Panhandle-Fed Choice Beef

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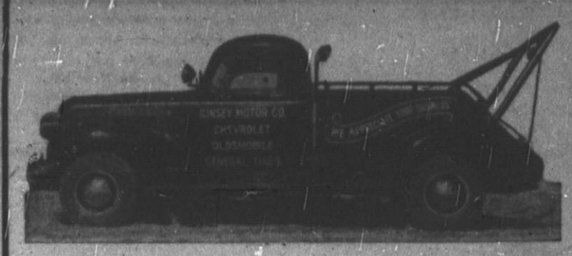

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AUCTION

Having sold my farm, I will sell at Public Auction the listed Livestock, Farm Machinery, and Household Goods

Wed., January 21

at my farm located 9 miles north of Hereford on Hiway 51
STARTING AT 10 A. M.
Ford Home Demonstration Ladies Will Serve Lunch. Free Coffee.

LIVESTOCK

Light Jersey Cow, 8 yrs. old, 4 gal.
Yellow Jersey Cow, 6 yrs. old, 5 gal.
Brown Jersey Cow, 4 yrs. old, 4 gal.
Brown Jersey Cow, 5 yrs. old, 3½ gal.
Yellow Jersey Cow, 6 yrs. old, 3 gal.
Yellow Jersey Cow, 4 yrs. old, 4 gal.
White Jersey Cow, 7 yrs. old, 4 gal.
Grey Jersey Cow, 4 yrs. old, Fresh soon.
Spotted Guernsey, 6 yrs. old, 4 gal.
Spotted Guernsey, 6 yrs. old, 4 gal.
These cows are all sound and clean.
8 Calves ranging from 2 months to three weeks old.

MACHINERY

10-ft. Moline Oneway
9-ft. Case Combine, 1942 Model
C Case Tractor, Wheatland type
CC Case Tractor, Farmall type
Case Chisel, 8-ft.
8-ft. Oliver Oneway
8-ft. Tandem Disc
Hammer Mill, Model N
Oliver pickup Hay Baler, 1945 Model
IHC Hay Rake, 1945 Model, Four Bar Type
John Deere Mowing Machine
New IHC Field Hay Loader
Three Section Harrow
Four-wheel Trailer
New IHC Cream Separator, Electric
New 2-unit Rite Way Milking Machine
Oxy-Acetylene Welding Outfit, with Generator
Other articles too numerous to mention.

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1000 Bales Oats and Alfalfa Hay
2,000 Bundles Hegari, Well Grained
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Studio Couch and Chair, Almost New
Kroehler Platform Rocker, Almost New
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Dinette Set with 6 Chairs
Double Bed with Springs and 2 Mattresses
Set Bunk Beds with Mattresses
Small Wardrobe
Small Dresser
Large Dresser
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Automatic Washer without motor
About 8 dozen fruit jars
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Louis Barclay

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LLOYD OTTEN, Auctioneer
E. C. EUBANKS, Clerk

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Knowledge acquired through years of study and practice qualifies your druggist for his work in the medical profession. He is a specialist in his field—just as your doctor has become a specialist in diagnosing your ills. Depend upon these men to work hand in hand in giving you the best of medical care.

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We Give S & H Green Stamps

Remember 100 Is The Drug Number

Closed for Church on Sundays

City Drug

Prescription Specialists
"THE SICK NEED THE BEST"
G. W. Edwards

Phebean Class Has Meeting

The Phebean Class of the First Baptist Church met in the home of Mrs. Claude Weatherbee, Thursday evening, January 1.

Roll call was answered by a New Year's Resolution, in which most of the members resolved to read their Bibles each day in the New Year.

Following the business discussion a prayer by Mrs. Harlin dismissed the group for refreshments.

Those present were, Mesdames Jason Luck, W. I. Hill, J. B. Snead, J. B. Harlin, George Cameron, Clinton Jackson, Nova Renfro, Wayne Williams, Gerald Wilson, Lois Baker and the hostess, who was assisted by Mrs. Wayne Williams as co-hostess.

We'll loan you a blanket while we clean your overcoat in cold weather. —Corbett's

CORBETT CLEANERS
311 West 4th Phone 71

Another Letter to the Editor from . . .

The Bootleg Philosopher

Dear Editor:

With the new year already dawned and everybody feelin' like they are on the eve of a new era with atomic energy gonna be available to run everything from a sewing machine to a locomotive to a egg beater, it seems to me, as I been contendin' all along, that there ain't enough thought bein' expended on the problem of farmers.

