

Major Increase In 1948 Sugar Beet Acreage Planned Here

Four Loading Dumps Will Serve Area

Plans are being made now by the American Crystal Sugar Company of Rocky Ford, Colorado, to handle the yield from between six and seven thousand acres of sugar beets in the Hereford area this year.

The average yield per acre for the entire area was 13.4 tons per acre, with the average sugar content of the beets high at 16.16 per cent.

Record yield for the area was 31.3 tons per acre on the Harry Frieml farm near Umbarger, where Elroy Arbo was the grower.

The outstanding success of the 1947 crop prompted company officials to boost the contract acreage to be offered this year to the new high figure.

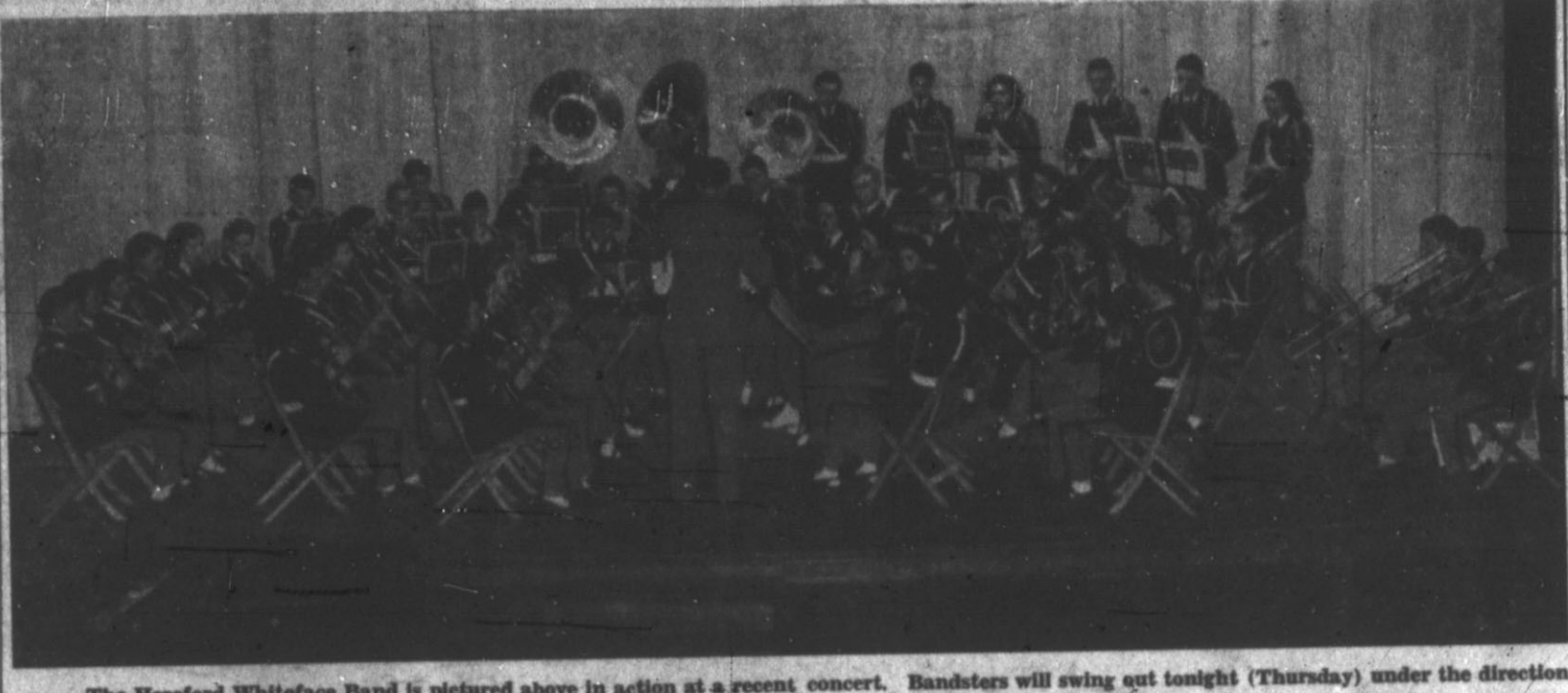
First 1948 Drunk Driver Arrested Here on Friday

Orville Goodwin of Amarillo became Drunk Driver No. 1 for 1948 in Deaf Smith county Saturday when he pleaded guilty to charges of driving while intoxicated in County Court and paid a fine of \$125 and costs.

Last Rites For Mrs. Hoffman Are Held On Monday

Funeral arrangements were under the direction of Boxwell Brothers of Amarillo. Mrs. Hoffman died at St. Anthony's Hospital in Amarillo Friday.

WHITEFACE BAND TO SWING OUT IN CONCERT HERE TONIGHT



The Hereford Whiteface Band is pictured above in action at a recent concert. Bandsters will swing out tonight (Thursday) under the direction of Bandmaster T. V. Brantley in an All-Swing program. (See story below). Photo by Elmer Patterson.

Fire And Explosion Raze Ireland Motor Company Building Wednesday Morning

Fire which broke out in the body shop shortly after midnight Tuesday night razed the new Ireland Motor Company building on West 3rd street, with damage estimated at \$80,000 by owner Woodrow Ireland.

Mrs. V. Hodges Is Candidate For Re-Election

Mrs. Velma Hodges, county treasurer, has authorized The Brand this week to announce her candidacy for re-election to that office, subject to the Democratic Primary in July.

Blanton, Gault Attend Water Conference

Lyle Blanton and Howard Gault represented the Deaf Smith County Water Users Association at the widely heralded West Texas Water Conference at Big Spring Tuesday.

Chamber of Commerce Adopts Committee Organization Plan

A committee organization for the Hereford Chamber of Commerce to carry out plans for the 1948 program was adopted by the directors in a called meeting Tuesday night.

New Auto License Tags Go On Sale February 1; On Cars Immediately

New 1948 Texas auto license plates will be ready for sale on February 1, Sheriff J. C. Reese announced this week.

Band Will Present All-Swing Program At Concert Tonight

An "all swing" program is planned by the Hereford High School Band for the fourth in a series of six monthly concerts to be presented at the High School auditorium tonight.

Deaf Smith County Red Cross Chapter Will Recruit Volunteers for "Gray Lady" Service

A drive to augment and increase the "Gray Lady" service of the Red Cross, until now a little-publicized phase of Red Cross community service in Veterans Hospitals, was announced here this week by Mrs. Lyle Blanton, coordinator for the Deaf Smith Red Cross Chapter, and Mrs. Cecil Williams, community service chairman of the local chapter, both members of the North Plains Council of Community Service for Camps and Hospitals.

Damages Pegged At \$80,000; No Insurance Held

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Dead Man Turns Out To Be Just Dead Drunk!

A "dead man" on the edge of Highway 69 east of town last Saturday night turned out to be just "dead drunk," and a first-rate mystery blew up in a fog of alcoholic fumes.

JayCees Plan Dinner Tuesday Night To Greet New Members

Hereford Junior Chamber of Commerce members will hold the first of a series of dinner meetings next Tuesday night at the City Hall to climax a membership drive being conducted this month.

Local Doctors Move Offices To New Clinic

Three Hereford physicians, Drs. R. R. Willis, L. B. Barnett and Millard W. Nobles, moved their offices into their new \$75,000 clinic building at the corner of 4th and Miles last week-end.

Rotary Names Committees For 4-H Club Show

A Rotary Club steering committee, charged with planning the biggest 4-H Club Fair Stock Show ever held in Hereford, met Monday morning and appointed a committee of chairmen and members to complete arrangements for the show which will be held here on February 21.

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AROUND TOWN SIGHTS, FACES SEEN

Have you paid your poll tax? Are you sure? Only 1464 poll taxes had been paid up to yesterday afternoon, and Sheriff Reese estimates that there are more than 2,000 eligible voters in the county.

NEW ARRIVALS IN TOWN: William Cockerham, son of Mr. and Mrs. C. D. Cockerham, put in his appearance at the Deaf Smith County hospital on January 17, and C. D. was passing out cigars around the corner of 2nd and Main in record time.

The Sadie Lee Oliver 4-H Club will meet Saturday afternoon at 1:30 o'clock at the County Courtroom. Mrs. Argen Draper, county home demonstration agent, has asked us to announce.

Mrs. Maud Montfort has taken off the red suit and less white beard and now you guessed it—and taken over as cashier at the Hereford News Stand. Mrs. Montfort takes the place of Calvin Edwards, who has moved across the street to the (Continued on page 12)

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Dickey Back With Benefield Motor

Announcement was made this week of the association of Otis Dickey with the industrial engine department of Benefield Motor Company. Lee and Mark Benefield, partners in this division report that construction is underway on additional housing for the department and that Mr. Dickey will be manager of this division.

**PREMIUM QUALITY
RIVERSIDE DELUXE**



**MOUNTED FREE
—PROMPTLY**

\$13.75
SIZE 6.00-16
Fed. Tax Extra

Less Trade-in Allowance

New DELUXE Riversides are extra quality, premium tires. New broader, flatter tread gives better traction—more mileage. Buy new DELUXE tires today for safer driving.

LIBERAL TRADE-IN ALLOWANCE

AUTHORIZED DEALER FOR RIVERSIDE TIRES

FARMER'S DRIVE-IN
Highway 90—Phone 161

Buddy Sowell Troy Moore

COURTHOUSE RECORDS

DEEDS OF TRUST
Paul S. Mathers and wife, Roberta Mathers, to A. V. Hendrick, all Block 15 and Block 8, Welsh Addition.
W. B. Dowell and wife, Jeanne Dowell to Security Life and Accident Co., a part of Lot 3, in Block 3, Womble Addition.
Jno. D. Phillip and wife, Frona L. Phillip to C. B. Womble, Lot 8, Block 17, Evans Addition.
Walter Graham and wife, Nettie Mae Graham, to Hale County State Bank of Plainview, all S 281 Block M-6, 296.6 acres.
Earl D. Hopson and wife, Naomi Ruth Hopson to First Federal Savings Association of Amarillo, N 85 ft. Lot 13 of J. A. Fox Sub, part Block 12 Evans Addition.
Roy Phillip and wife, Ava Lee Phillip to First Federal Savings Association of Amarillo, Lot 8 W, 73 ft. Lot 9, Block 4, Womble Addition.
R. W. Mitchell and wife, Mabel Mitchell to Kansas City Life Insurance Co., 300 acres of Capitol League 427.
Earl Plank and wife, Ethel Faye Plank to Traveler's Insurance, all S 49 Block K-4.
E. D. Alston and wife, Nellie E. Alston to W. N. Hodges and wife, Earline L. Hodges, W 1/4 S 16, Block K-3.
J. L. McGee and wife, Myrtle McGee to First National Bank of Hereford, S 90 ft. of N. 200 ft. of W 200 ft. Block 7, Evans Addition.

WARRANTY DEEDS
J. M. Thompson and wife, Martha Elen Thompson to John Jacobson Jr., E 50 ft. S 1/4 W 140 ft. Block 77, town of Hereford.
Floyd West and wife, Geneva Amanda West to Frank Fortenberry, 200 acres N part N 2-4 Sur. 64, Block K-4.
W. N. Hodges and wife, Earline L. Hodges to T. D. Alston N 1/4 S 16 Block K-3.
Minnie L. Walker et al to W. I. Valentine Lots 9 and 10, Block 35, Evans Addition.
G. W. Sherrill Jr. and wife, Mary Ethel Sherrill to R. L. McGee W 1/4 Sur. Block K-4.
W. E. Danforth and wife, Cora E. Danforth to E. C. Hewett et al, all S 20 Block M-7, 663 acres.
J. B. Glenn and wife, Betty Sue Glenn to Archie Love and J. W. Rogers all S 26 Block K-7.
Lester A. Funk to Dean Robbs part Block 25 Ricketts Addition.
Philip Barkley and wife, Pauline Barkley to Lawrence M. McGee S 83 ft. E 180 ft. Lot 2, Block 1, Womble Addition.
O. W. Harrison Jr. and W. G. Ordway to Hoy Simmons all S 50 Block 7, 640 acres.
O. W. Harrison Jr. and wife Sarah Boone Harrison to W. G. Ordway, all 1/4 interest Sur. 50, Block 7.
Albert Leroy Thompson and wife Flossie Thompson to William Warren Lot 1 Block 1 Womble Addition.
E. E. Ireland and wife, Emily T. Ireland, to D. H. Alexander part Block 16, Evans Addition.
Wayne M. Gamble and Glenn Gamble to B. Sherrill, all S 25 T5 NB 1E.
Carl J. Mounts and Calla Mounts to Paul S. Mathers all Block 5 and Block 15, Welsh Addition.
Clarence C. Williams et al to W.

Vacationer



President Truman squints into his motion picture camera—the one given to him by the White House News Photographers Association—to get a focus on scenery at the Key West-Submarine Base during his recent vacation.

R. Howard all interest in NE 1/4 S 66 Block M-7, 161.8 acres.
W. R. Howard and wife, Opal Howard et al to O. C. Williams, interest in N 1/4 NW 1/4 S 90, Block M-7.
Althea Hutchison and husband John M. Hutchison to J. Roy Davis and wife, Laura E. Davis, Lots 7 and 8 in Block 17, Whitehead Addition.
Charles S. Inman and wife, Dora Inman to O. W. Womble, Lot 10 Womble Sub. Block 5, Womble Addition.
Troy Womble and wife, Ola Womble to Chas. S. Inman E 1/2 Lot 5, W 1/2 Lot 9, Womble Sub. Block 5 Womble Addition.
C. E. Rea and wife, Annice Elizabeth Rea to Jas. H. Wagnon, all SW 1/4 S 12, Block K-7.
Chas. B. Byrnes and wife, Ruby Byrnes to W. O. Miles, part Block 78, Town of Hereford.
W. Allen Fulmer to Moody Stephan E 1/2 SE 1/4 S 67, Block K-8.
Homer K. Fox and wife, Tessie A. Fox to F. C. Wintrey, all Lots 28 and 29 J. A. Fox Sub. Block 12, Evans Addition.

RELEASES
Etoile Sirman Jacobsen and Berry Orr Jacobsen to Homer Ewton a promissory note on E 1/2 Lots 11-12 Block 70.
Bruce M. Rose to Earl Lee Nipper promissory note parts Lot 6 and 9 in Block 3, Womble Addition.
Southwestern Life Insurance Co. to J. W. Witherspoon et al, partial release on E 1/2 S 54 Block K-8.
Claud Higgins to J. M. Hamby Block 29 S. 580.4 ft. Block 30 Ricketts Addition.
C. R. Smith to J. A. Wyt SW 1/4 S 17 T2 NR 2 E.
H. Y. Overstreet to Jas. Witherspoon and J. A. Fitzsim, a partial release on all Lots 13 to 16 incl. and S 1/4 NE 1/4 S 24 T 4 R 1 E.
N. E. Gass et al to Louis Barclay all SW 1/4 S-90 Block K-3.
J. P. Nix to Robert C. Bicknell all Lot 8 Lambert's Sub. 78 and 9, Block 6 Womble Addition.
Southwestern Life Insurance Co. to W. H. Henderson and wife, a partial release on note.
Great National Life Insurance to E. W. Lichey and wife, Myrtle Lichey, a note.
Federal Land Bank of Houston to Ed Botts and wife, Nell Botts, a promissory note.
Humble Oil and Refining Co. to Don R. Combs, 640 acres S 66, Block K-4.

MARRIAGE LICENSES
Mark a Koenig and Alice Ann Paetzold.
Robert S. Petersen and Alpha Nell McWilliams.
Otho L. McKee and Mrs. Hattie Louella Cate.

B. C. Harper attended the wedding. Patti Grace and John Southall were visitors in the homes of Gayle Roberson and Dorothy Lee last Wednesday night. They are former schoolmates.
Bob Clark of Lincoln, Arkansas, has returned to visit in the home of his father, Henry Clark.
Clifton Harper is driving the bus during the absence of Bob Coker.
Carol and Gloria Walser are staying in this community since their mother, Mrs. D. C. Walser, has been in the hospital.

Earl Lance, who is recovering from an operation, is back in this community.
Mr. and Mrs. Kenneth Nell and Cheryl were visitors in the home of Mr. and Mrs. John A. Graham at Dawn Sunday.
The largest flower known, the Rafflesia Arnoldi, is produced in Malaya. This flower measures 18 inches across and weighs 15 pounds, and has an odor like decaying flesh. The flower is the only part of the plant visible above ground.

The Texas Safety Association reminds drivers that death hides behind an obstructed view—a building, a fence, a signboard, anything. Slow down so that you can stop quickly if necessary.
The first public passenger-carrying railway in the world was the Stockton and Darlington Railway, opened September 27, 1825. The passenger traffic was carried by horse drawn coaches until 1828.

SELLING?

FILL OUT THIS CLIPPING AND MAIL

City Property	Irrigated	Dry Land
Location	Section No.	Section No.
St.	Block No.	Range
Lot	Acres	Block
Block	Improvements	Acres
Addition	Improvements	
Size		
Description	Crop	Crop

SAM NUNNALLY
123 Main Hereford
"THIS IS NOT AN EXCLUSIVE LISTING"

Quick Lunch



Satisfying, nutritious... our lunches served in double quick time. Drop in today.

