

The Hereford Brand

Live Paint PROTECTION

IS MADE-TO-ORDER FOR WARTIME ECONOMIES

Paints, Enriched with "Vitalized" "Live" and Elastic

Three cars Wrecked In Smash-Ups

Christmas Eve Driving Sends Two to Hospital; Two Slagle, Conkwright, Ford and Noland Named As New Directors of Chamber of Commerce

DRUNK DRIVING IS CHARGED IN HIGHWAY SMASH-UP

Three cars Wrecked In Smash-Ups

A series of Christmas Eve highway scrambles on Highway 60 in Hereford sent two Hereford young people to the hospital, a pair of Hobbs, N. M., celebrants to jail, three cars including the new Chevrolet just purchased for the Sheriff's Department to the repair shop, and a truck driver into Justice Court to pay a fine for driving without a license while local county and spent a busy evening un-

ALL DRESSED UP FOR THE NEW YEAR

These eight boys from Boys' Ranch Farm near Springlake were photographed in Hereford last week after they'd been outfitted with new suits of clothes here—a gift of Dimmitt business men. (Photo by Alex Thompson).

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Driver of the 1947 Studebaker, pictured above after a crash on the Canyon-Amarillo Highway Sunday night, faces his second charge of driving while intoxicated within week. (See story below). Photo courtesy of Amarillo Times.



These eight boys from Boys' Ranch Farm near Springlake were photographed in Hereford last week after they'd been outfitted with new suits of clothes here—a gift of Dimmitt business men. (Photo by Alex Thompson).

Banquet to Welcome New W. T. President to Canyon Jan. 9

On January 9, a dinner will be given in the College Cafeteria at West Texas State College in Canyon to introduce Dr. James P. Cornette, new executive vice president and president elect of the college. The dinner is being staged by the Canyon Chamber of Commerce and the Canyon Rotary Club. Members of the board of Regents of the Texas State colleges will be special guests.

Sylvester Slagle, Colby Conkwright, Herman Ford, and J. E. Noland were elected to the board of directors of the Hereford Chamber of Commerce in the annual board election which closed Monday. Secretary-Manager Pete Cowart announced Tuesday morning.

Members of the old board of directors, in their last meeting of the year Monday night, canvassed the election ballots and announced the results.

The four new directors will be officially installed in office next Monday night in a meeting with the four hold-over members from the 1947 directorate, Francis Hardwick, Bob Wilson, Jim French, and Dr. L. B. Barnett; and new officers for the 1948 term will be elected at that time.

Four new directors were selected by Chamber of Commerce members from a slate of eight candidates prepared by a nominating committee. Other nominees on the ticket were H. M. Thomas, Irvin Streu, Dr. M. C. Adams, and Wilson Cyles. One hundred and sixteen votes were cast, out of a possible 226. Cowart said, and the election was extremely close. There was less than 15 votes margin between the first and last place candidates, he reported.

The four retiring members of the board of directors include the president, Homer Brumley; George Heard, Lyle Blanton, and Glenn Snyder. Officers for 1947 were Homer Brumley, president; Francis Hardwick, vice-president; Bob Wilson, treasurer; and Pete Cowart, secretary-manager.

Hobbs Couple Leaves Deaf Smith Jail Under Bond on Friday; Winds Up In Canyon Hospital on Sunday

A 1947 Studebaker driven by D. E. Earl Johnson of Hobbs, N. M., which led local officers on a merry chase here on Christmas Eve, (See story at right) wound up as a pile of junk on the Amarillo-Canyon highway Sunday night.

Driver Johnson, a Shell Oil Company employee at Hobbs, who spent an unhappy Christmas in jail in Hereford, may spend New Year's Day in the same manner at Canyon. Released under \$1,000 bond here last Friday on charges of drunk driving, he now faces a second drunk driving charge in Randall county.

The Johnson car overturned. Mrs. Johnson suffered severe head injuries, and her right leg was almost severed. Johnson himself was not seriously injured.

Hereford Schools Approved for \$20,000 State Salary Aid for Year, Graham Reports

Hereford Rural High School district has been tentatively approved for \$20,000 in state salary aid for the current term of school, Supt. George Graham announced this week.

Deputy State Superintendent Morris H. Jones of Amarillo made an inspection tour of the local schools shortly before the holidays, Graham said, to check for qualification for State Aid. His report to the State Department of Education was favorable, Graham has been advised.

Of the \$21,000 in State Aid for which the schools have been approved, Graham pointed out, qualification for \$20,000 was possible only because of the increase from \$1.15 to \$1.50 per \$100 in the school tax rate authorized by voters of the district this fall.

Ice Storm Ushers In New Year On High Plains

The New Year skidded onto the High Plains this morning on a blanket of ice and in a flurry of snow.

The ice storm struck the Plains Tuesday night, with temperatures dropping to a low of 14 degrees, while a blanket of ice covered the area, leaving highways treacherously slippery.

Furries of powdery snow, which began falling Wednesday, had reached a depth of nearly an inch in Hereford early this morning, as clear skies and slightly rising temperatures promised relief from the ice.

Although highways have been hazardous for two days, no major accidents have been reported in this immediate area.

A number of minor collisions, resulting in some property damage, have occurred in and near Hereford in the past two days, but no serious injuries have been reported and no persons have been hospitalized up to this morning.

Bus and rail transportation has been uninterrupted, and highways remain open, although warnings have been broadcast to motorists to keep off the roads as much as possible.

Hereford schools were closed this morning, although all school buses except for the Rance and Summerfield routes made their rounds yesterday. Supt. Graham said this morning that, unless weather conditions worsen, schools will be open as usual again tomorrow.

County To Pay Bill for City's Christmas Lights

With County commissioners Monday to foot the bill for Hereford's downtown Christmas lighting, Dub Reeves, chairman of the Jaycee Christmas committee, announced this morning.

Commissioners agreed to pay the bill as the county's contribution to the Christmas program, Reeves said. The lights have been in downtown Hereford since 1938, and will be turned off this morning (Friday).

The Christmas decorations started tomorrow afternoon and other volunteers of the equipment which will be stored for next year.

Reeves said he will begin removing the decorations at 2 o'clock tomorrow, provided the weather is clear.

Any Students at Home for Holidays; But No-Campus Trek is Already Beginning

Christmas holidays were being observed by people from schools all over the state and county. Most are returning to school this week-end to resume their studies.

Mr. and Mrs. W. E. Dameron, Earl Shirley, son of Mr. Jeff Oilbreath, and Helen Ann Acker, daughter of Mr. and Mrs. C. C. Acker.

Stevenson Announces as Candidate For Senate on New Year's Day

Ex-Governor Coke Stevenson surprised practically no one today by announcing officially that he will be a candidate for the United States Senate seat now held by Senator W. Lee (Pappy) O'Daniel in next summer's Democratic primary.

Stevenson chose New Year's Day to make his announcement at Austin, according to advance releases mailed to this newspaper.

Following his usual campaign custom, Stevenson chose to present no specific platform. "I do not believe the average political platform is worth much of anything," he explained.

Mrs. Nell Morgan and son James spent Christmas in San Antonio with their son and brother, Warrant Officer John W. Morgan of the U. S. Army.

W. B. Stockman Dies at Lubbock

Word has been received here of the death of W. B. Stockman, former resident of Hereford, Friday. He died of illness, funeral services in Lubbock.

Generous Gift of Furniture Lands Hereford Man in Jail

A check for \$1,150.78 given in payment for a household of furniture, allegedly as a gift to his half-brother, landed Albert P. ... in jail.

One Injured When Motorcycle And Car Crash Here

Dean White, 21, suffered a broken left wrist, and Mrs. Marlin Gilliland and three children escaped injury in a collision between White's motorcycle and the Gilliland car at the intersection of 6th and Main streets Tuesday morning.

White, who was riding a 1947 Indian motorcycle, was entering the intersection from east on 6th when the crash occurred. Neither saw the other vehicle. The motorcycle crashed on the side of the Gilliland car, motorcycle and car were badly damaged.

Mrs. Gilliland was driving her own two children and Linda West, Central School when the accident occurred. Neither she nor the children were injured. White's Tooth Brush Co. amount of fracture.

CLOSE Drug Store

1948 OPEN HOUR

Week Days 9:00-5:30

Saturdays 9:00-5:30

Sundays 9:00-5:30

Emergency Call

Holiday Party

Mrs. Ines Wedel, who is visiting relatives and friends during holidays was entertained at the home of Mr. and Mrs. Herbert Miller of Dawn with an informal Miller waffle supper Sunday night. Mrs. Wedel teaches in Tuscarora schools. Holiday decorations were used throughout the house and for the table. Following the supper conversation and recordings were enjoyed by the following guests: Mesdames Beanie Lee West, Velma Hodges, Corinne Jennings, and Mrs. John Jacobson Jr.; Misses Lilly London, Frances Young, and Phyllis Radovich and the hostesses.

Visiting in the W. R. Matthews home for Christmas were Rev. and Mrs. J. B. Harlin Jr., of Plainview; other guests from Hereford were Mr. and Mrs. J. B. Harlin Sr., and Mr. and Mrs. L. J. Matthews and family.

Mr. and Mrs. L. M. Williams and daughter, Mrs. Wear, and husband and daughter, from Muleshoe, visited relatives in Ranger during the holidays.

Junco

BY MRS. OZEN MAY
A large crowd attended the community Christmas tree on Christmas Eve night. After a short program, Santa made his regular visit and presented his gifts. Everyone was given a treat.

Mr. and Mrs. Mark Burke arrived Wednesday from Key, New Mexico. They were supper guests of Mr. and Mrs. Addison Hunter before going on to his parents at Arney, Texas.

Mr. and Mrs. Addison Hunter and children were Christmas guests of the Burke family at Arney.

Mary Gene Dyer arrived from Lubbock for the Christmas holidays Saturday.

Mr. and Mrs. Edward Scala and Joan were Christmas guests of the Press Dyer family.

Curtis Thomas and family of Jonesboro, Ark., have been visiting in this community for several days. They were dinner guests of the Addison Hunters Tuesday.

Mrs. Virgie Hunter, Phyllis and Francis arrived Tuesday to spend the holidays with Ullman Hunter, who is living on the Richardson farm.

Mr. and Mrs. Pats Hunter and Ting, Mr. and Mrs. Frank Markham and Orville Pierce left Saturday for Sanger, Texas. They will go to Dallas Monday, where Orville is to receive a medical check-up.

Mr. and Mrs. Hardy Woods of Dimmitt, Mr. and Mrs. Jiggs Harman of Hereford, Mr. and Mrs. Dow Adams of California, were Christmas evening dinner guests of the M. L. Simpson family.

Mr. and Mrs. Fred Axe spent Christmas in Happy with her parents and sister of Mrs. Marvin Spencer of Cheyenne, Wyo., were holiday visitors here.

Mr. and Mrs. Emory May of Claude were guests of Mr. and Mrs. F. A. May Christmas.

Mr. and Mrs. Glen May and Eddie left Saturday for Odessa to visit her parents, Mr. and Mrs. E. G. Edwards.

Mr. and Mrs. Clyde Renfro and O. C. were Christmas dinner guests of the Lambert family in Hereford.

Mr. and Mrs. Howard Bishop and Tommie Lynn were Christmas Eve visitors in Plover. On Christmas day they were hosts to Mr. and Mrs. Lem Brad of Plover, Miss Ethye Bishop of Marble Falls, Mrs. Ralph Davis and Mrs. Charles Bishop of Killen, Mr. and Mrs. Tommie Bishop of Fort Worth, and Mr. and Mrs. L. A. Matthews and Merle of this community. Mr. and Mrs. Bishop remained to visit for several days and the Howard Bishop took them to Plover Saturday.

Holiday visitors of Mr. and Mrs. Chester Wiggins were her parents and sister from Oklahoma.

Mrs. Manon Jones and family of Gallup, New Mexico, visited in the home of Mrs. J. T. McIver during the holidays.

MARKETS

Livestock continued to advance but most other southwest farm products brought steady to slightly lower prices in seasonally dull Christmas week trade, according to U. S. Department of Agriculture's Production and Marketing Administration.

Strong to higher cattle trends prevailed except for some reaction at San Antonio after the previous week's prices attained new peaks for the year to date. Low canner cows fell 25 to 50 cents while common and medium slaughter calves and common stocker calves declined 50 cents to \$1, but other grades and classes held steady. Gains at other markets ranged from 25 cents to \$1 and affected practically all kinds of cattle.

Best cows reached a new high of \$28 per hundred pounds at Fort Worth. Hogs and sows registered gains of 50 cents to \$1 or more at leading southwest markets, but pigs were weak to lower. Top butchers reached \$29 in Denver, \$28 in Wichita and Oklahoma City, \$27.75 in Fort Worth and \$26.50 in San Antonio.

Most sheep and lambs brought steady to strong prices. Occasional gains included a 50-cent rise on lambs at Wichita and a 25 to 50-cent advance at Denver, where good and choice ewes reached the highest price since June at \$9.75 to \$10.25 and choice lambs topped at \$25.15. Most ewes sold around \$8.50 to \$9 or \$9.50 at other southwest markets while best lambs returned \$22 to \$22.50 at Texas markets, around \$23 at Oklahoma City, and \$23.25 to \$23.75 at Wichita.

An excellent pre-Christmas demand took hens and turkeys at firm prices, but some dealers lowered their quotations slightly on Friday. Fryers strengthened and brought around 35 cents a pound in Dallas, 34 to 36 at Fort Worth, and 34 to 35 f. o. b. farms in northwest Arkansas. Denver closed about steady at 32 to 35 cents.

Increasing supplies weakened the egg market in spite of good demand from holiday shoppers. Current receipts sold in Dallas Friday at 45 to 50 cents a dozen, Fort Worth 52 to 55, and in Denver mostly 43 to 45 cents. New Orleans quoted 52.

Southwest shipping points reported a slow to fair demand for vegetables during Christmas week with prices mostly steady to lower despite considerable activity at consuming markets up through Christmas Eve. Grapefruit and oranges declined, but oranges strengthened.

Berley had firm but most other grains had ground. Corn dropped about 10 cents while wheat and oats went down a nickel and sorghums seven cents. On Friday, No. 1 hard ordinary wheat sold at \$3.07 1/4 per bushel, bulk in carlots, delivered at Texas common points, where yellow-milled brought \$4.08 to \$4.13 per hundred pounds. Rice, peanuts, hay, feed and wool markets were seasonally slow during the past week. Cotton closed about even with a

week ago after prices recovered early losses. Spot middling 15-16 inch closed in Dallas at 32.30 cents a pound, Houston 35.59, New Orleans 35.45, and Little Rock 33.55.

Gore-Berry Rites Are Announced

The December 7 wedding of Miss Eva Geta Gore, daughter of Mr. Homer Gore, of this city, and Fern D. Berry, son of Mr. and Mrs. T. F. Berry of Pampa, has been announced here. Attendants were Mr. and Mrs. John D. White of Pampa.

The bride attended Hereford High School and at the time of her marriage she was a student in the White Deer High School.

son, Johnnie, spent Christmas days with his father, but who is a student of S. J. Davis. They also visited Mrs. J. W. ... Mrs. James ... of Dallas.

A Message to Our Customers ... from Hereford Locker & Cold Storage

You, as a customer of Hereford Locker and Cold Storage, are entitled to know WHY it has become necessary for us to increase our rates.

In these nine years we have had not a single raise in rent rates. Every dollar you have spent with us brought you 100% cents value; yet for several years that same dollar, when spent it, has brought us a much lesser value. You will understand this better by seeing below some of the things that have happened to our operating costs since 1939.

1. Hourly wage scales are up over 100%.
2. Cost of refrigeration machinery is up 75%.
3. Refrigeration repairs are up 120%.
4. Taxes, insurance, laundry, paper — all up.

We have made a local survey of locker rates and you will find our new rates compare favorably. Our new rates will be Locker rentals, \$13.00 to \$18.00; Processing, 4¢ (double wrapped) effective January 1st.

We are determined to continue, yes improve, our quality service, and we hope you will understand that this increase is for choice, but from necessity.

Yours for continued satisfaction,

Wm. Warren

CLEARANCE

ON ALL

INCANDESCENT LIGHTING

Friday, Saturday, Monday

25% Discount

on all

FLOOR LAMPS . . . TABLE LAMPS

CEILING FIXTURES

NIPPERS

302 North Main Phone 154

AUNT DORA

YOUR PROBLEM MAY SEEM BIG BUT DON'T FORGET THE IMPOSSIBLE HAS ALREADY BEEN DONE!



It's no problem to find the groceries, lunch meats and laundry supplies you need, and want if you'll visit the NORTH SIDE GROCERY & SERVICE STATION. In our new store you'll find our service is friendly and our prices reasonable at all times. HAPPY NEW YEAR!


NORTH SIDE GROCERY AND SERVICE STATION
THE CONVENIENT STORE FOR NO SIDERS
PHONE 465 1200-25 MILK AVE.

Your Place to Trade Since 1921

DOLLAR DAY

MEN'S Dress Shirts \$3.98 Values for 29

MEN'S Topcoats all wool



VALUES TO \$35.00

GOING AT

\$25

GOOD SIZES TO SELECT FROM

and PRE-INVENTORY Sale

All Boys' SWEATERS 1/2 price

GOING AT

BOYS' SUNTAN GABERDINE TROUSERS 1.50

Sizes 6 to 15. \$3.50 Values—GOING AT

LADIES' Shoes, Oxfords, Pumps FROM \$1.00 UP



DRESSES SILK

\$28.75 values at \$18.75

\$19.75 values at \$12.75

\$16.75 values at \$10.75

\$12.75 value at \$8.95

Ladies' Hats 1/2 off

also CHILDREN'S HATS GOING AT

WASH DRESSES \$2.98

A Special Rack of \$6.95 Values

GOING AT

All Ladies' Bags MUST BE SOLD! \$2.00

Patents, Reds, Browns, Creams, etc. FROM

BARGAINS IN

Suits & COATS 25%

100% Wool Nationally Advertised!

LADIES' SLIPS

Values to \$4.98—NOW



First Grade **NYLONS** 51¢ Going

Pre-Inventory Savings . . . Shop Today! Shop and Save . . . Since 1921

Ford Garden Club Will Plant Cryllis As Horticultural Project

Horticultural project the garden club will plant in January and in order members of the club, and these may be considered the as for planting, may become with the proper methods and care, the following nation is given.

President of the club stated that the first year and Mrs. J. F. P. advisor for the club are followed by the club in Hereford.

The best potting soil is a rich sandy loam. Use a good garden soil adding sand and equal quantity of well screened and well rotted dairy manure and leaf mould. Use no fresh or partially decayed manure and not peat moss. One tablespoonful of bone meal to each 7 inch pot is recommended. Mix all ingredients thoroughly.

HANK SEZ by H.E. MILLER



use in our Business... extend to you and the member... our compliments of the season... are wish that your ambitions be... HAPPY NEW YEAR

STURDY COST-REDUCING FURNITURE
H.E. MILLER CO.
PHONE 195 HEREFORD, DIS HWY. 60

L'Allegra Club Has Meeting

Mrs. Darrell Blanton was hostess for the L'Allegra Club meeting at her home Thursday night, December 18, with Mrs. Robert Lemons as co-hostess. During the business session plans were made for the federated club meeting, which will be held in January. Announcement was made that the Club New Year Party will be held on January 8 in the home of Mrs. Bartley Dowell.

Members present were Meidames Lee Kent, V. G. Hopson, John Winkler, Otho Noland, James Edmondson, Richard Winget, Bartley Dowell, Delbert Bainum, Marilyn Pierce, Walter London Jr., Jack Brown, Robert Lemons and Darrell Blanton.

Mr. and Mrs. John Hickman arrived in Hereford before Christmas to visit friends and attend to business interests. They were joined by their son Robert, then returned to their home in Uvalde.

LEGAL NOTICE

THE STATE OF TEXAS
To: Ruth Johnson O'Connell, G. F. Cannon, James D. Johnson, Jr., Wayne Johnson, Douglas Johnson, Margaret Johnson Harrison and Robert William Harrison, and the unknown heirs and legal representatives of each of such persons as may be deceased and to the unknown heirs and legal representatives of Allie P. Johnson, Deceased, Defendants.

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court house thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after expiration of forty-two days from the date of the issuance of this citation, same being the 22nd day of February A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 17th day of December A. D. 1947, in this cause, numbered 3028 on the docket of said court and styled Walter F. David, Mabel B. David and Jennings R. David Plaintiffs vs. Ruth Johnson Cannon, O. P. Cannon, James D. Johnson, Jr., Wayne Johnson, Douglas Johnson, Margaret Johnson Harrison and Robert William Harrison, and the unknown heirs and legal representatives of each of such persons as may be deceased and to the unknown heirs and legal represent-

Shop with the Want Ads!

slives of Allie P. Johnson, Deceased, Defendants.

A brief statement of the nature of this suit is as follows, to wit:

For the title and possession of Section No. 36, Block K-8, Deaf Smith County, Texas, Plaintiff's petition alleging the statutory allegations of trespass to try title and also the facts showing continuous, peaceable, adverse, open possession of all of said land under deeds of conveyance for over a period of ten years, and the payment of taxes each and every year before the same became delinquent and for the title to said land based upon the

Five and Ten Year Statutes of Adverse Possession and Limitation of the State of Texas, as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this 17th day of December A. D. 1947.

Attest: R. L. Thompson, Clerk, District Court, Deaf Smith County, Texas by Lucille Fossey, Deputy.

We will be Closed
Inventory
Thursday, Friday, Saturday
January 1, 2 and 3

HENSLEE'S



HEALTH GUARDS FOR "COLD DAYS"

This is "cold weather!" Take every sensible precaution to prevent infection and should you feel a cold "coming on," get after it immediately with tried and proven cold relief. Prompt treatment frequently lessens the severity and duration of a cold. So stock your medicine chest now with health guards for "cold days" and you'll have them handy when you need them most!

All the **KLEENEX** you want
200 SOFT, SMOOTH TISSUES **17c**
2 BOXES **33c**
8 BOXES **\$1.29**

100 Tablets **Nyal Aspirin** 5-Grain **39c**

Gro's **BROMO QUININE** Cold Tablets **.39**

Get Your **FREE** Nyal Weather **CALENDAR** for 1948

VITAMIN PRODUCTS
\$1.00 Vitamin A & D **89c**
\$3.50 UNICAPS **2.98**
\$2.50 BEHEL **1.98**
\$3.00 Covin MULTIPLE VITA. **2.19**

RUBS & LINIMENTS
60c RUBBING Alcohol **49c**
\$1.25 ABSORBINE JR. **98c**
\$1.00 SORETONE **89c**
70c SLOAN'S Liniment **59c**
60c Cox Liniment **49c**

1.00 Cardui Tonic **79c**
60c Multi Cleaner **49c**
50c Phillips Milk of Magnesia **39c**
75c Noxzema Cream **49c**

CLOSE Drug Store
PRESCRIPTION DRUGS
Phone 13



Live Paint
PROTECTION IS MADE-TO-ORDER FOR WARTIME ECONOMIES

"Pittsburgh Paints, Enriched with 'Vitofined Oils' — Keep Them 'Live' and Elastic

WE DON'T ask you to take our word for it — that Pittsburgh's Live Paints will save money for you. Let us show you the scientific tests that prove that Pittsburgh's "Vitofined Oils" remain in the paint film, keeping it young, elastic, LIVE. This means three important economies.