Big companies is spendin' time and money improvin' tractors and addin' new gadgets which is nice to have if you're interested in plowing, but ain't none of 'em expendin' no time figurin' how to eliminate tractors altogether. Comfortable tractors is all right, but tractor-less farmin' is the real goal.

What I have in mind, and I been intendin' to write Congress about it, is some method of farmin' from the front porch. I know this ain't no new idea, in fact, I've tried it for years, but my experience ain't been what you'd call uniformly successful. I got the front porch angle whipped, don't have no trouble sittin' there, but it's the results out in the field that's the bottleneck.

Now it seems to me, in view of the fact they are now navigatin' the Mississippi River with radar, them mysterious beams that go out and discover mud banks and return to let the pilot know about it, and are flyin' airplanes with it, navigatin' ocean liners, detectin' bad rails on the railroad, investigatin' the planets, etc., that some smart bird ought to be able to figure out a way to eradicate Johnson grass with radar, riggin' up a gadget to hold in your lap in your rockin' chair on the front porch and bombardin' the life out of the stuff with them handy beams while you listen to the radio or read the paper.

And if they can get that far with it, wouldn't be any reason why they couldn't get the thing equipped to plant the seed also and handle the pickin' later on.

Atomic energy for eradicatin cities is all right I guess, if it appeals to you, but personally I ain't near as interested in eradicatin cities as I am in eradicatin' Johnson grass, provided they'd provide me some way as easy to do it as they now have for wipin out London or Paris or New York.

Or is these ideas too profound for you?

J. A.

New Highline Between Clovis And Hereford

"Materials are now arriving for construction of a new electric high line between Hereford and Clovis by Southwestern Public Service Company," C. D. Hardesty, local manager, reported this week. The project is being built at an estimated cost of $115,000.

"This will be one of the two largest power lines in service on Southwestern Public Service systems," Hardesty said, "carrying the maximum voltage."

Hardesty pointed out that Southwestern Public Service has enjoyed a rapid growth of business in the Hereford section.

"The irrigation load alone has doubled in the last two years," he reports. "Every day brings requests for more power for irrigation wells."

Installation of additional generating capacity is anticipated in view of this increased demand, he reported. This will require additional capacity in high lines.

The town of Hereford has doubled in the number of meters installed in the last seven years, Hardesty said. In 1941, the company listed 900 meters within the city. Today more than 1600 meters are being serviced.

The number of irrigation wells has nearly doubled in two years, Hardesty reports.

Hardesty, a resident of Hereford for the past four years, is general manager of the local office of the Southwestern Public Service Company, and is a strong booster for the city and community.

Hardesty predicts that the new sugar beet crop will bring about further increases in the use of irrigation.

—o—

If American crop land were fenced into equal shares, the individual plot for each person would average about three acres, compared with about four at the end of the first world war.

U. S. farmers grow 92 percent of all the peanuts in North America.

Safety Deposit Boxes from 2½x5 to 7x10 Available

A Bank Account Never Put Any Man Into Bankruptcy.

Hereford State Bank
THE BANK OF FRIENDLY SERVICE
Member of F D I C Member of Fed. Res. System

Safety Deposit Boxes from 2½x5 to 7x10 Available

AUCTION SALE

Thursday, Jan. 22

Sale to be held 10 mi. Northeast of Hereford, or 1 mi. East and 2½ mi. North from Progressive school house, or 9 mi. West and 2½ mi. North from Dawn.

SALE TO START PROMPTLY AT 1:00 O'CLOCK

Lunch will be served by the Progressive Ladies — Plenty of Free Coffee

HOUSEHOLD GOODS

Two-piece Kroehler Living Room Suite
Dining Room Suite; Table, Buffet, and Chairs
Library Table
2 Bedsteads with Springs
2 Dressers
2 Rockers
Zenith Console Radio
Day Bed
Butane Heater; 40,000 BTU
Reed Baby Buggy
Superfex Kerosene Heater
Large Pressure Cooker
Fruit Jars

MISCELLANEOUS

No. 3 McCormick-Deering Cream Separator
Montgomery Ward Washing Machine; Briggs & Stratton Motor
1000-chick Kerosene Brooder
Platform Scales
30-gal. Iron Kettle
2 Parmac Electric Fencers
Shop Equipment; Forge, Anvil, Vise
Hog Feeder
2 Stock Saddles
1000 sq. ft. New Corrugated Galvanized Iron
1930 Model A Ford Truck—A Good Old Model A