Hot Biscuits Twice Daily
Fresh Seafoods Flown to us Twice Weekly
Panhandle-Fed Choice Beef

THE NEW
GREEN HEDGE CAFE

FEDERAL LAND BANK LOANS
ARE MADE and SERVICED BY

HEREFORD NATIONAL FARM LOAN ASSOCIATION

4% LONG TERM INTEREST RATE ON LOANS

With right to pay part or all of loan any day, with funds from any source. The association is here to help borrowers own a home free of debt.

Loans are serviced by home folks. Call at the office for further information.

DIVIDENDS FOR THE PAST SEVERAL YEARS HAVE MATERIALLY REDUCED THE 4% INTEREST RATE ON OUR LOANS.

HEREFORD Nat'l. Farm Loan Association
GEORGE MUSE, Sec'y-Treasurer
VERA BYRNES, Assistant


ADD EXTRA HOURS TO SHORTER DAYS



It's easy to have more working time on a farm today. When the sun goes down and there are still chores to be done... just flick on the lights. Dependable, low cost electric service goes on the job then, providing plenty of light in the yard, or in any building where it's needed. Lighting adds extra hours to shorter days at a lower cost than ever before.

We Have Nothing to Sell But Good Electric Service

I'LL COME TO YOUR HOME OR PLACE OF BUSINESS



A Public Service Company lighting specialist will come to your home, office, or place of business to give you recommendations as to how to obtain the best in lighting. There's no obligation. Just call or write your nearest Public Service office.

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

Summerfield

BY GAYLE ROBERSON

Woman's Missionary Union met last Wednesday at the church. Luncheon was served at one o'clock, and Mrs. Ky Lawrence was in charge of the program. Topic was "Sixty Years in Royal Service." Mrs. O. B. Sumner discussed the yearbook, and each chairman told of plans for the coming year. Mrs. Kenneth Nell sang "Jesus Shall Reign." Attending were Rev. and Mrs. R. A. Pratt and Yvonne, Mrs. Jim Clark, Mrs. Carl Lee, Mrs. Moody Stephen, Mrs. L. L. Cannon and Mabel, Mrs. J. B. Noland and Jerric Bea, Mrs. Guy Walser, Mrs. B. E. Roberson, Mrs. Kenneth Nell, Mrs. Lynn Powellson, Mrs. Gene Johns, Mrs. Earl Lance, Mrs. C. R. Walser, Mrs. Roy Lovett, Mrs. Pat Patrick, Mrs. O. B. Sumner, Mrs. Ky Lawrence, and Mrs. Lee Kendall of Hereford.

Mr. and Mrs. Freeman Curtis and daughters of Dimmitt visited in the home of Mr. and Mrs. Jim Clark Sunday.

Attending the Federation meeting Friday were Mrs. Walk Boston and her mother, Mrs. Brandon, Mrs. O. B. Sumner, Mrs. Kenneth Nell, Mrs. Lee Curry, Mrs. L. L. Cannon and Mabel, Mrs. J. B. Noland, Mrs. Ray Johnson, Mrs. L. H. Lookingbill, Mrs. Guy Walser, and Mrs. Ivan Block.


Two new irrigation wells were put down in the Summerfield community during the past week. One was on the Earl Lance place, and the other at C. B. Walker's.

Mr. and Mrs. Woodrow Whitaker have moved to the place formerly occupied by Ivan Block.

Mr. and Mrs. Carl Lee and family spent the week-end in Gatesville with his parents, who were celebrating their Golden Wedding anniversary.

Mr. and Mrs. W. C. Nell of Lubbock visited in the home of Mr. and Mrs. Kenneth Nell and Mr. and Mrs. B. E. Roberson last week.

Bob Coker was married to Jeane Turner of Erigon on January 15 in the First Baptist Church at Priort, Mr. and Mrs. L. B. Lookingbill and



Ford

The New 1948 Ford
BONUS BILT TRUCKS
are now on display.

HEREFORD MOTOR CO.
Dudley Green HEREFORD, TEXAS Archie Scott

ARMOUR'S
STAR
LARD
3 ^{lb.} _{ctn.} **93**

HELEN!
I HAVE SHOPPED
ALL DAY- TRYING TO
SAVE ON GROCERIES

Yes: DARLING,
AND HOW EASY IT IS
TO JUST SHOP AT YOUR NEAREST

FURR

FOOD STORE
AND YOUR GROCERY
WORRIES WILL
BE OVER.....

Clean
**PINTO
BEANS**
2 ^{lb.} _{BAG} **29**



FURR

FOOD STORES

SUNSHINE
CRACKERS
FLAKIER!
1 ^{lb.} _{PKG.} **27**

SUNSHINE
Choc. PECAN TOPS
CELLO BAG **29**

TEX SUN
ORANGE
JUICE
3 ^{No. 2} _{TINS} **29**

Guaranteed MEATS

- HENS EXTRA NICE, FRESH DRESSED lb. **53c**
- HAMS ARMOUR'S SHANK HALF lb. **57c**
- BACON SQUARES SUGAR CURED lb. **47c**
- CHEESE WISCONSIN, FULL CREAM lb. **59c**
- Sliced Bacon 69c**
SWEET, MILD CURE, 1-lb. Layer
- PICNICS WILSON'S TENDER lb. **49c**

ARMOUR'S STAR
SHORTENING 3 ^{lb.} _{ctn.} **91c**

- Carton of 6 Bottles PEPSI-COLA Plus deposit on bottles **23c**
- BROOK'S CATSUP 12-oz. bottle **19c**
- C. & H. SUGAR 10-lb. bag **89c**
- LIBBY'S VIENNA SAUSAGE can **17c**
- LIBBY'S POTTED MEAT 1/4-size can **9c**
- WHITE SWAN COFFEE 1-lb. can **56c**
- MIRACLE WHIP FRENCH DRESSING 8-oz. bottle **17c**
- ASSORTED FLAVORS JELLO PUDDING 2 boxes **15c**
- ARMOUR'S ALL PORK MEAT TREET 12-oz. can **49c**
- LA CHOY MIXED VEGETABLES No. 2 can **31c**
- KRAFT'S AMERICAN CHEESE 2-lb. loaf **97c**
- BESTYETT SALAD DRESSING pint **33c**
- LA CHOY MEATLESS CHOP SUEY No. 2 can **37c**

GARDEN FRESH **PRODUCE**

- WINESAP APPLES 2 lbs. **25c**
- TEXAS ORANGES 2 lbs. **13c**
- TEXAS GRAPEFRUIT 2 lbs. **9c**
- PEARS Pound **15c**
- CELERY Stalk **24c**
- CABBAGE Pound **6 1/2c**
- CAULIFLOWER Pound **17c**
- IDAHO SPUDS 10-lb. Bag **69c**
- YELLOW ONIONS 2 lbs. **23c**

Super DRUG VALUES

- BLEACH 1/2-gallon **25c**
- CLOROX LARGE PACKAGE VEL **34c**
- LARGE PACKAGE SUPER SUDS TOILET SOAP **34c**
- CASHMERE BOUQUET TOILET SOAP 2 bars **25c**
- PALMOLIVE Regular bar 11c Both size 2 for **31c**
- CRYSTAL WHITE LAUNDRY SOAP 2 bars for **15c**
- HEINZ BABY FOOD 3 cans **23c**
- LIBBY'S CORN BEEF 12-oz. can **50c**
- JOLLY TIME POP CORN can **19c**
- QUAKER'S OATS 3-lb. box **33c**
- SUNSWEEP PRUNE JUICE quart **29c**
- KELLOGG'S PEP box **14c**
- Aunt Jemima 2 1/4-lb. box PANCAKE FLOUR **31c**
- HUNT'S PRUNES 1-lb. box **17c**

- 60c Value Shampoo **39c**
- DRENE **39c**
- 10c Value Pocket COMBS 4 for **9c**
- 39c Value ARRID **23c**
- 60c Value Dr. Caldwell's SYRUP PEPSIN **39c**
- 30c Value Liquid CAMPHO PHENIQUE **19c**
- 60c Value Ipana TOOTH PASTE **33c**
- \$1.49 Portrait Permanent WAVE KIT **79c**
- 60c Value Wildroot Oreme OIL HAIR TONIC **39c**
- 25c Value Gillette BLUE BLADES **19c**
- Fitch's Dandruff Remover 25c Value SHAMPOO **17c**
- Luden's COUGH DROPS 3 boxes **10c**
- Carter's Little Liver PILLS 33c value **21c**
- 60c Value Dr. Caldwell's SYRUP PEPSIN **39c**
- 30c Value Liquid CAMPHO PHENIQUE **19c**
- 60c Value Ipana TOOTH PASTE **33c**
- \$1.49 Portrait Permanent WAVE KIT **79c**
- 60c Value Wildroot Oreme OIL HAIR TONIC **39c**
- 25c Value Gillette BLUE BLADES **19c**

- GEBHARDT'S CHILI WITH BEANS No. 300 can **26c**
- SUGARIFE DRIED PEACHES 11-oz. box **17c**
- FRANCO AMERICAN SPAGHETTI 15-oz. can **15c**
- GOLDEN LIGHT COFFEE lb. **51c**
- OSCAR MAYER's WEINERS in Barbecue Sauce 14-oz. can **49c**
- OLEANSER AJAX 2 tall cans **21c**
- LARGE CAN SANI-FLUSH **19c**
- DASH DOG FOOD 2 cans **25c**
- BUDS GOLDEN SYRUP No. 5 can **55c**
- OLEANSER BABO 2 cans **19c**
- DELUX MUSHROOMS In Steak Sauce can **29c**
- MO-VI DOG FOOD can **19c**

VALUABLE 5¢ COUPON

CAMPBELL'S TOMATO JUICE No. 2 2 Cans **19c**
WITHOUT COUPON 2 No. 2 Cans 24c

ALLSWEET MARGARINE lb. **35c**
WITHOUT COUPON lb. 38c

HUNT'S UNPEELED APRICOTS No. 2 1/2 Can **27c**
WITHOUT COUPON No. 2 1/2 Can 32c

REMARKABLE PEACHES No. 2 1/2 Can **19c**
WITHOUT COUPON No. 2 1/2 Can 24c

TAPT'S GRAPE JUICE Quart **54c**
WITHOUT COUPON Quart 64c

WAIT ADS

FOR SALE

They're Here!
RIVERSIDE TIRES!

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

FARMER'S DRIVE-IN
Buddy Sowell • Troy Moore
Hiway 60—Phone 161

Be sure—call a REALTOR

VENETIAN BLINDS
• Any Kind
• Prompt Service
Your windows measured. Installation to your satisfaction.

Builders Supply & Service
Phone 94. 112 Main St.
33-tfc

For Sale: Lots of 4-row and 2-row tractors. Most any make or model you need. With or without tools. Mustang Bros., M-M and Chrysler-Plymouth dealer, Memphis, Texas, day phone 106, night phone 431-M. 1-4k

FOR SALE
Barbed wire and posts.
Hereford Housing Project.
Contact
J. K. Baker
Phone 589-W 47-tfc

A GOOD SELECTION
of batteries, tires, tubes and other auto parts.
Alcohol for your radiator.
Gulf quality gas and oil.

Bunks Auto Service
West Highway 60
47-tfc

HONEST VALUES ON USED CARS ALWAYS
AT
BENEFIELD MOTOR CO.
3-tfc

NOTICE
Good assortment of nursery stock to beautify your home and raise fruit. Man to plant them.
MRS. J. F. WARD
Also beds to rent. 2-3c

Extra good quality seed wheat for sale. Said wheat has been cleaned, treated, sacked and ready to plant. This wheat is stored at Pitman Elevator and can be seen there. T. J. Carter. 48-5fc

For Sale: 6 volt wind charger, 31 ft. tower, new propeller. Priced reasonable. Walter R. Gately, Rt. 1, Box 36-A. 2-4fc

For Sale: Butane Brooder, 500 chick capacity, in good condition, \$20.00. J. C. Reese, 9006-F. 2-4fc

For Sale: Electric motors, all sizes for irrigation well. West Texas Development, East Highway 60. 4-1c

For Sale: Shepherd pups, \$2.50 and \$5.00. Earl Plank, West Texas Development, East Highway 60. 4-1c

For Sale: 5-piece bedroom suite. Call or see it at 501 E. 5th St. 4-1k

For Sale: Alfalfa hay. Earl Plank, West Texas Development, East Highway 60. 4-1c

For Sale: 2 men's suits and one jacket. Acme Cleaners. 4-1c

For Sale: Alfalfa hay; electric De-Laval separator. E. E. Roberson, Summerfield. 4-1p

For Sale: One good Jersey milk cow, freshening soon. H. T. Wedel, one mile southwest. 4-1p

For Sale: 20 pigs. Frank Fortenberry, 13 miles north, Hiway 51. 4-3p

For Sale: Universal vacuum cleaner and attachments. 710 Lee, Mrs. Lynn Kester. 4-4fc

For Sale: Heavy grain baffle. Three tons cotton, seed meal. T. W. White, Rt. 2. 4-1p

FOR SALE

For Sale: 4,000 bundles Hegari butts. W. B. Boston, 6 miles south of Summerfield. 4-tfc

For Sale: Two good berones circulating heifers, 8 miles south of Summerfield. W. B. Boston. 48-tfc

Chevrolet school bus for sale. Ideal for following harvest, also a few 1932-34 truck tires practically new. These items priced to sell. See Geo. Graham or Bob Wilson at the Bus Terminal. 48-tfc

ELECTROLUX
Cleaners & Air Purifiers
Now available for delivery!

FOR FREE DEMONSTRATION
See
CECIL BOYER
504 Avenue D — Box 844
Hereford, Texas

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

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

For Sale: Model P and Model L Spudder, 1/2 mile on North Progressive road. Bill Vaughn. 2-4p

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

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

YOU FILL YOUR FUEL TANK LESS OFTEN WITH A CHRYSLER INDUSTRIAL ENGINE
3-1k

For Sale: A 32-volt cabinet radio in good condition. See it at Burdine's Planning Mill, next door to Highway Barn. 3-3p

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

For Sale: Pure lard. See per pound. Bring containers; also some bacon. Mrs. W. W. Hill, 3 miles north on Hiway 51. 4-1c

For Sale: 1936 Chevrolet 2-door Master, \$273.00. See at 311 W. 7th. 4-1p

For Sale: Barley seed, \$3.00 per bu. F. N. Welch farm, 9 miles NE Priona. Steve Struve. 4-3p

For Sale: Living room suite, dining room suite, 2 bed room suites, 8 ft. Electrolux refrigerator, butane or gas; 2 gas heaters, sewing machine, used very little. V. G. Hodges, 2 miles east on Hiway 60. 4-1p

For Sale: 1941 Chevrolet 4-door sedan with radio, heater and defroster, five new tires, used as a family car, very clean. See E. E. Seigler at Farmers Equipment Co. 4-1c

For Sale: Newman Upright piano, in excellent condition. Mrs. Bill Price. 108 Kibbe St. Phone 566-W. 4-1p

For Sale: 13 Hampshire shoats. No. 123 International self-propelled combine, and one 1937 Ford truck. L. L. Arnold, 12 miles E. Hereford and 1 1/2 miles west of highway. 4-3p

For Sale: Magic Chef gas or butane stove, G. E. Electric ice box, new. Other household goods. Pink stucco house on North 25-Mile Ave. Mrs. Steve Stubbs. Phone 128-J. 4-1c

For Sale or Trade: Small table model radio. 13th and A or call 418-W. 4-1k

For Sale: Baby buggy and Coolerator practically new. Call 246-W. 4-1k

For Sale: 2-inch steel pipe, suitable for laying gas line to irrigation, priced 25c per ft. West Texas Development Co. East Highway 60, Hereford. 4-1c

For Sale or Trade: Small table model radio. 13th and A or call 418-W. 4-1k

For Sale: 2-inch steel pipe, suitable for laying gas line to irrigation, priced 25c per ft. West Texas Development Co. East Highway 60, Hereford. 4-1c

For Sale: 5 piece bedroom suite. Call or see it at 501 E. 5th St. 4-1k

For Sale: Alfalfa hay. Earl Plank, West Texas Development, East Highway 60. 4-1c

For Sale: 2 men's suits and one jacket. Acme Cleaners. 4-1c

For Sale: Alfalfa hay; electric De-Laval separator. E. E. Roberson, Summerfield. 4-1p

For Sale: One good Jersey milk cow, freshening soon. H. T. Wedel, one mile southwest. 4-1p

For Sale: 20 pigs. Frank Fortenberry, 13 miles north, Hiway 51. 4-3p

For Sale: Universal vacuum cleaner and attachments. 710 Lee, Mrs. Lynn Kester. 4-4fc

For Sale: Heavy grain baffle. Three tons cotton, seed meal. T. W. White, Rt. 2. 4-1p

For Sale: Youth bed, inner-spring mattress. Good condition. See Frank Daniel at Quality Food. 4-1p

FOR SALE

1947 Studebaker Pickup
1947 Super Buick Convertible
1947 Dodge Custom
1947 Mercury 5 passenger coupe
1947 Ford 4 door Sedan
1947 Hudson
2-1946 Ford 2-door Sedans
1946 Dodge
1941 Chevrolet 5-passenger coupe
1940 Dodge 4-door sedan
1939 Chevrolet
1928 Model A
1936 Ford
1937 1 1/2-ton Chevrolet truck
1939 Plymouth, new motor, new tires, priced to sell.