1. Retards cracking, peeling and blistering — hence longer-lasting jobs.
2. Wider spread — "Vitofined Oils" seal the surface, so you can cover a larger area per gallon.
3. Smooth application — paint flows on easily without brush marks to mar appearance and weaken film.

We have a complete line of Pittsburgh Live Paints for every type of surface — wood, plaster, brick, stone, concrete or metal. Come in today and let us quote prices!

PITTSBURGH PAINTS
Carl McCaslin Lumber Co.
Call the Lumber Number—7 1 Block East Courthouse

Hudnut Egg Shampoo 8-Ounce Size **\$1.00**

2.00 Tont Permanent **\$1.69** plus tax

1.00 Drene Shampoo **89c**

50c Colgate Shaving Cream **39c**

Gillette Teck Bazer and BLADES **49c**

Boyer Hair Arranger **59c**

Trushay Hand Lotion **39c**

50c Ipana Tooth Paste **39c**

50c Squibb's Angle Tooth Brush **39c**

1948 OPEN HOUR
Week Days—
Saturdays—8am
Sundays—9am
3:30pm
Emergency Call

DOLLAR DAY

at **HEREFORD & CO.**

Boy's Sweat Ss **\$1.00**

Corduroy Ca Men's and Boys' **\$1.00**

Large Selection of Ladies' Shoes **\$2.00** pair

Group of Children All Wool Coats Sizes 2, 3 and 4 **\$3.50**

YOUR CHOICE OF Any Blanket in S **20% Discount**

All Millinery GOES FOR **\$1.00**

In **HEREFORD** ... It Is

Men's All Wool Flannel Robes **\$12.95** Values for **\$8.50**

Men's Slacks **\$9.95** Values for **\$7.00**

Children's Panties **69c** Values—4 Pair for **\$1.00**

Men's 8-Oz. Sanforized Overalls **\$2.39** pair

80-Square Fast Color Prints **59c** per yard value. **4 YARDS FOR \$1.00**

Just Received **3X BEAVER STETSON HATS**

Hereford & Co.
Phone 195 Her Main & Third Streets Hereford, Texas

Wedding-Parish Wedding Is Held In Methodist Church on Sunday Morning

In the Methodist Church Sunday morning at 9 o'clock, Miss Patricia Ann Lovins, daughter of L. J. Lovins, became the bride of Marvin D. Parish, with Rev. O. B. Herring officiating at the single ring ceremony. The bridegroom is the son of Mr. and Mrs. Francis Parish of Washington State.

Lighted by Bobby Nell Pitman and Doris Jean Smith. The bride wore a gown of white slipper satin fashioned with deep yoke and long pointed sleeves. The full skirt which was attached to a fitted bodice, fell into an extended train. Her fingertip veil was held by a halo of beads and she wore an beauteous necklace as her only ornament. The bridal bouquet of red roses was tied with white satin streamers.

INCOME TAX SERVICE
Mrs. Clyde Cocconougher
109 5th Street

HAPPY NEW YEAR 1948

Greetings to you!

Yes, it's time to change the figures again. Nineteen hundred and forty-eight... Let's look optimistically into the future. With any kind of luck, this should be the best year we've ever had! On this cheerful note, we extend to you our heartfelt wishes for a Happy New Year.

C. R. SMITH & SON
REAL ESTATE

Mid-Winter DRUG CHECK-UP

Safeguard your health and comfort during the roughest half of winter. Stock up on these seasonal drug needs, now, to be sure of having them at your fingertips when you want them!



SYRUP PEPSIN

(\$1.20 Size 98c)

80c Size for 49c

CHEMAY SKIN BALM
2.00 Size for \$1.00

SMA Baby Food
\$1.19

ALKA SELTZER
60c Size 49c

We Give S & H Green Stamps

CITY DRUG

Phone 100

Phone 100

Prescriptions

THE SIGN



BEXEL Multiple Vitamins
50-Day Supply \$4.19

Large Selection Men's Pipes \$1 to \$10

SAL HEPATICA
60c Size 49c

CLOSED ON Sundays During Church Hours

Gay CC's Hold Annual Mistletoe Ball

Highlights of the holiday season for the Gay Chasm Chapter of the Horizon Club was the annual mistletoe ball held at the club's house Friday night. A white and green theme was used in all decorations with mistletoe predominating. White candles gave the illumination. Burrier features of the affair was the presentation of Gay-G. C. pins to new members by their escorts.

Girls receiving pins and escorts present in them included: Bobby Brownlow, Gene Walker, Sara Beth Owen, Carl French, Bobbie Nell Pitman, L. T. Hawk, Mary Catherine Carroll, Eugene Baberson, Audrey Hood, Homer Ruid, Doris Jean McCree, Alex Schroeder, Wilma Jo Robinson, Ed Dyer and Mrs. Norman Whisenand and Mr. Whisenand.

Others present were: Eddie Robertson, Diana Jewell, Louis Hembree, Billie Ray Johnson, Buddy Corbett, Jaynee Bostess, Charles Johnston, Betty Shockley, Dwight Wilson, Outlets Gusterson, Bob Johnson, Elaine Thompson, Bill Forbus, Martha Thomas, Doris Jean Hastings, Tringer Carlyle, Susie Rogers, Curly Wilson, Bobby Hamilton, James Hipton, Don Davison, Jacqueline Newell, Emmarie Turner, John Newson, Edna Marie Harris, Neilson Robertson, Harold Loerwald, Leo Hellman, Betty Koberling, Leo Foster, Owen Gayle Foster, Neely Kimbrough, Patsy Slagle, Keith Fulton, Charles Frye, Cameron Gault, Betty Jo Carnahan, Donald Shipley, Sallie Wombie, Oliver Streu, Pat Corbett, Dale Barkley, Dorothy Hendrick, Donald Wilson, Beverley Thomas, Mary Jo Malbin, Cecelia Gussman, Richard Ireland, Mr. and Mrs. Urvil Streu and Mrs. P. L. Hackworth.

Westway

MRS. CARL SCHROEDER

The G. C. Merritt family moved before the holidays from the Bruce Ferry place south of Black.

Mr. and Mrs. G. C. Merritt and G. C. Jr. entertained with a Christmas supper Saturday night, Dec. 20, at their new home near Black.

Guests from Westway included Mr. and Mrs. Elmer Combs and family, Mr. and Mrs. Joe Landers and family, Mr. and Mrs. Merlin Kaul and family, Venis Mae Johnson and Jackie Larson, Willie Nunnally, and Burdge Kaul.

Beal O. Kaul of San Francisco and Burdge Kaul of Yakima, Wash., were pre-Christmas visitors in the home of their brother, Merlin Kaul.

Miss Bobbie Boyd spent the Christmas holidays at home with her parents, Mr. and Mrs. Robert Boyd. She is in nurses training at Northwest Texas Hospital in Amarillo.

Lyle Robbins, student at WTSC in Canyon, spent the week-end before Christmas with her sister, Mrs. E. H. Little.

Helen Jo Wilson, also a student at WTSC, spent the holidays with her parents, Mr. and Mrs. Roy Lee Wilson.

Mr. and Mrs. Dan Turrentine of Lubbock were week-end guests before Christmas with his mother, Mrs. Bess Werner. Accompanied by Mr. and Mrs. Loy Cook of Lubbock, they left the first of last week for Los Angeles and Pacific Grove, California, where they planned to spend Christmas with relatives.

The Ernest Hardman family spent Christmas in Cassville, Missouri, with Mr. Hardman's parents.

Mr. and Mrs. Grady Wilson Jr. and Jalayne spent Christmas with relatives in McAlester, Oklahoma.

Schools opened on Monday, Dec. 28, after the Christmas holiday.

A tribute to Judge Slaton, place of the Westway community wish to pay tribute to the memory of Judge John P. Slaton, our benefactor and friend. It is to him that we owe the existence of our community, which through its many undertakings has become a prominent community in the county.

Not only did Judge Slaton give the land for the Westway school, now known as the Westway Community

College Students Are Entertained

One of the prettiest banquet scenes of the holiday season was that of the Woman's Missionary Union of the First Baptist Church held Monday night at the church to honor Baptist young people home from college or the Christmas holidays.

The banquet was built around a "Star of Bethlehem" theme in blue and silver with tables arranged in a large "Y" facing a large illuminated star misted with silvered tinsel. Ceiling and walls were covered with night-blue dotted with blue stars to carry out the night scene. Large blue stars marked each place with small blue stars holding nut-cups and place cards. The centerpiece was a massed arrangement of silvered leaves and crystal-blue balls resting on a huge blue star. Blue and white candles gave candlelighting for the banquet.

George Graham was toastmaster for the program with invocation given by Rev. R. H. Cagle. Mrs. George Graham, president of the Woman's Missionary Union, gave the welcome to the guests. David Goldston entertained with a vocal solo and readings were given by Mrs. Gerald Wilson and Carroll Leiland and Whiteside. Mrs. Norman Harris entertained with violin music and the address of the evening was presented by Rev. F. E. Swanner of Plainview. Program arranged by Mrs. Wayne Evans and Mrs. Avon Vick was in charge of banquet arrangements.

College students attending were: Maurice Jury, Doris Goldston, Helen Tucker, Muriel Okamoto of Hawaii, Cecelia Gussman, Mettie Lee Root, Dixie Turrentine of Washington State, G. P. Owen, Virgil Young, Ruth Huk, Ruth Tucker, Florence Goldston, Mr. and Mrs. J. B. Harlin Jr., Mr. and Mrs. George L. LeGrand.

Others attending were Mr. and Mrs. Wayne Evans, Mrs. Avon Vick, Mr. and Mrs. Graham, Rev. and Mrs. R. H. Cagle, Mr. and Mrs. A. O. Thompson, Dr. and Mrs. Norman Harris, Mr. J. R. Allison, Mrs. Gerald Wilson and David Goldston and Carroll Leiland Whiteside.

Florence Kurahara from Fort Hays College in New Mexico visited in Rev. R. H. Cagle's home during the holidays. She visited with Muriel Okamoto, who was a guest in the Cagle home, from Wayland College, Plainview.

Building, but he gave it the name, Westway, a name of which he was always proud.

When the bus garage was sold recently off the ground, Judge Slaton turned the money over to the community with the request that the school building ever be kept in condition to foster continually a spirit of unity and to keep Westway forever alive.

In appreciation for his generosity and good will, we today wish to express our sincere appreciation.

Citizens of Westway.

LEGAL NOTICE

THE STATE OF TEXAS
TO: Lester Cooper Defendant,

Greeting: You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of issuance of this citation, same being the 19th day of January A. D. 1948, there and there to answer Plaintiff's Petition filed in said Court, on the 4th day of December A. D. 1947, in this cause, numbered 3023 on the docket of said court and styled Lucy Ann Cooper Plaintiff, vs. Lester Cooper Defendant.

A brief statement of the nature of this suit is as follows: to wit: Suit for divorce and full custody and control of two minor children.

USED CARS FOR SALE



Listen to That Motor Purrr

- 1947 Jeep, with very few miles
- 1942 Plymouth Sedan
- 1941 Olds 6
- 1940 Plymouth
- 1938 Plymouth
- 1940 Olds 6
- 1938 Lincoln Zephyr
- 1937 Plymouth

Also Available are Several Lower Priced Cars... We Finance Our Car Sales

BEST WISHES

FOR A VERY HAPPY and PROSPEROUS NEW YEAR From All of Us.

Cash Loan Brooks Auto Service
103 West 3rd West Highway 60

namely: Carolyn Ann Cooper, a girl, five years and Cletis Lee Cooper, a boy, age ten months. Alleging abandonment, non support and mental cruelty, as is fully shown by Plaintiff's Petition on file in this suit. The officer executing this process shall promptly execute the same according to law, and make due return as the law directs. Issued and given under my hand and the Seal of said Court, at Hereford, Texas this the 4th day of December A. D. 1947. Attest:

R. L. Thompson, Clerk of Court, Deaf Smith County, By (SEAL)

Beware Cough That Hangs

Creomulsion relieves because it goes right to the source of trouble to help loosen expectorated phlegm, and assure you to soothe and heal raw, inflamed bronchial mucous membranes. Tell your druggist you want a bottle of Creomulsion with understanding you must like it quickly always the cough of you to have your money back.

CREOMULSON for Coughs, Chest Colds, Chills



Red & White Coffee Dependable Quality 5c

SHORTENING \$1.25

- SOUP RED & WHITE, CHICKEN 25c
- FLOUR RED & WHITE 89c
- CATSUP 19c
- SALAD DRESSING 19c
- RASINS 35c
- LAUNDEREX THE PERFECT BLEACH 13c

ORANGE JUICE 23c

- TOMATO PUREE 10c CAN
- WIOLE BEETS 10c CAN
- TURNIP GREEN 10c CAN
- KRAUT 10c CAN
- PURPLE PRUNING 10c CAN

OLEO 43c

Perch Fillets 43c

Trout Fillets 49c

Cod Fillets 43c

HUGGERS
WE DELIVER Easy to Park

SAFEGUARD YOUR POSSESSIONS
IF THAT'S OUR HOUSE I'LL NEVER FORGET MYSELF FOR NOT GETTING BURNARY INSURANCE FROM...
JOHN McLEAN
AGENCY GENERAL INSURANCE
112 W. 3RD ST. HEREFORD PHONE 27

TAMALES MARO
BLACKBERRIES NO. 2 CAN
PORK BEANS TWO 16-OZ. CANS 25c
KRAUT TWO NO. 2 CANS 25c
PEAS TWO NO. 2 CANS 35c
TOMATOES TWO NO. 2 CANS 37c

Washo
Granulated Soap Large Package 33c

49c
YOUR CHOICE
Perch Fillets 43c
Trout Fillets 49c
Cod Fillets 43c
HUGGERS
WE DELIVER Easy to Park

Mr. and Mrs. Tackitt Honored Golden Wedding Anniversary

Mrs. M. L. Steen and Mr. Tackitt, held open house at their home on 901 East 11th street.

The entertaining rooms were decorated with yellow chrysanthemums and greenery and golden wedding bells.

Gifts suitable to the occasion were presented by the large group of friends who attended the celebration.

Among those present were A. C. Thompson, Messrs. and Messdames L. B. Drake, R. M. Gunn, Bill Morton, H. M. Benefield, L. H. Lookingbill, L. B. Lookingbill, J. E. Young; Messdames Virgil Morton and daughter Loraine, Addie Miller, Elmer Winkler, G. W. Guthrie, Ralph Sears, all of Hereford; E. B. Childers and Miss Edith Childers of Amarillo; Madge Childers of Albuquerque, N. M.; Mr. and Mrs. J. W. Turbit of Grand Junction, Colo., the honorees and the hosts.

Mr. and Mrs. Tackitt were married in Parker county near Weatherford. They moved to Oklahoma in 1910 and to Hereford in 1911. They have five living children who reside: Mrs. P. C. Lacey, Blanchard, Okla.; Mrs. L. E. Ross, San Diego, Calif.; Mrs. J. B. Withrow and Mrs. J. W. Turbit, both of Grand Junction, Colo. They also have 14 grandchildren and 1 great grandchild.

VISIT CHILDREN
Mr. and Mrs. J. E. Cockrell spent the Christmas holidays with their children in Hale Center, Abilene and Fort Worth. On Wednesday they visited Mr. and Mrs. W. E. Russell in Hale Center and were joined by them for the journey to Abilene, where Christmas Day was enjoyed in the home of Mr. and Mrs. L. R. Frost. The entire family was together Friday in Fort Worth in the home of Mr. and Mrs. L. V. Chambliss. The Cockrells returned to Hereford last Sunday.

Mr. and Mrs. Jerry Jowell and Mr. and Mrs. A. B. Hooper, all of Clovis, N. M., spent a couple of days during the holidays with their mother, Mrs. Nona Jowell.

Presentation Dance Highlights Yule Holidays for Sub-Deb Club and Guests

Highlighting the holidays for Sub-Deb Club members and guests was the annual Presentation Dance which was held at the club house December 22.

Two shades of blue crepe paper were draped to form a canopy over a head and a cluster of silvered pinecones and sprigs hung from the center chandelabra. When presented the pledges stepped through a huge silvered wreath forming the doorway.

Martha Thomas, club president, announced the pledges naming Marylouise Grady, chosen as best pledge, first. She was escorted by Homer Childers. Other pledges and their escorts included: Bobbie Brownlow and Don Davison, Jaynie Boston and Eugene Roberson, Betty Smith and Ray Terry, Dora Hastings and Trigger Carlyle, Barbara Boyd and Herschel Miller, Billie Ray Johnson and Keith Hutson, Gayle Foster and Neely Kimbrough, Mary Kathryn Cassell and J. T. Hayes.

Approximately 150 guests enjoyed the dance including former members of the club, college students here for the holidays and others.

Summerfield

The Hereford High School Glee Club gave a program at the Summerfield Baptist Church Sunday night. There were about 40 Glee Club members present. A good crowd attended the program.

Mr. and Mrs. Lloyd Lookingbill and L. B. Lookingbill left Saturday for Oceanside, California, to attend the funeral of D. U. Adams, husband of the former Miss Ruth Lookingbill of Summerfield.

Mr. and Mrs. Luther Post and Walter spent a few days last week in the Lee Curry home.

Mr. and Mrs. Earl Lance, and Mr. and Mrs. C. R. Walsler attended the funeral of an aunt of Mr. Lance's and Mrs. Walsler's at Quannah Sunday.

Bob Powell has returned to Fort Worth after visiting his parents during a furlough.

L. J. Clark, who is attending school in Lubbock has been home for the Christmas holidays.

Mrs. Chloe Grabe spent the Christmas holidays with relatives at Waxahatchie.

Mr. and Mrs. J. F. Cheatham spent the Christmas holidays with his parents in Arkansas.

Mr. and Mrs. Bill Edelman and Joe Don returned before the holidays from Minnesota, where they had been visiting. While away, Bill broke his ankle, but is up and about on crutches now.

Mrs. Vesta Mae Johnson spent the Christmas holidays with her parents at Westway.

Rev. and Mrs. Raymond Pratt and Yvonne spent Christmas with Mrs. Pratt's mother at Huntsville.

Wendell Robertson, who is attending school at New Mexico A & M College, spent the holidays with his parents, Mr. and Mrs. B. E. Robertson.

Betty Euler, student at West Texas State College at Canyon, spent the holidays here with her parents, Mr. and Mrs. Ray Euler.

Westway

Mrs. Clarence Morrison and children visited Mr. and Mrs. Jimmy Thomas at Post several days last week.

Mr. and Mrs. Paul Rudd visited Friday in the G. B. O'Grady home at Clovis.

Guests in the Clarence Morrison home Christmas Day were Mr. and Mrs. J. W. Frost and family, Mr. and Mrs. Edwin Morrison and family, Mrs. J. E. Morrison and Marvin Morrison.

Mr. and Mrs. Robert Boyd and children were Christmas guests in the L. F. Boyd home.

Mr. and Mrs. Gene Roach of Tatum, N. M., Miss Francis Turrentine of El Paso, Mrs. Pearl Harrison and George Turrentine were guests in the home of Mrs. Bess Werner Sunday.

Rev. and Mrs. Carlton Thomas and baby of McCauley visited Mrs. Bess Werner Sunday. Rev. Thomas is a former pastor at Westway.

Mrs. Less Odum, Mr. and Mrs. Book Odum from California, Mrs. J. W. Roe and Ronny, T. A. Roe, Dannie and Hugh K. from Oklahoma, were visitors in the M. E. Roe home during the holidays.

Ross Joe Landers spent Thursday night in the Roy Landers home.

Mr. and Mrs. Roy Landers brought him home Friday and spent the day with Joe Landers.

Mrs. Guy Lawrence and girls and Mr. and Mrs. R. N. Gunn were dinner guests in the Joe Landers home Sunday.

Mr. and Mrs. Joe Landers and son, Mrs. Ralph Johnson and daughter, and Mr. and Mrs. Merlin Kaul and sons were dinner guests in the R. M. Gunn home Christmas Day.

Harold Head and Carl Schroeder made a trip to Oklahoma Sunday and Monday.

COLDS

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Get instant relief of Cold, Cough, Sore Throat with the famous Liquid Cold Preparation in the U. S.

666 LIQUID COLD PREPARATION

Call 265
DEAD ANIMALS
Removed FREE of Charge
Prompt Service
West Texas Feed & Seed Co.
Agents for Amarillo Rendering Co., Amarillo, Texas
- JACK WEIGHT, Mgr. -

AKOTA Seed IOES
for Their Exceptional VIGOR
Ability, Freedom from Disease and High Yields
% "DRY-LAND"
BORN ABOVE THE PARALLEL NORTH
College Station, Texas

7th FOOD BUYS the NEW YEAR

FLOUR Lightcrust, 25-Lb. Sack \$1.89
ORUBEN'S SHORTENING 3-Lb. Carton \$1.11

SOAP FLAKES Pure White Nola, Reg. 59c value Only 29c

COCONUT 4-Ounce Package 27c
SALT Carey's, 26-oz. box 2 for 15c
BLEACH Nu-Way 2 for 25c
CRACKERS Hi-Ho 1-Lb. Box 27c

GRAPEFRUIT JUICE HOUSE OF GEORGE No. 2 CAN 6c

CARROTS 2 for 25c Large Bunches
GRAPES Red Emperor Lb. 15c
ORANGES Sunlight 8 Lbs. for 5c
POMEGRANATES Lb. 15c
RED SPUDS \$4.65 No. 1-100 Lb. Sack

COFFEE Hills B. 1-Lb. Jar 55c
APPLEAUCE Our Favorite No. 2 Can 15c
SYRUP Ribbon Co., 1947 crop, 5-lb. Bucket 79c
BEANS McGarth French style 2 for 27c
NOODL Chicken Dinner 37c
TOMAT SOUP Weston Brand, No. 1 tall cans - EACH 5c
CORN Cream Style, No. 2 cans 2 for 35c
BLACK BEANS 17c

White Goods
Terry Face 47c
Terry Washed Chuck - Lb. 37c
Stuffed - Pkg. 50c
So Beautiful Hobnail Bedspread - Lb. 53c
Drapery Damasks
Squads, solids at only
Fast Color
Luna Suiting
Ston Broadcloth, plain color, wear wonderfully!

Sale of LADIES' SHOES
Over 100 Pair! You are lucky if we have your size... for The Price is ONLY \$200 pr.

Out they go!
One Table of ODDS AND ENDS
SWEATERS
We're tired looking at 'em!
\$100

EXCELLENT VALUE!
MEN'S OUTFIT PAJAMAS
Coat Style.
FOR DOLLAR DAY \$300

Sale of 100% ALL WOOL Suits
TWO GROUPS:
\$10 to \$20

SALE OF Dresses
53 lovely tailored dresses in the styles, details, trimmings, fit and quality materials you would expect in much higher priced dresses!
YOUR CHOICE - 700
Sizes 9 to 24 1/2

SALE!
Entire stock of Coats
100% ALL WOOL
Divided into two groups:
\$1500 and \$2000

EXTRA SPECIAL FOR MONDAY - DOLLAR DAY!

Fine Quality. CANNON SHEETS 81"x99" \$2.59	NASHUA Extra Fine White SHEET Blankets 72"x99" \$2.49	42"x36" CANNON Pillow Cases 2 for \$1.00	Boys' DuPont Zelan JACKETS with zipper. Sizes 8 to 18 \$3.00
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Hereford Store Co.