FARM MACHINERY

22-36 International Tractor, High Alt. Pistons, good rubber
Ford Tractor, 1941 Model with Equipment
Ford Ditcher
6-ft. Martin Ditcher
10-ft. Oneway Plow
3 Knife Sleds with cultivator attachments
12-ft. Graham Hoeme Plow (Good as new)
8-ft. Farmall Mower
Two-row Farmall Cultivator for Regular F20 or F30
10-ft. McCormick-Deering Power Binder
16-10 All steel John Deere Van Brunt Grain Drill
8-ft. International Tandem Disc
9-ft. Culti Packer
3-bottom Little Genius Moldboard Plow
John Deere Row Binder
4-section Drag Harrow
Grain Loader with 3 hp Briggs & Stratton motor
2 Wagons
IHC No. 1A Hammer Feed Mill
Forks, Shovels, Hoes, and many articles not mentioned

25 HEAD OF CATTLE

1—Roan Milk Cow, 5 months old calf
1—Red Milk Cow, 3 months old calf
1—Roan Milk Cow, Fresh soon
4—Mixed Durham and Hereford Cows with Baby Calves
1—White Face Cow with Baby Calf
4—White Face Cows, All Springers
1—Pure Bred Hereford Herd Bull

ALL CATTLE AND MACHINERY IN GOOD CONDITION AND READY TO GO TO WORK

About 12,000 Hegari Bundles; some well grained
177 Hens, 23 Roosters, All culled, blood tested, deloused and wormed, and eligible to produce hatching eggs; Buff Orpingtons

TERMS: Cash. No property to be removed until settled for

Lewis Harvey & Sons
COULTER & BRUMLEY, Auctioneers E. C. EUBANKS, Clerk

Yours in 48 hours —

New power for your BUICK!

Today's Power, Today's Performance, Today's Zip — for Buicks up to Ten Years Old!

MAYBE this sounds too good to be true. But it's a fact!

Even if your Buick dates back as far as 1937, you can have a hoodful of factory-fresh Fireball power—a sleek new power plant that's the same as the engines going into the latest Buick cars.

Everything about it is brand-new. A new carburetor and air cleaner help make every drop of fuel give up all its power. A new distributor, complete with vacuum and centrifugal advance, puts new snap in your getaway and new pep in all driving. A whole new wiring harness prevents electrical loss. And tucked in the flywheel housing is a new smoothie of a clutch that'll make driving more fun than ever.

Yes, it's all new, with the latest Buick engine features you read about—like precision cylinder boring, Oil-Miser rings, Stratoflow cooling and so on.

You can get a new engine like this because engine production is not held back by the shortage of sheet steel which limits complete-car production.

So we're able to put one of these honeys into your car and make it young again—give it new power and performance that will get you set for thousands and thousands more carefree miles.

How much does it cost? Not nearly what you'd expect—often less than a comprehensive overhaul. And it's a mighty good investment because it makes your car worth so much more when it comes time to turn it in.

Nice proposition, isn't it? Surely worth talking over. Won't you come in and let us give you all the details?

Buick Parts

BUICK CARE KEEPS BUICKS BEST

CODGELL MOTOR COMPANY
317 North Main Street Hereford Phone 392

COURTHOUSE RECORDS

Warranty Deeds

Pauline Parmer and husband B. B. Parmer to W. S. Pruitt, SW 1-4 S 35 T5 NR 2E.

J. V. McCallister and wife, Marie McCallister to J. G. Newkirk, S 1-2 S 7 Blk K-3.

R. G. Manning and wife, Earline D. Manning to C. J. Paddock, 21.8 acres, a part of S 24 Blk K-3.

P. F. Younger et al to A. A. Brinkman all E 1-2 S 54 Blk K-8.

John William Jackson Jr. and wife, Evelyn Jackson, to Mrs. Mayne Cavin, N 1-2 of N 1-2 J. W. Davis tract, 320 acres.

Homer Ewton and wife, Myrtle Ewton, to W. R. Howard et al. All N 1-3 of S 90 Blk. M-7, 323.3 acres.

Marguerite Wilson and Paul Wilson to W. L. Davis and J. C. McCracken, all W 300 acres of E 1-2 of S 69, Blk M-7.

J. R. Lipscomb and wife Susie B. Lipscomb, to H. F. Jones, 110 acres NW part of N part S 92, Blk K-3.

Liston O. Wilson and Pauline Wilson to J. M. Calhoun SW 1-4 S 85 Blk M-7.