SQUARE DEAL AUTOS
4th at Main
We have a few gallons of Zerex left. 4-1c

INLAID LINOLEUM
WE HAVE IT!
COCKERHAM'S

Do you want a truly fine family car? If so this is it.

1942 Buick Century Sedan. See it. Try it. 4-1p

1947 Willys Universal Jeep. The car of 1,000 uses. 1700 actual miles. 4-1p

1942 Plymouth
1940 Plymouth
1940 Oldsmobile
1940 Buick
1939 Pontiac Coupe
1938 Lincoln Zephyr, with nearly new V-8 motor, a good buy.
1941 Oldsmobile "8" 4-1p

1937 Chrysler Royal, newly overhauled. See it. Drive it. 4-1p

1937 Chevrolet
1937 Plymouth
1936 Nash, in unusually good shape.
1936 Ford
See these cars on lot across from Cockerham's Furniture 4-1k

INLAID LINOLEUM
WE HAVE IT!
COCKERHAM'S

FOR SALE
1940 Chrysler Windsor 2-door. This is a clean car from bumper to bumper. Priced at only \$895.00.

1937 Chevrolet 2 door with heater and perfect in every way. This is the best '37 Chevrolet we have had — and priced at \$495.00.

1940 Chevrolet truck with 8.25 tires and 2 speed axle. This truck will go thru our shop and be thoroughly overhauled before delivery is made. Priced \$585.00.

1941 Dodge 1 1/2-ton truck with good 32x6 10-ply tires and we are now installing a brand new engine. This truck is priced at \$1135.00.

1936 Chevrolet in fair condition, but lots of transportation for \$345.00.

BENEFIELD MOTOR CO.
4-1c

FOR SALE OR TRADE
1947 Crosley 2 door \$795.00
1941 Studebaker Champion 2 door \$1095.00
1939 Plymouth Coupe, radio and heater \$785.00
1938 Plymouth 4 door \$425.00
1937 Ford 3 door \$550.00
1937 Ford 4 door \$335.00
104 Lee Ave., 1 block south Savoy Hotel 4-1k

Have two registered Duroc boars. Will sell one. Senior age, 16 months, weight 750. Junior age, 10 months, weight 400. Both proven sires.

C. B. SERVICE
Box 615
First road north off Harrison Highway and quarter mile north 4-1p

INLAID LINOLEUM
WE HAVE IT!
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USED FARM MACHINERY

F30 Farmall, with 4 row tool bar lister planter. In fair running condition. \$1250.00
Model L Case tractor. Good rubber, good condition. Priced at only \$985.00
10-ft. Moline Oneway. A good plow for \$325.00
12-ft. Kraus Oneway, nearly new for \$485.00
See me for other good buys in farm machinery.

N. L. WESSON
Office in Bank Bldg.
Dimmitt, Tex 4-1c

"SAY IT WITH FLOWERS" — our Flowers
Large stock on hand at all times.
24 hour service for emergency.
30 years continued service.
Hereford Floral Shop
Telegraph Delivery Service 4-1p

BE PROTECTED
Buy or sell the REALTOR way. 3 tfc

LOST AND FOUND
LOST
2 Pekinese pups
One brown, one brown and white. Reward for return or whereabouts.
C. E. Anderson
Hereford Cab Co.
Phone 32

Deal through a REALTOR. 3 tfc

Lost: Set of keys on combination pocket knife and key chain. Reward for return to Doc Kirby, Phone 56. 4-1c

REAL ESTATE FOR SALE OR TRADE
For Sale: Small modern house, a year old. Call 425-J. 4-1k

REAL ESTATE LOANS
QUICK SERVICE
AUTO LOANS
YOU DON'T HAVE TO WAIT
JOHN McLEAN
Phone 273 11-tfc

Large Listing of Farm and Town Property
LUTHER PEVELY
300 W 3rd—Phone 524-W 47-tfc

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

Honest Service rendered to buyer and seller. List your property with us. See what we have to offer before you buy. C. N. Cosby, 116 W. 2nd St., Phone 62. 48-tfc

PLENTY MONEY TO LOAN
Very liberal valuation and prepayment privileges — four per cent interest. We specialize in loans on irrigated farms and ranch lands.
ROSE & BARBER
28-tfc

For Sale: 20 ft. stucco building with or without lot in South Hereford. Also 30 ft. barracks open end. See J. F. Messer. Call 128-J. 48-tfc

CHARLES AND IKE REALTORS
Office Phone: 792
Irrigated and Dry Land Farms Check Our Bargains for Farms and Homes.
We Appreciate Your Listings and Business.
CHAS. SOWELL
Residence Phone 193-W
IKE CROTHWAIT
Residence Phone 229-W 34-tfc

GLENN WEIR
Realtor
Houses, Lots, Farms.
10- and 20-Acre Tracts.
Listings appreciated.
104 MAIN STREET
47-tfc

FOR SALE
160 A with irrigation well. Good irrigation farm on pavement.
1-Section wheat land.
1/2-Section all in wheat
House and acre ground in the edge of town.
W. E. DUNLAP
Alderson Bldg. 4-3c

FOR SALE
Lots.
Homes.
Wheat lands.
Dry land Farms
Irrigated farm lands.
Highly improved stock farms.
Undeveloped farms in irrigation district.
ROSE & BARBER REALTORS 4-1c

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W. E. DUNLAP
Alderson Bldg. 4-3c

FOR SALE (By Owner)

IMMEDIATE POSSESSION

Dr. S. H. Condron Tells Clubwomen To Study World Affairs For World Peace

Eighteen clubs were represented at the Deaf Smith County Federation of Women's Clubs meet held Friday at the Methodist Church. After a luncheon program Dr. S. H. Condron, professor of government at West Texas State College, Canyon, spoke on International Relations, basing his talk on a study of international and economic situations both at home and abroad over a period of years. Speaking briefly of the changing world, Dr. Condron recalled the time prior to 1929 when America boasted

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Gillentine Talks To B&PW Club On "Advantages of Small Town Life"

Jimmie Gillentine was guest speaker for the Hereford B. & P. W. Club Monday evening at the City Hall. He chose for his subject, "The Small Town—Its Advantages and Growth." In the beginning he paid tribute to Alex Thompson and his wife.

Audrey, saying it is people like they are that make a small town such as Hereford livable and lovable. Audrey does with flowers what Alex does with his picture making—both bring happiness to others. He quoted Wes Isard in saying some years back that the little town was on its way out or going to pot. He gave Isard credit for being one of the best informed and versatile newspaper men in this part of the country, but thought he had missed on this prophecy.

Whiteface Quint Drops Close 34-32 Decision To Price

Hereford's Whiteface cagers pushed a surprised Price College quintet to the limit here Tuesday night before dropping a nip-and-tuck battle 34-32 to the Amarillo visitors.

In their last meeting, the Price Cardinals had had an easy time in a runaway match with the Herd five. The Whiteface basketball team turned in a bang-up performance Tuesday night, however, and were in the game until the final whistle.

Murdock, the Cardinal's ace forward, was held to 11 points under the astute guarding of Center Junior McGee. Matthews of the Whitefaces was top scorer with 12 points. The score was tied 17-17 at the half, and the Cardinals led by the margin of one basket at the final whistle.

Starting line-up for the Hereford team included Buddy Corbett and Ronnie Durham at guards; McGee at center; and Conrad Clark and Marcus Matthews at forwards.

The cracker-box high school gym was packed for the first time this year; and a group of the high school girls formed an impromptu pep squad to lead the cheering.

of the isolation which has now become a threat and told the club women that America needed much preparation for thinking in international terms for, he said, "We are not living in one world but in a multitude of worlds, and we cannot have prosperity in the United States and poverty in Europe long. One world is yet to be created but our very existence depends on a unified view of world relations."

For the luncheon program, Mary Helen McOlivary entertained with a vocal solo, accompanied by Mrs. A. J. Schroeter and Mrs. Henry Melton, of the Farm and Ranch Club, gave an original reading. Mrs. Lyle Blanton explained the Red Cross Community Service to Camps and Hospitals, and Mrs. Reed Williams told of the Gray Ladies Organization, which will sponsor a training course at the Veteran's Hospital in Amarillo on February 10-11-12. She explained the need for the Gray Ladies, told of their duties and called for at least ten volunteers to take the course.

Hostess clubs for the meeting were: L'Allegria, Music Study, Child Study, L. A. E. and Wyche, Westway and North Hereford Home Demonstration Clubs.

with Dr. Wills for one year here before entering the Naval Medical corps, where he served during the war, returned to Hereford in the spring of 1946 to re-open his practice in partnership with Dr. Wills and Dr. M. W. Nobles.

Dr. Nobles, a veteran of the Army Medical service, returned to private practice here in the spring of 1946; and with Dr. Barnett, has maintained offices in the Buckner building

Local Doctors . . .

(Continued from page 1)

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Musical Recital

Mrs. Glenn Snyder will present a group of older pupils in a recital Sunday afternoon, January 25, in the First Methodist Church at 3 o'clock.

Those who will appear are: Patay Jackson, Dixie Young, Norma Grace Gray, Sandra Jo Caraway, Beverly Ann Eldridge, Dick Wilson, Jay Roy Crutchfield, Betty Jean Hamilton, Gayle Gault, Sharon Dee Moore, Sylvia McCracken, Barbara Ann Smith, Joan Moore, Rose Stephens,

Patsy Wiltshire, Pat Kerr, Lloyd Parsons, Mary Kathryn Carroll, Mary Helen McOlivary and Tom Brooks Boyd. Ushers will be Earleen Plank and Sue Barnard.

LaPlata Club Hears Book Review

LaPlata Study Club heard the book "Behold Your King" reviewed in the evening held Tuesday evening in the home of Mrs. Clyde Cave. Mrs. Elmer Patterson at the meet-

-OPEN-

STILL IN BUSINESS

We have been serving our patrons of this territory for 14 years . . . AND WE ARE HERE TO STAY.

Of course our disastrous fire has given us a terrific set-back, but count on this:

... We Will Rebuild Immediately

... We Are Protecting the Interests of Every Person who lost in our fire; we are making full compensation for all losses.

... We are remaining open — serving through our Parts Department and Appliance Lines.

Ireland Motor Co.

209 West 3rd

Hereford

Phone 180

Read the Want Ads!

SALE OF CRYSTAL

1/3 Off on Pieces

1/2 Off on Services for 8

Now In Stock . . .

SILVERWARE

HOLMES & EDWARDS
"Youth" Pattern
Service for 8
52 Pieces **\$68.50**

GORHAM
"Invitation" Pattern
Service for 8
50 Pieces **\$71.50**

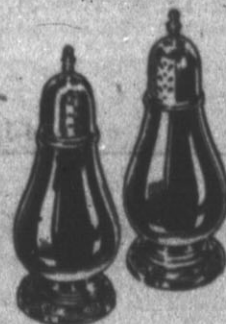
WE HAVE EXTRA CHESTS

We now have "Rainbow" Rings and Necklaces — and many other lovely items in ladies' jewelry.

REMEMBRANCE

This magnificent new silverware was created by the makers of America's Finest Silverplate to celebrate their 100th Anniversary. Perfect with the most popular flatware patterns, plate or sterling. Heavily plated, beautifully proportioned. Each piece a masterpiece of design and workmanship.

Remembrance Salt and Pepper Shakers **\$10.00**



Remembrance Water Pitcher **\$37.50**



Remembrance Gravy Boat and Tray **\$37.50**

When You Think of the Finest in Jewelry . . . Think of **KESTER JEWELRY**

316 N. MAIN—Guaranteed Watch Repairs

Hereford, Texas—Telephone No. 34

January Clearance

ONLY 2 MORE DAYS

SALE ENDS SATURDAY, JANUARY 24

Men's

WOOL SHIRTS \$4.49
MACKINAWs, All Wool \$7.95
CORDUROY CAPS98

FELT HATS

Values to \$10.00 Go at
\$4.99 \$5.99 \$6.99

DRESS SHIRTS \$2.95
\$3.95 values.

All Leather Jackets and Coats at Bargains
You Cannot Afford to Miss

CHILDREN'S OXFORDS

A few pairs to clear at

\$1.00

If you need Blankets — Don't Fail to Shop
OUR BLANKETS

\$8.95 Values \$5.95
\$7.95 Values \$4.88
\$6.95 Values \$4.59

MEN'S, WOMEN'S, CHILDREN'S SWEATERS

Large Selection
1/2 PRICE

LITTLE GIRLS' All Wool COATS

Sizes 2, 3, and 4

ALL GO AT **\$3.00 EACH**

BROKEN SIZES IN LADIES' SHOES

Wedges, High, Low, and Medium Heels
Values to \$6.95

\$2.00
Pair

DON'T MISS THE BARGAINS IN LADIES' READY-TO-WEAR
You will find Junior Sizes, Half Sizes and Regulars.

REPLENISH YOUR SHEETS

FOXCROFT
81 x 99 \$2.59
81 x 108 \$2.98

In HEREFORD
It Is

Rutherford & Co.

Corner Main & Third Streets

Phone 439

Hereford, Texas

NOW-FOR THE FIRST TIME-

Launderrall
THE COMPLETELY AUTOMATIC HOME LAUNDRY

We Install and Give 1 Year's SERVICE

Launderrall is a wonderful new Launderrall can be yours on such easy, budget terms. With government installation regulations relaxed, Launderrall is now within reach of everybody's budget! Don't delay—see your local Launderrall dealer, listed below, for a demonstration today.

Launderrall's economical use of soap and hot water helps pay for Launderrall as you use it... and what's more—

Washes Clothes Cleaner!

No other WASHER HAS ALL THESE FEATURES!

★ MORE THOROUGH WASHING—With Re-Vers-Rot washing action ★ NO BIND-ING OR STROTTING—Top-Rise to wad high ★ GREATER SAFETY—Soft-Latch protects clothes from ★ DAMP-ROTS—DRIPERS—Hot Drive damp-dries clothes ready for the line ★ SCIENTIFICALLY TIMED CYCLES—Hydro-Pol Drive takes pressure out of washing ★ LARGER CAPACITY—10 full pounds—dry weight

Among Our Satisfied

LAUNDERALL CUSTOMERS

- Mrs. DOCK KIRBY
- Mrs. CARL McCASLIN
- Mrs. BOB LEWIS
- Mrs. PETE COWART
- Mrs. HOWARD GAULT
- Mrs. HAROLD CLOSE

XELTON

ELECTRIC APPLIANCE

211 MAIN — PHONE 31

Two Hereford Girls At TSCW To Get First Vote in '48

DENTON, Jan. 19.—Misses Elizabeth Dunlap, daughter of Mr. and Mrs. Walter Dunlap of Hereford, and Charlene Hood, daughter of Mr. and Mrs. G. E. Hood, who celebrated their first birthday as voting citizens this year, pledged last week with 227 other New Voters at Texas State College for Women to become active citizens of their state and country.

The New Voters were honored at a college assembly sponsored by the Campus League of Women Voters in order to focus attention on the fact that becoming a voting citizen is an important event in the life of every person in the United States.

Miss Dunlap is a Junior, majoring in Merchandising, and Miss Hood is a senior majoring in Advertising design.

1948 Goals Filled Out for Yearbook By Westway Club

Goals for the new year were filed in the Year Books by members of the Westway Home Demonstration Club January 4, when they met in the home of Mrs. Elmer Combs.

Mrs. Tom Draper, H. D. Agent, stressed the keeping of records of Goals and Achievements by the Demonstration and Co-operators.

Mrs. Manuel Hawks was appointed legislative leader and landscape co-operator; Mrs. Paul Rudd, assistant parliamentary; Mrs. Grace Little, assistant reporter and Mrs. Elmer Combs, assistant secretary.

Refreshments were served to visitors, Mrs. Nat Thomas, Mrs. Sborly Thomas, Mrs. E. H. Little, and Mrs. G. C. Merritt of Black; and club members, Mesdames Earl Scott, M. S. Roe, Merlin Kaul, R. L. Wilson, Hughes Millard, Paul Rudd, Elmer Combs, R. N. Gunn, Grace Little, A. C. Pierce, Carl Schroeder, Manuel Hawks, Joe Wagoner, John Townsend, Joe Landers, and H. D. Agent, Mrs. Tom Draper.

January 28 the club will meet with Mrs. Paul Rudd and roll call is to be answered: "What is wrong with my community?"

Calliopean Club Studies "The Play"

Mrs. L. B. Barnett talked on "Play Production" at a meeting of the Calliopean Club held Thursday evening with Mrs. Richard Barnard in the home of her parents, Mr. and Mrs. W. J. Stanford.

Mrs. Barnett told of the requirements for writing a play, and traced the different steps of production from assembling the props, the scenery, and background to selecting the cast and final rehearsal.