At Hereford Store Co.
Your \$1 SOARS to New Heights
on DOLLAR DAYS
BARGAINS IN EVERY DEPARTMENT! PRICED TO CLEAR MONDAY!

Sale of LADIES' SHOES
Over 100 Pair! You are lucky if we have your size... for The Price is ONLY \$200 pr.

Out they go!
One Table of ODDS AND ENDS
SWEATERS
We're tired looking at 'em!
\$100

EXCELLENT VALUE!
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--------------------------------------------	-------------------------------------------------------	------------------------------------------	--------------------------------------------------------------

Hereford Store Co.

Mr. and Mrs. M. L. Steele Observe Golden Wedding Anniversary Here

Mr. and Mrs. M. L. Steele, who celebrated their golden wedding anniversary here Friday, December 19, at the home of their daughter, Mrs. M. L. Steele, who was Pauline Steele of Memphis, Tennessee, and came to Hereford with her parents at the age of seven, soon becoming acquainted with the many changes that came to the Steele family of the early Methodist church in Texas.

Mr. Steele was born in Missouri and moved to Texas with his family when a child.

The couple married in Dundee, Texas, in 1873, in Aspersburg, where he had some interests, and later moved to Mountain View, Okla., where he was a member of the Methodist church. He was a successful banker and also had a large interest in stock farming. They lived near the Indian Reservation and at the time Steele was concerned about the Indians whom they encountered from time to time; but the Indians were a little concerned too, because the cowboys had a reputation of knowing how to use a gun and a knife.

Mr. Steele operated a small ranch of his own near Benjamin and when they moved to Groom in 1902, he had a herd of 1500 cattle to the Groom ranch. While their horse pasture contained 16 sections there were only two buildings in the town of Groom itself. The depot, which they lived, and the general store across the street. The ranch on the Rock Island were being built at that time.

It was in Groom that Mr. Steele started his banking career, for he purchased the Groom State Bank,

and it was while they were living in Groom that couple's three children were born. In the course of time he sold the bank and purchased a large ranch between Groom and Goodnight, the family moving to Canyon, where the children could have better school advantages. They spent six years there and then Mr. and Mrs. Steele decided to build a permanent home somewhere in the Panhandle, and after much scouting around for a location the entire family chose Hereford and they built their present home on East Third Street in 1923.

In the meantime Mr. Steele had come back into the banking business, and having become a stockholder and business representative for the Farmers Loan and Trust Bank in Kansas City, Missouri, he was sold to the Farmers Loan and Trust Bank he became vice-president of the southwest loan representative, which connections he still holds. He disposed of the ranch near Groom and smaller ranches near Mulishoe and Fort Sumner, N. M., where he and his son, Sam now operates a large cattle ranch.

Mr. Steele divides his time between bank and cattle interests, except at round-up time in the fall and then he forsakes everything but his horse and saddle and "rides the herd."

Looking back upon a life almost completely unknown to this generation, Mr. Steele still exemplifies the conscientious spirit of the sturdy pioneer, and his philosophy of life embraces the simple, straight-forward tenets of the west—honesty, integrity and the kind of unswerving integrity that proves a man's word to be as good as his bond. Both are members of the Methodist Church.

CELEBRATE GOLDEN WEDDING ANNIVERSARY



Mr. and Mrs. M. L. Steele are pictured here as they celebrated their Golden Wedding anniversary on December 19. See story. (Photo by Alex Thompson)

Birthdays Celebrated

Two birthdays were celebrated Monday afternoon when Mrs. Carroll Whiteside honored her son, Johnnie, 4, and daughter, Sallie, 3, who were both celebrating December birthdays.

Playing with toys received at Christmas and with balloons, given as favors, made up the entertainment for the afternoon.

Refreshments were served to Judy, Jimmie and Johnnie Foxles, Gabe, David, Brumley, Caroline, Brumley, David, Brumley, Cleta Kay Rutter, David Evans, Becky, Bobby and Donnie Jackson, Harrell Anderson, Sharie Kendall, Robert Charles Kinsey, Gloria Covington, Carroll Leland Whiteside and the honorees.

Mothers assisting the hostess were Mesdames J. R. Potts, Clinton Jackson, Wayne Evans and E. R. Kendall.

Family Reunion

Mrs. W. B. Green's family held their annual family reunion and dinner in the country home of Mr. and Mrs. J. W. Witherspoon on Christmas Day. Four generations were represented in the families of three of her daughters. The annual Christmas tree was a feature of the day's celebration.

Those present were Mrs. Green, Joe Green, Nettie Lee Green, Mr. and Mrs. Walter Baker, Mr. and Mrs. B. E. Dixon of Lubbock, Mr. and Mrs. Jeff Burk and sons Jeff and Dick of Amarillo, Mr. and Mrs. Harry Lomas and son Dennis, Mr. and Mrs. Jim Hays and children, David, Lou Ann and Penny of Dismitt, and the hosts and their children, Ginger, Gail and Linda.

John L. Wilson Family Has Annual Dinner

Members of the John L. Wilson family celebrated with the annual Christmas get-together in the home of Mr. and Mrs. C. L. Morris of Vega on December 25.

Besides Mr. Wilson, who makes his home with Mrs. Morris, those present were Mr. and Mrs. Cliff Estes and son John, Mr. and Mrs. Jeff Gilbreath, Karl and Thornton Shirley, all of Hereford, Mr. and Mrs. Sam Steele and daughter Ann of Fort Sumner, N. M., Mr. and Mrs. John L. Wilson, Jr. and baby of Vega, the hosts and their daughter Shirley Jean.

Mr. and Mrs. Dalton Criswell spent the holidays in Throckmorton with relatives.

Mr. and Mrs. T. V. Brantley were in Texhoma and Oklahoma City for short visits with relatives during the Christmas holidays.

Hospital Notes

DISMISSED THIS WEEK
C. D. Julian, medical; Robin Buse, medical; Mrs. J. H. Fitzmah, medical; Mrs. Jack Brown, medical; Mrs. Luke Henley, medical; Mrs. Roy Kerchen, medical; Carol Struve, medical; Baby Stewart, medical; Sherion Jackson, medical; Mrs. Frite Christian, surgery; Opy Zimmerman, medical; Mrs. Curtis Traveek, medical; J. H. Fish, emergency; Mrs. Cora Lee Loving, medical; Doris Nell Walker, medical; Mrs. Sam W. Brown, surgery; Mrs. Ida Bennett, medical; Mrs. Stella Westler, surgery; Wade Lee Jordan, medical; Mrs. J. V. Ferrin, OB; Mrs. Ernest McCree, medical.

BY THE HOSPITAL
Troy Womble, medical; Dr. Milton C. Adams, surgery; Miss Betty Frances Miller, medical; J. M. Smith, medical; Leland Solt, medical; George Suggs, medical; Sank Ramey, medical; Mrs. O. L. King, OB; Orville Holt, emergency; Mrs. Margaret Funk, OB; Charles Seed, surgery; Mrs. J. W. Brantley, OB; Dean White, ortho; D. L. Layman, medical; Mrs. O. W. Frost, medical.

NEW ARRIVALS
Born to Mr. and Mrs. J. V. Ferrin, a boy, John Stephen, Dec. 24.
Born to Mr. and Mrs. Myles Funk, a boy, Michael Myron, Dec. 23.
Born to Mr. and Mrs. C. H. King, a boy, Donnie Lynn, Dec. 23.
Born to Mr. and Mrs. J. W. Brantley, a boy, James Weldon, Dec. 30.

Mr. and Mrs. Lowery Walker and family spent Christmas Day in Mobeetie with relatives.

Mr. and Mrs. Gene Osburn are guests of her mother, Mrs. G. P. Cokrell. They will return to their home in Manitou Springs, Colo., Saturday after visiting with his parents, Mr. and Mrs. E. B. Osborn, in Amarillo.

Mr. and Mrs. Don Taylor of Louisiana, Mo., were Christmas guests of her parents, Mr. and Mrs. J. H. Pittman.

Mr. and Mrs. R. R. (Carrie) Nation of Pampa, and Mr. and Mrs. C. G. Nation of Amarillo were Christmas Day guests in the home of the Nation brother's sister, Mrs. J. Wallace Robinson.

Guests of Mrs. D. W. Hawkins during the holidays were her son, Donald Hawkins and his family, of Amarillo.

Two daughters and a grandson spent the Christmas holidays with Mr. and Mrs. Wm. McGehee. They were Mrs. R. C. Gary of O'Donnell, Calif., and Kenneth H. Burns, also of Los Angeles. Other guests in the McGehee home this week have been Mrs. Wren Vineyard of Fortwell and Mrs. Belle Knight and Miss Christine Milwee of Abilene.

Mr. and Mrs. Ray Suit spent Christmas holidays visiting friends and relatives in east Oklahoma. They returned home Saturday night.

Mr. and Mrs. Carithon Bryant and John David spent two days Christmas in Falls, visiting Mrs. Bryant's mother, Mrs. J. D. Smith.

Amarillo Man to Open Auto Store Here This Month

John Pool, manager of the West-ern Auto Store in Amarillo, will open a Western Auto Associate Store in Hereford late this month.

Pool has leased the building formerly occupied by the Texas Market at 3rd and Main Streets, and has announced plans to open the new auto store here as soon as stock can be assembled.

Pool has been manager of the Western Auto Store in Amarillo since 1939, and has been associated with the organization for the past eleven years.

He has resigned as manager of the Amarillo store, effective January 1, to open his own business in Hereford. The Hereford store, he explained, will be individually owned, but will be associated with the Western organization to participate in Western's mass buying.

Mrs. Pool and her two children, Jane Elizabeth, 5, and John Thomas, 6 months old, will move to Hereford soon.

Guests of Mrs. Seth B. Holman Saturday were Mrs. H. T. Neely and Mrs. John Barry of Amarillo. Mrs. Henry Goodch, who was a holiday guest of Mrs. Holman, returned to her home in Amarillo with them.

High Plains Country Featured In "Wild Harvest" at Star Sunday



"Wild Harvest," a picture of harvest on the Great Plains, starring Alan Ladd, Dorothy Lamour, and Robert Preston (above) will appear on the screen at the Star Theater Sunday, Monday and Tuesday.

"This is a picture I am personally recommending," Francis Hardwick, manager of the theater, said this week. "It is vivid to me because I've seen the wheat harvest change here from the old binder and header to combines, and to crews that follow the harvest with fleets of machines."

Westway Resigns; Will Go To Plainview

WESTWAY, Dec. 23. (Delayed)—Rev. Aaron Eulich, pastor of the Baptist Church at Westway, preached his farewell sermon at the Westway church Sunday afternoon, Dec. 21, at 4:30 o'clock.

Rev. Eulich has resigned as pastor to accept the pastorate of a new church at Plainview.

At the farewell service, pastors, elders, superintendent of the Sunday School, presented the pastor with gifts from the Christmas tree which has been placed there by members of the church.

A basket dinner was served at noon in the school cafeteria, honoring Rev. and Mrs. Eulich.

Visitors at the services included Burdge Kaul of Yakima, Washington; Mr. and Mrs. Wayne Wilcoxson of Plainview, Lyla Robbins, and Helen Jo Wilson of Canyon, Bobbie Boyd of Amarillo, Mr. and Mrs. Carithon Bryant and John David, Mr. and Mrs. O. Wilder, Mr. and Mrs. E. M. Gunn, and Mr. and Mrs. Leland McMurtry and sons of Hereford. More than sixty persons were present.

Mrs. Maude Montfort returned home Sunday after spending the holidays with relatives.

DR. MILTON C. ADAMS
OPTOMETRIST
OFFICE HOURS—8:30 to 5 p. m.
121 West Third Phone 37-22-1f

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

Complete Line of GILLETTE TIRES
Where to buy them... at

Phillips & Lawrence Service Station
"Every Time We Make a Friend, We Grow A Little"

Earl Phillips... Phone 114J
Guy Lawrence... Phone 525W

WHY SHOP AROUND? COME TO PENNEY'S FIRST!

Every housewife is an expert when it comes to knowing White Goods values. You'll see at a glance these are unusual—worth investing your thrifty dollars in!

HUGE BATH-SIZE TOWELS

49¢
22" x 44" Size!

- Thickly Tufted—for Quick Drying, Long Wear!
- Colorful Patterns—Brighten Every Bathroom!
- Plenty to Choose from—Buy a Year's Supply!

SENSATIONAL JANUARY FEATURE
because large bath-size towels have been scarce! Especially so at this price! They're THICK—so LAST! They're THIRSTY—to dry YOU, not just your big toe! White and blue, gold, green, pink or red—fit every color scheme!

22x44 Plain Color Terry Towels... 69¢
Terry Face Towels, 16" x 26" ... 25¢
Terry Washcloths, 12" x 12" ... 10¢

CHECK THIS LIST OF VALUES!

Mo-De-Gay® high count percales in new Spring prints!	39¢	So Beautiful Hobnall Bedspread	4.98
Marquisette tailored curtain pairs, 72" x 81" size.	1.98	Drapery damasks, rich Jacquards, solids at only	98¢
Bleached muslin by the yard, Fine quality! 36"	29¢	36" Fast Color Ramona Suiting	69¢ yd.
Transparent table covers, 54" x 54", plastic. Save!	69¢	Cotton Broadcloth, plain color, wear wonderfully!	59¢ yd.

Flash! "Penney's January White Goods" Flash!

WHY SHOP AROUND? COME TO PENNEY'S FIRST!

When it comes to White Goods, we know how to save you money on good qualities. We've been doing it for 45 years—and we're famous for it in homes all over America!

Here's Value When You Want It! January Feature Offering Of

FAMOUS 81" x 99" PENCO SHEETS

2.79
81" x 108" 2.98

- Smooth, long wearing, long-fibre cotton
- Made to Penney's own rigid specification
- Laboratory tested regularly to guarantee quality!

No wonder they've been hard-to-get—everyone wants them! Superb Penco® sheets are magnificently soft and smooth—all finest muslin—famous for strength as well as comfort... and at a thrifty price, too!

42" x 36" pillowcases 59¢
36" x 36" 51¢

Same top quality Penco® muslin! Stock up NOW!

Nation Wide Sheets

81" x 99". Made of fine fibre cotton. 2.49

Check List of JANUARY-BUYS!

- 42 inch N. W. Tubing Yard 58¢
- Cretonnes; florals, stripes for draperies. \$1.19
- Rondo percales; In Spring designs colorfast. 49¢ yd.
- 36" Bleached muslin for many purposes. 38¢ yd.
- Wonderblend rayons, in sporty spring print. 69¢ yd.
- Bed Pillows, combination feather, down. \$1.98
- 5% Wool plaid blankets; double bed size. \$4.98
- 81 inch Penco Sheeting Yrd 89¢
- Terry Wash cloths, many colors. 12" x 12" 17¢
- Bleached Ramona cloth, for uniforms, etc. 36" 49¢
- Chenille Bedspreads \$9.90
- 36" Bleached cheesecloth, 5 yards 50¢
- Pillow-ticking, top grade, stripes, etc. 59¢ yd.
- 80-Square Wash Froek \$2.79

6" Longer Than Average! WOOL BLANKETS 7.90

They're 72" x 90" double bed size to generously cover any bed—made from 3 1/2 lbs. of pure virgin wool. White, and 5 pastel. 5 yrs. guaranteed against moth damage!

Use 'Em Year Round! SHEET BLANKETS 1.98

It's a blanket in Summer—a warm, comfy undersheet in Winter! Fluffy cotton with firmly stitched dual 70" x 95".

Complete Selection of ASST. NOTIONS 4c to 8c

Patchall Mending Tape; 4¢ ed. White Bone Rings, 3-4 in. 4¢ ed. Baby Buttons, 8¢ ed. Bias Tape, 8¢ ed. Carded Safety Pins 8¢ ed. All kinds of others, too!

6.90 Thrift-Day in Chenille BEDSPREADS

Yes! Only 4.98 for plushy rich chenille! White or pastel ground with lovely multi-colored floral design! Easy to care for, too! No ironing needed! 80" x 105".

Thrift, Thrifty! TERRY TOWELS 35¢

Buy enough to last all year! Comfortable, soft and cozy—every day!

Christmas week found Hereford in the midst of traditional activities with one day reserved for family reunions and family dinners. All about town hearts were happy and gay as get-togethers were held to include out-of-town relatives and home-from-college young people.

Family Dinners Mark Holiday Season

In Homer Brumley Home Christmas dinner in the Homer Brumley home was enjoyed by Mr. and Mrs. Bonnie Brumley, their son Calvin of Amarillo, and a son, Jack, a student at Texas A & M College; Mr. and Mrs. Roger Brumley and daughter Sandra, Mr. and Mrs. Early Joiner and son of Littlefield, Mrs. Louie Olson and the hosts and their children.

At Lowery Walkers A Christmas Eve dinner was held in the home of Mr. and Mrs. Lowery Walker with out-of-town relatives attending. They included Mr. and Mrs. C. C. Perryman and daughter Mrs. Louie Edwards of Lubbock, Sherrill and Mrs. Earl Booth and family of Farwell, Mr. and Mrs. DuBois Walker Jr. and daughter of Tucumcari, N. M., Mr. and Mrs. Clifton Harper, Jean Singer and the Walker family.

On Sunday before Christmas Day the Henry Hastings family gathered at a dinner party. Those present were Mr. and Mrs. J. T. Gilbreath, Jr., Mr. and Mrs. Ralph Hastings and son, Mr. and Mrs. Charles Hill and son, Mrs. G. G. Hill and daughter, Mrs. E. G. Hill and son, Mrs. J. M. Hill and daughter, Mrs. E. G. Hill and son, Mrs. J. M. Hill and daughter, Mrs. E. G. Hill and son, Mrs. J. M. Hill and daughter.

At Bob Wilsons An after-Christmas dinner was held in the Bob Wilson-home with Mrs. Wilson's relatives attending. They were Mr. and Mrs. Harry Faulkner of Amarillo, Mrs. Urie Lea and son Jimmie of Knox City, Mrs. James Steele and son David of Clayton, N. M., Mrs. C. H. Smith of Monahans, Mrs. F. M. Faulkner and the hosts.

Mr. and Mrs. Glenn Boardman honored their parents at a Christmas dinner. The honorees were Mr. and Mrs. W. B. Keeton of Hollis, Okla., and Mr. and Mrs. H. H. Boardman. Others attending the dinner were Mr. and Mrs. Herbert Boardman and daughter Nancy and Mr. and Mrs. Wm. McCollum of Amarillo.

December 23, was the date for the Jeff Gilbreath family to enjoy a supper and annual Christmas tree. The party was held at the home of Mr. and Mrs. J. T. Gilbreath Jr.

Chu-De-Naang Camp Fire Girls elected officers at the meeting held at the hut Monday afternoon. Those chosen were: Martha Heard, president; Cynthia Hill, vice-president; Sue Bernard, secretary; Margaret Phillips, treasurer, and Eleanor Aven, reporter.

Holiday visitors in the home of Mrs. E. J. Williams and daughter, Mrs. Edna Collier and son, Ghett, were John W. Collier of Pocatello, Idaho, and Mr. and Mrs. M. O. King of Panhandle, Texas.

Walcott

Mr. and Mrs. V. E. Coffler and children spent the holidays with her mother, Mrs. J. H. Collier of Carlsbad, New Mexico.

Mr. and Mrs. Mack Jackson spent the week-end in Crosbyton, visiting with relatives.

Mr. and Mrs. E. E. Bishop spent Christmas day with his parents, Mr. and Mrs. M. L. Bishop of Plainview, Tex. Mr. and Mrs. Joe Warren of Temple and Mr. and Mrs. E. M. Gibson of Lubbock were dinner guests in the J. F. Bradford home Christmas day.

Mr. and Mrs. Vick Bates and son Tommy, of Canyon, spent the holidays with Mr. and Mrs. V. P. Collier. Mr. and Mrs. B. B. Northcutt and sons, spent Christmas with his parents, Mr. and Mrs. R. U. Northcutt of Bellview, New Mexico.

Mr. and Mrs. A. J. Walker and children were Sunday dinner guests in the E. J. Jackson home.

Mr. and Mrs. Guy Davis spent Thursday night with Mr. and Mrs. Frank Taylor of Childress.

Mr. and Mrs. Ross Ladd left Monday for Mineral Wells, after spending the week with her father, A. J. Walker and family.

Mr. and Mrs. Fred Biller and Mr. and Mrs. Herman Alexander of Oklahoma City were visitors in the L. B. Wolfington home Friday and Saturday.

Announcement of winners in the Home Decorating Contest, sponsored by the Hereford Garden Club among its members, has been made.

The Hereford Garden Club's first meeting of the New Year will be held on Friday afternoon, January 3, with Mrs. Jim Black, High Chairman, Deal Smith County Agent, will be guest speaker.

20% Sale

FRANCES DENNEY

All Beauty Preparations reduced for a limited time

- Corrective preparations
- Make-up
- Colognes and perfumes
- Even beauty luggage



Now is your opportunity to buy, at substantial savings, all these beauty preparations you want and have yearned for. Buy today FRANCES DENNEY quality cosmetics... at 20% savings... and stock your beauty shelves for the entire winter. Every item reduced to enable you to start your new year with beauty at a savings.

JANUARY 2 TO 17

A FEW OF MANY BEAUTY SAVINGS

• Cleansing Cream	2.00	1.60
• Mild Skin Lotion	1.40	1.12
• Neck and Contour Blend	3.50	2.80
• Under-Tone	1.50	1.20
• Over-Tone	1.50	1.20
• Oils of the Wilderness	5.00	4.00
• Oil Blend	2.00	1.60
• Eye Cream	2.50	2.00
• Satiny Powder	3.00	2.40
• Lipstick	1.50	1.20

HAILE DRUG

Santa Fe

the more-to-enjoy route

"See what I mean? Giddy-up, Pancho!"



Our little friend has the right idea. No matter which one of our feet of fine Santa Fe trains you ride, there's more to enjoy—more to see—more to write home about. A feast of fine Fred Harvey food and a feast for eyes whether you look for pepper-festooned villages, Indians in silver and turquoise, snow-capped mountains, or hell-for-leather cowboys. Yes, folks, that's traveling—Santa Fe style.

SANTA FE SYSTEM LINES
Serving the West and Southwest

- Luncheon Meat Oscar Mayer 12-Ounce Can 41c
- SPRAY (1-Lb. Tins 46c) 3-Pound Tin 1.32
- TOMATO JUICE Campbell's 47-Ounce Can 27c

FRESH and CURED MEATS

- BEEF STEAK AA Grade, arm round Lb. 59c
- LONGHORN CHEESE Full Cream Lb. 49c
- OLEO Bluebonnet Lb. 39c
- CHILI Homemade Brick Lb. 43c
- BEEF RIBS AA Grade, fine for bar-b-q Lb. 35c

So That You May Know...

"Another eventful year has faken its place in the history books of our great nation, and the Panhandle Associated Grocers are proud of the job we have done in helping hold to a minimum the steadily rising cost of food in 1947. There can be no better way to begin the new year than to shop for your family at the store that treats your budget right. And when you shop at your P. A. G. store, you're sure... every shopping day of the year... of getting the finest quality foods at the fairest prices in town. Our affiliation with the world's largest food distribution group, N. R. O. G., or National Retailer-Owned Grocers, enables us to buy for less and pass the saving on to you. You see, N. R. O. G., with its own 105 warehouse distributing units in 40 states, buy in carload lots, carload after carload, and such volume buying results in tremendous savings. Join the thousands who have already come to know the P. A. G. stores as leaders in budget priced foods, because as we go forward into 1948, we pledge ourselves to ever strive to bring our customers highest quality food at lowest possible cost. That's our New Year's pledge to you... come in today and test it for yourself."