O. Wilder and wife, Edna Wilder to Orvella Ruth Daniel, N 1-2 S 52, Blk. K-8.

H. E. Danforth and wife, Cora E. Danforth to J. G. Evans, all S 53, Blk K-7.

Velma Slaton Parrvin et al to J. E. McCathern, all W 1-2 S 2 NR 4E.

W. O. Miles and wife, Mrs. P. A. Miles to L. O. Gore, all lots 21 to 28 incl. Miller and Mosley Sub. Blk 26, Evants Add.

W. F. Harlow and wife, Sarah Elizabeth Harlow to J. L. McGee, S 60 feet of lot 14, blk 7, Evants Add.

Deeds of Trust

L. O. Gore to W. O. Miles, lots 21 to 28 incl. Miller & Mosley Sub. Blk 26, Evants Add.

Orvella Ruth Daniel and husband R. A. Daniel to O. Wilder and wife, N 1-2 S 52, Blk K-8.

H. F. Jones to J. R. Lipscomb and wife, Susie Lipscomb, 110 acres NW Cor. S 92, Blk K-3.

J. M. Calhoun and wife, Ida Marie Calhoun to Liston O. Wilson and wife, Pauline, SW 1-4 S 85 Blk M-7.

Sam Venturella and Rose Venturella to Kansas City Life Insurance Co. 122.9 acres SW part S 136 Blk M-7.

Ivan S. Block to Roy Wagner and wife, W 110 feet lot 7 and W 100 feet, S 200 feet Lot 8, Blk 21, Whitehead Add.

Iverson Leake and Allene Leake to N. E. Gass, W 1-2 of S 13, Blk K-4.

John Rhodes Wood to T. B. Pattillo all S 1-2 S 47, Blk K-8.

Quit Claim Deeds

H. A. Close to D. H. Alexander part of Blk 11, Evants Add.

Commodore T. Thomas et al to R. L. Elliston all of Blk 15, in Welsh Add.

Minnie L. Walker et al to Onias Carroll, part of blk 76, Town of Hereford and Add.

R. W. Elliston and Ivagene Elliston to E. S. Ireland all W 1-2 of Blk 22, Original Town of Hereford.

Releases

Deaf Smith County Electric Co., Inc., to J. B. Gazaway, S 79 Blk K-3.

E. F. Poston et us to M. W. Blankenship S 1-2 E 333.96 acres S 15 TN R4.

Contrary to general opinion, the pig is a clean animal if given sanitary surroundings, and sanitation is essential to good health, rapid growth and development and profitable pig production.

Play Safe . . .

CONSULT an AUTHORITY

. . . You naturally rely on one thoroughly familiar with YOUR problems.

When it comes to insurance, you know you can rely upon us. We offer you the experience of study and service devoted exclusively to insurance.

HERMAN FORD
Hereford's Life Insurance Counselor

Representing
SOUTHLAND LIFE INSURANCE CO.

for CHILDREN as well as GROWN-UPS

GET RED ARROW Aqueous NOSE DROPS

ASK YOUR DRUGGIST

CHURCH NEWS

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

FIRST BAPTIST
B. H. Cagle, Pastor

Sunday School	9:45 A. M.
Sermon	10:55 A. M.
Training Union	6:45 P. M.
Sermon	8:00 P. M.
Mid-week Services:	
Wednesday	7:30 P. M.

FIRST PRESBYTERIAN
Russell A. Wingert, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Evening Worship	7:30 P. M.

AVENUE BAPTIST
R. S. Sparkman, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Training Union	6:45 P. M.
Preaching Service	8:00 P. M.
Mid-week Services:	
Wednesday	7:30 P. M.

FIRST METHODIST
O. B. Herring, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Youth Fellowship	6:45 P. M.
Evening Worship	7:15 P. M.
Mid-week Services:	
Wednesday	7:30 P. M.

FIRST CHRISTIAN
Roy W. Ford, Pastor

Sunday Services:	
Sunday School	9:45 AM
Morning Worship	10:50 AM
Junior Endeavor	6:00PM
C Y P	6:00 PM
Evening Worship	7:00 PM
Mid-week Service every Wednesday	7:15PM

ASSEMBLY OF GOD
S. E. Eldridge, Pastor

Sunday School	9:45 A. M.
Morning Worship	11:00 A. M.
Young People's Service	6:15 P. M.
Evangelistic Service	7:45 P. M.
Mid-week Services:	
Wednesday	8:00 P. M.