Mrs. Carl Perrin read a paper, prepared by Mrs. Pete Cowart, on the review of the book "Mama's Bank Account," which is now being made into a play.

Members present were Mesdames L. B. Barnett, B. F. Cain, Clyde Cave, Paul Coneway, Wayne Evans, Alton Fraser, Norman Harris, J. E. Kirby, N. E. Milburn, Carl Perrin, W. L. Davis Jr., Raylan Evans, J. T. Glibreath Jr. and the hostess. Also present was Miss Genevieve Eberle.

Mrs. Gaston Baer and daughter, Hertha, left last week for Dallas and New York City for spring market buying.

Rev. and Mrs. J. B. Harlin of Plainview were visitors in the home of her grandmother, Mrs. W. R. Matthews Sunday.

Wants Back in Prison



Pleased at the possibility of getting back his old prison job, Raymond Richkari, 37, right, talks with county jailer Joseph Staresino, left, and William Agruick, deputy sheriff, at Joliet, Ill., where he gave himself up on deliberately breaking his parole just two months out of Stateville Penitentiary—so he could get back in prison.

Richkari says things are tough all over and he can't make a go of it outside.

Fairview H. D. Club Has First Meeting Of Year Jan. 13

The Fairview Home Demonstration Club began the new year with a meeting January 13 in the home of Mrs. Byron Campbell.

Roll call was answered by each member with her plans for the year in club work. For their co-operative goals they chose clothing, home food supply and living room demonstrations.

Club organization was the subject of Mrs. Draper's demonstration. Quoting Dr. Seamon Knapp, Mrs. Draper said, "A progressive example of better farming and home making by a farmer or his family on the farm or in the home, leads to a greater profit, comfort, culture, influence and power."

Members present were Mesdames Oscar Hunt, E. W. Womple Jr., C. R. Hughes, R. L. Campbell, F. E. Finney, Jack Higgins, Pete Rush, E. W. Shugart, Wayne Higgins, Joe Rogers, C. L. McBroom, Belton Finney and the hostess.

The next meeting will be January 27 in the home of Mrs. Oscar Hunt.

Rance H. D. Club Votes To Serve At Farm Sale

Rance Home Demonstration Club voted to serve a farm sale lunch in cooperation with the Easter Club at the Claude Duran place on Tuesday, January 20.

Mrs. J. M. Wright, hostess at the meeting last week, was appointed finance chairman. Miss Mattie Seago, the county home demonstration agent, gave a demonstration on "Floors and Floor Coverings."

The 1948 year books were presented to members. Those attending were Mesdames H. G. Behrends, George DeLozier, L. J. Counsellman, Jack Streun, A. F. Blakemore, Kester Duran, T. P. Newton, Roy Colzer, Clifton Harper, and J. M. Wright.

Mrs. Edwards Is Hostess to Sims Club Last Week

Mrs. E. A. Edwards was hostess to the Sims Home Demonstration Club last week for the first meeting of the new year.

Members filled out their year books and drew names for their Secret Pal.

Those present were Mesdames Cord Hammock, Clarence Hollabaugh, C. W. Edwards, Homer Brooks, V. L. Reese, Zerrell Thomas, Eld Thomas, M. W. Balkenship, Glenn Hetzler, J. A. Crofford, Ferguson, two visitors and the hostess.

The next meeting of the club will be in the home of Mrs. Homer Brooks.

North Hereford Club Meets With Mrs. Barrett

North Hereford Home Demonstration Club met with Mrs. R. E. Barrett Thursday afternoon. Roll call was answered by members telling New Year's resolutions concerning Home Demonstration work. Mrs. J. T. Richardson conducted the recreational period.

Mrs. R. A. Fullwood directed the business session and appointed committees for the coming year. Members voted to donate five dollars to the infantile paralysis fund, and Mrs. Tom Draper, CHDA, talked on "Setting goals and checking accomplishments, program meetings and 4-H Club problems." Plans were made to begin work on the next Christmas Bazaar. January 29 was the date set for an all-day meeting to be held in the home of Mrs. D. F. Mathis, to make quilts tops, and February 3 was the date chosen to complete the quilts. All quilts will be given to the Red Cross.

Members present were Mesdames G. W. Duncan, George Parker, W. H. Russell, Paul Hoff, M. H. Koelser, C. L. Whitehead, Tom Draper, Earl DeHart, J. T. Richardson, O. L. Massie, D. F. Mathis, R. A. Fullwood, Mary Rodkin, Fred Barrett, Dick Barrett, Otto Olson, Harold Pettijohn, J. L. Findley, Grady Parsons, Fred Baltzman and the hostess. Visitors were Mesdames Grady Jenkins, Poole, Bill Blackwell and Charles Owens.

Mrs. Lyle Woodford returned home Monday from Dallas, where she had been in Baylor Hospital since before Thanksgiving.

Telephone preview for 1948

As we enter 1948, the 50,000 telephone people in the Southwest are continuing to work hard to make telephone service better than ever and to get service to people waiting. Here is what we think 1948 will bring:

INSTALLATIONS

Shortages of switchboards, cable, and wire continue, but we were able to install 480,000 new telephones last year for a net gain of 295,000. This year we expect to equal or better that total.

CONSTRUCTION

Dollars spent on construction last year came to 115 million, close to three times as much as in any previous year. In 1948, the job will take even more money—150 million dollars! That will buy new buildings, switchboards, cable, wire, and other things needed to supply more and better telephone service.

DEMAND

Demand for telephones continues at 50,000 a month. New orders keep the waiting list long, but it is smaller now than a year ago. About 200,000 persons in the 700 exchanges we serve are now waiting for service, but 3 out of 4 of them applied in 1947.

LONG DISTANCE

Improvements in long distance service are coming in 1948 as we add more miles of wire needed to handle calls. Some 60,000 miles of circuits were added in 1947. We expect to double that total in 1948.

SERVICE

Telephone service will grow better as more switchboard equipment brings relief from the extra-heavy loads now being carried. More than 18 million calls a day were made in the Southwest during 1947. This is well over a million more than the previous year, and a new record. The trend is upward for 1948.

RURAL SERVICE

We connected 50,000 more rural telephones last year. Our large-scale program to bring telephone service to more farms will continue in 1948. We hope to be serving 260,000 telephones in rural areas by the end of this year, nearly twice as many as at the start of 1946.

We worked hard to do what we did in 1947. We've still got an uphill job. We'll be doing the best we can to put in more telephones and further improve telephone service during 1948.

SOUTHWESTERN BELL TELEPHONE CO.

...ANNOUNCING...

The Hereford Heating Company is now located at 408 East 1st street — a new location and added facilities to serve your heating and plumbing needs.

Healthful Heat

The bathroom's warm and cozy like the rest of the house with a FORCED AIR HEATING SYSTEM that even cuts down on colds and winter ailments. Keep your family healthy; even temperatures safeguard health. Call us today for full particulars; we'll be glad to make a free estimate for healthful heating.

- FORCED AIR HOME & BUSINESS HEATING SYSTEMS
- PLUMBING AND HEATING SUPPLIES OF ALL KINDS

HEREFORD HEATING COMPANY

CHESTER COX, Owner

We have State license and we are bonded to the City for your protection.

408 East 1st. Phone 708

Know Our Personnel

Each Department Head Is A Qualified Authority

AND IS YOUR FRIEND

Otis Dickey is back at Benefield's as One-Third Owner and Manager of the INDUSTRIAL ENGINE Department.

Ed Warren continues as Auditor and Manager of the PARTS Department.

Garland Wilson is Service Manager, caring for the needs of CHRYSLER, PLYMOUTH and REO owners.

BENEFIELD MOTOR CO.

Hereford

SERVICE

1. We have a complete line of Refrigerator and Electric Motor parts.
2. We take a personal interest in your problems, whether it is sales or repairs.
3. We have not increased our prices.

REMEMBER — for REFRIGERATOR SALES AND REPAIR, See

Walker Refrigerator Service

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

HEREFORD



By JIMMIE GILLENTE

Frank Kimbrough, head coach of West Texas State College, last Friday entertained members of the Rotary Club with a brief talk, following which he showed color pictures of the West Texas-New Mexico football game. Among other things, he told a story which certainly fits in with the heading of this column.

It seems that a family of three fine Herefords lived on a large ranch. They consisted of a mamma cow, a papa cow—and a little son. One day the little son went out on the grass to play and wandered off from his parents. An hour or so later they missed him and started a frantic search. They hunted and hunted, walking two or three miles and when they were just about ready to give up, they looked across a ravine and saw their little son contentedly grazing away. They were both tired from their long walk, but the papa

now turned to the mamma cow and said, "That just goes to show you." "What does it show," asked the mamma, still a little bit angry. "It shows," said the papa, "just how far a little bull will go."

The recent auction sale held by M. A. Parker also set some sort of record for the mamma cows. Mural consigned 17 grade Holsteins to the sale. The top cow brought \$412, and the low was \$223. The entire averaged \$279.69—and the average was lessened considerably by two animals.

Recently we purchased a non-offset spray gun at The Brand Office and in the course of things received two guns instead of one. Mr. Shellenburger of Standard Printing Co., Amarillo, and Mr. Spears of Shamrock Gas and Oil Company, Amarillo, came down after the gun. We drank a cup of coffee and in return to The Brand office passed the Morgan Record Shop. Both of the men uttered exclamations of surprise, and made a bee-line for the door.

"Say, they have nothing like this in Amarillo," exclaimed Spears. Both men bought several records which they have been hunting all over the country.

Therefore, it is a genuine pleasure to proclaim Mary Jane Morgan as "Merchant of the Week"—featuring an outstanding stock and attractive window displays. We also wish to compliment Miss Vera Gholson for efficient, courteous service.

Work has already started on the City Street Markers, approved at a recent meeting of the City Council. This movement was pioneered and sponsored by the Hereford B. and P. W. Club, who for the past five years have been plugging away. They celebrated the occasion at their meeting last Monday evening with some unusual place cards. Instead of names of those attending, the place cards carried the street address of each individual.

Along this line, you will find a "trade from Mayor Dameron in this issue of The Brand. It will be well for every person to read the full page article, and the city officials will certainly appreciate your suggestions—and even your criticism.

Another outstanding civic improvement due recognition is the new Hereford Wrecking Company quarters. Orville Culppeper and U. V. Pierce have produced probably the only wrecking yard in the country which does not look like a wrecking yard. They maintain a staff of 12 persons, which affords a nice payroll for the community.

Have you seen the new Presbyterian Girl's birthday calendars? The young women did a lot of hard work and they have a novel idea, which will be popular. Personally, I am sure glad they didn't list the ages along with the birthdays. This is fast becoming a touchy subject with a lot of fellows who always considered themselves in the "younger bunch."

CARD OF THANKS
We wish to express our thanks and appreciation to all of our relatives, friends and neighbors, for your sympathy and kindness during our hour of bereavement in the loss of our loved one. May God bless each of you.
Henry Hoffman,
Leo Hoffman,
Mrs. Conrad Urbanczyk,
Mrs. E. A. Albracht.

Mr. and Mrs. Tommie Pope and small son of Amarillo were visitors from Amarillo Sunday in the home of her sister, Mrs. Homer Brumley, and that of her mother, Mrs. Montfort.

Out of town friends and relatives attending the funeral rites of Mrs. Henry Hoffman were Mr. and Mrs. Joe Klitten and Mrs. Clem Klitten of Stanton; Mr. and Mrs. Albert Shulte of Nazareth; and Mrs. J. I. Lueb of Flagler, Colorado; a sister, Mrs. Esther Burggrebe of Evansville, Indiana.

Walcott

Mrs. Phillip Miller and Mrs. Henry Melton attended the Federation luncheon in Hereford Friday.

Mr. and Mrs. Charlie Burk visited Mr. and Mrs. A. J. Walker Wednesday night.

B. B. Northcutt made a business trip to Portales Saturday.

Visiting in the Northcutt home for the past two weeks were Mrs. Glenn Harris and children of Portales, New Mexico.

Guests in the A. J. Walker home Sunday were Mr. and Mrs. B. B. Northcutt and children and Mr. and Mrs. Tom Cope and family of Happy. Mrs. Walker is a niece of Mr. Cope's. Mr. and Mrs. Phillip Miller were supper guests of Mr. and Mrs. Garland Solomon Friday night.

Nellie Wolfington is spending the week with her grandmother, Mrs. Loola Wolfington of Hereford. Little Marilyn Kay Bishop is in the hospital after receiving burns on her arm when she fell against a stove.

Shop with the Want Ads!

To the Property Owners and Tax Payers of the Hereford Rural High School District

In order to save your District the expense of hiring additional help for assessing taxes for the 1948 year, you are asked to drop-in at the School Tax Office in the Court House and render your property with the tax assessor-collector. This can be done at your convenience with a saving of time to you and of money to your school district. Come in to see us anytime.

FRED W. BAIRD, Tax Assessor and Collector,
Hereford Rural High School District,
2nd Floor, Court House.

IN STOCK — READY FOR DELIVERY

International
POWER UNITS

Butane, Diesel, or Gasoline

FEED GRINDERS

International No. 10
Fairbanks-Morse in 9-in. and 11-in. Sizes

We Now Have International RED IMPLEMENT PAINT

Stiff-Tooth and Spring-Tooth Attachments
for Tool Bars

Don't Forget our January Clearance Sale of
DAIRY EQUIPMENT
including Milkers, Separators, Coolers, etc.

Make plans now to attend our

BIG FAMILY PARTY

for our patrons, MONDAY, MARCH 8, at 10 A. M.
at the Star Theatre

Watch our ads for further announcements.

ALSO REMEMBER THE 4-H CLUB STOCK SHOW
FEBRUARY 21

HEREFORD IMPLEMENT CO.



I WOULD NOT DARE GO INTO A CATHOLIC CHURCH!

And I certainly would not talk to a Catholic priest! But yet there are a lot of things that I would like to know about the Catholic Church.

Such thoughts are common to a lot of people. They have heard many stories about the Catholic Church — some of them too preposterous to believe. They would like some accurate information but they are afraid to enter a Catholic Church or speak to a Catholic priest. They even hesitate to question their Catholic friends for fear of insulting or embarrassing them.

Well, here is an easy way to get some first-hand information on things Catholic — without cost or obligation — and in the privacy of your own home!

To anyone interested we will send FREE a short but complete course in Catholic doctrine... written in conversational form... with test sheets which you can fill out and we will correct. When you finish this short course your knowledge of the principal laws, ceremonies, and beliefs of the Catholic Church will be above average.

If you are interested, write to

THE HOME STUDY SERVICE

204 East 4th St.
Hereford, Texas

JUSTIN SHOES

GIVE YOU NATURAL EASY-FEELING COMFORT



JUSTIN SHOES have the fine fit and feel of our fine Justin Boots.

Come in and see how good a pair of Justins feel on your feet.

\$12.00

FOX MAN'S SHOP
HOMER FOX

Anthony's
January



A Good Old Fashioned

WHITE SALE

SEWING INSPIRATION FOR SPRING

OUR SHELVES ARE LOADED!

Bolts and Bolts of Fine

Piece Goods BETTER COTTONS

A large selection of fine combed cottons, fancy striped chambrays, striped broadcloths — All of these in a large selection of new colors beautifully adapted to the new spring fashions; all in 36 in. widths and vat dyed fast colors.

- ... POWDER PUFF MUSLIN
- ... PEEK-A-BOO SHEERS
- ... WOVEN SEERSUCKER
- ... TISSUE GINGHAM
- ... WAFFLE PIQUE
- ... STRIPED CHAMBRAYS
- ... WOVEN MADRAS
- ... MANY NOVELTY PATTERNS

98c



Complete Stock of
Simplicity Patterns
and O.N.T. Sewing Thread

SOLID COLOR COTTON SUITING

Solid colored linen-like finish cotton yarn goods makes up beautifully. 36 in. wide.

SAVE AT THIS LOW PRICE **49c**

FINE GINGHAM

Where but at Anthony's could you expect to get a Gingham Value like this fine count cotton Gingham with beautiful Gingham Checks and Plaids.

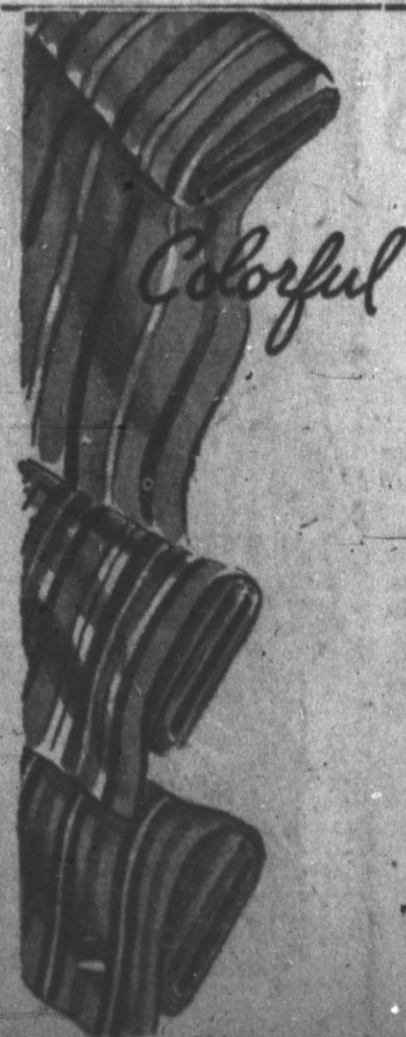
Sanforized and Fast Color **59c**

NASHUA INDIAN HEAD

36 in. Wide, Extra Fine Grade New solid colors to select from.

at this very low price **69c**

New Spring RAYONS



Rayon Prints are here again, brighter and prettier than ever, for spring. All over florals, conventionals, gay fresh backgrounds.