- MATCHES Diamond 6-Box Carton 31c
- CRACKERS, Supreme Salad Wafers—1-lb. box 23c
- LUX FLAKES, regular box 16c—large box 39c
- BLACKEYED PEAS D. Smith, Eat on New Year, No. 2 can 10c
- CHILI POWDER, Mexene, 1 1/4-oz. 13c — 2 1/2-oz. 23c
- RED KIDNEY BEANS, Surefine—No. 2 can 15c
- GRAPEFRUIT JUICE Texas, No. 2 Can 5c
- CORN, Testwell cream style, white, gold, No. 2 17c
- PLUMS, Hunt's fancy prune—No. 2 1/2 can 21c
- APRICOTS, Hunt's whole peeled—No. 2 1/2 can 27c
- PINTO BEANS New crop, easy cooking, 2 Lbs. 29c

- TAMALES Gebhardt's No. 300 Can 17c
- ORANGE JUICE Adams New Pack 12 48-oz. cans (case) 2.89
- OATS 3-Minute Large 48-Oz. Package 29c

- CHILI & BEANS Gebhardt's—No. 300 Can 25c
- DOG FOOD Armour's Dash—2 Cans for 25c
- SWAN SOAP Large Bar 19c
- BUTTER BEANS Brook's—No. 303 Can 15c
- KELLOGG'S PEP 8-Ounce Package 14c
- RAISINS Thompson seedless 2-lb. cello 29c

Fresh Fruits and Vegetables

- LETTUCE Large Heads 2 for 25c
- SPINACH Fresh garden Cello package 19c
- CELERY Lrg. Pascal—stalk 21c
- ORANGES Texas juicy, 5-lb. bag 29c
- PECANS Texas, close-out—Lb. 29c

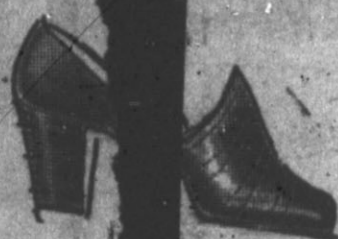
Hereford Super Market

107 W. FIRST GAYLORD
PHONE 117 NEWELL

Anthony's RED PENCIL SALE

Check These Low Prices!

SALE OF WOMEN'S NOVELTY FALL and WINTER SHOES



Black, brown, pumps, Straps, patent and kid Gaberdines and Suedes. Broken sizes.

Values to \$6.50

\$2.00 pr.

Bargains in Every Department! Odd Lots, Broken Sizes. Ridiculous Prices to Clear! Anthony's Scores Again with Low Prices! Never Before Have You Seen Such Bargains

SALE STARTS FRIDAY 9 A. M.

SALE OF EARLY FALL and WINTER Dresses

California and New York Styles. Crepe Gaberdines; The Quality and Material you expect in much-higher priced wear. Dresses, broken sizes, Values to \$16.75.



\$10⁰⁰

60 DRESSES TO CHOOSE

\$7⁰⁰

VALUES TO \$9.90



Winter SUITS and COATS

Reduced to Unbelievable Prices to Clear! You will have to see these to understand the bargains! Values to \$32.75 — going at

\$13.50 to \$21.75

ONE LARGE RACK OF

Odds and Ends

- Children's COATS
- Children's DRESSES
- Children's ROBES
- Ladies' SKIRTS

1/2 Price

Many other Values too Numerous to Mention!

Anthony's
HEREFORD

BARGAIN TABLE A Little of This and That!

- Boys' Khaki Pants
- Boys' Sport Shirts
- Men's Belts
- Men's Sleeveless Sweaters
- Many others!

\$1⁰⁰

SHOP THIS TABLE DURING OUR **Red Pencil Sale!**

LADIES' FALL HATS

\$1.00

Odds and Ends of BLANKETS

3 Part Wool Blankets slightly soiled. VALUES TO \$7.50

4⁹⁸

4 All Wool Blankets. Slightly soiled. VALUES TO \$16.75

10⁹⁵

Cotton BED SPREADS Full bed size. VALUES TO \$4.98

3⁰⁰

Clearance of Men's All Wool

TWEED TOPCOATS . . . \$20⁰⁰

(4 only; Values to \$29.75)

Broken Sizes, Odd Lots

BOYS' SUITS \$45⁰⁰

(Values to \$6.90)

Men's 250 Weight

JEAN KHAKI SUITS . \$40⁰⁰

Ladies'

HOUSE SHOES \$14⁹

(Values to \$2.59)

Women's

BLOCK BUSTERS . . . \$19⁸

(Regular \$2.98 Value)

One Group

LADIES' SWEATERS . . \$30⁰⁰

(Slightly soiled—Values to \$6.75)

MEN'S

Felt Hats

VALUES TO \$12.75. BROKEN SIZES.

8⁹⁰

Out they go... at

One Large Group of BUTTONS

and Sewing Needs **5c**

One Group of

Costume Jewelry

REDUCED TO

Half-Price!

Ladies' Cloth and Leather

GLOVES

Slightly soiled. Values to \$4.98

Half-Price!

Bargain Table OF ODDS AND ENDS!

- 24 Boys' Winter Caps
- Men's Suspenders
- Men's Knitted Wear
- Boys' Polo Shirts
- Many other items!

50c

One Group of

Men's SWEATERS

Values to \$3.98

Half-Price

Men's

Dress Pants

18 Pair to Sell.

VALUE: \$5.90

\$3.00

Just received small amount of

Men's Levis GENUINE LEVITANS

Men's Felt Lined Cossack Jackets

Regularly \$5.90. Only \$3.00 to Sell!

Dress Pants

25 Pairs, in Sizes 32-36. Regularly \$5.90

MEN'S FELT HATS

3⁰⁰

Slightly Soiled. Regularly \$8.90. Only 32 to Sell, at this

RIDICULOUS PRICE

Dollar Day Special!

ITEMS IN THIS SECTION GOOD MONDAY, THE 5TH! OTHER ITEMS ON THIS PAGE GOOD JANUARY 2ND!

Boys' White T-Shirts

3 for \$1.00

CHILDREN'S Cotton Pants

Mother, you can't afford to pass this one. Sizes 2 to 12. 8 PAIR

MEN'S Knit Briefs

Irregulars from a well known mfg. Special for DOLLAR DAY 4 FOR \$1.00

Men's Socks

Dark Colors. Good looking. Large Selection. 4 FOR \$1.00

MEN'S Knit U-Shirts

Size 36 to 44. DOLLAR DAY SPECIAL! 3 FOR \$1.00

MEN'S

RAYON Undershirts

Sizes: Small, medium, large. A Real Dollar Day Special!

Ladies' RAYON GOWNS \$3

Slightly irregulars of \$5.90 and \$6.50 gowns. Bought for DOLLAR DAY Special

LADIES' Knit Rayon Petticoats

Lace trimmed. Tea rose and white. Small, medium and large

Ladies' Rayon Panties

Tea rose only. S. M. L. 4 FOR \$1.00

Ladies' GOWNS \$3

Slightly soiled. Priced for SPECIAL! 2 FOR \$1.00

Ladies' PURSES

Understand and handle. A real purchase every need. Blacks, tans, reds — (plus tax)

Children's Rayon Panties

Mother, this is the best buy you will find for \$1.00! 4 FOR \$1.00

Printed Lunch Cloths

Fast color cloth. Size 62x52. DOLLAR DAY SPECIAL

Men's TURTLES

Yellow, blue, etc. Small, medium. 2 FOR \$1.00

Butt-khide Leather Gloves

12-Ounce Heavy. Just the glove for working man! 4 FOR \$1.00

The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"
Hereford, Deaf Smith County, Texas — Phone 30

HOLMAN AND GILLENLINE Publishers
BEN EZZELL News Editor
Subscription Rate: Zone 1, \$2.50 per year; Zone 2, \$3.00 per year.
All subscriptions strictly cash in advance.
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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.

1947
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!

Paramount Releases "Wild Harvest"
He-Man Movie of Big-Scale Wheat Harvesting
Stars Alan Ladd, Dorothy Lamour,
Robert Preston, Lloyd Nolan



"Wild Harvest" Paramount's latest...
Combines in the field are Mackay-Harris Self-Propelled models, same as those used in the Harvest Brigade...
Each bite

Modern harvest machinery...
off a good 50 acres of grain in an average working day.

JOHN WOOD EQUIPMENT CO.
Highway 60 Phone 756

C-C Directors Commend City And JayCeers

Directors of the Hereford Chamber of Commerce, in their final meeting of the year Monday night, passed resolutions commending members of the Hereford City Commission and the Hereford Junior Chamber of Commerce for activities during the past year.
To the City Commission, the Chamber of Commerce directors wrote: "The Directors of the Hereford Chamber of Commerce wish to extend to you their hearty thanks for the manner in which you have been instrumental in the progress and welfare of our community. We want you to know that your efforts and time are appreciated and we feel that because of this effort and time the community is enjoying one of its most progressive and successful periods."
In the second resolution, directed to John Kelly as president of the Hereford Junior Chamber of Commerce, the directors stated: "The Directors of the Hereford Chamber of Commerce wish to commend your organization on the splendid manner in which the City of Hereford was decorated for the Christmas holidays, and the entire Christmas program which you sponsored."

Around Town

(Continued from page 1)
Hawaiian word meaning Love or does it, Muriel?

The Phil Radovich received an unexpected, and probably unintended, Christmas gift in the form of a large South Texas lizard which accompanied a box of holly and Spanish moss. Anyhow, the lizard turned up in the Radovich menage after a box had been unpacked, and was discovered sunning itself on a window ledge. Bill Phillips, hurriedly summoned to the rescue by telephone, thought it was a joke; but changed his mind when he sauntered in nonchalantly just in time to see Mrs. R. dispatching the monster with a broom.

Alec Bateman demonstrated to the satisfaction of quite a number of people the other night that he can still "cut quite a figure" on the dance floor. The occasion was the dance at the clubhouse Tuesday night, given by the 1947 graduating class of Hereford High School, at which Alec was one of the chaperones. When a waltz number turned up unexpectedly on the juke box program, the dance floor was suddenly deserted. Observing that none of the younger generation seems to have mastered the steady waltz, Alec proceeded to demonstrate, first with Mrs. B., and later with Mrs. Ben Essell. The waltz was quite a round of applause, but no imitations.

Richard Robinson left Saturday after a brief holiday stay here with her parents, Mr. and Mrs. J. Wallace Robinson. She is a junior student at John Sealy Hospital Nursing School, Galveston. J. W. Robinson, son of the J. Wallace Robinsons, is in Lawrence, Kansas, this week attending a Y. M. C. A. conference. J. W. is president of the campus Y. M. C. A. at Texas A & M College, where he is a student. He will return here before going back to Bryan.

B. E. Brumley, son of Mr. and Mrs. J. I. Gilbreath Jr., held a brief holiday stay here with her parents, Mr. and Mrs. H. Williams. Richard Boyd came home from Roswell, N. M., where he is a student at B. M. M. I. He is the son of Mr. and Mrs. Tom Boyd, Marie Williams, who is attending Hockaday, Dallas, and Jim Worrell, of the U. S. Army Air Corps, San Antonio, spent the holidays here with Mrs. C. B. Williams. Cameron Gault, son of Mr. and Mrs. Howard Gault, came home

Christmas Eve

(Continued from page one)

calling, according to both Wooddell and Young. The Chevrolet crashed into the side of the truck, brakes screaming. The truck failed to stop, headed north into Hereford.

Both Wooddell and Young piled out of the wrecked car, Wooddell jumping into his own car which was parked at the Green Hedge, and accompanied by Sheriff Reese, gave chase to the Studebaker. Young followed in his own car. The officers overtook Johnson near Dawn, placed both him and his wife under arrest, lodging them in the county jail.

Johnson was charged with driving while intoxicated, and Mrs. Johnson was charged with drunkenness. Mrs. Johnson made bond and was released Christmas morning. Johnson remained in jail until Friday morning, when he was released under \$1,000 bond. (For the sequel to his story, see page 1).

Bob Adams, driver of the truck which had been involved in the crash with the county car, was picked up Friday and charged with driving without a license.

The officers had just returned to the highway Christmas Eve night, however, to supervise removal of the wrecked county car when a 1946 Ford, driven by Jimmie Whitaker, crashed into a 1941 Chevrolet which was parked at the curb a short distance from the Green Hedge, and just beyond the jog in the highway.

Two young people, whose names were not secured by the officers, were in the front seat of the parked car. Whitaker was accompanied by Evelyn Ford.

Whitaker, failing to negotiate the slight jog in the highway, crashed into the parked car, and both vehicles careened across the highway into the intersection of Highway 60 and Lawton avenue.

Both Whitaker and Miss Ford suffered cuts and bruises, but neither was seriously injured. They were released from the Deaf Smith county hospital after receiving first aid treatment.

The young couple in the parked car were uninjured. Both were tossed backward into the rear seat as the front of the vehicle was smashed, and officers described their escape as a "near miracle."

Both vehicles were badly damaged. The Chevrolet belonged to Wilbur Smith of Hereford.

No charges were filed in connection with the accident.

College Students

(Continued from page one)

Texas A & M College students making the trip home for the holidays included Bill Stanford, son of Mr. and Mrs. W. J. Stanford, Mr. and Mrs. Wayne Phillips, Bob Wilkins, son of Mr. and Mrs. Cecil Wilkins; John Egan, son of Mr. and Mrs. Cliff Estes; J. L. McFarling Jr.; Brumley, son of Mr. and Mrs. Howard Gault, came home

from Colorado A & M College, Fort Collins. Cherry Ann Forrest, student at McMurry College, Abilene, spent the holiday vacation with her parents, Mr. and Mrs. Leo Forrest, and Dorothy Hendrick, student at Abilene Christian College, spent the vacation time with her parents, Mr. and Mrs. A. V. Hendrick.

West Texas State College (Campus) students home for Christmas were: Beth Scott, daughter of Mr. and Mrs. R. H. Scott; Madelle Beavers, daughter of Mr. and Mrs. Hall Beavers; Marcella Blue, daughter of Mr. and Mrs. R. G. Blue; Ramona Gunsterson; Alce Morgan, sister of Mrs. Ben Essell; Delmo and Duane Willard, sons of Mr. and Mrs. Carl Williams; Mr. and Mrs. David Dowell, Mr. and Mrs. Bruce Beene, Jackie Wright, daughter of Mr. and Mrs. Jack Wright; Lyla Robbins, and Rosemary Phillips, of

JANUARY
Ready-to-Wear
CLEARANCE

SUITS and COATS
One group, desirable materials and colors **1/2 Price!**

DRESSES and SLACK SUITS
One group, VALUES TO \$12.75 **\$3.00**

DRESSES
Group of values to \$26.75 **GOING AT ONLY \$7.00**

Ladies' SWEATERS
GOING AT **1/2 Price!**

FALL HATS
Values to \$16.95 **\$1.00 & \$2.00**

SUITS and COATS
One Group Reduced **33 1/3 %**

We have some Felt Hats that We Will Sell for 35c.
Ideal for Making Rugs and Crocheted Hats.

DRESSES
One Group — at **1/2 Price!**

ROBES
One Group — at **1/2 Price!**

BAGS
One Group, Values to \$10.00 — **\$2.00**

RAYON HOSE
\$1.00 Values Going at **10c**

NYLONS
One Group \$1.65 Values for **50c**

The Little
fashion shoe
"Smart Clothes for Smart Women"

BRAND NEW ACTION AND THRILLS!
Jimmy Wakely
In Monogram's
Ridin' Down THE TRAIL
"CANNON BALL" TAYLOR DOUGLAS FOWLEY
also "Time Out of Mind"

STAR FRIDAY and SATURDAY

WILD HARVEST
LADD'S LOOKING FOR TROUBLE... and Dottie's just the gal to give it to him!
Alan LADD
Dorothy LAMOUR
Robert PRESTON
IN
WILD HARVEST
with LLOYD NOLAN
Dick ERDMAN
Allen JENKINS
STAR SUNDAY, MONDAY and TUESDAY

HE CHOSE TO Defend... WHEN HE WAS SWORN TO Condemn!
MURDER!
SUSPENSE!
DRAMA!
DANA ANDREWS
BOOMERANG
with JANE WYATT
ARTHUR KENNEDY
SAM LEVENE
LEE J. COBB
STAR WEDNESDAY and THURSDAY

IT'S WAR... ON THE RANGE!
ARIZONA TRAIL
with **TEX RITTER**
DENNIS MOORE FUZZY KNIGHT
Service
Phone 368

TEXAS FRIDAY and SATURDAY

2 WOMEN - 7 MEN! Clutes... keep a sup...
on a desperate new kind of adventure of the old west
WALTER WANGER'S
STAGECOACH
with JOHN WAYNE
CLAIRE TREVOR
Hotpoint when Appl.
Materials

TEXAS WEDNESDAY and THURSDAY
ace Co. 31

New Arrivals in 1947 In Deaf Smith County

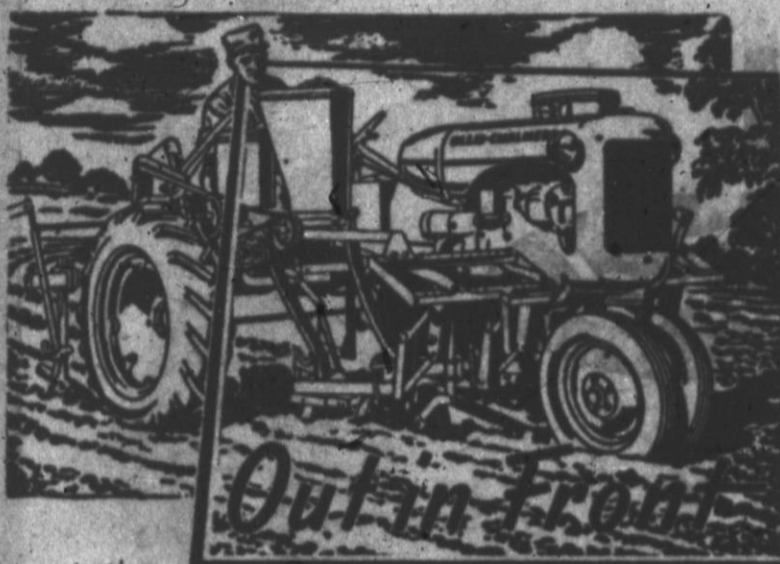
EDITOR'S NOTE: The following list of children born in Deaf Smith County during the past year is taken from the official records of the County Clerk's office. The record is not complete because a total of 213 births have been recorded, 107 girls. August was the biggest month for births with 26 girls. August was the biggest month for births with 26 girls. August was the biggest month for births with 26 girls.

JANUARY
Patterson Stasell, Jan. 2, son of Mr. and Mrs. Edward E. Fullwood.
Bobby Lee Brannon, Jan. 7, son of Mr. and Mrs. Raymond E. Brannon.
Rhodes, Jan. 7, son of Mr. and Mrs. Lee Roy Rhodes.
Robertson, Jan. 7, son of Mr. and Mrs. Edward Robertson.
David Fullwood, Jan. 7, son of Mr. and Mrs. Edward E. Fullwood.

Home Is Precious

For Floor Sanding and Finishing—old or new Floors, see—

DELBERT RULAND
1207 O Avenue or Call
GUS RULAND
Phone 413-W



WITH FRONT-MOUNTED IMPLEMENTS
Plasters, cultivators, fertilizer spreaders, mowers—all ahead of the driver's seat. No blind spot behind you. What a world of difference in comfort and accurate work.



WITH 3-IN-1 POWER TRANSMITTER
The last word in a touch-control hydraulic system. Attachment for B and C tractors.

MORE FARM POWER PER DOLLAR
Allis-Chalmers Model B and Model C Tractors

Visit the NATIONAL FARM AND HOME SHOW with Everett Mitchell every Saturday, 10:30.

ALLIS-CHALMERS
SALES AND SERVICE

FARMERS EQUIPMENT CO.