CHURCH OF THE NAZARENE
Rev. Lewis Patterson, Pastor

Sunday School	10:00
Morning Worship	11:00
Evangelistic Service	7:30
Wed. Eve. Proper Meeting	7:30

IMMANUEL EV. LUTHERAN
"The Church of the Lutheran Hour"
E. W. Lichtsinn, Pastor

R. A. Frye, Sunday School, Supt.

Sunday School and Bible Class, 10:00 A. M.

Worship service, 11:00 A. M.

Communion service on the first Sunday of every month.

Listen to the Lutheran Hour over these stations every Sunday: KFDA, Amarillo, 8:30 A. M.; KPDN, Pampa and KHUZ, Borger at 10:30 A. M.

ST. THOMAS ESPISCOPAL CHURCH

Services every fourth Sunday morning, 8 a. m. at County Courtroom. Rev. Walter R. Scott of Plainview in charge.

DAWN BAPTIST CHURCH
J. E. Byers, Pastor

Sunday School	10 a. m.
Morning Worship	11 a.m.
Training Union	7 p. m.
Evening Worship	8 p. m.
Midweek Service Wednesday, 7:30 p. m.	

AUNT DORA

Stop by the NORTH SIDE GROCERY & SERVICE STATION . . . you'll like our friendly service and reasonable prices on our groceries, fresh fruit and lunch meats. While you're in our grocery store, have your car serviced with Good Gulf gas and oil.

NORTH SIDE GROCERY
AND SERVICE STATION
THE CONVENIENT STORE FOR NO SIDERS
PHONE 465 1200-25 MILE AVE.

Brand NEW for '48

FORD Bonus* Built TRUCKS

Bonus* Built — THE AMAZING RESULT OF AN ENGINEERING PRINCIPLE THAT ASSURES WIDER USE, LONGER LIFE . . . and ONLY Ford Trucks Have It!

EVERY single one of the great new Ford Trucks for '48 is Bonus Built . . . designed and built with *extra strength* in every vital part! But that's only *part* of this vital truck engineering principle . . .

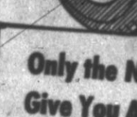
This *extra strength* provides WORK RESERVES that pay off for truck operators in two important ways:

● FIRST, these WORK RESERVES give Ford Trucks a greater range of use by permitting them to handle loads beyond the normal call of duty. Ford Trucks are not limited to doing one single, specific job!

● SECOND, these same WORK RESERVES permit Ford Trucks to relax on the job . . . to do their jobs easier, with less strain and less wear. Thus, Ford Trucks last longer because they work easier!

Yes, Ford Trucks for '48 are Bonus Built . . . built stronger to last longer! That's why they give their owners wider use and longer life! That's why life insurance experts can certify proof that Ford Trucks last up to 19.6% longer. That's why the record shows there are more Ford Trucks in use today than any other make. Let us show you the revolutionary new Ford Bonus Built Trucks today!

Only the New Ford Bonus Built Trucks Give You All These Big Advancements!



NEW! 3 New Engines . . . up to 145 h.p.! Brand new Six . . . 2 brand new V-8's! Packed with advancements that give you real performance! Proved Ford reliability and thrift!

NEW! 2 New Big Jobs . . . Biggest Ford Trucks in history! Gross vehicle weight rating up to 21,500 pounds! 145 h.p. engine! 5-speed transmission! They're rugged; they're something!

NEW! Million Dollar Cab . . . Living Room Comfort! New coach-type seat. More headroom, legroom, elbowroom! Picture-window visibility. New exclusive Level Action cab suspension.

NEW! New frames, axles, brakes, steering! Built stronger to give your Ford Trucks even longer life! These new Ford Trucks for '48 are really *new all through!*

ONLY FORD TRUCKS ARE BONUS BUILT
FOR WIDER USE, LONGER LIFE!

FORD Bonus Built TRUCKS
BUILT STRONGER TO LAST LONGER.

*BONUS: "Something given in addition to what is usual or strictly due." . . . Webster's Dictionary

HEREFORD MOTOR CO.
Dudley Grice HEREFORD, TEXAS Archie Scott

Here at Last!
. . FILMED EXACTLY AS YOU HAD HOPED IT WOULD BE!