- Bordered Print
- Solid Color Butcher Linen
- Rayon Gaberdine Solid Colors
- Printed Rayon

SEW AND SAVE AT THIS LOW PRICE **98c**

Curtain Scrim

White backgrounds with Red & Green & Blue Cushion Dots.

NOW AT THIS LOW PRICE **39c**

Sturdy Cotton Prints

Why strain the budget when you can save by sewing and not sacrifice quality. 36 in. wide **49c**

BLEACHED and UNBLEACHED Fine Muslin

Bolt after bolt of this fine muslin at this low price **29c**



Anthony's
HEREFORD

Couple Celebrate Golden Wedding

Mr. and Mrs. E. F. Sevier celebrated their 50th wedding anniversary Sunday at the home of their son, Carl Sevier, in the Jumbo community.

The couple, both native Texans, grew up together, attended the same school and were married in Iverson on January 16, 1898. She was Miss Rosa Lee Wood.

They moved to their own farm immediately after the wedding and remained there for a number of years, all of their seven children being born there. Later they moved to a farm in Jones county and to Plainview in 1912. In 1938 the family moved to the Jumbo community where he continued farming, but retired from active management of the farm seven years ago. A son, Carl Sevier, operates the farm in Jumbo, and after spending the war years in Dalhart, Mr. and Mrs. Sevier moved to Hereford. Both are members of the Methodist Church.

Mr. and Mrs. John Davis, Mr. and Mrs. J. E. Shropshire, Mr. and Mrs. Frank Tye, and Mr. and Mrs. Y. R. Harpison, all of Plainview; Mr. and Mrs. C. L. Nichols, Odessa; Mr. and Mrs. Ralph Block and family, Edinburg; Mr. and Mrs. Clarence Lewis and family, Brownfield; Mrs. Lena Harmon, Mr. and Mrs. Ernest Harmon and Mr. and Mrs. T. Harbor, all of Spearman; Mr. and Mrs. N. S. Ballard and Mr. and Mrs. B. G. Pearson, Tulla; Mr. and Mrs. Shorty Gipson and Mr. and Mrs. W. C. White of Happy.

Mr. and Mrs. Joe Reinauer and sons, Joe, Jim and Bob, returned last week from California, where they spent the Christmas holidays with relatives.

Wedding bells, lovely golden-yellow jonquils and the three-tiered anniversary cake established the golden wedding theme for the day's event.

The couple's children are: Carl and Dee of Hereford, Tom and Lloyd of Monahans, Raymond and Mrs. Vy Caviness of El Paso, and Mrs. Ruby Wilson of Texline. They have 13 grandchildren and 6 great-grandchildren. All of the children and their families attended the celebration except one son, Raymond of El Paso.

Out-of-town guests attending were Mr. and Mrs. Billie Wood, Frey Hill and Mr. and Mrs. Floyd Wood of Silverton; Mr. and Mrs. W. J. Lewis,

50¢
50¢ A WEEK OPERATES THE FAMOUS
James motorcycle
FROM ENGLAND




Amazingly economical... this sturdy, streamlined little machine weighs only 150 lbs., gets 120 miles per gallon and is powered by the internationally renowned Villiers motor. Safe as can be with 2-wheel, auto-type brakes! America's best buy for dependable, personal transportation!

Commercial Oil Co.
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Sales • Parts • Service

YOU'RE LOSING PLENTY!



If You're Not Wearing **WOLVERINE** SHELL HORSESHOE WORK SHOES

SHELL Horsehide in BOTH soles and uppers. No other work shoes in the world like them. Come in... try on a pair.

FOX
MAN'S SHOP
HOMER FOX



666
IS THE
Taxi Number

Safe, Dependable Drivers
24-Hour Service — Anywhere,
Anytime.

HEREFORD CAB CO.
Located at the Bus Station

Flattering Rayon
Jersey Prints!

SPRING DRESSES

7.90

Misses', Women's, Large
Women's and Half Sizes!

Right now, beneath your coat, they'll look as pretty as the first Spring crocus. Advance Spring fashions in eye-flattering rayon jersey. Enjoy them all Spring and Summer... as this fabric is one of the best for all seasons.

Other Prices
\$4.98 to \$10.90



Seat Covers

TAILORED FOR YOUR CAR

We have just received a large shipment of the latest patterns and fabrics in seat cover materials.

TAILORED COVERS FIT—They look better and they last longer.

Let us make a set for your car.

ROBINSON'S BODY SHOP
707 East 2nd Hereford

WHY SHOP AROUND?

Come to PENNEY'S First!

SPRING SHOES

Have a New Open Look!

5.90
and 6.90



Slits, perforations, cut-outs and lattice work add interest to smart "closed" shoes! Penney's fine "Cynthias" in smooth leathers, patents and suedes come in black, brown, red, navy and green.

*Reg. U. S. Pat. Off.



MORE AND MORE... THE TREND IS TO PENNEY'S

Gay-Printed Seersucker

HOUSECOATS

4.98

Flattering slip-front and wraparound styles with glorious sweeping skirts! Beautifully printed floral patterns in sparkling Spring colors. 12 to 44.

New Springweights
CHENILLE ROBES

4.98

For women who prefer chenille robes the year 'round! Figure-flattering wraparound style in exciting Spring colors. 12-20.

OTHERS
\$3.98
to
\$7.90



LOTS OF FREE



● PARKING at HUNTER'S ●

SUDS In Hardest Water Marvene Large Package 13c	WASHO GRANULATED SOAP Box 35c RINSO LARGE BOX 39c LIFEBUOY SOAP 2 BARS 21c LUX SOAP 2 BARS 21c SWAN SOAP 2 BARS 23c SPRY 3-lb. CAN \$1.32	RED & WHITE Coffee Drip or Regular lb. 52c
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TUNA STARKIST Can 49c CHILI PLAIN MARCO Can 39c TAMALES MARCO Can 24c WEINERS OSCAR MAYER Can 47c	RED & WHITE Grapefruit Juice 2 No. 2 Cans 13c	PEARS BRIMFULL No. 2 1/2 Can 41c APPLES SLICED FOR PIES, No. 2 Can 23c PRUNE JUICE RED & WHITE Quart 25c PEAS BRIMFULL 2 No. 2 Cans 35c
--	--	--

SUN SPUN Salad Dressing Pint 33c	GREEN BEANS AND POTATOES BRIMFULL 2 No. 2 Cans 31c WAX BEANS RED & WHITE FANCY No. 2 Can 27c KRAUT BRIMFULL 2 No. 2 Cans 25c CATSUP RED & WHITE QUALITY 14-oz. 21c CRANBERRY SAUCE MARCO 16-oz. Can 23c FRUIT COCKTAIL BRIMFULL No. 2 1/2 Can 35c	RED & WHITE Shortening 3-lb. Can 1.25
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Tomato Juice RIO STAR No. 2 Can 10c SPINACH VAL TEX No. 2 Can 10c DOG FOOD RANCH BOY 2 Cans 15c GRAPEFRUIT TEXAS 8-lb. Bag 34c	QUALITY Bologna lb. 29c	Tomato Soup RED & WHITE, 2 Cans 15c FORMULAC INFANT FOOD Can 15c FLAVR JELL GELATIN DESSERT, 3 Pkgs. 15c CABBAGE FRESH SOLID lb. 6c
---	---	--

PORK Roast lb. 45c	ORANGES 5-lb. BAG 29c SPUDS LONG WHITES, U. S. No. 1's 10 lbs. 49c APPLES DELICIOUS, EXTRA FANCY lb. 11c BACON SQUARES SUGAR CURED lb. 49c BACON SLICED lb. 69c SAUSAGE 1-lb. ROLLS 49c	PORK Chops lb. 54c
--	--	--

HUNTER'S

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

Summerfield Club Meets With Mrs. Ky Lawrence

SUMMERFIELD, Jan. 19.—The Summerfield Study Club met at the home of Mrs. Ky Lawrence, with Mrs. J. B. Noland as hostess. Mrs. Charlie Noland was in charge of the business meeting as the president. Mrs. J. B. Noland, was in charge of program.

Mrs. J. B. Noland reviewed "No Life for a Lady" by Agnes Morley Cleveland. The story began when the author was a small girl in 1884 at Las Vegas, N. M., and ends as Agnes Cleveland is sitting on her porch, and an elderly man comes up to thank her for a favor done long ago.

"I was listening with only half

my mind," the author concludes, "with the other half I was trying to span the gap between me and the young girl who had ridden three hours with an anything-but-hand-some youth who offered no slightest recompense—merely because he was a stranger needing a guide. It was then that this record began to formulate itself."

Members present were Mesdames O. B. Sumner, L. B. Lookingbill, Britt Clark, Lee Curry, L. L. Cannon, Jim Clark, Raymond Pratt, Lloyd Lookingbill, Kenneth Neill, Guy Waiser, B. E. Roberson, Walk Boston, Ivan Black, Charlie Noland, Ray Johnson, Ky Lawrence, and the hostess, and Misses Lookingbill and Yvonne Pratt.

There will be a community dinner at the Summerfield schoolhouse on January 29 at 12 o'clock for all the newcomers to the community as honor guests. Every family is asked to bring a basket.

Charlotte, N. C. Pastor to Speak On Baptist Hour



"Why the Church" is the subject of "The Baptist Hour" for February 1, to be heard over Station KGNC at 7:30 a. m., with Dr. C. O. Warren of Charlotte, N. C., as speaker. "Church, Youth, and the Home" will be considered in February, under the general theme, "Divine Light For Daily Living," was announced today by the Radio Commission of the Southern Baptist Convention, Atlanta, S. F. Lowe, director. Dr. Warren, pastor of the First Baptist Church, Charlotte, will be heard the first two Sundays, while Prof. Charles Wellborn, Waco, Texas, will speak the middle Sunday, and Dr. Ted F. Adams, Richmond, Va., the last two.

A popular feature of each program of "The Baptist Hour" is a favorite hymn, determined by a poll among six and a half million Southern Baptists, and in which all interested listeners are invited to take part. The hymn ranking ninth in favor will be featured on the February 1st program.

Chu-De-Naang Group Holds Meeting

Mrs. Frances Houston, who replaced Mrs. Leroy Aven as assistant guardian, and Mrs. G. O. Heard, guardian, of the Chu-De-Naang Camp Fire group, directed a meeting held at the Camp Fire Hut Monday afternoon. Dorothy Veigel was named secretary at the meeting.

Members present were: Lu Durham, Nancy Patterson, Margie Ford, Cecelia Wilkins, Neldean Flowers, June Marian Smith, Sue Barnard, Martha Heed, Margaret Phillips, Marian Lomenick, Dorothy Veigel, Cynthia Hull, Eleanor Aven, and Norma Lee Joiner.

Sell Thru the Want Ads!

Music Club Studies Romantic Era

Beginning the study of Romantic Music, Mrs. C. C. Acker, leader at the meeting of the Music Study Club held at the home of Mrs. Glenn Snyder, Monday afternoon, stated that the romantic in music was an inspired movement rather than an inspired movement.

Tracing the movement of the romantic in art through the late 18th and early 19th centuries, Mrs. Acker pointed to Beethoven as marking the transition followed by Schubert, Schumann, Liszt, Chopin, Wagner, Strauss and Brahms, all possessed of the romantic spirit.

A program of music carrying out the Romantic Ideal was presented as follows:

Piano solo, Jonglierie op. 137 No. 3 (Godard) Mrs. J. R. Allison; vocal, On Wings of Song (Mendelssohn) Mrs. B. F. Cain; Duet, Hungarian Dance No. 5 (Brahms) Mrs. A. J. Schroeter and Mrs. W. J. Stanford; Duet, Toreador et Andalouse (Rubinstein) Mrs. Norman Harris and Mrs. J. R. Allison; Chorale, Alone in the Gloom—Notturmo, op. No. 2—Fr. (Chopin-Zamecnik) Mesdames B. E. Cain, R. P. Coneway, Troys Carmichael, T. W. Roberson, and Earl Phillips.

Members present at the meeting were: Mesdames C. C. Acker, J. R. Allison, B. F. Cain, Troys Carmichael, H. A. Close, R. P. Coneway, C. E. Dyer, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, Norman Harris, J. B. Jones, C. J. Mounts, Earl Phillips, T. W. Roberson, A. J. Schroeter, W. J. Stanford, A. C. Thompson, A. O. Thompson, and the hostess.

Wesleyan Guild Elects Officers

Wesleyan Guild of the Methodist Church elected officers at the meeting held with Miss Mattie Mac Swisher Monday evening.

Officers include: Mrs. Clyde Cave, president; Miss Sadye Rigler, vice-president; Mrs. Bonnie Jean Kelly, secretary-treasurer; Mrs. Elmer Mathies, corresponding secretary; Miss Swisher, spiritual life leader; Mrs. Norman Whisenand, missionary education and service; Miss Ella Aikman, social relations and local work; and Mrs. Cawthon Bryant, recreational leader.

Mrs. Bonnie Jean Kelly gave the devotional followed by a program based on the 23rd Psalm, given by Miss Sadye Rigler. Miss Swisher gave a report on a recent conference in Amarillo which stressed the slogan "Build the Guild."

The next meeting will be held on February 16 with Miss Ella Aikman.

The annual whaling season is on in the Antarctic and due to the world fats and oil shortage, it's an important business.

B&PW Club Has Meeting Monday At City Hall

B. & P. W. Club met at the City Hall Monday for their dinner meeting with Bessie Lee West as hostess and Mary Dyer as co-hostess.

Bright colored autumn leaves decorated the long table and place cards in form of street markers bearing the street address of each member was used, stressing the club's interest in this civic improvement.

The Club Collect, lead by Mary Dyer was given in union by the members preceding the dinner. The program followed with a song by Adeline Koelzer, who sang "The Lilac Tree" and the guest speaker, Jimmie Gilentine, was introduced by Bessie Lee West.

Mr. Gilentine's theme dealt with the small town, its advantages and growth.

A business session followed the program with Cecil Williams, representing Red Cross as chairman of Camp and Hospital, telling of the "Gray Ladies" course being given in Amarillo February 10, 11 and 12, and calling for volunteers from the club members.

Guests present were the speaker, Jimmie Gilentine, Jean Williams, Della Stagner, Bruce Rose, Zula Gilliam and Florence Wilhelm.

Sub-Debs Entertain At Dance

Sub-Deb Club entertained with an informal dance at the club house Friday night. Chaperones for the affair included Mrs. Ray Johnson, Mr. and Mrs. J. W. Thomas and Mr. and Mrs. Ira Foster.

Club members and their dates attending included: Gayle Foster, Keith Hutson, Gullita Cunsterson, Dwight Wilson, Jean Hardwick, Eugene Roberson, Mary Q. Mathies, Glenn Hopson, Mary Catherine Carroll, Don Davison, Martha Thomas, Dale Barkley, Marian Longbottom, Oliver Strau, Doris McGee, George Hamilton, Diane Jewell, Eddy Roberson, Billee Johnson, Jacqueline Newell, Patsy Slagle, Marylouise Grady, Barbara Boyd, Ruth Loerwald, Harold Loerwald, Reuben Knox, Trigger Carlyle, Buddy Corbett, Dick Oakes, Johnnie Rogers, Gayle Rogers, Karl Hutcheson and Raymond Lueb.

Rainbows can be formed by moonlight just as they are formed by sunlight, but the colors are very faint and difficult to distinguish.

Members present were Lillie Poff, Mary Dyer, Gwendolyn Springer, Elizabeth Yarbo, Cecil Williams, Frances Young, Pauline Loerwald, Florence Loyd, Corinne Jennings, Lilye London, Phyllis Radovich, Velma Hodges, Marcy Koelzer, Virginia Hartman, Ellen Carter, Bessie Lee West, Adeline Koelzer, and Ursalee Jacobsen.

Carl Oldham Is Honored On Birthday

To honor Mr. Carl Oldham on his birthday, Mrs. Oldham entertained Saturday night with a forty-two party at the home of Mr. Oldham's parents, Mr. and Mrs. L. Z. Oldham. Mrs. Jimmie Allred played high for women and Jimmie Allred and John Robinson tied scores for the men. Couples attending were Messrs. and Mesdames J. W. Witherspoon, Pat Robinson, E. J. Pepper, John Robinson, Jimmie Allred, Richard Winget, Worth Covington, W. K. Brooks, L. Z. Oldham, the honoree and the hostess.

The one human group which can be considered a "pure" race is probably the Adamans, who inhabit the Andaman Islands off the coast of Burma. These people have been isolated for a long period and until recently were not in contact with any other race.