West Hiway 60

Phone 426

James Leon Konesky, Jan. 10, son of Mr. and Mrs. Michael Konesky.
Diane Hurst, Jan. 12, daughter of Mr. and Mrs. Eugene Hurst.
Delores Marie Ruper, Jan. 13, daughter of Mr. and Mrs. Henry J. Kuper.
Robert Treadway, Jan. 13, son of Mr. and Mrs. Albert R. Treadway.
Coretta Colleton, Jan. 13, daughter of Mr. and Mrs. Gerald E. Colleton.
Mary Ella Stinnett, Jan. 14, daughter of Mr. and Mrs. Dee Royce Stinnett.
Roy Walter Kuper, Jan. 15, son of Mr. and Mrs. Leo Kuper.
Frank Hernandez Jr., Jan. 17, son of Mr. and Mrs. Frank R. Hernandez.
Virginia Lee Sowell, Jan. 21, daughter of Mr. and Mrs. John B. Sowell.
Ronald Jackson Poff, Jan. 27, son of Mr. and Mrs. Chas. Weldon Poff.
Deanna Laury Collier, Jan. 27, daughter of Mr. and Mrs. Virgie E. Collier.
Baby Fowler, Jan. 28, daughter of Mr. and Mrs. Floyd R. Fowler.
Shirley Gene Lawrence, Jan. 27, son of Mr. and Mrs. Wm. E. Lawrence.
FEBRUARY
Gary Bruce Tabor, Feb. 2, son of Mr. and Mrs. Roy L. Tabor.
Ronnie Dee and Dennis Gene Hardman, Feb. 3, twin sons of Mr. and Mrs. Ernest Hardman.
Sandra Lynn Green, Feb. 5, daughter of Mr. and Mrs. Henry R. Green.
Joyce Pave Rhodes, Feb. 5, daughter of Mr. and Mrs. Purmon L. Rhodes.
Orelia Reynolds, Feb. 7, daughter of Mr. and Mrs. Bablo Reynolds.
Gayla Jeanne McCord, Feb. 10, daughter of Mr. and Mrs. C. V. McCord.
Gary Lynn Coker, Feb. 11, daughter of Mr. and Mrs. Cecil L. Coker.
Patsy Louise Plank, Feb. 13, daughter of Mr. and Mrs. John B. Plank.
Danne Clois Kemp, Feb. 13, son of Mr. and Mrs. Clois A. Kemp.
Louis E. Bradley Jr., son of Mr. and Mrs. Louis H. Bradley.
Beverly Ann Noyes, Feb. 15, daughter of Mr. and Mrs. Benjamin B. Noyes.
Alice Pave Burgin, Feb. 15, daughter of Mr. and Mrs. John N. Burgin.
Linda Jo Davis, Feb. 15, daughter of Mr. and Mrs. Albert W. Davis.
George Bert Pace III, Feb. 16, son of Mr. and Mrs. George B. Pace Jr.
Jean Sharon Taylor, Feb. 17, daughter of Mr. and Mrs. Ralph O. Taylor.
Penelope Seale Johnson, Feb. 20, daughter of Mr. and Mrs. Jas. E. Johnson.
Daniel George Loerwald, Feb. 22, son of Mr. and Mrs. Eugene H. Loerwald.
Infant Walker, Feb. 24, son of Mr. and Mrs. Jimmie Walker.
Mary Virginia Luck, Feb. 25, daughter of Mr. and Mrs. Jason L. Luck.
Floyd Turner, Feb. 27, son of Mr. and Mrs. William Turner.
Romanita Lucero, Feb. 28, daughter of Mr. and Mrs. Maurice Lucero.
MARCH
Linda Kay Hanesy, March 3, daughter of Mr. and Mrs. V. Hanesy.
Fanelda Sherly Williams, March 3, daughter of Mr. and Mrs. J. Carl Williams.
Julia Jan Dennis, March 3, daughter of Mr. and Mrs. Fred Dennis.
David Arthur Nafziger, March 4, son of Mr. and Mrs. Wm. D. Nafziger.
Alan Wayne Saltman, March 6, son of Mr. and Mrs. Harold Saltman.
Lewis Bertram Barnett Jr., March 8, son of Dr. and Mrs. L. B. Barnett.
Nathan Gale Crow, March 9, son of Mr. and Mrs. Eual Y. Crow.
Ronnie Afton Brown, March 10, son of Mr. and Mrs. Sherry W. Brown.
Esperanza Aguera, March 11, daughter of Mr. and Mrs. Gilbert Aguera.
Joseph Lee Hanagan, March 11, son of Mr. and Mrs. John L. Hanagan.
William Bruce Jowell, March 11, son of Mr. and Mrs. Wm. Bruce Jowell.
Willie Rual Wood, March 11, son of Mr. and Mrs. Willie H. Wood.
Nancy Elizabeth Boyer, March 13, daughter of Mr. and Mrs. Lee R. Boyer.
Peggy Sue Lee, March 14, daughter of Mr. and Mrs. Perry A. Lee.
James William Blackwell, March 16, son of Mr. and Mrs. Jas. Daw Blackwell.
Marian Judy Lee, March 18, daughter of Mr. and Mrs. Marion P. Lee.
Lonnie Ralph Baxter, March 18, son of Mr. and Mrs. Lonnie R. Baxter.
Jackie Earline Kuykendall, March 20, daughter of Mr. and Mrs. Andrew J. Kuykendall.
Beverly Ruth Barrett, March 21, daughter of Mr. and Mrs. Richard E. Barrett.
Dorothy Nell Bowman, March 21, daughter of Mr. and Mrs. Chas. W. Bowman.
Richard Lee Lookingbill, March 23, son of Mr. and Mrs. Lloyd H. Lookingbill.
Shannon Denise Tinnin, March 21, daughter of Mr. and Mrs. Dale C. Tinnin.
David Charles Hill, March 30, son of Mr. and Mrs. Charles H. Hill.
Robert Herrera, March 24, son of Mr. and Mrs. Manuel Herrera.
APRIL
Richard Wayne Owens, son of Mr. and Mrs. Charlie W. Owens.
Jerry Glenn Williams, April 2, son of Mr. and Mrs. Glenn H. Williams.
Linda Kay Morris, April 2, daughter of Mr. and Mrs. John A. Morris.
Judith Lynn Cruise, April 2, daughter of Mr. and Mrs. Vance D. Cruise.
Barbara Ann Creed, April 3, daughter of Mr. and Mrs. Raymond C. Creed.
Kivara Rose Skypala, April 4, daughter of Mr. and Mrs. Edwin R. Skypala.
Vinita Joyce Pitta, April 3, daughter of Mr. and Mrs. Joe H. Pitta.
Darrell Gene Anthony, April 6, son of Mr. and Mrs. J. K. Anthony.
Cheryl Ann Edmondson, April 8, daughter of Mr. and Mrs. Jas. N. Edmondson.
Richard Paul Vallery, April 10, son of Mr. and Mrs. Clyde W. Vallery.
Linda Sue Bell, April 12, daughter of Mr. and Mrs. Hulan W. Bell.
William Dale Johnson, April 16, son of Mr. and Mrs. Emmitt W. Johnson.
Elizabeth Ann Athley, April 15, daughter of Mr. and Mrs. Ben T. Athley.
Teresa Yvonne Caster, April 20, daughter of Mr. and Mrs. Jas. C. Caster.
Patsy Helen Woolery, April 21, daughter of Mr. and Mrs. Wm. Woolery.
Janet Elizabeth Isbell, April 27, daughter of Mr. and Mrs. Walker D. Isbell.
Vivian LaPern Patterson, April 28, daughter of Mr. and Mrs. Wm. L. Patterson.
Glenda Kaye Fleisher, April 29, daughter of Mr. and Mrs. Leland E. Fleisher.



A Grip on the Future
A re-examination of your life insurance in the light of current conditions will give you the proper grip on the future. Let's talk it over, today.

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

NEW YEAR'S GREETINGS!

Ready to Serve YOU

Let us care for your Refrigerator Needs
• Motor Repair

Owen Parsons

—has located his motor repair shop in our new building at 300 Third Street, and is open for business. We can now repair any fractional motors, and new equipment is being installed to repair irrigation and other large motors.

THANKS TO EVERYONE OF YOU FOR PATRONAGE AND FRIENDSHIP. WE WISH YOU A JOYFUL HOLIDAY AND SUCCESSFUL NEW YEAR.

Remember—for Refrigerator Sales and Repair, See

Walker Refrigerator Service

Day Phone 402 300 Third St. Nite Phone 329-W



There's nothing so pleasant as listening to good music—particularly when the music is of your own choice. And this pleasure can be yours with records. Here you'll find a complete stock—all recorded by well-known musicians and at reasonable prices, too. Stop in today and select the music you love on records.

MORGAN Music & Amusement Co.

SPEEDY Hereford MOTOR CO.
SAY ARE YOU INCLUDED? ON NO—I'M JUST HOLDING THIS PARKING SPACE FOR A FRIEND
HE FIGURED HE WAS COMING DOWN TO SEE
HEREFORD MOTOR CO. ABOUT A DISCREPANCY IN HIS BILL
THAT'S ODD, I'VE ALWAYS HEARD THEY'RE VERY REASONABLE AS WELL AS RELIABLE.
YES, BUT HE DOESN'T SEE HOW THEY CAN BE SO REASONABLE AND THEN OUTFIT THE HONDIKINS. I WISH THEY'D WORK THEY'D DO AS THEY SAY—STAYING THE HONDIKINS.

HEREFORD MOTOR CO.
Dudley Green HEREFORD, TEXAS Archie Scott

CORBETT CLEANERS
311 West 4th Phone 71
MOST PEOPLE KNOW ALL ABOUT US. NO USE SAYING MORE.

Is One Piece Of Wire Keeping You From Better Living Electrically?
Just one piece of electric wiring can keep you from better living electrically. That's the wire installed to bring more electric service into your home.
Possibly your present wiring was installed when your home was built several years ago. Today, if you want to live electrically and cook, toast, roast, refrigerate, wash, and be entertained by your radio electrically, install adequate wiring.
Adequate Wiring MEANS:
1. ENOUGH CIRCUITS for serving efficiently and safely all the appliances you have.
2. LARGE ENOUGH WIRE for serving your present and future needs.
ENOUGH OUTLETS AND SWITCHES for convenient living.
Call or write your nearest Public Service office now for a free visit from a wiring specialist. There is, of course, no obligation.
We Have Nothing to Sell But Good Electric Service
SOUTHWESTERN PUBLIC SERVICE COMPANY
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

IN MEMORIAM

DEATHS IN 1947

JANUARY
 Bruce Scroggins, 30, in auto crash, January 1.
 Julius M. Adcock, 64, in Concord, California, January 6.
 F. D. Perkins, 83, January 6.
 Mrs. Maude McClung, sister of John McLean, at Riverton, N. J., January 7.
 Mrs. Mary E. Stegall, 79, at Amarillo, January 15.
 Mrs. Lucy Belle McClurkin, 77, at Amarillo, January 12.
 Steve Sanders, 79, January 15.
 Mrs. Anna Irlbeck, 77, at Dawn, January 18.

Robert F. Aze, 44, at Canyon, January 19.
 Ebb Maytin, 82, at Amarillo, January 19.
 Mrs. Tom C. Ivey, 66, at Lubbock, January 23.
 Mrs. J. H. Boydston, 81, January 30.

FEBRUARY
 Mrs. John Lemons, 84, of Priona, February 3.
 Clem B. Gilliam, 49, at Dimmitt, February 12.
 Mrs. Lottie Hedgpeth, 83, February 24.

MARCH
 T. A. Sullivan, 74, March 3.
 John D. Love, 61, at Amarillo, March 10.
 Mrs. G. W. Heard, March 14.
 Thomas L. Sirman, father of Mrs. Berry Jacobsen, at Dipl. N. M., March 16.
 Mrs. L. E. Smith, 86, at Cleburne, March 18.
 Mrs. Ellen Bowsher, 93, March 23.
 Pvt. William Welch of Dimmitt, in Korea, March 3.
 Frank Vorwald, in Fremont, Neb., March 22.
 Mrs. J. B. Phillips, 82, March 21.
 Paul Foster, 25, in highway crash, March 28.

APRIL
 J. M. Dixon, at Amarillo, April 2.
 Fred H. Davis, 58, at Clovis, April 14.
 E. D. (Doug) Fox, 61, April 5.
 Mrs. W. R. Anthony, 81, April 12.
 Obie Payne, 23, and Ray V. Johnson, 18, by disintegration, April 18.
 Mrs. Earl Nunn, 46, at Amarillo, April 19.
 J. S. Smith, at Arcadia, California, April 14.
 Sheriff Garland Brown, of Dimmitt, April 25.

MAY
 Mrs. Mattie Woolbridge, 88, May 2.
 J. H. Hend, 88, May 12.
 Mrs. R. A. Turner, 84, at Dimmitt, May 14.
 Glenn Fortenberry, 20, of accidental gunshot wounds, May 24.
 J. E. Wagoner, at Groen, May 19.
 Mrs. John Young, 42, May 26.
 Mrs. Carl Frye, 55, May 26.
 Dwayne Russell, 8, by drowning, May 25.

JUNE
 Mrs. Frances Barnard, 69, June 2.
 George H. Parker, of Adrian, of burns, June 9.
 Luther Kuykendall, 20, by drowning, June 8.

JULY
 R. S. (Rem) Witherspoon, 72, July 2.
 Mrs. O. L. McKee, July 1.
 W. B. Youngblood, July 1.
 Phillip Wayne Roberson, infant son of Mr. and Mrs. Dean Roberson, at Lubbock, July 6.
 J. D. Burch, 86, at Dimmitt, July 19.
 John Wink, 61, July 23.
 Mrs. George Eno, mother of Mrs. Lyle Blanton, at San Diego, July 27.
 Leon Foster, 15, in highway crash, July 26.
 Mildred Wilder, July 29.
 Mrs. Della Sheffield, 76, July 20.

AUGUST
 William Perry Farmer, 66, August 28.
 J. H. (Jim) Williams, 89, at Fort Sumner, August 31.

SEPTEMBER
 B. A. Atchley, 73, September 15.
 Henry Hellman, 63, September 19.
 Mrs. B. Harris, 54, at Clovis, Sept. 30.

OCTOBER
 Mrs. Britt Boyd, 64, October 6.
 T. W. Jordan, 79, October 22.
 J. Frank Easter, 70, at Dimmitt, October 24.
 Mrs. H. M. Horton, 77, at Pampa, October 29.

NOVEMBER
 B. E. Boydston, 62, of Vega, at Amarillo, Nov. 2.
 Father John Krueker, 57, Nov. 11.
 J. E. Thomas, 64, at Brdee, Nov. 9.
 J. G. White, at Bovina, Nov. 9.
 Mrs. Ola Belle Ridgeway, 77, at Canyon, Nov. 10.
 Elmer C. Finley, 43, Nov. 22.

DECEMBER
 Judge John P. Slaton, 80, December 4.
 W. R. (Bill) Caylor, 49, at Perryton, December 2.
 Homer T. Cox, 58, at Huntsville, December 10.
 Norman A. Jones, 64, Dec. 6.
 Miss Adda Ramsey, at Dallas, December 15.
 D. L. McDonald, 75, at Temple, December 19.

of Mr. and Mrs. E. T. Welch, their 5-year old daughter, Ruth Ann, and Mrs. T. L. Welch, all of Dimmitt, near Bowie on December 1.
 Other accidental deaths which made the headlines: Obie Payne, 23, and Ray V. Johnson, 18, were electrocuted in an accident north of Hereford on April 18; Glenn Fortenberry, 20; of Adrian died of accidental gunshot wounds on May 24; Dwayne Russell, 8, was drowned in a stock tank at the family farm on May 25; George H. Parker of Adrian died of burns on July 9; and Luther Kuykendall, was drowned in a lake near Paducah on June 8. Wayne Manderscheid of Priona was killed on August 23 in the crash of his light plane.



Creamy-Rich Goodness.
 MILK... GRADE A... PASTEURIZED
 Delivered Daily
 Anywhere in Hereford. **Ph: 680**
 Also on Sale in Hereford Stores!

HEREFORD CREAMERY CO.
 Cream O' Plains
 BRAND
 FRESH Creamery Butter HEREFORD, TEXAS

Bonds, Ballots...
 (Continued from page one)
 completion by June 1, 1948), but sewer and paving contracts were still hanging fire.
 In the county, too, progress was being made. Bonds (\$150,000) for improvements to the County Hospital were voted (September 9), and citizens began looking toward better schools. The Rural High school district was formed (February 8) and a tax rate boost approved (September 27).
 In a year of individual prosperity, citizens were in a mood to spend money for public improvements.

Disasters...
 (Continued from page one)
 September 21, was magnified by failure of the city's alarm system, destroyed the Green apartments, injuring two persons, leaving four families homeless.
 Highway accidents claimed nine lives. The first, on January 1, was Bruce Scroggins of Hereford. Paul Foster was killed on March 28. Betty Delores Jones of Priona died on April 4; Leon Foster, 15, of Hereford was killed on July 26; and Paul Boyd, 15, on August 26. Last and worst crash claimed the lives

INCOME TAX RETURNS

I am back in the business of making your Income Tax Returns.

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


W. L. Alexander

"PERCE STRINGS" by KERR Implement Co.



KERR Implement Co.
 John Dure SALES & SERVICE
 HEREFORD, TEXAS

GREEN TINGS



We hope you've had a year of PLEASANT MOTORING.

It's been a pleasure to have had your Ford "back home" for service during the past year... to have had the opportunity to keep your car adjusted properly to give you top-notch performance, economy and pleasant driving.

We cordially extend best wishes of the Holiday Season.

Each of us send our sincere wishes for a PROSPEROUS NEW YEAR!

HEREFORD MOTOR CO.
 Dudley Green HEREFORD TEXAS Archie Scott

Pre-Inventory

FASHION CLEARANCE



ALL Fall Coats & Suits Reduced to Sell!

40% to 50% Reduction on Every Item!

THE Vogue
 "For the Lady of Fashion"



FURR'S NEW YEAR RESOLUTIONS.....
Quality Foods at Low Prices Better Service - Larger Varieties!



SLICED BACON .69
 ARMOUR'S REPEAT — LB.

PORK CHOPS .63
 FRESH, LEAN PORK — LB.

PORK SAUSAGE .47
 CLOTH BAG, COUNTRY STYLE — LB.

IDAHO POTATOES .33
 5-LB. BAG

Rome Beauty APPLES .25
 2 POUNDS

TEXAS ORANGES .17
 2 POUNDS

Chili Brick. 1-lb. cello... .39

PICNICS .49
 SMALL, 6 to 8 Lb. AVERAGE — LB.

Bacon .48
 SQUARES — SMOKED, SUGAR CURED — LB.

Celery Stalk .23

Lemons 2 Lbs. .27

Grapefruit 5c
 REGULARS — PER LB.

Texsun
ORANGE JUICE
 No. 2 cans
3 29¢

Armours
TREET
 12 OZ. CAN
49¢

Strikalite
MATCHES
 6 Box Ctn.
27¢

DREFT Large Package .39c

VEL Large Package .39c

AJAX CLEANSER 2 Tall Cans .23c

NU-WAY BLEACH Quart .10c

CRISCO SHORTENING 3-Lb. Cans 1.32

IVORY SNOW Large Box .39c

IVORY FLAKES Large Box .39c

RINSO Large Package .39c

SWAN SOAP Large Bar .19c

LUX or LIFEBOUY Toilet Soap Bar .11c

FOLGER'S COFFEE Per Lb. .55c

HOT ROLL MIX Duff's Box .27c

PORK & BEANS Van Camp's... No. 300 Can .16c

HONEY, Burleson 16-Oz. Server .49c

CHILI Ellis 16-Oz. Jar .23c

CORN MEAL Quaker White—1 1/2-lb. pkg. .21c

MY-T-FINE Desserts Box .7c

HI-HO'S Sunshine crackers—Big pkg. .27c

CHOCOLA, Jenny Lind Sunshine... 1-lb. cello bag .27c
 "Chocolate covered Graham Crackers"

MARVENE Large Package .27c

COFFEE Golden Light Lb. .51c

SALAD DRESSING Holsum... Two 8-oz. jars .33c

BABY FOOD Heinz 3 Cans .19c

TOMATO SOUP Heinz 2 Cans .25c

SWERL Large Package .25c

MACARONI or SPAG. Skimmers... 2 boxes .25c

GRAPE-NUTS FLAKES Post's... Two 7-oz. boxes .21c

CHILI with BEANS Libby's... No. 2 Can .28c

VINEGAR Joy Quart .10c

TOMATO JUICE Libby's... 46-Oz. Can .29c

FLOUR 25-lb. \$1.94
 Light Crust Bag

RED SALMON Libby's Tall Can .71c

BLACKBERRIES Wolco... No. 2 Can .19c

CHERRIES Red, sour pitted—No. 2 Can .29c

ORANGE JUICE Libby's... Two No. 2 Cans .33c

FRUIT COCKTAIL Libby's... No. 1 Can .26c

PEACHES Libby's... No. 1 Can .19c

APRICOTS Hunt's... No. 2 1/2 Can .29c

3-Minute OATS 3-Lb. Box .27c

Furr's COOKIES 12-oz. Van, Ginger, Oatmeal. bag .25c

Elastic
STARCH
 3 10¢ Pkg.
19¢

Jolly Time
POP CORN
 can
19¢

WHY PAY MORE FOR YOUR DRUGS?

50c Value Phillips
MILK of MAGNESIA .29c

50c Value Lotion!
CHAMBERLAIN'S .29c

30c Value
CAMPHO PHENIQUE .19c

60c Value Dr. Caldwell's
SYRUP PEPSIN .39c

Bottle of 100 Tablets
ST. JOSEPH ASPIRIN .26c

Tek
TOOTH BRUSHES .49c

50c Value Pepsodent
TOOTH PASTE .39c

50c Value Gillette
Brushless SHAVE CREAM .26c

35c Value
Pond's COLD CREAM .19c

50c Value
HALO SHAMPOO .39c

clean
PINTO BEANS
 2 1/2 lb Bag
29

As the Hands of the Clock Turn Midnight

WHEN the bells peal out across the city tonight and the wings of the old year, departing, shadow the moon, accept please our best wishes for a happy 1948. May it be a full twelve-month of peace and prosperity, of satisfaction and accomplishment, of joys both spiritual and material, for you and for all of us.

Problems there will be a-plenty. But rewards, too. Let us in 1948 face our tasks with courage and with resolution. Let us apply more fully the teachings of the Golden Rule in all our dealings with our fellow-men. Let us, as free Americans, not only help those less favored to help themselves but set for them in our own ways of life the sorely needed examples of wisdom, justice and mercy.

Let us remember that however favored, we are merely trustees for our fellow-men of the plentitudes they, too, deserve and must some day share.

May 1948 be a year of divine blessings for us all!



OFFICERS, DIRECTORS and EMPLOYEES

OF

The First National Bank

OF HEREFORD

MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION and FEDERAL RESERVE SYSTEM

Another Letter to the Editor from...

The Bootleg Philosopher

Dear Editor:

Since some of my neighbors have been claiming they've been misinformed their papers out of their mail boxes and has been hinting I'm to blame, whereas it could be the fault of a train wreck or government red tape or any one of a dozen things, still and at the same time I like to keep peace and harmony in this area so this week I've been dependin on newspapers that blow in and while it wasn't hardly worth the effort I dug a copy of The Dallas News out of the fence row and went back home and read what officials in Washington is now talkin about headin off inflation by checkin bank credit and by voluntary controls and while arguin about headin off inflation now is about like tryin to do your Christmas shopping early four days after Christmas, I would like to let Washington know I am an expert on voluntary controls and limited bank credit.

For years now I been subjected to limited bank credit, the bank not even waitin for word from Congress before shuttin off my credit, and as for voluntary controls, the stores have been voluntarily controllin me for years, but it doesn't seem to have stopped inflation out here at Bootleg, and it seems sort of superfluous for Congress to be talkin about gettin around to legislatin somethin my grocery has been practicin all the time.

In fact, I half-way suspect Congress is about like inflation like most people are about women, there just ain't no way to understand them, and tryin to legislate about the situation brings on a lot of talk and a lot of proposals, but don't do much good, if you ain't got no more information to go on than Congress has.

As far as I can tell, my income has been shy of my expenses every month since I can remember, don't make no difference whether we was under the OPA or not, inflation or deflation, boom times or depressions, war or peace. Ever time my income goes up, my needs do too. If Congress can figure out some legislation to remedy that, I'll take my hat off to 'em, but I imagine I'll keep it on till I'm baldheaded.

Yours faithfully, J. A.

New Arrivals...

(Continued from page 3)

Dennis William Warren, Aug. 12, son of Mr. and Mrs. Wm. A. Warren.
 Betty Lou Aragon, Aug. 14, daughter of Mr. and Mrs. Tommy Aragon.
 Peggy Lou Moore, Aug. 14, daughter of Mr. and Mrs. M. W. Moore.
 Linda Joyce Scott, Aug. 15, daughter of Mr. and Mrs. Archie Scott.
 William Jackson Gilliland, Aug. 5, son of Mr. and Mrs. Wm. Jack Gilliland.
 David Lawrence Melton, Aug. 16, son of Mr. and Mrs. Wodorow Melton.
 Virginia Ruth McMillan, Aug. 16, daughter of Mr. and Mrs. Chester N. McMillan.
 Norman J. Edwards, Aug. 17, son of Mr. and Mrs. Harvey J. Edwards.
 Larry Vance Johnson, Aug. 17, son of Mr. and Mrs. William T. Johnson.
 Kay Lynn Williams, Aug. 18, daughter of Mr. and Mrs. Howard E. Williams.
 Thelma Darlene Lewis, Aug. 19, daughter of Mr. and Mrs. D. C. Lewis.
 Mary Nell Western, Aug. 21, daughter of Mr. and Mrs. Loyd A. Western.
 James Richard Wakefield, Aug. 21, son of Mr. and Mrs. Edgar N. Wakefield.
 Jane Lenore Gaskins, Aug. 22, daughter of Mr. and Mrs. Willard E. Gaskins.
 Betty Sue Maslas, Aug. 25, daughter of Mr. and Mrs. Milo Maslas.
 Daniel Scott Thomas, Aug. 26, son of Mr. and Mrs. L. B. Thomas Jr.
 John Charles Harper, Aug. 28, son of Mr. and Mrs. Lawrence G. Harper.