COLOR BY TECHNICOLOR

FOREVER AMBER

A 20th CENTURY-FOX PICTURE

STARRING
LINDA DARNELL
and the men in her life
CORNEL WILDE
RICHARD GREENE
GEORGE SANDERS
Glenn Langan · Richard Haydn

FROM THE BLUSHING BEST-SELLER by KATHLEEN WINSOR

MATINEE . . . . . 80c CHILDREN 50c
NIGHT . . . . . $1.30 NO PASSES

STAR Tuesday Wednesday

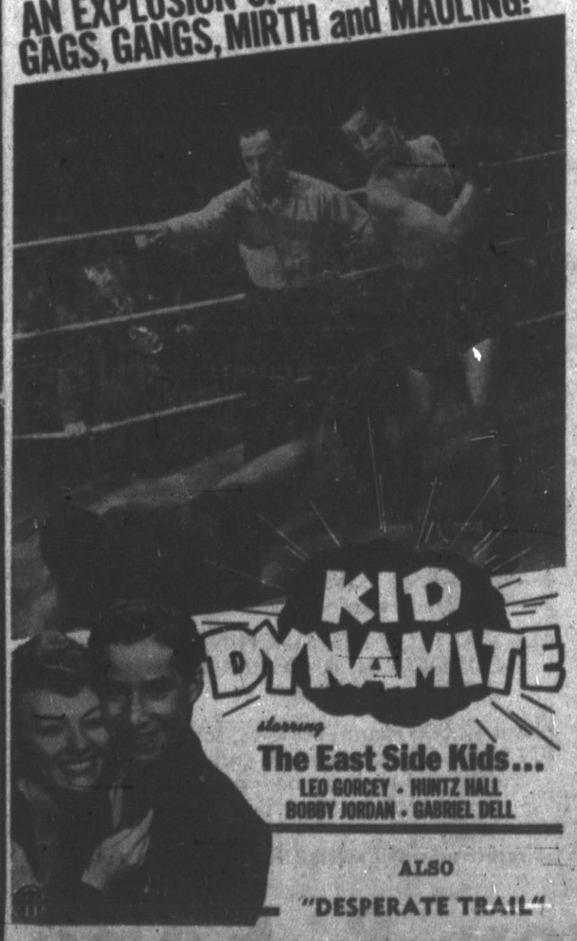
Who'd Play Dead with This Blonde?

HOLLYWOOD'S MOST FASCINATING MYSTERY!

BASED UPON THE NOVEL By JIMMY STARR

TEXAS Sunday — Monday — Tuesday

AN EXPLOSION OF GAGS, GANGS, MIRTH and MAULING!



ALSO "DESPERATE TRAIL"

TEXAS Friday Saturday

Please Don't Tell "DESIRE ME"

has a "lady or the tiger" ending. It is our desire to keep the ending secret; so if you see "Desire Me", do not tell anyone. We also ask that no one goes in the last 15 minutes of the feature. Call 363 for show time.

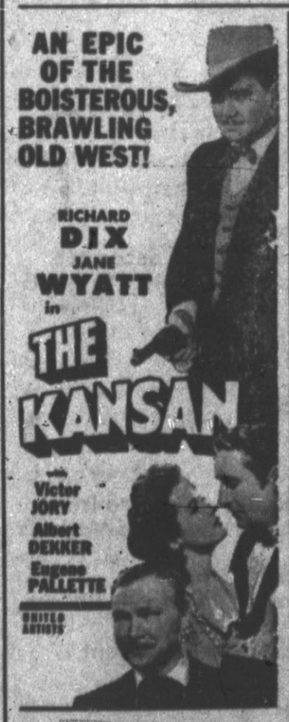
THANK YOU!

STAR Sunday Monday

ADDED ATTRACTION

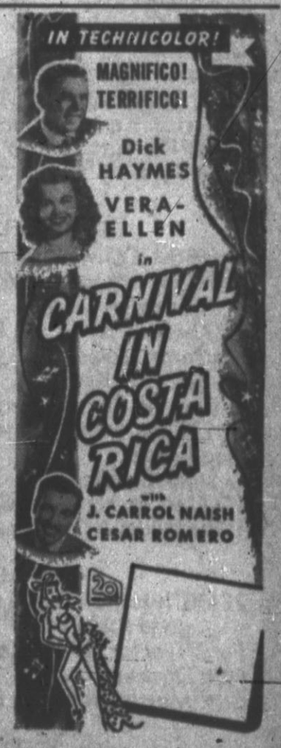
STAR Friday Saturday

AN EPIC OF THE BOISTEROUS, BRAWLING OLD WEST!



Texas Wednesday Thursday

IN TECHNICOLOR!



STAR Thursday Only