The Texas Safety Association reminds motorists that DEATH rides with the drinking driver!

Many a tombstone has been carved by chiseling in traffic, says the Texas Safety Association. Be sure you have the right-of-way then go ahead.

'REALTOR'

The BADGE of HONOR in the REAL ESTATE FIELD

We Welcome Applications for Membership in our local Hereford Real Estate Board

Hereford Real Estate Board

MEMBERS:

- | | |
|-------------------|------------------|
| J. B. ELLISTON | L. O. CROSTHWAIT |
| SAM NUNNALLY | J. G. WEIR |
| E. B. POSEY | FRANK BARBER |
| CHARLES R. SCWELL | BRUCIE ROSE |
| J. C. RICKETTS | E. S. IRELAND |

Any Complaint Against Any Member Should be Reported

Get the Facts and You'll Get a 'Jeep'

The Universal "Jeep" does more jobs, at less cost per job, than any other farm vehicle. It is more versatile, more comfortable, safer and easier to operate. Let us prove that—in a demonstration on your farm, using your equipment.



WINTER DRIVING. The "Jeep" has traction for getting through deep drifts or sudden thaws... it gets around over soft, muddy ground... breaks a path for other vehicles. With snow plow attached, it quickly clears driveways or barnyards.



TO MARKET AND BACK. The "Jeep" works the year around as tow truck or pick-up—hauling livestock or produce to market and bringing supplies back to the farm. Snow-clogged, ice-glazed or muddy roads are no problem.



FARM CHORES. Grinding feed is just one of the many winter chores made easier with the Universal "Jeep". Its power-take-off operates all kinds of belt-driven farm equipment.

SEE THE 4-WHEEL-DRIVE UNIVERSAL **Jeep**

ROBERSON MOTOR COMPANY

123 West First St. Phone 440. Hereford

\$1.00 WILDROOT CREAM OIL 89¢

75c Listerine Antiseptic 69¢

\$1.00 MAR-O-OIL SHAMPOO 89¢

\$1.20 SHEAFFER FOUNTAIN PEN Complete Stock 3.50 to 22.50

Here's PROOF our PRICES are WAY DOWN LOW

What's all this talk about inflation? There hasn't been any—and there won't be any—at CLOSE'S. We've kept prices down—WAY DOWN LOW—and we're going to keep them there because it's good common sense and good business policy to price merchandise so that all possible customers can afford to buy all their health and beauty aids from us. Yes, we're keeping prices 'way down low... and these timely values prove it!

\$1.00 CARDUI TONIC	69¢
TONI CREME SHAMPOO	49¢
\$1.20 SAL HEPATICA	89¢
60c SYRUP PEPSIN	39¢

SICK ROOM NEEDS

Rubber Gloves	69¢
\$2.00 Water Bottle	\$1.89
35c Vicks	29¢
60c Mentholatum	49¢
75c BenGay	69¢
100 Tablets Aspirin	29¢

TONI HOME PERMANENT \$2.00 Set — \$1.89

TOILETRIES

Coty Body Powder	\$1.19
\$1.00 Chamberlain	89¢
Yardley Hand Cream	65¢
35c Mum	29¢
75c O. J. Beauty	69¢
55c Lady Ester Cream	47¢
75c Noxzema	49¢
\$1.00 Evening in Paris	49¢
75c Fitch's Shampoo	69¢
\$1.00 Vitalis	89¢

HAIR BEAUTY RITUAL

RICHARD HUDNUT

Egg Shampoo	
Creme Rinse	
Dandruff Treatment	
Cream Hair Dress	
	\$1.00

Nyal Mineral Oil

Pure, tasteless and odorless.

Full Pint **59¢**

PRICE RISES SINCE 1939

FOOD	103.7%
APPAREL	85.1%
HOUSE FURNISHINGS	81.5%
FUEL & POWER	20.7%
DRUGS & TOILETRIES	3.1%

Copyright Exchange Inc. 1947

\$1.20 BROMO SELTZER	98¢
\$2.00 SSS TONIC	\$1.79
60c MURINE EYE DROPS	49¢
BOYER HAIR ARRANGER 6-oz. Size	59¢
50c BABY TEETHING LOTION	39¢
\$1.25 Creomulsion For Cough	98¢

DR. WEST'S Miracle-Tuft TOOTH BRUSH .49

POND'S DRY SKIN CREAM Special Help For DRY SKIN .47

TAMPAX REGULAR—JUNIOR—SUPER .33

LISTERINE TOOTH PASTE For Pin-Point Cleansing .39

SAVINGS THAT COUNT

33c MODESS	
17c TISSUES	
Both for	39¢
50c Dr. West Tooth Brush	
50c Dr. West Tooth Paste	
Both for	59¢

DuBarry Derma-Sec Formula

\$2.00 JAR—NOW ONLY \$1.00

Guard against skin dryness that tortures your age with DuBarry's extra-rich, extra-fine Derma-Sec Formula... the cream that seems to soften as it touches!

For a Limited Time Only \$2.00 jar of DuBarry Derma-Sec Formula by Richard Hudnut—for only \$1.00, plus tax.

CONGRATULATIONS

TO DR. R. R. WILLS, DR. L. B. BARNETT, AND DR. M. W. NOBLES ON THEIR NEW MODERN UP-TO-DATE MEDICAL CLINIC TO SERVE HEREFORD AND AREA

The Hands of Skilled Craftsman

The shape of a man's hands often clearly reveals his character. For example, your doctor's hands—and those of your pharmacist—clearly reveal their sensitivity and their capability... their training to do good for humanity. Yes, our two professions working together hand in hand, mutually assisting one another. Your doctor writes your prescription pointing the road to a speedy recovery; our skilled pharmacists painstakingly mold this blue-print plan into a reality—a reality which takes shape as your prescribed medicine compounded exactly as your doctor intended it to be.

CLOSE Drug Store

PHOTO 13

PRESCRIPTION DRUGGISTS

The Hereford Brand

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

BOLMAN AND GILLENTE Publishers
HEN 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.

Mr. and Mrs. J. E. Beyer returned Monday night from a month's stay in Arkansas and Kansas. They visited a daughter, Mrs. Harold Hicks, and family in Little Rock, Ark., and with a son, J. E. Beyer Jr., and his family in Hutchinson, Kansas. In Wichita they were guests of his brother and family.

J. T. Gilbreath Jr. returned Monday from Galveston where he visited his twin brother, J. C. Gilbreath and Mrs. Gilbreath, who were seriously burned recently. Mrs. Gilbreath, who is in John Sealy Hospital in Galveston, is reported to be much improved.

Mrs. R. Davidson Buried At Clovis Monday, Jan. 12

Funeral rites were held in Clovis on Monday, January 12, for Mrs. Roscoe Davidson, who died on Saturday, January 10 in a Fort Worth hospital following a long illness.

Mrs. Davidson was a former Hereford resident. She was the daughter of W. B. Anthony and the late Mrs. Anthony. Besides her husband, she is survived by two sons and a daughter, Milton and Wayne Davidson of Clovis, and Mrs. Jean Rolan of Hartford, Conn.

She is also survived by three brothers, Will of Ringold, C. W. of Big Square, and J. M. of Lubbock, and five sisters, Mrs. C. C. Cox, Station; Mrs. George Sasser and Mrs. Grady Sessall of Clovis; Mrs. Lenis Shane and Mrs. Jessie Duncan of Amarillo.

For every \$1 in dividends paid by the railroads from 1921 to 1945, \$2 were spent in improvements.

Around Town

(Continued from page one)

new Western Auto Store, where he'll assist Johnny Pool in getting the new business underway.

One of our printers, Guy Clay, was considerably disconcerted last Friday when, after suffering for several days with a toothache, he finally screwed up nerve enough to call the dentist and ask for an appointment, and was told by the receptionist that the doctor was booked up for the next seven days. Clay says it's a heck of a note—nope, folks, those weren't his exact words—that a dentist stays that busy in a town without a toothache.

Fireman Debs Knox was Johnny-on-the-spot for the blaze at Beach's Grocery on the Avenue last Monday noon. Carrying a load of bread, Debs half-jokingly commented to Mrs. Beach on how smoky it was inside the building. "Oh, that stove always smokes a lot," she reassured him. On his second trip in, Debs thought the smoke was getting a bit thicker and was again reassured. Then, taking a closer look inside, he discovered that the roof around the stove was actually on fire. Damage was slight—but the Hereford Fire Department got some exercise.

Chamber of ...

(Continued from page one)

committee with four subcommittees for Harrison Highway, Highway 81, Highway 60, and Farm-to-Market roads; Sanitation and Public Health committee (B&PW and PTA); Fire Prevention and Public Safety Committee; and Housing Project committee.

The Administrative Division, under the direction of Secretary-Manager Pete Cowart, includes Membership, Finance, Jaycees, and Publicity committees.

All committee appointments have not yet been made, with the exception of several as noted where local civic clubs and organizations will be asked to take charge.

New Auto ...

(Continued from page one)

Commercial tags begin with MA900 and run through MA1299. Farm truck licenses are RA1800 through RA2499.

Several new license tag designations are on the list this year. Truck-tractor licenses are VA80 through VA129; farm truck-tractor tags are designated VR50 through VR59; trailers are TA400 through TA579; house trailers are TP90 through TP119; dealers tags are SJ48 through SJ94; and motorcycle licenses are Y390 through YJ199.

For the benefit of puzzled owners, Deputy Sheriff Worth Covington quoted the official definition of a "truck-tractor" as "any vehicle designed and used primarily for drawing other vehicles constructed so as to carry a load other than part of the weight and load so drawn." Any truck-tractor owner who wasn't consulted before ought to be thoroughly so after reading that particular bit of legislative double-talk.

Fire ...

(Continued from page one)

pick-up off the floor through a plate glass window in front of the building to safety on the street.

The fire spread rapidly through the shop when a 55-gallon drum of alcohol-base anti-freeze exploded.

A fire wall separating the shops from the front of the building kept the flames from spreading into the show rooms and parts department, but smoke and water damage in this section of the building was considerable.

Mr. and Mrs. Hubert White and family were called to Amarillo Sunday by the serious illness of Mr. White's uncle, T. O. Funesburg.

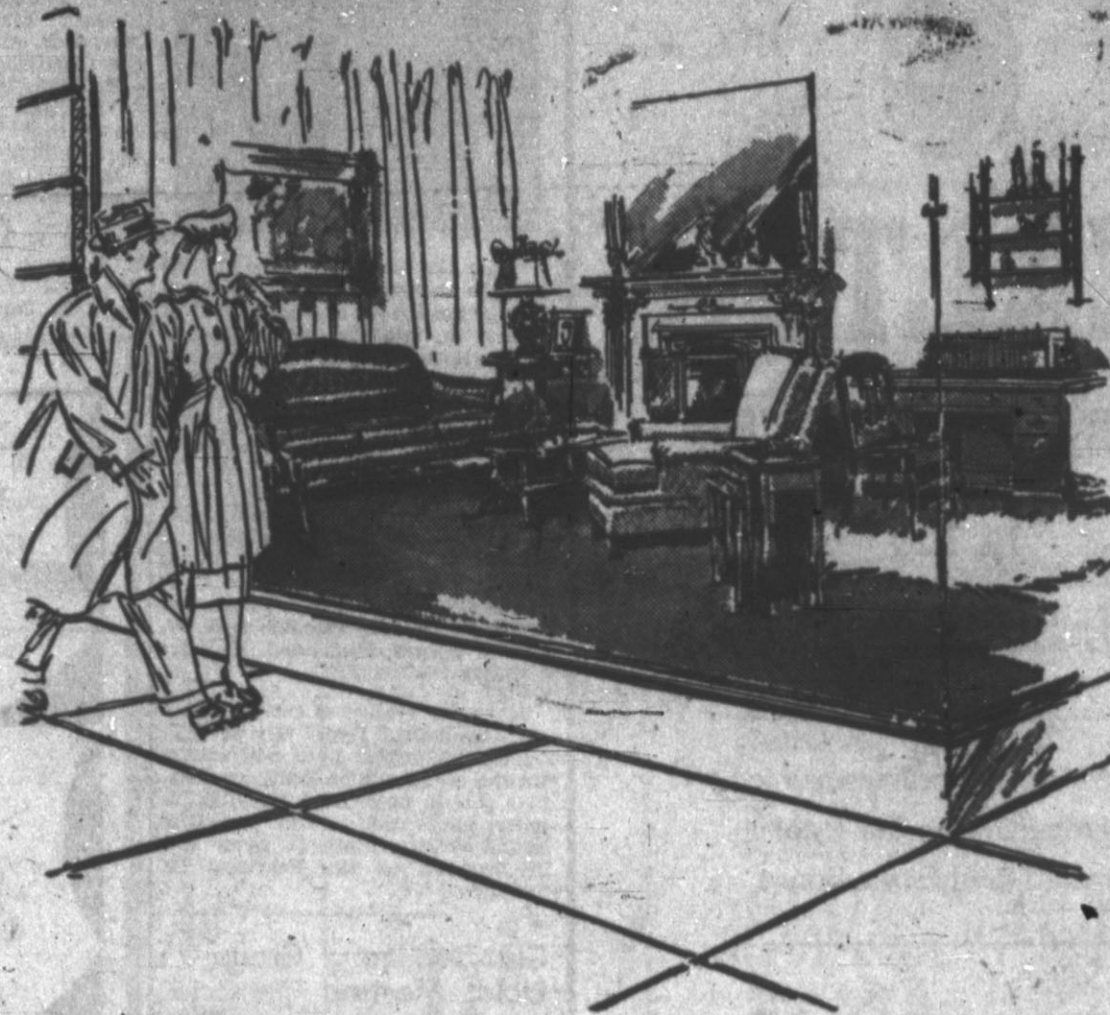
Average earnings per hour for railroad employees increased from 75.1 cents in 1940 to \$1.67 in 1946.

Regular use of an anti-decay chemical for the treatment of the teeth of all children is now recommended by the American Dental Association.

Enrich Your Home

with

TRADITIONAL BEAUTY—COMFORT



We Suggest That You Investigate Our Stock

STUDIO COUCHES
LIVING ROOM SUITES
BEDROOM SUITES

1901 **E. B. Black Co.** 1948
FURNITURE — UNDERTAKING
AMBULANCE SERVICE — DAY OR NIGHT

Men! Men! Bargains!

TOP COATS MUST BE CLOSED OUT!
All Wool
All Sizes
\$35.00 Values **\$25.00**

BLANKET VALUES
72 x 90
All Wool
4 lb. **\$9.75** NOW

ALL WINTER GOODS MUST GO!

Buy Today For Cold Weather Ahead

THE POPULAR STORE

"The Store of Values Since 1921"



GOOD NEWS FOR FOOD SHOPPERS

YES, WE ARE YOUR HOMETOWN, HOME-OWNED GROCERY. OF COURSE WE CONTINUALLY DEVISE MEANS AND VALUES TO HELP OUR NEIGHBORS AND CUSTOMERS IN EVERY WAY WE KNOW. Sometimes we feel that we are more than a mere grocery store; we strictly adhere to the policy that money secured locally should be spent locally — spent for our own necessities and spent for those things which make for a better community for our families — better churches, greater civic service organizations, school and recreation facilities for our children. YES, WE ARE YOUR HOMETOWN GROCER.

FREE COFFEE
Saturday

AT OUR EXPENSE COME IN AND SAMPLE the SPECIAL blend of coffee that we are now offering to Hereford for the first time. To insure all the natural flavor of the coffee bean and to guarantee FRESHNESS at all times, we are now grinding here in our store a special blend for Hereford Coffee Drinkers.

COMPARE

OXYDOL
DUZ
VEL
DREFT
RINSO

37c

FRUIT COCKTAIL 29c
DEL MONTE No. 1 Tall Can
PEANUT BUTTER 37c
PETER PAN 12-oz. Glass
PURE HONEY 71c
BURLESON 2-lb. Jar
CORN 21c
HUNT'S Whole Kernel .. No. 2 Can
Grapefruit Juice 23c
No. 2 WHITE SWAN 3 for
PUFFED RICE 29c
SPARKIES — QUAKER .. 2 pkgs.

PRUNE PLUMS

HUNT'S in Heavy Syrup No. 2 1/2 Can **19c**

PRUNES 39c
Tenderized Sunsweet Calif., 2-lb. box
JELLO PUDDING 17c
ASSORTED FLAVORS, 2 pkgs.

SHORTENING \$1.29
CRUSTENE 3-lb. Tin
PINTO BEANS 29c
COLORADO 2-lb. Cello Bag

FLOUR LIGHT CRUST 25-lb. Bag **1.83**

MARKET

PICNIC HAMS 4 to 6 lb. Average lb. 49c
PORK CHOPS Tender, Lean lb. 59c
BEEF ROAST CHUCK lb. 48c
LONGHORN CHEESE FULL CREAM lb. 54c
SKINLESS FRANKS ALL MEAT lb. 39c
BACON Pound 61c

PRODUCE

ORANGES TEXAS SEEDLESS, Lots of Juice, 5 lbs. for 29c
DELICIOUS APPLES FANCY 5 lbs. 49c
CARROTS NICE BUNCHES 10c or 2 for 15c
POTATOES REDS 10 lbs. for 58c
CELERY FRESH, CRISP, SELECT 21c

LARGE STOCK FROZEN FOODS



Entire Civic Improvements Program Due for Completion This Year

Hospital Is Out of Red During 1947

The Dear Smith County hospital showed a net profit for the fiscal year of 1947 of \$1,850.66. Elmer Mathes, hospital manager, reported to the board of directors and county commissioners last week.