Donald Keith Buck, Oct. 7, son of Mr. and Mrs. J. W. Buck.
 Barbara Kay Scheller, Oct. 12, daughter of Mr. and Mrs. Carl A. Scheller.
 Sheryl Ann White, Oct. 13, daughter of Mr. and Mrs. Travis W. White.
 Ronald Lee Sanfield, Oct. 14, son of Mr. and Mrs. Eugene Stanfield.
 Diana Wright, Oct. 14, daughter of Mr. and Mrs. Arthur E. Wright.
 Gary Dean Goetsch, Oct. 14, son of Mr. and Mrs. Herbert M. Goetsch.
 David Harold Anderson, Oct. 17, son of Mr. and Mrs. E. A. Anderson.
 Linda Kay Pepper, Oct. 21, daughter of Mr. and Mrs. E. J. Pepper.
 Linda Rossine McCraig, Oct. 22, daughter of Mr. and Mrs. Lee McCraig.
 Walter Edward Henley, Oct. 24, son of Mr. and Mrs. Walter E. Henley.
 Tommy Lee Trimble, Oct. 25, son of Mr. and Mrs. Clifford C. Trimble.
 Charles Wayne Evans II, Oct. 25, son of Mr. and Mrs. Raylan Evans.
 Clarence Eugene Parlier, Oct. 31, son of Mr. and Mrs. Clarence E. Parlier.

Parker Newton Stewart, Nov. 10, son of Mr. and Mrs. Boyd A. Stewart.
 Rodney Lee Davis, Nov. 13, son of Mr. and Mrs. L. E. Davis.
 Dorothy Ann Mercer, Nov. 13, daughter of Mr. and Mrs. James C. Mercer.
 Danny Dwight Gregg, Nov. 18, son of Mr. and Mrs. L. C. Gregg.
 Linda Lou Lundry, Nov. 28, daughter of Mr. and Mrs. Clarence Lundry.
 Sharon Rae West, Nov. 30, daughter of Mr. and Mrs. W. P. West.
 George William HoGland Jr., Nov. 30, son of Mr. and Mrs. George W. HoGland.

Sell Thru the Want Ads! Read the Want Ads!
 Shop with the Want Ads! Buy It In Hereford!

REAL ESTATE AND LOANS

We offer land in any size tract. We have buyers for irrigated land.
 Loans, small or large, at good interest rates are made with no charge for handling.

See us if you want to sell.

J. C. RICKETTS, Realtor

YOUR SAVINGS ARE WELCOME

CURRENT DIVIDEND RATE 3%

EACH DEPOSIT INSURED UP TO \$5,000.00

See Elizabeth Womble
AGENT — HEREFORD, TEXAS



24 Hour Wrecker Service

KINSEY MOTOR CO.
 PHONE 740 — NIGHTS 419-W



Happiest New Year, Everybody!

I know of no better way to begin the New Year than by extending thanks to my friends for their generous patronage. I hope that I can be of still greater service to you in 1948, and may the best of everything be yours!

F. A. TUCKER
 General Paint Contractor

El Nino Study Club Entertains Children

El Nino Study Club entertained children of members at a Christmas party at the Methodist Church Monday afternoon. Feature of the entertainment was a real live Santa Claus who distributed gifts to the merry little guests and told them of his life at the North Pole.

Holiday refreshments were served and the older children in the group accompanied club members as they distributed Christmas Cheer packages and baskets to needy families. Members of the club accompanying their children to the party were Meadames Elizabeth Bonoso, Jim Bookout, E. A. Daniel Jr., Ben Essell, Will F. Graham, John Jacobson Jr., Stanford Knox, M. W. Nobles, W. H. Patton, Joe Smith, Worth Ware, and Paul Conaway.

use the **CLASSIFIED ADS**

Specialty Concrete

BUILD FOR STRENGTH

HOME FARM BUSINESS

IRRIGATION CULVERT SEWER

Free... Write today for your pictorial review of model homes and business buildings.

CHASE AND MCGINNIS, INC.
 ABILENE WACO AMARILLO
 PH 4288 DR 3273 DR 201
 BOX 4282 BOX 4272 BOX 4262

BETTY SUB-GD, BILL & FURM STEAKLEY

Bertha Gonzales, Aug. 20, daughter of Mr. and Mrs. Samuel Valdez.
 Armandina Valdez, Sept. 1, daughter of Mr. and Mrs. Samuel Valdez.
 Walter Louis Brown, Sept. 4, son of Mr. and Mrs. Louis Brown.
 Jacquita Siusler, Sept. 5, daughter of Mr. and Mrs. Harry Siusler.
 Roger Neal Ruland, Sept. 7, son of Mr. and Mrs. Delbert G. Ruland.
 Sheila Jane Sheppard, Sept. 8, daughter of Mr. and Mrs. Roy M. Sheppard.
 Roy Rodney Wilson, Sept. 8, son of Mr. and Mrs. Vernon Wilson.
 Lola Marie Short, Sept. 10, daughter of Mr. and Mrs. Burnice Short.
 Francisco Arroyo, Sept. 10, son of Mr. and Mrs. Cruz Arroyo.
 Ois Carolyn Davis, Sept. 15, daughter of Mr. and Mrs. Leland D. Davis.
 Freida May Wadlow, Sept. 21, daughter of Mr. and Mrs. Freddie G. Wadlow.
 Timothy Lee Hoffman, Sept. 17, son of Mr. and Mrs. Leo Hoffman.
 Mark Lance Baker, Sept. 17, son of Mr. and Mrs. Ebert M. Baker.
 Tommy Lee Sallock, Sept. 25, son of Mr. and Mrs. Thomas W. Sallock.
 Janice Lynn Pyatt, Sept. 25, daughter of Mr. and Mrs. Willard Pyatt.
 Joan Agnes Marnell, Sept. 27, daughter of Mr. and Mrs. Forest A. Marnell.
 William Lee Wilson, Sept. 27, son of Mr. and Mrs. George M. Wilson.
 Douglas Frank Watson, Sept. 27, son of Mr. and Mrs. Frank E. Watson.
 Anna Barbara Brandon, Sept. 27, daughter of Mr. and Mrs. Paul W. Brandon.
 James Clifford Hawkins, Sept. 28, son of Mr. and Mrs. Wm. D. Hawkins.
 Katherine Mary Janacek, Sept. 28, daughter of Mr. and Mrs. E. A. Janacek.
 Roy Henry Carlson, Sept. 28, son of Mr. and Mrs. Lawrence H. Carlson.

OCTOBER

Myra Louise Rucker, Oct. 3, daughter of Mr. and Mrs. Floyd E. Rucker.
 Michael Larose Wittman, Oct. 5, son of Mr. and Mrs. Delbert Wittman.
 Linda Louise Loerwald, Oct. 6, daughter of Mr. and Mrs. Sylvester Loerwald.



Just a note to join our good wishes to the many you will be receiving this New Year's Day. We hope that the coming year will find our business transactions as mutually pleasant and profitable as they have been in the last year. HAPPY NEW YEAR!

G.D. STEAKLEY & SONS SUPER SERVICE
 G.D., BILL & FURM STEAKLEY
 HIGHWAY 60 E. OF TOWN Phone 9

PUBLIC AUCTION

Thursday, January 8

11 O'clock

FROM VEGA: 2 Miles South, 4 Miles West, and 1 Mile South.

HAVING SOLD MY FARM, I WILL OFFER FOR PUBLIC AUCTION AT MY PLACE SOUTH-WEST OF VEGA, THE FOLLOWING ITEMS:

- Household Goods**
 - 1946 6-ft. Servel Gas Refrigerator
 - 8-ft. Servel Gas Refrigerator
 - 1945 Columbus-Cook Stove
 - Gasoline Maytag Washing Machine
 - Kitchen Table and Chairs
 - Florence Butane Cook Stove
 - Butane Heater
- Farm Machinery**
 - 1946 Model D John Deere Tractor
 - 1946 15 1/2-ft. John Deere Oneway
 - 1946 16-10 Van Brunt Drill
 - 1941 10-ft. John Deere Binder
 - 15-ft. Hoeme
 - 6-Section Harrow
 - 6-ft. Roll-over Fresno
 - No. 10 IHC Self-feeding Feed Grinder
 - 22-36 International Tractor
 - Two 15-ft. Stock Trailers
- Miscellaneous**
 - About 300 feet 2x10, 2x12, rough pine
 - Used Post and Wire
 - 7-foot Stock Tub
 - 3-foot Stock Tub
 - About 28 ft. 3-4" Galvanized Pipe
 - Rotary Barrel Pump
 - 6-Volt Wincharger
 - Livestock Oiler
- Horses**
 - 8-Year-old 800-lb. Chesnut Sorrel Saddle Horse
 - 18-months-old Sorrel Colt, broke to ride
 - 6-year-old Brood Mare
 - Roping Saddle
- Cattle**
 - 6 Mixed W. F. Cows, heavy springers
 - 2 Durham Cows and Calves
 - 2 Mixed Cows and Calves
 - 1 Durham and Jersey Milk Cow
 - 1 Jersey Milk Cow, fresh soon
 - 1 Durham Bull Calf
 - 13 Yearling Heifers
 - 3 Yearling Steers
- Hogs**
 - 1 Poland China Boar
 - Several Feeder Shoats
- Chickens**
 - About 50 2-year Hens
- Feed**
 - Some Alfalfa Hay
 - About 50 Sacks 43% Protein Cottonseed Cake

Lunch will be served by the Catholic Ladies from 12 until 1 O'clock. FREE COFFEE

No goods will be removed from premises until settled for.
JACK COULTER and JACK ROWAN Auctioneers
RAYMOND THOMPSON Clerk

D. C. Herring, Owner



Wrong Beat, Chum...

Driver, spare that helpless car Which has taken you so far If you kill it, you'll be sorry When you want to ride tomorrow!

Try This By Gum...

Save your elbowgrease and hammer When your engine starts to yammer Bring it in—we'll fit it so You'll be once more on the go.

Drive safely! Keep alert on the road, keep your car in "emergency condition" — so that you can avoid accidents, even when they're "the other fellow's fault."

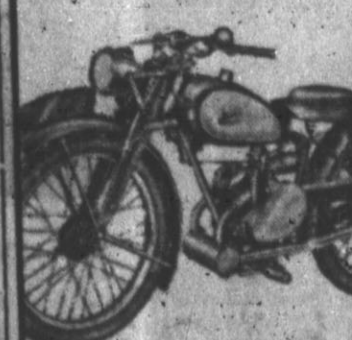
CHEVROLET Complete Auto Repairs From Body to Motor

Kinsey Motor Co.
 223 EAST THIRD ST. PHONE 740



Like Riding on Air! .. Riding a

MOTORCYCLE FROM ENGLAND



The Famous Villiers motor runs smoothly and surely and the bump-eating springs give a cloud-like ride whd. it gets 120 miles per gallon!

Commercial Oil Co.
 Hugh Bookout, Mgr.

WEDDINGS IN 1947

JANUARY
 Geneva Collins-Clerence Summers
 in Farwell, Jan. 3.
 Hope Elmer-Sydney Loeberwald
 at Mena, Ark., Jan. 7.
 Mrs. Beale Doerfler-Clerence
 Staley at Clovis, Jan. 8.
 Earline Kemp-John Schneider,

Jan. 16.
 Doris Hooker-Donald Robeyson,
 Jan. 18.
 Erlinda Roberson-Hubert Ghoson
 at Clovis, Jan. 18.
 Texie Ruth Reynolds-Frank Cyles
 Jr., Jan. 25.
 Maude Olish Miller-George Whit-

aker, Jan. 28.
 Dorothy Owens-Carl Reifer, Jan.
 30.
FEBRUARY
 Monica Albracht-Gerald Banner,
 Feb. 5.
 James E. Martin-Mary Alice Vines
 Feb. 6.
 Arliss Oglesby-Raymond Stewart,
 Feb. 9.
 Velma Matthews-Elmo Hicks, Feb.
 11.
 Margaret Simpson-George Hart-
 man, Feb. 14.
 Lou Anna Curry-Ben Rules, at
 Clovis, Feb. 15.
 Ruth Holland-Reavis Kerr, Feb. 22.

MARCH
 Della Frewitt-Leonard B. Knoff,
 at Amarillo, March 1.
 Bertie Bock-Howard Hume, at
 Clovis, March 5.
 Betty Doak-George L. Olson,
 March 9.
 Mrs. Jerry Langham-T. C. Carlyle
 Jr., March 12.
 Sylvia Behrends-Kester Durham,
 March 16.
 Margie Ruth Carthel-Alpha Mc-
 Lain, at Lockney, March 16.
 Margaret Ann Miller-Lloyd Hook,
 March 23.
 Estelle Gilliland-Lucien Lepphalie
 in San Rafael, Calif., March 23.
 Grace Taylor-Olan Kester at

Canyon, March 30.
APRIL
 Gloria Ann Schultz-Jack Knox
 at Floydada, April 5.
 Helen Hicks-R. B. Miller, at Okla-
 homa City, April 5.
 Margaret Ohlig-Frank Zinser,
 April 7.
 Betty Jo Anderson-Larry Sirkle,
 April 11.
 Virginia Griffith-Richard Wingo,
 April 19.
 Margaret Acher-James Gallagher,
 at Nazareth, April 30.
 Marian Barrett-Charles Owen,
 April 21.

MAY
 Nellrita Alvey-Billy Beene, at
 Clovis, May 10.
 Irene Artho-Elmer Reinart, at
 Umbarger, May 27.
JUNE
 Marcia Robbins-E. H. Little, at
 Canyon, June 1.
 Wilma Henson-Francis W. Hill,
 June 1.
 Betty Sue Pickens-Raymond Pae-
 sold, June 1.
 Norma Elaine Gallagher-Joe
 Huckert at Prairie View, Ark., June
 3.
 Mary Gamble-E. W. Womble, June
 8.
 Sara Forbes-Otis Smith, June 19.
 Margaret Emma Beach-Olen C.

Flunk, June 21.
 Mona Jean Baker-J. T. Quinn Jr.,
 June 21.
 Mary Lynn Jowell-A. D. Hooper,
 June 22.
 Sara Elizabeth Hendricks-Henry
 J. Morrison, June 23.
 Doris Adams-Jack Pickens, June
 28.
 Ruth Moreman-Frank Robbins,
 June 29.
 Casandra Morris-Temple Deaver
 Jr., at Memphis, June 30.

JULY
 Ruth Lookingbill-Daniel V. Adams
 at Yuma, Ark., July 4.
 Christine Lindley-Jack Shirley at
 Priona, July 5.
 Margaret Louise Young-Clerence
 E. Leasure, July 20.
 Robina Culpepper-Donald Rob-
 bins, July 27.

happy
healthy
prosperous
SEASON'S GREETINGS TO ONE AND ALL!
new year

SEPTEMBER
 Norma Hunter-Frank Markham at
 Dumas, Sept. 1.
 Mildred Luke-Clerence Betsen,
 Sept. 2.
 Aline Hughes-L. C. Montgomery,
 Sept. 7.
 Geraldine Henry-Elwood Skypala,
 Sept. 8.
 Martha Nelle Ewton-Garner L.
 McKnight, in Denver, Sept. 19.
 Mary Hodges-Wayne Thomas, at
 Canyon, Sept. 28.

OCTOBER
 Pat Scott-David Farney at La-
 messa, Oct. 9.

NOVEMBER
 Beulah Mae Layman-Billy Charles
 Cargo, Nov. 4.
 Mrs. Meredith Mangold-Woodrow
 Ireland, Nov. 5.
 Jane Harris-Carl D. Schnack, Nov.
 6.
 Helen Ruth Barber-Pat Jones,
 Nov. 16.
 Margaret Louise Barber-Lloyd V.
 Cook, in Amarillo, Nov. 20.
 Joanne Hoff-William Blackwell, at
 Clovis, Nov. 22.

DECEMBER
 Joyce Childers-Curtis Barclay,
 Dec. 6.
 Viola Phillips-Carl Lynn Chis-
 holm, at Tacoma, Wash., Dec. 26.

Mr. and Mrs. Robert Gollehon
 visited their mothers, Mrs. W. A.
 Wilson and Mrs. I. L. Gollehon, at
 Post, Texas, for Christmas. They
 returned by Littlefield and visited
 their daughter, Mrs. Loyd Crum
 and husband, who returned home
 with them for a short stay.

Our Pledge to You

It has been a pleasure to serve you that past year. Sure, we've had problems to meet in order to serve you well, but we've solved most of them. That's why we can pledge you the utmost in service and quality work for all of 1948.

*** FREE PICK UP AND DELIVERY ***

Come Cleaners
 "WEAR CLEAN CLOTHES"
 PHONE III

Hereford Real Estate Board

MEMBERS:

J. B. ELLISTON	I. O. CROSTHWAIT.
SAM NUNNALLY	J. G. WEIR
E. B. POSEY	FRANK BARBER
CHARLES R. SOWELL	BRUCIE ROSE
J. C. RICKETTS	E. S. HOLLAND

Any Complaint Against Any Member Should be Reported

Tappan Ranges.....Roper Ranges

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

NEW YEAR'S GREETINGS
1948

Twelve months of star-studded happiness is our New Year wish for you.

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Brilliant Fire Full Vented Heaters

Blanton Butane Gas Co.

We Are Responsible

FOR THE KIND AND QUALITY OF WATCHES, DIAMONDS, AND JEWELRY YOU PURCHASE HERE.

TRUE, WE DO NOT MAKE THEM, BUT OUR YEARS OF EXPERIENCE HAS TAUGHT US WHAT CONSTITUTES QUALITY IN OUR FIELD, AND IT IS OUR RESPONSIBILITY TO KNOW, THAT ONLY ITEMS OF FINE QUALITY AND WORKMANSHIP ARE OFFERED YOU AT KESTER'S.

WE WANT TO NUMBER EVERY ONE OF YOU AS OUR FRIENDS THROUGHOUT 1948, AND WE WILL GIVE YOU CONTINUOUS SERVICE AND QUALITY JEWELRY AS ONE FRIEND SHOULD GIVE ANOTHER.

"He who has a thousand friends
 Has not a friend to spare,
 And he who has one enemy will
 Meet him everywhere."—Emerson

When You Think of the Finest in Jewelry Think of

KESTER JEWELRY

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

1948 should build acquaintance - be forgot!

In the twilight of the waning year our thoughts turn to old days, old times, old friends. To one and all we extend our heartiest New Year greetings.

HEREFORD IMPLEMENT CO.

48th Year—Number 2

AROUND TOWN SIGHTS, FACES SEEN

Welcomed back to the columns of The Brand this week is an old friend, and a war casualty, the "Hereford Bull" column.

In case you've overlooked the little matter of poll taxes, 1948 is an election year in a big way.

Maybe the best things in life are free—but some of the better ones have a price tag.

Mrs. Des Graham, who's been hunting for her lost dog, Smoky, since before Christmas, still hasn't found him and is still offering that ten dollar reward.

Who's your choice for Hereford's "Man of the Year" for 1947? Be thinking it over.

Hereford's Parent-Teacher Association will meet Monday afternoon at 3:30 o'clock at the High school.

The new murals on the walls of the Hereford State Bank are attracting quite a bit of comment now.

Irrigation School For Farmers Will Open Thursday

The first session in a five-day school for irrigators farmers will open next Thursday morning (January 15) at the City Hall in Hereford.

Due to limited facilities for the classes, only about 35 farmers can be enrolled for the course.

Specialists in various phases of irrigated farming will make up the faculty for the short course.

Enrollment forms are available at the County Agent's office, but the number is limited.

Tax Collections High; Poll Taxes Lagging Jan. 1

The collections from the 1947 tax rolls had totalled more than 85 per cent on January 1, Deputy Work Covington reported this week.

Frio School District Seeks Union With Rural High School

TURKEYS BACK 4-H GIRL'S BID FOR COLLEGE EDUCATION



Eleven-year-old Patricia Childers of Dawn poses with the flock of turkeys which have provided her with a start toward a college education fund. See story below. (Photo by Alex Thompson).

Turkeys Give 11-Year Old Dawn 4-H Club Girl Big Start Toward Saving Fund for College Education

An 11-year old 4-H Club girl from Dawn, Patricia Childers, has completed a poultry-raising project which may be an eye-opener to older and more-experienced hands in the business.

4-H club would have poultry as one demonstration, my mother told me that I could have turkeys as mine.

"I plan to put the money into a saving fund for a college education when I am through school here."

Mrs. Hattie Rutherford, Hereford Citizen For Nearly Half Century, Died on Monday

Mrs. Hattie Rutherford, pioneer citizen of Deaf Smith county since the turn of the century, died Monday afternoon at St. Elizabeth's Hospital in Hutchinson, Kansas, at the age of 82 years, 6 months.

Lumber and brick were shipped from Louisiana to build the ranch house. The Rutherford ranch was the first in this section of the country to be enclosed by fence.

The Rutherford family moved to West Texas shortly before she moved to Hereford.

Mrs. Rutherford suffered a stroke last Saturday while visiting in the home of a daughter, Mrs. W. A. Perciful, in Hutchinson.

Funeral services were conducted yesterday (Wednesday) afternoon at three o'clock from the First Methodist Church in Hereford.

Survivors include her son, James Thomas Rutherford in Denton, Texas, and her daughter, Mrs. Susan Harlette Rector in Smith county, Virginia.

Second Annual 4-H Club Fat Stock Show Is To Be Held in Hereford on February 21

Date for the second annual Rotary-sponsored 4-H Club Fat Stock Show has been set for February 21 in Hereford, County Agent Hugh Clearman, member of the Rotary Club-committee in charge of show arrangements, announced this week.

Four-H Clubbers from Castro, Farmer and Oldham counties will be invited to enter the show with Deaf Smith County 4-H Club and FFA boys.

In addition to the two calf classes opened last year, there will be two classes for pigs, one for lamb, in the 1948 show.

Plans are being made for a big show this year. The entry list is expected to be much larger than that for the 1947 show.

Already 32 Deaf Smith county 4-H Club boys are grooming a total of 47 calves for the show.

Plans are being made for a free barbecue to honor the exhibitors and their dads on the day of the show.

Hardwick Is Elected New C-C President

Francis Hardwick was elected president of the Hereford Chamber of Commerce, Inc. at an organization meeting of the new board of directors Monday night.

Hardwick, vice president last year, succeeds Homer Brunley as president of the organization.

Hold-over members of the Board, serving the second year of their two-year terms in office, are Hardwick, Wilson, Jim French, and Dr. L. B. Barnard.

Bob Wilson was named by the directors to head a committee to investigate a proposed housing development.

Amarillo Woman Dumped in Drive At Local Station

Hereford police are on the lookout for the party, or parties, who fed "mickey finn" to a 24-year old Amarillo woman Tuesday night and dumped her out of a car onto the driveway at Phillips and Lawrence Service Station on Highway 60 about 2:30 Wednesday morning.

Lamb County Man Charged With Theft of Auto

Charges of automobile theft were filed here Saturday against Billy Jo Ward of Regalia, Lamb county community, Sheriff J. C. Reese reports.

Fines Totalling Over \$11,000 In County Court

Fines and court costs assessed in County Court this year have totalled \$11,228.05, with several of the 108 cases on the docket still remaining to be tried.

"THEY WANTED TO GO TO THE SHOW!" Attempted Jail Break Foiled; But County Has to Plug Hole in Wall

That hole in the west wall of the county jail wasn't put there by moths.

Supt. Graham Gets Two-Year Contract

Supt. George Graham was tendered a new two-year contract as superintendent of the Hereford Rural High School District at a meeting of the Board of Trustees Tuesday night, Leo Forrest, president of the Board, announced today.

Dr. G. W. Heard to Appear on "We, The People" Program

Dr. G. W. Heard, Hereford's veteran dentist, discoverer of "the town without a toothache," will appear on "We The People" program over a national radio hoax-up from New York City next Tuesday night.

Election Date Not Yet Set in Either District

Patrons of the Frio School district, in Castro county, have petitioned the trustees of the Hereford Rural High School district for consolidation of the two school districts.

Dallas Alford Killed in Car Crash Near Plainview Tuesday

Dallas Alford, 30, head of the inside department at Wayland College, Plainview, was killed Tuesday afternoon in a three-car collision seven miles north of Plainview.

Mrs. Lake Bryant, 30, of women at Wayland, who suffered deep facial cuts.

George Stokes, head of Wayland speech department and chairman of the expansion program, who suffered cuts and bruises and possible internal injuries.

Miss Mary Alice Gaston of Fort Worth, student at Wayland, in critical condition from head injuries.

Miss Muriel Okamoto, a student from Hawaii, and Miss Wanda Hancy, student from Berger.

The accident occurred at about 5:30 o'clock Tuesday afternoon at Finney switch, 7 miles north of Plainview on Highway 67.

Stokes was driver of the Wayland College car in which the Wayland students and faculty members were passengers.

Delotte, of Baton Rouge, La., critically injured.

Ward was arrested last Friday afternoon by Highway Patrolmen S. B. Barry and Cecil McNeil at Littlefield after Ward had fled from a used car lot in Hereford in a 1942 Buick.

The car was taken from the Elton Brooks lot in west Hereford Friday afternoon, officers said. Brooks chased the car to Dimmitt, where highway patrolmen took over and overhauled their quarry in Littlefield.

Ward was lodged in Deaf Smith county jail Friday night, and according to Sheriff Reese, was one of three prisoners who attempted a jail break Saturday night. (See story on page 11).

The three were Clyde Busby, serving out a \$400 and costs fine for selling whiskey; Billy Jo Ward, held on charges of car theft; and Arnold Muller, serving out a \$25 fine for aggravated assault.

They were the only prisoners at the time, and had been given the freedom of the jail's run-around wall.

Not all of the \$11,000 in fines was collected by the county, Sheriff J. C. Reese points out. A number of offenders chose, or were forced to, lay out their fines in county jail at the rate of \$3 per day.

HEREFORD MAN ARRESTED IN AMARILLO SUNDAY

A. S. Speck of Hereford was arrested in Amarillo Sunday on a hot check charge. Sheriff J. C. Reese reported this week.

Speck was being held in Potts county jail.

First 1948 Baby Winning Battle For Life

Deaf Smith county's first 1948 baby, a son born to Mr. and Mrs. O. L. Landers of Hereford, is fighting a winning battle for his life after undergoing a major surgical operation within an hour after birth.

The baby-boy, Holly Lee Landers, was delivered at the Deaf Smith County Hospital last Friday evening, January 2, at 7:30 p. m. The child was born with a major rupture, with most of its stomach outside the body.

Doctors operated immediately in an effort to save the child, and while things were nip and tuck for a while reports from the hospital today are that the youngster is doing all right.

Mrs. Landers was dismissed from the hospital yesterday.

To greet the first 1948 baby, eight local business firms turned over gifts for delivery to the hospital by Chamber of Commerce manager Pete Cowart, including several dollars from J. C. Penney Company; a Pak-side from City Drug; a baby rattle from the Popular Store; a plastic food plate from the Hereford store; a car seat from E. B. Black; silver cups from Henslee Hardware and Streu Hardware; and a baby book from The Brand.

The parents, Mr. and Mrs. O. L. Landers, live at 137 25-Mile Avenue. They have been residents of Hereford for seven years, and have one other child, an 11-year old daughter, Iva Gall.

State highway patrolmen are investigating the accident.

The Wayland students and faculty members were en route to Panhandle where they were scheduled to present a program Tuesday night.

Alford, a native of Wellington, was well-known in Hereford, where he has twice assisted in revival meetings in the last two years at the (Continued on page 10)

State highway patrolmen are investigating the accident.

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Beta Eta Chapter Gives Dance

To bury the old year and crown the new, Beta Eta Chapter of Episcan Sigma Alpha entertained with dancing Thursday evening at the club house.

The club colors of yellow and blue were carried out with bright decorations of yellow balloons as the cen-

ter of attractions. Adeline Koelzer was in charge of arrangements. Guests registering were: Billie Johnson, Keith Hutson, Virginia Lyons, Bobby Carahan, Leta Dene Springer, David Sowell, Barbara Burrey, Don Bookout, Dottie Hendrick, John Harris, Lilly London,

Jimmie Hendrick, Gwyn Springer, G. D. Calson Jr., Mr. and Mrs. J. H. McGuire, Rosella Albracht, Jim DePrese, Buster Melton, Delle Albracht, Ruth Pickens, Bob Cockran, Alyce Sparks, Harry Minton, Mr. and Mrs. Jack Pickens, Myron Morgan, Jackie Lowler, Margaret Barrett, Bill Dameron, Harold Loerwald, Leo Hellman, Geo. C. Loerwald, Stanley Phillips, Lyle Pruitt, Mrs. Dean Whitehead, Jean Hopson, Gordon Elliott, Lude Turner, Henry Turner, Maybelle Newman, David Phillips, Nolan Greedy, Vida Pagish, O. T. Higgins, Elizabeth Yarbro, Thurman Williamson, Betty Smith, Mr. and Mrs. Donald Robertson, Jack London, Hugh Clearman, Lloyd Olson, Ellen Posey, Bobby Jennings, Rosemary Phillips, Mr. and Mrs. F. O. Collier, Mr. and Mrs. Bruce Beene, Mr. and Mrs. W. H. London Jr., Mr. and Mrs. V. C. Hopson, Dessie Lee West, Earl Wood, Virgie Lee Sparks, Billy Maise, Mr. and Mrs. Gerald Banner, Mr. and Mrs. Wayne Phillips, Billy London, C. W. Reeves, W. M. Twiner, Wanda Lee Lloyd, Randy McMasters, Pauline Loerwald, Bill Hardwick, Frances Young, Adeline Koelzer, Bess Hagar, Marie Denton, Marie Koelzer, Reynold Herr, Werner Koelzer, Ruth Loerwald, Ted Hardwick, LaNelle Oakes, Alden Rich, Bobby Lee Witherpoon and Thomas Montgomery.



SALE
Hollywood Brief
Pastel
PANTIES
44¢

This special purchase makes possible Anthony's offering you these lovely dainties at this special low price. They are neatly tailored of soft rayon with all elastic waist and leg band. Double crotch for comfort and extra wear. Pastels of moize, blue, pink, green, and also white. Sizes small, medium, and large.

Anthony's

Carl D. Mounitz New Chief Clerk In Lubbock Office

Carl D. Mounitz, son of Mr. and Mrs. Carl Mounitz of Hereford, has been appointed chief clerk in the Santa Fe Railway's division freight and passenger office in Lubbock. The announcement was made Tuesday by H. C. Vincent, traffic manager, at Amarillo.

He succeeds Ben F. Slaughter, who has been chief clerk, but has been promoted to city freight agent for the Santa Fe at Chicago.

Mounitz, formerly of El Paso, had worked once in Lubbock, beginning his Santa Fe career in the division office there in June 1939. A veteran of World War II, he was in the Army from March 1941 to January 1946, returning to his same job in the Lubbock on his discharge. He was transferred to El Paso in February 1946, and in April of that year he was promoted to chief clerk rate in that office, a position he held until he returned to Lubbock this week.

Sell Thru the Want Ads!

LOTS OF FREE

RED & WHITE
THE BEST THE MARKET AFFORDS

PARKING at HUNTER'S

SHORTENING 1.25
Red & White — Highest Quality 3-lb. Can

APPLE BUTTER BRIMFULL 29-oz. Jar	27c
MACARONI MARCO 16-oz. Pkg.	18c
CATSUP RED & WHITE 14-oz. Bottle	21c
PANCAKE FLOUR MARCO 3-lb. Pkg.	33c
TOMATO JUICE RED & WHITE 2 No. 2 Cans	25c
PEAS BRIMFULL 2 No. 2 Cans	35c

DUZ
Large Pkg. **39c**

Tomato Soup 15c
Red & White — Highest Quality 2 Tall Cans

Anthony's
RED PENCIL SALE
Check These Low Prices!

Still Greater Reductions For Last Two Days of Sale!

<p>COTTON Bed Spreads One Group Blue Double Bed Size ONLY \$3.00</p> <p>Sweaters One Group Ladies' Sweaters, Slightly Soiled. Reduced to Clear Values to \$6.75 AT \$2.00</p> <p>Ladies' Rayon Crepe Gowns The Gown buy of the year. Prints and Solid Colors. Values you can't afford to pass \$1.98</p>	 <p>Ladies' Dresses Reduced To Clear 3 BIG RACKS Crepes, Gaberdines in New York and California Styles. They are late fall dresses—Lots of time to wear them. Broken sizes.</p> <p>GROUP 1 \$10.00 GROUP 2 \$7.00 GROUP 3 \$5.00 Values up to \$22.75</p> <p>LADIES HATS OUT THEY GO! Fall Hats Group 1 \$1.00 Group 2 \$2.00</p>	<p>Bargain Table Boys' Shirts, Boys' Outing Pajamas, Belts, and many other items too numerous to mention. Shop this table. \$1.00</p> <p>MEN'S Knit Briefs Yes, it is true. You can buy underwear for two bits! Sizes 28 to 38. Elastic waist. 25c pr.</p> <p>MEN'S FANCY Ankle Socks Blue, Brown, Grey, Green. All good patterns that you will find elsewhere for more money. 25c</p>
<p>Ladies' Shoes One Table Ladies' Dress Shoes. Pumps, Sandals Broken Sizes Values to \$5.45 \$1.00</p> <p>LADIES' HOUSE SHOES \$2.49 Values Reduced to \$1.49</p>	<p>Men's Fine Felt Hats One Group of \$12.50 Hats Priced to Clear Broken Sizes \$5.00</p> <p>Group 2 Men's Felt Hats Values to \$8.90 Men, if you need a hat, Here it is. \$3.00</p>	<p>Men's Top Coats ONLY FOUR LEFT TO SELL AT THIS PRICE</p> <p>Broken Sizes Maybe you are lucky. \$15.00</p> <p>One Group Men's and Boys' SWEATERS 1/2 Price</p>
<p>OUTING Pajamas Ladies' Slip-Over Jacket, Sizes 17 and 18. Just a few left to sell at this price. \$1.00</p>	<p><i>Anthony's</i> HEREFORD</p>	<p>Bargain Table Folks, there are so many items that we can't mention them all. 50c</p>

KRAUT BRIMFULL 2 No. 2 Cans	25c	MILK Armour's Tall Cans	12 1/2c
CORN Whole Kernel, Red & White, 2 No. 2 Cans	39c	DOG FOOD Ranch Boy 3 Tall Cans	20c
PEARS Red & White Bartlett No. 2 1/2 Can	45c	CHILI Without Beans Large Cans	39c

Pork & Beans 25c
Van Camp's — Tasty 2—16-oz. Cans

COFFEE Red & White Guaranteed To Please lb.	51c	FLAV-R-JELL Finest Gelatine Dessert 6 FINE FLAVORS PACKAGES	20c	Grapefruit JUICE No. 2 Can	5c
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MEATS
HIGHEST QUALITY — LOWER PRICES
Plenty of Fresh Dressed FRYERS and HENS

PRODUCE
Quality and Variety at a Saving in Price

V-8 Vegetable Cocktail No. 2 Can	10c	FROZEN FOODS Large Assortment of Meats, Fish, Ducks, Cut-up Fryers, Turkeys Vegetables and Fruits	TUNA Starkist Fancy Can	45c
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HUNTER'S
WE DELIVER Easy to Park RED & WHITE Easy to Shop PHONE 143 Easy to Save

WTCC Announces Ambitious Program for New Year; Water Conservation High on List

ARILENE, Jan. 1.—The most ambitious program ever afforded by the West Texas Chamber of Commerce affecting the economy and social welfare of more than one hundred counties making up the area, has just been announced by President G. F. Dodson, in releasing the 1948 working program of the organization.

This program, worked out by the officers committee following the adoption of the general outline at the November referendum meeting, calls for increased activities in fields vitally affecting conservation and social relations.

Two of these projects, for which commissions have been set up in the organization, have to do with soil and water.

First is the conservation commis-

ion, which is charged with the immediate task of studying the proposed diversion of the state's general revenue ad valorem tax to soil conservation and farm to market road purposes, and to draft a proposed enabling act assuring the expenditure of soil conservation funds so as to supplement and augment the programs of other state and federal agencies.

Charles C. Thompson of Colorado City is chairman of this committee, with Sterling Williams, Snyder, vice chairman; W. R. Ouseberry, Sonora; J. G. Nisbett, Dumas and Walter R. Humphrey, Fort Worth.

Next is the water resource development commission which is charged with the responsibility of studying the conservation and maximum

utilization of both surface and underground water, such studies to be conducted with other agencies, with findings and recommendations to be reported to the Board of Directors.

Heading this committee is Winfield Holbrook of Plainview, with James N. Allison, Midland, vice chairman; W. O. Fortenberry, Lubbock; Charles L. South, Coleman, and C. E. Coombes, Stamford.

Affecting the social life of West Texas is the West Texas Spanish-American relations commission, charged with fostering projects common to both West Texas and Mexico, developing good will and working for maximum trade relations with Mexico.

Heading this commission is C. W. Meadows, San Angelo; Tim B. Cobb,

Del Rio, vice chairman; I. D. Aston, Cleburne; Ed Nunnally, Bronte, and Charles Stuekel, Monahans.

In addition, various other commissions, which already have done some work, will continue to function, according to General Manager D. A. Bandeen. Their program was worked out by the officers' committee, composed of Dodson as president with vice presidents John D. Mitchell, Odessa; J. M. Willson, Floydada and E. P. Bludworth, Biggswood, and Malcolm M. Meek, treasurer, Abilene.

Summerfield

BY MRS. GUY WALSER

Sunday school and church were attended by 62 persons Sunday morning. Sunday night a study course on "What Baptists Believe" was started, and it will continue through Thursday night.

Mr. and Mrs. L. J. Counselman spent the holidays in Amarillo with their daughter, Mrs. Hacker, and husband.

George DeLozier has returned from Tennessee, where he visited with relatives.

Mr. and Mrs. Ivan Black and family moved to Hereford Monday. They have bought a home in Hereford.

Delbert Powelson of Omaha, Nebraska, has been visiting in the home of Mr. and Mrs. Lytha Powellson and Mr. and Mrs. Eugene Johns.

Thurman Atchley spent Christmas with his mother, Mrs. B. A. Atchley, in Hot Springs, N. M. Mrs. Thurman Atchley and daughter spent the holidays with her parents in Garden City, Kansas.

Archie Green is in Dallas on business this week.

Bobbie Noland got a piece of metal in his eye Sunday, but had the fragment removed on Monday.

Earl Lance is recovering from an operation at the Deaf Smith county hospital in Hereford. He was operated on Sunday afternoon.

Betty Euler, Wendell Robertson, and L. J. Clark have returned to college after spending the holidays with their parents, Mr. and Mrs. Roy Euler, Mr. and Mrs. B. E. Robertson, and Mr. and Mrs. Britt Clark.

Mr. and Mrs. C. R. Walser and Mr. and Mrs. Earl Lance and family were guests in the home of Mr. and Mrs. S. L. Walser in Hereford Sunday.

Rev. and Mrs. Raymond Pratt and Yvonne returned last week from a visit with her mother at Huntsville.

Mr. and Mrs. Walk Boston and Larry and Mrs. Boston's mother, Mrs. L. P. Brandon, spent the holidays with their brother and son and family in Borger.

Jack Kassah, student at Texas A & M College, spent a few days in Hereford with his mother, Mrs. Frank Gyles, during the holidays. He went from here to Alva, Oklahoma, for a stay with relatives before returning to College Station.

The first known use of the direct primary in the United States was in Crawford county, Pennsylvania, in 1898.

Shop with the Want Ads!

Summerfield Study Club Meets At O. B. Sumner Home

SUMMERFIELD, Jan. 4.—Summerfield Study Club met at the home of Mrs. O. B. Sumner last Thursday, January 1, with Mrs. J. B. Noland, president, in charge of the business meeting.

The club is making a quilt for the Boys Ranch Farm at Springlake. Plans are being made for the club to present a play at a date to be announced in the near future.

Mrs. Guy Walser was in charge of the study program. Subject for the day was "Golden Tales."

Mrs. Walser spoke on Oklahoma, basing her talk on the book "The Settlers Under the Ground" by Stanley Vestal. Mrs. Lee Curry talked on Arizona, "The Rummy Kid," by Ross Santee. Mrs. O. B. Sumner spoke on Texas, "The Porch Swing," by Baker; and Mrs. C. R. Walser spoke on Mexico, "Old Juan Moras Burro," by Frank Guy Applegate.

Refreshments were served to Mesdames L. L. Cannon, Britt Clark,

Lee Curry, J. E. Larick, Ky Lawrence, Kenneth Neill, Charles Noland, J. B. Noland, Mark Noland, B. E. Robertson, C. R. Walser, D. C. Walser, Guy Walser, and O. B. Sumner, and Miss Gayle Robertson.

VISITS IN OKLAHOMA

L. Baskin returned from Oklahoma City on January 1, after spending the holidays with relatives. Fifteen relatives ate Christmas turkey dinner at his sister's home there.

Next door to the sister's house was a party from Fairbanks, Alaska, with a full-blooded Eskimo 16 months old baby. Dressed in his Eskimo regalia he would attract attention most anywhere. He was a bright little fellow and is being adopted by a missionary stationed at Fairbanks, Mr. Baskin reports.

MASONIC BULLETIN

Hereford Lodge #48

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

E. L. TOMPKINS, Sec'y.
G. T. HIGGINS, W. M.

BETTY SUE by G.D. BILL & FURM S

UNCLE JACK, YOU SURE DID LOOK FUNNY IN YOUR NEW SUITING SUIT, BETTY SUE!



BETTY SUE, THAT IS A VERY FINE SUIT. I DIDN'T SEE ANYTHING WRONG WITH IT.



OH, MY! BETTY SUE, YOU SURE DID LOOK FUNNY IN YOUR NEW SUITING SUIT, BETTY SUE!



Is there something wrong with your car? Is it starting? . . . or does it rattle in the wrong place? Matter what is wrong . . . drive it in G.D. STEAKLEY & SONS SERVICE . . . we do all types of minor adjustments on all types of cars. Moderate prices, reliable products.

G.D. STEAKLEY & SONS SUPER SERVICE
G. D. BILL & FURM STEAKLEY
Highway 9 E. of Town Phone 9

EASIER DITCHING THROUGH THE Tough Stuff!



WITH THE

DOUBLE WING



All-steel, electrically welded Double Wing Chattin Ditchers build ditches in stubble, sod, heavy soil or gravel with the greatest of ease and efficiency. The exclusive curved mold board wings also closed smoothly, roll the dirt up, evenly and build strong, uniform banks. The wings, wheels and beam are quickly adjustable to make any size ditch. Clean ditches perfectly in one trip through, and leave a clear, flat-bottomed ditch that carries a maximum volume of water.

BETTER DITCHES
—in less time
—at lower cost
THERE'S A CHATTIN FOR EVERY NEED—
MADE IN 12 SIZES

FOR SALE BY

HEREFORD IMPLEMENT CO.

- CREOMULSION
\$1.25 Size for \$1.00
- VICKS SALVE
35c Size 29c
75c Size 69c
- COMPLETE STOCK VAPORIZERS
- HEATING PADS
\$4.70 to \$12.50
- CORY COFFEE MAKERS
- HOT WATER BOTTLES
- SYRINGES
- ALKA SELTZER
60c Size 49c
- SYRUP PEPSIN
\$1.20 Size for 98c
- Complete Stock VETERINARY SUPPLIES
- LET US HELP YOU WITH YOUR POULTRY AND LIVESTOCK PROBLEMS

YES,

THERE'S ONE IN EVERY TOWN!

We Give S & H Green Stamps

- A drug store in which you feel at home the first time you go in.
- A place where you instinctively know that you will get what you want without having to refuse a substitute.
- A store where you sense an atmosphere of true cordiality and know without being told that the whole store appreciates your patronage.
- A place which inspires your confidence, and where you know that what you may buy will be of good quality and priced correctly.
- A store that wears well where you get the habit of going for your drug needs.

City Drug

Prescription Specialists
"THE SICK NEED THE BEST"
G. W. Edwards Phone 100

Selling The Hereford Territory . . . to 140 Million People

It has been our aim to formulate a means of bringing the "True story of Hereford and Deaf Smith County" to the 140 million people in the United States — and we believe that we are started on the right track.

We have directed and produced a full color moving picture of various agricultural phases in this area, including cattle, wheat, alfalfa, grain sorghums, potatoes, sugar beets, onions and other crops. This film shows irrigation along with dry land enterprises, carries statistics on "the town without a toothache" and similar points.

Naturally, this benefits every land owner, every business man, even the laborer — because every time this story is told the enviable position of your home town and county is strengthened. It creates a Demand for Things You May Possess! Like all good citizens, we are proud of this contribution to our community . . . for as the community expands and grows, so will our own business.

Because of this progressive step in Marketing and Salesmanship, Elliston and Posey has already realized a degree of expansion . . . now offering five qualified salesmen along with our staff of only one year ago.

When you list your land, your home or business property with us, you have all of these things at your disposal — plus a tremendous amount of statistics and materials, acquired through extensive research and effort. As we have always told you, our purpose is one of service and we are glad to point to scores of satisfied clients.

As 1948, a new year, gets underway, we also think it fitting to express our appreciation to those of you who we have served or assisted . . . and to assure all other citizens that we do appreciate the fine spirit of cooperation which has been shown us in this community.

We are Going Places in '48 — We are counting on your continued cooperation and assistance and invite you to call upon us when we can be of service . . .

Elliston & Posey

REALTORS

Member: Hereford Real Estate Board
Member: National Association of Real Estate Boards

Salesmen:
J. L. (Dee) Graham, Rt. 1, Hereford, Texas
Paul M. Helmke, Rt. 3, Friona, Texas
W. P. (Perry) McMinn, 501
Sam G. Marshall, 211 Main
Kenon Electric Appliance

Beta E

To buy the new Beta E, call Sigma A dancing Thursday

NOW IS THE TIME TO CHANGE TO FURR'S

FURR FOOD STORES

Lead the Way!