Completely out of the red for an entire fiscal year for the first time since it was founded in 1924, the hospital has completed its biggest year in point of number of patients handled.

Total gross income for the hospital for the past year, the financial report shows, was \$99,375.71. The payroll for the year totalled \$47,150.04. A total of \$7,307.39 was expended during the year for new equipment.

The Blue Cross Hospitalization Insurance plan, which was placed in operation with the organization of community and industrial groups in Hereford during 1946, was credited by Manager Mathes for boosting the revenues of the hospital and reducing to a minimum the defaulted accounts.

The record shows that a total of 1,439 patients were cared for by the hospital during the past year, of an average daily patient load of 19.15.

Each patient spent an average of 44 days in the hospital, Mathes computed, at an average cost of \$10.72 per day.

Of the total number of patients cared for by the hospital during the year, 434 were surgical patients; 221 received medical treatment; 221 were obstetrical cases, and 140 were emergency cases.

Expansion of the present hospital facilities, for which \$150,000 in bonds were voted last year, is expected to be underway early this spring.

Architects are putting the finishing touches on the plans, which will considerably increase the capacity of the present hospital building and avert serious overcrowding experienced last year.

(Continued on page 8)

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

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

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

My Reasons for making this nomination are:

(Attach another sheet to this ballot if needed)

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

Balloting Light During First Week for "Man Of The Year" Nominations, Lions Report

Lighting voting has marked the first week of the referendum to select Hereford's "Best All-Around Citizen of 1947," members of the Lions Club secret committee, charged with the selection, report.

An official ballot (above) was published for the first time in last week's Brand, and will appear on these pages again next week for the third and final time. Nominations will close on January 31, and all ballots must be in the hands of the committee by that time.

Name of the "Man of the Year" for 1947 will be announced at the annual Chamber of Commerce banquet here in February, and a silver loving cup will be presented at the

banquet to the person selected for the honor.

The award is made annually by the Hereford Lions Club to the person selected as the outstanding citizen of the year in Hereford. The award is based on contributions to the advancement and improvement of the community as a whole, and is not limited to residents of the city, but may be made to any citizen of the Hereford area who meets the qualifications.

"This is not a popularity contest," the committee members point out. "It is a sincere effort to give credit where credit is due."

Purpose of the award is to give

public recognition, each year, to some person in the Hereford community area who has made an outstanding contribution to the progress of the community.

The award last year went to Wayne Evans, young president of the Hereford Chamber of Commerce, for his outstanding work for the community during his term of office in 1946.

The selection will not be made necessarily according to the number of votes cast. The ballots are provided for citizens of the area to make their nominations for the honor, and the final selection will be made by the Lions Club committee.

(Continued on page 8)

City Administration Will Make No Bid for Re-election This Year

One of the big political questions confronting Hereford voters this year was partially answered last week-end by the City Commission: Mayor Dameron and Commissioners Lyle Blanton and J. C. McCracken will not be candidates for re-election.

All three, however, have indicated, by inference, that they will not refuse to serve for another term if elected.

Mayor Dameron explained the attitude of the City Commission: "We do not want to be placed in the position of walking out on a job which we have started. However, we are not candidates in the last election, and we will not be seeking the places again in the approaching election—we are simply passing the matter back to the people."

The question, the Mayor said, was brought up for the first time at a meeting of the City Commission last Thursday, when the city officials were preparing a statement of progress and plans to be presented to the citizens of Hereford through a full-page advertisement in The Brand. (See Page 5 in this issue).

The approaching election was discussed, the Mayor said, and all three men agreed on their position. No action will be taken by the Commission to have their names placed on the ballot.

"We had not even discussed the subject before," Mr. Dameron said, "but we felt that a statement of our position should be included in our report to the citizenship. In publishing this statement, we are following an established policy of keeping the people of Hereford informed regarding our progress and our plans for future projects. We do not want this to be construed as 'campaign propaganda.'"

"We are not walking out on an unfinished job," he added. "Neither are we trying to perpetuate ourselves in office. We are simply passing the matter back to the people who elected us, and who, we believe, are capable of selecting the men they



MAYOR W. E. DAMERON

want to serve them. With this statement, we are taking no further action in the city election."

Date for the city election will be April 6. Names of candidates for positions of Mayor and City Commissioners must be filed with the City Clerk not later than March 6, and absentee voting in the election will begin 10 days later, when official ballots will be available at the office of the city clerk.

Names may be placed on the ballot by petition signed by not less than five per cent of the number of voters casting ballots in the last general city election, according to terms of the election laws. Basing this number of ballots cast in the election of 1946, only ten signers will be required to place the name of any candidate or candidates in nomination.

All persons are likely to exhibit mild neurotic symptoms when life became too complex and difficult.

Commissioners Make Progress Report On All City Projects

"The entire city program for which bonds were voted (April 1947) should be finished in 1948," Mayor W. E. Dameron declared today in a full-page advertisement in The Brand (see page 5) reporting on the progress and plans for the municipal improvement program.

"The only possible exception," Dameron said, "may be the paving on some streets which may be delayed by laying of water mains. Practically all of the paving should be completed this summer, however," the Mayor predicted.

Nearly \$400,000 in bonds were voted by Hereford citizens in April of last year for civic improvements, which include paving of nearly all streets in the city limits, a new sewer disposal plant, additions to sewer and water systems, a new water storage tank, and a municipal swimming pool.

Bonds totalling \$96,000.00 were voted for the sewer extensions and disposal plant. Contracts for delivery of all the sewer pipe required were let in August, and the delivery date is set for April 1. Contracts for construction of the new disposal plant, to be located east of the city, will be let soon, Dameron said.

Construction is expected to start soon on the new 250,000 gallon overhead water storage tank, which will be erected on property just north of the softball field. Contracts were let August 14 to the Chicago Iron and Bridge Company of Tulsa, for completion within 90 calendar days.

Contracts for all water main extensions were let to the Sherman Machine and Iron Works of Oklahoma City on September 25. Materials are now arriving for the job, the Mayor reports, and construction crews are ready to move in as soon as sufficient materials have been assembled.

The F. D. Ford Construction Company of Cordell, Oklahoma, is already preparing to break ground on the municipal swimming pool, to be located in the east end of Lake Park, and contract calls for completion and opening of the pool not later than June 1.

Materials are available for paving, and all survey work has been completed. The paving program has been held up pending completion of water mains and connections.

As soon as complete installation of water mains, service taps and lines in some one section of the city can be completed, contracts will be let and paying of streets will be started, Dameron promised.

Tenth street paving across the city, connecting Highway 81 and Highway 80, will be done by the State Highway Department. To speed up the project, the Mayor reports, the city has donated to the State Department the services of the city engineers, and all survey work has been completed.

The Highway Department proposed to pave a 40-foot right-of-way across 10th street to provide a wide thoroughfare for heavy traffic. An additional 10-foot right of way along the south side of 10th will be required, and the consent of property owners along this stretch is necessary.

Most of the property along the south side of 10th belongs to the City, Mayor Dameron points out. The City proposed to provide all of the curb and gutter along the south side, in return for right-of-way easements from property owners.

OTHER IMPROVEMENTS

Other civic improvements already accomplished during the past year include installation of traffic lights and parking meters in the business section; purchase of a new maintainer for unpaved streets, power mowers and other equipment for park maintenance; and a new street

(Continued on page 8)

Will Your Land Blow?

Records show that often in January we have some severe winds . . .

PROTECT YOUR LAND WITH A JEOFFROY CULTIVATOR

We have in stock all sizes from 7 feet to 16 feet complete with chisels.

SEE US FOR YOUR BEET PLANTING AND CULTIVATING REQUIREMENTS

Farmers Equipment Co.

YOUR ALLIS-CHALMERS DEALER

Another Letter to the Editor from . . .

The Bootleg Philosopher

Dear editor:

Since farmers have to pay their income tax ahead of most people or is it behind, I ain't sure which, except I know we got to have a report in by January 15. I wasn't sure I was gonna get around to writin' you a letter this week, as there ain't nothin' that disturbs a man's peace of mind and interferes with global

BETTY SUE by G.D., BILL & FURM STEAKLEY



You may not have much to say . . . until you take your car to G. D. STEAKLEY & SONS SUPER SERVICE for a lubrication job, but then . . . you'll have nothing but words of praise for their workmanship. Come to us for prompt and efficient auto service and for those guaranteed Texaco products and Fisk tires.

G.D. STEAKLEY & SONS SUPER SERVICE
G. D., BILL & FURM STEAKLEY
Highway 60 E. of Town Phone 9



MILK . . . GRADE A . . . PASTEURIZED

Delivered Daily Anywhere in Hereford Ph: 680

Also on Sale in Hereford Stores!

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

We have just received a full car load of

FILM-OF-LEAD LUBRICANTS

We guarantee that you can operate your farm equipment on ONE LUBRICATION PER DAY, up to 16 hours, with FILM-OF-LEAD PRESSURE LUBRICANTS.

Let us furnish you a change of nationally known Film-of-Lead transmission oil—will never foam—stops leakage—positively stops tractor gear noise—always stays fluid—positively water-proof—saves gear replacement over a period of years—costs no more than other special lubricants—lasts 3 to 5 times longer—carries a—

Positive Guarantee

YOUR MONEY BACK IF NOT SATISFIED

COME IN FOR A DEMONSTRATION AND INFORMATION.

We offer a special deal on the purchase of this lubricant. We will tell you about it when you visit us.

IN STOCK

Small Amount of Capital 100% Paraffin Tractor Oil, in quart cans.

H. E. MILLER OLIVER CO.

Hereford, Texas

1301 Hiway 60

Phone: 195

thinkin' so much as a annual session of figurin', when you sit down with some half-scribed records and prepare to struggle with your income tax and your conscience.

This time last year I swore I wouldn't get caught no more with incomplete records. My last year when the feed costs for my chickens was written on the hen house door and the door blew off and I had to guess, but it seems like it just don't make much difference how strong a resolution you make at the beginning of the year, record-keepin' goes all right for a few days and then it begins to slide, and also there is unform accidents that plays havoc with a man's bookkeepin' system.

For example, this year I wasn't takin' no chances with the hen house door blowin' off, in fact I ain't put it back from last year yet and it's still layin' where it fell and the hinges my feet costs down on the hen house wall, but I didn't have no way of knowin' the wind would blow the roof off and if the income tax collector thinks he can read them rain-on figures now he's welcome to come out here and do it, I blame sure can't.

Also, I had some important figures on cash sales of three Jersey steers written on the fourth plank from the north wall on my back porch, but it wasn't my fault a blizzard blew up before my wife had a chance to get any wood in and I had to rip out a few more planks to keep the fire goin' in the kitchen stove and I accidentally got the one with my figures on it.

Now when your figures get in this shape, plus a lot of other things and you ain't sure whether you owe any tax or not if everything was in and besides you know blame well you ain't got nothin' left to pay it with no way, it puts a man in a burdened state of mind and don't leave no ambition to devote any thought to world problems, but it's a great relief when you bundle up whatever figures you got and write them down and send in the report and trust to luck. Income taxes is a fine thing but the government ought to furnish bookkeepers for farmers, although they'd have to be long on patience and good at guessin' if they expected to last out here at Bootleg. I don't expect to be in no better bookkeeping shape this time next year than I am now.

Yours faithfully, J. A.

Wayland Student Replaces Afford As Choir Leader

PLAINVIEW, Jan. 19.—A twenty year old student of Wayland College is now leading the huge college choir that has attracted state-wide attention by several recent concert tours.

Bryant Tolbert, a sophomore music major from Fort Worth, has moved from the tenor section of the choir of the leader's podium, where he is conducting the 85 voice group in the absence of Dallas Afford, who headed the music department of Wayland College. Afford was killed in a three-car traffic accident two weeks ago.

A long time friend of Afford, Tolbert met the director at Polytechnic Baptist Church six years ago where Afford was music director. He has studied under Dr. Hempill at the Fort Worth Seminary, Floyd Acocia at T. W. C. and Afford. He possesses a natural gift for directing and shows great promise.

The choir had become recognized as one of the best in the state and had made plans to tour Europe this summer as guests of European Baptists. Tolbert hopes that the plans made by Afford will be carried on as near as possible. The choir is rehearsing daily.

Tolbert was an all-district end when he played football at Polytechnic High School in Fort Worth. He is an ex-service man, having spent two years in the Naval Air Corps. He was a member of Wayland's varsity basketball squad until he began his duties as temporary head of the choir.

To provide the necessary "depth" for peacetime security, the Navy estimates it needs four Volunteer Reservists for each of the 7,426 officers and 25,486 men in its Organized Air Reserve.

More than 650,000 copies of the "American Practical Navigator," only official United States reference on navigation, have been sold since its first edition in 1802. About 750 copies of the book, published by the Navy Hydrographic Office since 1886 are currently issued each month.

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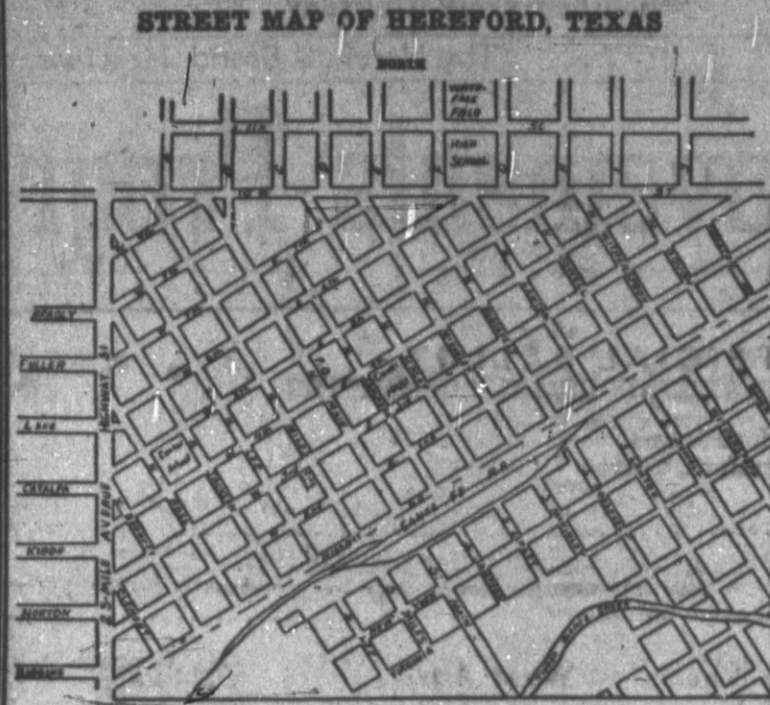


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Long Time Ago

45 YEARS AGO
News Items:
Fences Must Come Down. W. L. Willis of the big ranch firm of Willis & Horn of Portales control 200,000 acres of land, some of which they do not own but which is all under fence. In referring to the fences Mr. Willis said, "I suppose all our fences must come down, as the government seems determined to enforce this law. It will be a little inconvenient for us, as well as others, but we must come to it sooner or later."

There is a rumor afloat that the country is to be bonded for a brick or stone courthouse. The Brand would respectfully suggest that the county provide the different districts with good school houses first. We would like to see a good courthouse, but would prefer a larger school building. The present one is becoming too crowded for good work.

Personals:
John McKnight was a pleasant visitor in town the first of the week. He claims Amarillo as his home now but says Hereford and her people will always have a warm place in his heart.
Eugene Dyer went to Texico Monday, where he tripped the light fantastic that evening.
Mrs. Thomas Huggins of Amarillo was a guest of Miss Kate Rambo this week.
R. J. Kibbe and J. D. Burkett were ranchers in town this week on business.

Ad:
Hereford Fuel Oil Co., dealers in crude oil, manufactured ice and genuine "Primrose" nigger head coal. Troy Womble, Mgr.

Short pieces of wire, nails and similar articles take the lives of many dairy cattle each year. Watch for hardware in feed.

Two-Way Stripes



This two-piece escape tress ensemble is in three shades of grey in two-way stripes. British film actress Anne Crawford makes it look quite attractive.

USDA Research Planned on Crop Disease Spread

COLLEGE STATION, Jan. 12—The USDA is setting up three field headquarters under the Research & Marketing Act to handle forecasts on the spread of certain crop diseases.

Its on an experimental basis, but if it works out, someday farmers will have accurate crop disease forecasts, just as they now have weather and market news.
Texas disease forecasts will be handled out of Raleigh, N. C., headquarters. Diseases to be covered of interest to Texas growers will be late

Water No Cure For Some Fires In The Home

COLLEGE STATION, Jan. 12—The first impulse, when fire breaks out in the home, is to pour on water. But that is not always the wisest move.