ARMOUR'S STAR Pure LARD

3 lb. CTN. 87¢

ELASTIC STARCH

3 10¢ PKGS. 19¢

HOUSTON CLUB LIME RICKEY

12-oz. BOT. 9¢

BIG LEAGUE SPINACH

2 No. 2 CANS 19¢

- 8 Vegetable Juices 48-oz Can **V-8 COCKTAIL 25¢**
- Large Package CREAM OF **WHEAT 28¢**
- 3 Minute **OATS** Small Box **13¢**
- Funt's Whole Unpeeled **APRICOTS** No. 2 1/2 Can **29¢**
- Pine Grove Sweet **POTATOES** No. 2 1/2 Can **17¢**
- Dessert **MY-T-FINE** 2 Pkgs. **13¢**
- Funt's **DILL PICKLES** 8-oz. Jar **22¢**
- Pond's Facial **TISSUES** Pkg. of 200 **17¢**
- Bliss **COFFEE** 1-lb. Can **49¢**
- Libby's **BABY FOOD** 3 Cans **19¢**
- Libby's Garden Sweet **PEAS** No. 309 Can **19¢**
- Libby's Deep Brown **BEANS** 14-oz. Can **15¢**

TENDER SAVORY Guaranteed MEATS

- SAUSAGE PURE PORK** lb. **47¢**
- PORK STEAK LEAN** lb. **57¢**
- PICNIC HAMS WILSON'S CERTIFIED, TENDER** lb. **49¢**
- BACON LAUREL SLICED** lb. **69¢**
- DRY SALT BACON** lb. **45¢**
- CHEESE LONGHORN** lb. **53¢**

LIBBY'S CATSUP

14-oz. Bottle **21¢**

SUNSHINE VANILLA WAFERS

2 Boxes **27¢**

UNCLE BEN'S RICE

1-lb. Box **26¢**

CLOVER NOOK APPLE JUICE

QT. **15¢**

LIBBY'S FRUIT COCKTAIL

No. 2 1/2 CAN **39¢**

RUD'S CRYSTAL WHITE SYRUP

No. 5 JAR **59¢**

GARDEN FRESH Produce

- DELICIOUS APPLES** 2 lbs. **29¢**
- ORANGES TEXAS** 3 lbs. **19¢**
- GRAPEFRUIT NICE ONES** 2 lbs. **9¢**
- CAULIFLOWER** lb. **16¢**
- BELL PEPPERS** lb. **16¢**
- IDAHO POTATOES** 5 lbs. **34¢**
- EGG PLANT FRESH, FIRM** lb. **14¢**

- Puritan **FLOUR** 25-lb. Bag **\$1.84**
- Purity **OATS** 3-lb. Round Box **31¢**
- Oscar Mayer's **WEINERS** IN BARBECUE SAUCE Can **47¢**
- 1/2 Gallon **CLOROX** **25¢**
- Paste Wax **TAVERN WAX** 1-lb. Jar **54¢**
- Large Package **RINSO** **39¢**
- Large Package **LUX FLAKES** **39¢**
- Large Bar **SWAN SOAP** **19¢**
- Shortening **SPRY** 3-lb. Can **\$1.32**

- Libby's **CHILI WITH BEANS** No. 2 Can **28¢**
- Castle **SPAGHETTI** No. 1 Can **9¢**
- Taft's **GRAPE JUICE** Quart **53¢**
- Comstock **SLICED APPLES** No. 2 Can **23¢**
- Valley Bloom **PEACH or APRICOT NECTAR** 2 No. 2 Cans **29¢**
- Libby's **GARDEN VEGETABLES** No. 2 Can **19¢**
- Libby's **CORN BEEF HASH** Can **50¢**
- White Swan **COFFEE** 1-lb. Can **56¢**
- Sunshine **CHOCOLATE MINTS** 1-lb. Box **65¢**

SHOP AT FURR'S and SAVE ON DRUGS

- 60c Value 25 large tablets **ALKA SELTZER 49¢**
- 7-oz. Bottle **LISTERINE ANTISEPTIC 39¢**
- Large Size Colgate **DENTAL CREAM 19¢**
- Giant Size Cashmere Bouquet **TALCUM POWDER 29¢**
- Giant Size Williams Luxury **SHAVE CREAM 39¢**
- 50c Value Williams Aqua Velva **SHAVE CREAM 39¢**
- All Colors, Excellent Quality **INVISIBLE NYLON HAIR NETS 3 for 17¢**
- 50c-Value Honey and Almond Lotion **37¢**
- \$1.00 Value **HALEY'S M. O. 77¢**

\$1.00

Miss Connie... of her... Kansas...

REPORT... of Hereford... W. S. 13, Block K-14, 324.02

Published in W. Newsom and wife, Ethel D. Lewis West all 5/8 S 18...

Bank premises... \$13,500... Real estate owned...

25. Capital... 26. Surplus... 27. Undivided profits...

28. Reserves... 29. TOTAL... 30. Total...

31. Associated... 32. Obligations...

33. Loans and insurance... (SEAL) to Handle Your Needs!

34. Womble from the E. B. Black Co.

Windbreaks Save Vegetable Garden On High Plains

COLLEGE STATION, Jan. 1.—When the winds start to blow, whether on the high plains of the Panhandle or the prairies of the Gulf coastal area, the home gardener can figure on some damage to vegetable and flower gardens. The hot winds of summer or cold winds of winter can cause an equal amount of trouble.

A good windbreak is an answer to the problem. Sadie Hatfield, extension landscape gardening specialist for Texas A. & M. College, says that a windbreak on the two sides of the house from which the most destructive winds blow will pay dividends in more ways than one.

Plant the windbreak 75 to 100 feet from the house. That's to keep it from cutting off cool summer breezes. Miss Hatfield says that in the southern part of the state, alder, native pine and other native trees make good windbreaks.

Annie L. Vincent and husband, G. M. Vincent, to Marie Denton W 50 ft. N 1/2 Lot 10, Block 4, Womble Addition.

Marie Denton to G. M. Vincent W 50 ft. N 1/2 Lot 10, Block 4, Womble Addition.

OLLIE HODGES et al to W. P. Caraway, all 5/8 S 81, Block K-4.

P. A. Paul to Carl G. McCaslin all Lots 1 to 8 inclusive, Block 4, original town of Hereford.

LEGAL NOTICE

TO ALL PERSONS INTERESTED in Durant Subdivision of Block No. 26 Mabry Addition to the Town of Hereford, Deaf Smith County, Texas, and Block No. 1, of Block No. 26 Mabry Addition to Hereford, Deaf Smith County, Texas:

Notice is hereby given that the owners of Block 1 of Block 26 Mabry Addition and the owners of Durant Subdivision of Block No. 26, Mabry Addition to the Town of Hereford, Deaf Smith County, Texas, have heretofore filed in the Commissioners Court of Deaf Smith County, Texas, an application to close the streets and alleys shown on the recorded plat of Durant Subdivision of Block No. 26 Mabry Addition to the Town of Hereford and Wilson Avenue running East and West between the South line of Durant Subdivision and Block No. 1 of Block No. 26. Said petition alleges that said streets and alleys as shown by said recorded plat of said subdivision on record in the Deaf Smith County, Texas, have never been used or opened as such and that said Block 26 of Mabry Addition is sufficiently served for roadway purposes by the streets on the three sides thereof and that said lands are treated and used as acreage property and the proper description is by metes and bounds with reference to said subdivision and that such streets, alleys and roads as shown in said subdivision if opened would be detrimental to the



A Complete Line of Records & Albums —R. C. A.—Decca—Capitol Special Number for Children; Religious Records, Classical Music and Jive Bands—We've Got 'em All! MORGAN MUSIC & AMUSEMENT CO. 303 Main Street Over 75,000 Records in Stock

Shorty's Boot & Shoe Shop Wi Rebuild & Fox Boots Your Business Appreciated. W. T. "Shorty" Vernon Formerly Powelson's Shoe Shop



FINE PORTRAITS Wedding Pictures, etc. Films and Photo Finishing Cole Photo Service 103 W. 3rd Over Rutherford

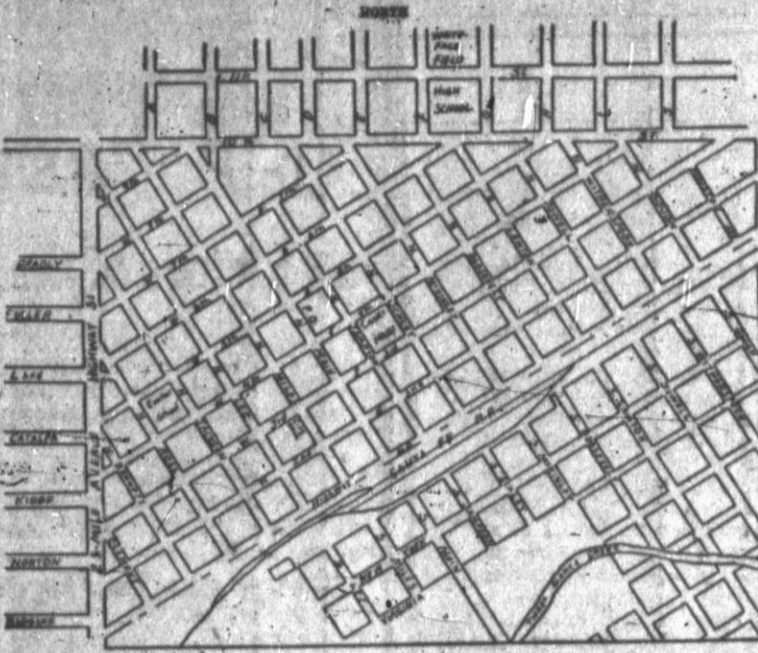
City Drug Store Where Old Friends Meet Complete RX Service Phone 100

SIMPSON LAUNDRY Headquarters for Wet Wash or Helpy-Selfy Plenty of Hot Water Courteous Service. Phone 368

TRIPLE E CAFE Short Orders Steaks a Specialty A Nice Place for the Whole Family to Eat 24-Hour Service THE ENGMANS

OUR WORK STANDS UP WE MAKE IT DE SOTO PLYMOUTH Beaver Bros. No. 100 301 E. 3rd

STREET MAP OF HEREFORD, TEXAS



Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!

The Candy Kitchen —Coney Islands —Home-Made Candy —School Supplies 310 MAIN STREET

CARGRAY BUTANE & PROPANE GASES Complete service on all Butane & Propane Systems! Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551

A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

FISH, FRIED CHICKEN, SIZZLING STEAKS, ELITE CAFE "Home of Good Coffee" PHONE 11

Witherspoon Electric Co. APPLIANCES, ELECTRIC WIRING, FIXTURES 113 East Third Phone 75

CITY SHOE SHOP 110 WEST 2nd STREET—HEREFORD, TEXAS Invisible soles our Specialty! We take "While-You-Wait" Jobs... See us for all kinds of Leather Goods, including Saddles, Boots, Bill Folds, Watch Bands, Belts, and Ladies' Leather Purse. We Fox Boots and Repair Saddles. S. E. BURLESON, Owner

HOUSE MOVING And Local Truck Work We buy and sell houses to be moved Phone 128-J J. F. MESSER on 25 Mile Ave. 1 block west of 13th Street

GENUINE Foam Rubber Cushions —For Chair or Car—Tractors, Too at the BRAND OFFICE Since 1901

Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694

HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"

McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23

Wet Wash HELPY-SELFY 100% Soft Water Just Installed — Courteous Simpson's Laundry 506 East 1st Street PICK UP AND DELIVERY Each 10c 2 lbs. 25c

Fastest Growing Organization in Texas Your Exchange We Help All Members Buy, Sell or Trade! Livestock, furniture, cars, farm implements, trucks and miscellaneous articles such as motorcycles, air-separators, windmill towers, window shades, etc. Located 103 West 3rd, over Rutherford's Dry Goods Phone 701

BUSINESS and PROFESSIONAL DIRECTOR

When in need of Prompt, Dependable Service... use this Directory THE YEAR

Terrell Feed Store and HEREFORD POULTRY & EGG CO. "Stanton Feeds" Phone 448-112 Sampson

The Beauty Mart ... for a LOVELIER YOU" PHONE 210 North Main

Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694

HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"

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LLOYD OTTEN and JACK COULTER AUCTION SALES Farm Sales—Land Cattle—Furniture Contact Earl Eubanks for booking or call Telephone No. 109

For Genuine SIOUX CITY WINCHARGERS Also Parts & Service SEE... DEAN ROBERSON or Phone 63-R ROBERSON DIST. C 506 W. 5th

Huckert Radio Service Guaranteed RADIO REPAIRS at White's Auto Store 116 North Main

For REAL SERVICE Quality Merchandise Try T, 1-lb. jar 25c JIM BOOKOUT'S Standard Serv'y, 1-lb. jar 31c Station Highway 60

FREE... Pick-Up and Delivery Service PHONE 160 It's like new — we're Thru... C & R Clear

Wet Wash HELPY-SELFY 100% Soft Water Just Installed — Courteous Simpson's Laundry 506 East 1st Street PICK UP AND DELIVERY Each 10c 2 lbs. 25c

Pinckert Welding Shop WE BUILD: Cattle Guards... Tanks... Branding Feed Racks... Windmill Towers... and ply of 2" and 3" Pipe We do WELDING and REPAIR JOBS On Highway 60 * East Side of

ILL BC

WINCHARGERS Also Parts & Service SEE... DEAN ROBERSON or Phone 63-R ROBERSON DIST. C 506 W. 5th

Huckert Radio Service Guaranteed RADIO REPAIRS at White's Auto Store 116 North Main

For REAL SERVICE Quality Merchandise Try T, 1-lb. jar 25c JIM BOOKOUT'S Standard Serv'y, 1-lb. jar 31c Station Highway 60

FREE... Pick-Up and Delivery Service PHONE 160 It's like new — we're Thru... C & R Clear

Wet Wash HELPY-SELFY 100% Soft Water Just Installed — Courteous Simpson's Laundry 506 East 1st Street PICK UP AND DELIVERY Each 10c 2 lbs. 25c

LOOK Strawberries Sliced, Sweetened Lb. Reg. 45c Green Peas Fresh Frozen Pkg. 29c

The New GREEN HEDGE

Special Club Steaks

Out Pleasure Have You Tried... A Delicious Scallop Plate Frog Legs, oven browned on crisp head of Lettuce Lobster Newberg with Mushrooms Soft Shell Crab, prepared sight Shrimp Cocktail with our own Sauce

also offer at all times the best in battery-fed fryers, choice Panhandle-fed beef and pork, and the best

DE SOTO PLYMOUTH Beaver Bros. No. 100 301 E. 3rd

To bury the new, Beta Sigma Alpha dancing Thursday

HAPPY NEW YEAR

The Hereford Brand

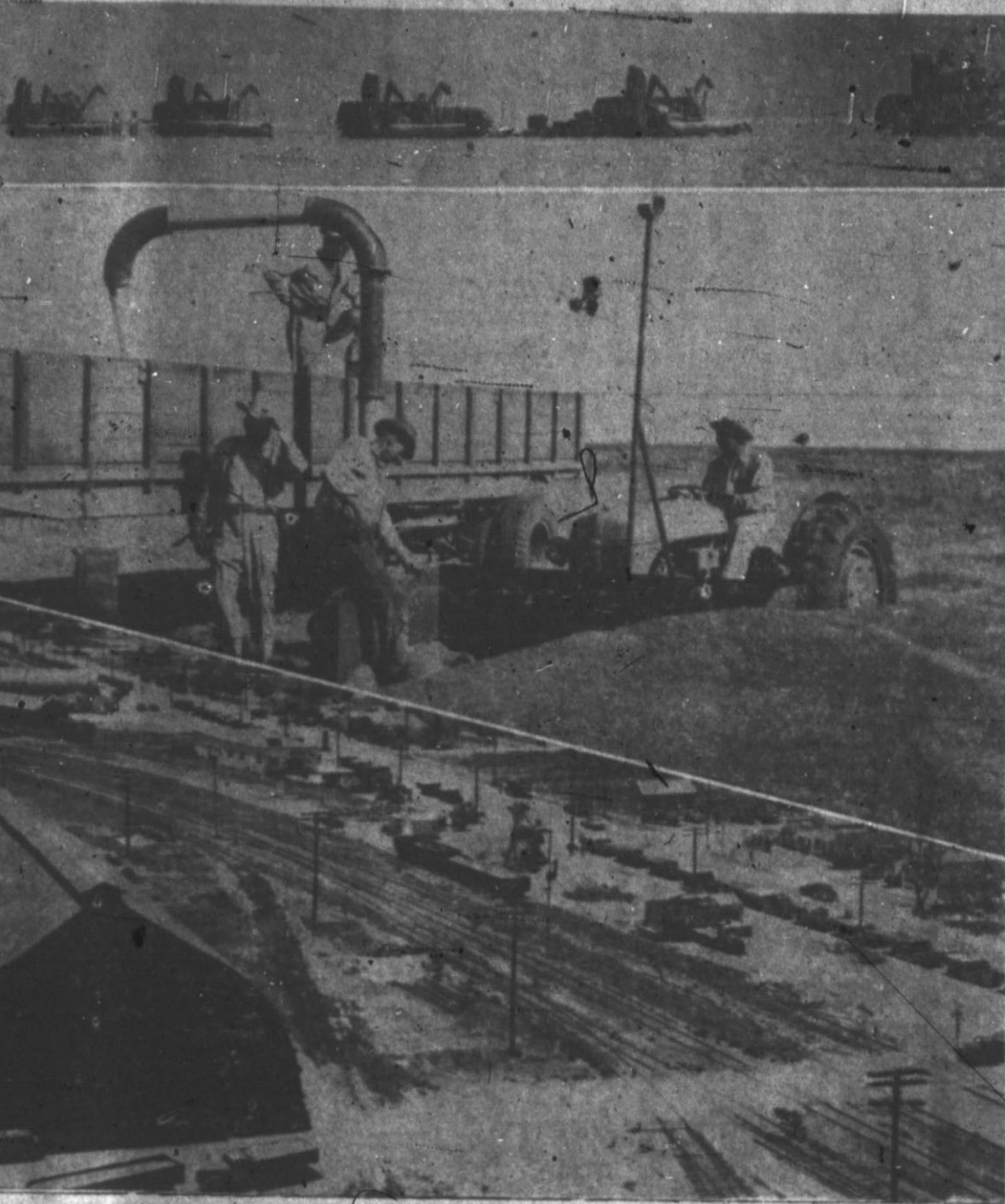
Published Every Thursday

Our Slogan—More People—More Farms

Year—Number 1

The Hereford Brand, Hereford, Texas, Thursday, January 1, 1948

Crops Make History



19 PICTORIAL REVIEW 47

Picture of the Year

THE PICTURE OF THE YEAR, like the story of the year, is a composite: a picture of the vast array of crops and livestock which brought wealth and prosperity to the people of Deaf Smith County in 1947. And the greatest of these was wheat!

The photo at the left tells, in brief, the story of the 1947 wheat crop—Deaf Smith's greatest—a seven million bushel bonanza. Across nearly half a million acres of Deaf Smith county land, the combines rolled. Long lines of loaded trucks beat a trail from the wheat fields to the granaries. Box cars were in short supply, elevators overflowed, and wheat was piled on the ground. Prices spiraled to record highs.

In our "Picture of the Year" the whole story is told. Combines roll six abreast across the J. E. Hill farm; wheat is loaded into trucks from piles on the ground at the Fred Collett farm; while the Santa Fe freight yards, in mid-harvest, are nearly empty of box cars. Piles of wheat appeared in back yards all over Hereford, and in fields throughout the country, and long lines of trucks fanned at local elevators.

Other crops, too, made history. Potato production was high. So was government buying, but with support prices pegged at \$2.25, growers felt no pain. Sugar beets, making a debut this year for the first time in

the history of the county, brought record yields, and added an estimated \$300,000 to county farm income. Cotton, making a come-back, is producing heavily and prices are high. A new \$80,000 cotton gin was added to Hereford's industrial development this fall.

Livestock shipments were high, and prices highest in history. Bank deposits in Hereford's two banks neared the nine million dollar mark in October, and were slated to go higher by year's end.

Beyond doubt, 1947, has been Deaf Smith County's most prosperous year.

Disasters Take



TORNADOS MAKE NEWS IN 1947: (Above) RELIEF FOR HIGGINS. (Below) WRECKAGE



People in the News

DESIGNER GETS PRIZE MONEY



Louis Radgley (left) gets prize check from C-C President Homer Bramley for winning sign design exhibited by Pete Cowart. (April 7).

NEW LION GOVERNOR



John McLean of the Hereford Lions Club was elected District Governor of Lions District 2-T-1 at El Paso. (May 8)

TO RACES



one-time college points Wayland Col... coach, public re... (August 1)

AN AUTO FOR THE PREACHER



Keys to a new car, gift from his congregation, are presented to Rev. Russell Winger, Presbyterian pastor, and family by Grant Fuller. (May 15)

OFFICIALS TAKE OATH OF OFFICE



ward Foster (right) administers oath at office to...

OLDEST GUEST



Mrs. Mary Ott, 86, gets orchid from Doris Jean Hastings at Tom Brownman breakfast staged by Rainbow Circle June 18.

Civic Affairs: Bonds and Ballots

CITY GETS PARKING METERS — MAYOR COLLECTS FINES — AND STREET



Anniversaries

ST. ANTHONY CELEBRATES 25TH YEAR



St. Anthony's Catholic Church led the list of Anniversary celebrants this year with a Silver Jubilee on June 19, 25th anniversary of the founding of the local church. Pictured above is the temporary altar erected on the grounds for the celebration.

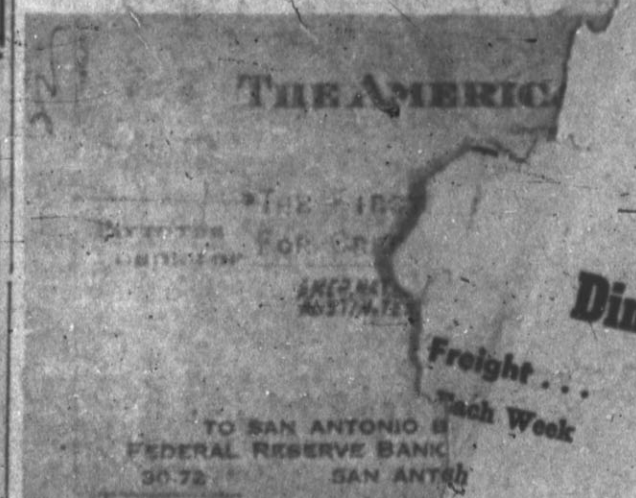
Other anniversaries observed in 1947: GOLDEN WEDDINGS: Mr. and Mrs. Charles Hodges, January 16; Mr. and Mrs. Sam Wilson (July 13); Mr. and Mrs. J. E. Meyer (November 15); and Mr. and Mrs. M. L. Steele (Dec. 19). BIRTHDAYS: Mrs. B. T. Bell, 67

ORGANIZATIONS: Rainbow girls celebrated their 26th anniversary on April 12; Camp Fire girls celebrated their 26th on March 15. Mr. and Mrs. John Esberer celebrated a wedding anniversary on...

TO BE CONTINUED

A continuation of the past year's...

CITY GETS MAMMOTH CHECK TO F



Bonds and Ballots

Hereford's story of 1947 is a story of growing pains, of beginning progress and awakening interest in civic improvements. The big news of the year is told at a glance in the photostat of a \$892,501 check to the credit of the City of Hereford—from the sale of bonds voted in April to build (1) a new municipal sewer disposal system; (2) extension and improvement of municipal water works; (3) paving of 100 blocks of city streets; and (4) a Municipal Swimming Pool. Parking meters were installed in the business district (August 9) and traffic lights went into operation (December 23). Hereford was changed slowly, sometim...

Dining 50c

1-lb. 56c

1-lb. 65c

Quality 3 for 17c

Lotion 37c

77c

\$1.00