Mrs. Bernice Clayton, extension home management specialist for Texas A & M College, says that when fire is in or around electrical equipment, water or other fire extinguishers should never be used until the electric current is cut off at the switch.

For that reason she suggests that every member of the family know how to "throw" or "pull" the main switch to deaden the wiring system in case of fire emergency.

After the electricity is turned off, the fire can be treated by the proper extinguisher. But it is well to remember, Mrs. Clayton states, that wires inside motors and other electrical equipment are covered with tarry material which burns much like an oily rag.

blight of potatoes and tomatoes, and downy mildew of cucurbits—melons, cucumbers, squash and pumpkin.

A. A. Dunlap, plant pathologist of the Texas A & M Agricultural Experiment Station, is handling the Texas end of the study. He recently attended a meeting in Chicago in which the plan was discussed.

Out of the Chicago meeting came a decision to include internal cork of sweet potatoes, a virus disease which has been found in Louisiana, where it is a serious threat to the sweet potato industry. Texas growers are fearful that the disease will show up here.

Internal cork, according to Dunlap, is spread through slips and bedding potatoes from infected stock. There is a chance that it is also carried by insects.

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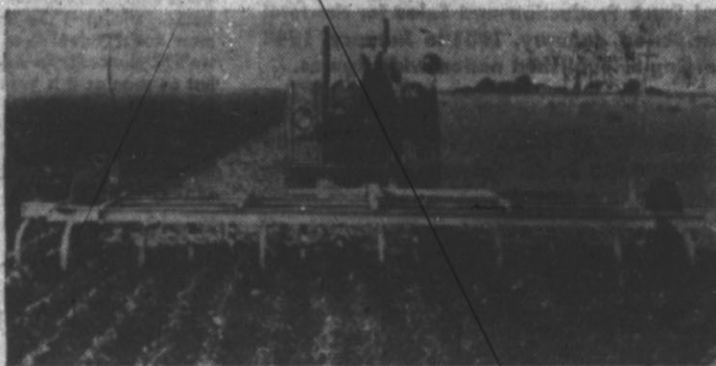
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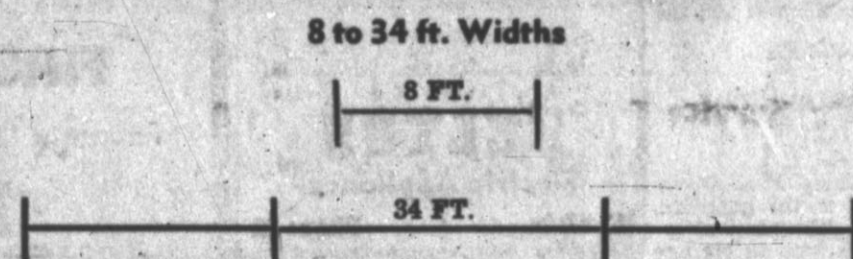
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L'Allegra Club Hears Play Reviewed

L'Allegra Club met with Mrs. Walter London Jr. on Thursday afternoon with Mrs. Marlin Pierce serving as co-hostess.

During the business session members decided to sponsor a program for the Veterans Hospital in Amarillo on February 5.

The next meeting will be held with Mrs. James Edmondson on February 5.

Mr. and Mrs. Vern Witherspoon and Mr. and Mrs. Hugh Witherspoon returned Friday after spending a week with their sister, Mrs. L. M. Petch, in Austin.

Mayor W. E. Dameron and Travis Dameron left Friday for Denver, Colorado, to attend the 42nd Annual Western Stock Show which opened there Friday.

In Deep



The Animal Protective League had to use a hoist to get this peddler's horse up on its feet again. The animal somehow kicked off a manhole cover in Cleveland and was trapped two hours.

Five-Year-Old Is Honored At Party

Famecia Jean Clay, who was five years old on Wednesday, January 14, was complimented when her mother, Mrs. T. J. Clay, entertained with a party Wednesday afternoon.

The birthday cake, matching the birthday table colors, was done in pink and white with flying toy birds given as favors.

Those present were Dickie Slaughter, Ronnie and Norma Grace Gray, Cheryl Baker, Sherry and David Kendall, Mickle Harvey, Coleman Reeves, Dickie and Kay Pepper, Linda and Larry Edwards, Ann Reeves, Karen Sue Daniels, Sondra Brumley, and the honoree.

Mothers attending the party were Mesdames R. A. Daniel, Paul Harvey, E. J. Pepper, Roger Brumley, G. W. Edwards, Bob Higgins, Bruce Woodfield, Dub Reeves, Ernest Kendall, Tom Clay and H. N. Reeves.

The Naval Air Transport Service cancelled only one scheduled flight on its "Hotshot" line, which gives direct service from Washington, D. C., to San Francisco, in its first year of operation of twice-daily flights.

Personnel of the Navy's Air Reserve Training Unit at Lakehurst, N. J., conducted an aerial survey of week-end traffic conditions on an arterial highway near the Navy base for the State Highway Department.

My career punchin' cattle has bin largely a matter o' slingin' th' bull

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Fellowship Luncheon Is Held By W. S. C. S.

The regular fellowship luncheon was held by the Women's Society of Christian Service of the Methodist Church at the church Wednesday, Jan. 14, at one o'clock.

L. E. Cobb of Estelina and Mrs. Artie Nance of Amarillo stopped in Hereford Tuesday for a brief visit with old friends.

Dashing across the street in the middle of a block is the way to the morgue, says the Texas Safety Association.

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Cremulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes.

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for Coughs, Chest Colds, Bronchitis

Farewell Given For Mrs. Boyd

A farewell party complimenting Mrs. Tom Boyd, who with her family will leave the last of the month to make her home in Fort Worth, was given at the home of Mrs. Herman Ford Thursday afternoon.

Recent Bride Honored

Mrs. Hardy Tinsley, a recent bride, was complimented at a miscellaneous shower given at the home of Mrs. B. E. Brumley Thursday afternoon.

Camp Fire Group Plans Playlet For Club

Wetamashick Camp Fire Group met in the home of the guardian, Mrs. Leroy Aven, Thursday afternoon.

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We have this THREE-IN-ONE combination in stock, ready to deliver—and at less cost than you would expect to pay for a radio alone. I just cannot overemphasize my enthusiasm for this model as an economical, efficient entertainment medium for every home. Come in and let us demonstrate. Thank you.

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1947 . . . The Record

On April 29th, 1947, we presented to the people of Hereford a comprehensive municipal program for the development of our city. On that date we submitted bond issues totaling \$31,000.00. The proposed public improvements included a paving program, water and sewer line extensions, overhead water storage tank and a new sewage disposal plant. We also resubmitted the "Park Improvement Bond" issue which had previously been voted by the people. At the time the bond issues were submitted we believed a majority of our people favored such a plan of advancement but frankly we were surprised at the overwhelming majority given each of the respective proposals submitted. We desire to report the status of each of the projects for which bonds were voted, as well as other city accomplishments for 1947.

BONDS SOLD. The bonds were sold before the election subject to approval of the people. This was done for two reasons. First we wanted the people to know before the election the exact rate of interest the bonds would bear and with rapidly rising interest rates we did not want to take the risk of voting bonds at a lower rate of interest than they could be sold for, which was done in the first election on the "Park Improvement Bonds." The early sale of the bonds proved to be most favorable. At no time since that date could we have done as well, a saving of considerable importance over the twenty year period for which the bonds run.

SEWER LINE EXTENSIONS. Of the above bonds voted \$96,000.00 was for sewer line extensions and a new sewage disposal plant. In August last year we let the contract for all sewer pipe to the Texas Vitrifired Pipe Company, Mineral Wells, Texas. This contract covers all sewer pipe including the fifteen inch outfall line in the new disposal plant to be built East of Hereford. The contract provides the pipe is to be delivered by April 1st, 1948. Plans are well under way for the disposal plant and this contract will be let soon.

OVERHEAD WATER STORAGE TANK. Bonds in the sum of \$112,000.00 were voted for water line extensions and overhead water storage tank. On August 14th, 1947, contract was let to the Chicago Iron & Bridge Company, Tulsa, Oklahoma, for the erection of a 250,000 gallon overhead water storage tank. The tank will be erected on a 100 foot tower. The contract provided the tower and tank will be finished within 400 calendar days from date of contract. In July preceding this letting the city purchased two lots just North of the soft ball field where this storage tank will be built. NOTE: By way of comparison our present overhead water storage tank is 75,000 gallons capacity. The new tank and tower is all welded job identical with the new water storage tank at Canyon, Texas, with 50,000 gallon more capacity.

WATER LINE EXTENSIONS. On September 26th, 1947, contract for all water mains extension was let to the Sherman Machine & Iron Works, Oklahoma City, Oklahoma, for the total sum of \$55,811.00. The contract provides work on this job will start within 90 days and shall be finished within 100 working days. Materials are now arriving for this construction and we are advised construction crews will move in as soon as sufficient materials have been assembled.

SWIMMING POOL. On December 16th, 1947, the contract was let to F. D. Ford Construction Company, Cordell, Oklahoma, for the swimming pool and bath houses. The contract price was \$47,845.00. The contract provides the pool, bath houses be finished and all equipment be installed by June 1st, 1948. The pool will be forty by one hundred twenty feet and will be modern in every respect. The pool is to be built on the East rim of Lake Park, just South of Tenth Street. The location is, we think, as good as any other, almost ideal. It is in the center of the city, within the reach of all, with plenty of recreational grounds in the adjoining park and plenty of parking ground.

areas about the pool. Work has started on this project.

PAVING. Paving is the one part of the city program for which materials are available and have been at all times. Perhaps some are wondering why, this being true, work has not started on the paving. Much work has actually been done on the paving project. All of the surveying was done on the paving early last Summer. The plans and specifications are ready. Much preliminary work must be done on our water service lines, water connections and laying of some water mains on some streets before the streets are ready for paving. The water service lines on the streets to be paved is ordinary water pipe and must be replaced with cast iron pipe. All water service connections on these streets coming off the water service lines as well as those off of cast iron water mains must be replaced with copper service connections that will not rust out. On all of the streets to be paved we are making water taps and running copper service connections for all vacant lots to prevent tearing up the pavement when construction is made on these vacant lots. We have not received any service line cast iron pipe but have "begged, borrowed and stolen" some 5000 feet of pipe which will be delivered within a few days. This will help a lot until the original order can be delivered. Please bear in mind these water service lines, water taps were not included in the contract for the extension of water mains. It is the plan as soon as enough pipe has been received to work out some section of the city so paving can follow close behind the completion of the water line work. It is unfortunate not to be able to do the one thing for which materials are available, paving, but there is nothing we can do about it. Charge the delay in paving to inability to obtain critical water line materials.

TENTH STREET PAVING. The report on paving would be incomplete without giving the status of Tenth Street paving. At the request of the City Commission the State Highway Department agreed to pave Tenth Street and set aside \$30,000.00 for this purpose. Considerable delay was caused by reason of shortage in the Highway Department of engineers. In order to speed up the work we tendered the Highway Department the services of our engineers. These engineers did the surveying for this street early last Summer and furnished all of the necessary data to Highway Department. Tenth Street, as you know, is a projection of Harrison through Hereford to a point where it intersects Highway 60 East of city. This street just about divides the city. It connects two State Highways. The High School is located on this street. The municipal swimming pool will be just South of this street. Located on the South side of this street are four city parks, including Lake Park, which is destined to become a beauty spot in the community. This street perhaps carries more traffic than any street in Hereford. The State Highway Department knows this fact, and also knows the street will carry still more traffic when paved. The Highway Department, is therefore, demanding and proposes to pay for a forty foot pavement on this street. We are for it. In fact to build anything less would be a grave mistake for all time to come. A wide pavement across the city would solve much of our traffic problems. It would be a safety measure for school buses and others taking children to school. It would, no doubt save accidents, wrecks and even lives as congestion becomes more acute in the school area. But there is an obstacle. The State Highway Department is demanding an additional ten foot of right of way off of the South side of Tenth Street before they will build the forty foot pavement. There are very few property owners along the South side of Tenth Street. Most of this property belong to the city and is in parks. The few who have property on this street face their houses South and the desired property is in their back yards with possibly two or three ex-

ceptions. In some few instances it will require the removal of trees. In others garages and fences must be removed which the city will do at its expense. The city also proposes, in consideration for the ten foot right of way, to build all of the curb and gutter on the South side of Tenth Street. The property owners on the North side of this street will have to build their own curb and gutter, as the State Highway Department does not furnish the curb and gutter or the right of way which must be furnished by the city. We sincerely hope the property owners on the South side of Tenth Street will see the importance of this wide pavement through the city and will cooperate with us in this achievement. Actually in most instances, this wide pavement along their property, which will cost them nothing, will add to the value of their property. In a few instances it will be a disadvantage perhaps. In every community sometimes a few people, by reason of the peculiar circumstances, must sacrifice for the welfare of all. We hope those on Tenth Street will get this view point and be willing to make their contribution in this most valuable community undertaking.

EXPLANATION. Perhaps it is not generally known steel for water tanks, cast iron pipe for water lines and sewer pipe are the number one, two, three scarce items today, and have been since the beginning of the war. The demand is much greater than the supply that delivery dates on these public improvement materials is simply terrible. Every other city needs these identical materials and are clamoring for them. We have, therefore, let the contracts first involving these critical materials in order to speed up delivery dates. In some instances we were fortunate enough to let the contract to big contractors who had back orders for the materials, otherwise we would have been delayed another year or so. Knowing the facts as we do we have done well on our contracts and delivery dates. Many, we are sure, do not realize the difficulties encountered in such a comprehensive building program. To begin with it is a whole of an engineering job. Separate plans and specifications had to be worked out on each of the respective projects. Each of these had to be advertised a required length of time. Each interested contractor had to obtain a set of the plans and specifications. Each interested contractor had then to contact his supplier of materials and find out if and when the materials could be supplied at what NEW PRICE. It all gets back to materials. We could only let the contract to bidders. Bidders were governed by delivery dates. Do you Mr. and Mrs. Citizen realize the magnitude of the municipal improvement program? Did you know we are in the process of spending approximately \$700,000.00 for public improvements in Hereford? That is not an overnight job. That is more money than has been spent in Hereford for public improvements within the last fifty years, or since the town was incorporated. Some folks think we should accomplish more in one term in office than has been accomplished within the life of the town. Well thank you for the compliment folks—but we are not that good. What is more if you know of any who are we will help you elect them to our positions. We can not make steel, cast iron water pipe or sewer pipe, neither can our engineers or contractors. This entire situation is loaded with humor, which in a manner relieves the strain somewhat. Some think we are going too fast and spending too much. Others think we are going too slow, they want action, plenty of action, regardless of safety, expense or mistakes. Then there is that good old dependable group, which we hope is in the great majority, who are sensible, reasonable and understanding, who want the program carried out efficiently and get the most we can for our money. We suppose they feel since we have done without all of these things forty years a few more days, or even months, will not matter—especially since nothing can be done about it.

Other Accomplishments

NEW CITY GRADER. The city purchased and put into operation last year a new maintainer for use on unpaved streets. This equipment cost \$5285.10.

STREET SWEEPER. The city purchased and put into service last year a mechanical street sweeper for use on all paved streets. This equipment cost \$5285.10.

POWER MOWERS. The city purchased last Summer a small tractor with mower equipment for use in the larger parks, alleys, berms and other areas for cutting weeds. The city also purchased a power lawn mower for use in the smaller parks.

CITY HALL. The sum of \$1186.19 was spent in painting the interior of the city hall and in finishing second story rooms in the city hall for use of many community clubs and groups of our citizens.

PARKING METERS. Parking meters were installed last Summer. Parking meters appear to be the only satisfactory means of moving traffic. We believe it meets with the approval of a great majority of our people. If we are in error about this you had better make it known to the City Commission, as the six month trial period has about run. At the time of the installation of the meters we had some doubt about

the results ourselves. It has proven more satisfactory than we thought.

TRAFFIC LIGHTS. Traffic lights were installed and put in operation late last year. The lights and installation cost \$2774.47. The traffic lights and parking meters have really set Main Street in order.

FENCING CENTRAL PUMP STATION. At a cost of \$1011.08 the central pump station was fenced. The fence was necessary for two reasons. First to protect the property and expensive equipment and to prevent youngsters playing about the premises and possible contact with electric wires. The pumps in this station are automatic and as a rule there is no attendant about the premises. The fence appeared to be the only solution to the problem.

WATER SERVICE CONNECTIONS. Since May 1st, 1946, when the present city administration came into office the city has spent \$13,728.95 for water meters, water main, and water service connection lines and services. On January 1, 1948, the city had 825 water service connections. On January 1st, 1948, we had 1150

water connections and making additional ones daily. This has at times put quite a strain on the city, but we have done our best to supply water to all who asked for it. The new water mains and lines will make it possible to supply many more who are not now within reach of water lines.

PARKS. Mother's Park received a complete "face lifting" last fall. Gregg Park had had the same treatment and is ready for grass seeding in the spring. A full time park attendant was employed during the year. More than \$2800.00 was spent on our parks last year.

COST OF MACHINERY AND EQUIPMENT. Since the present administration came into office May 1st, 1946, the city has spent \$21,728.95 for moving equipment alone. This includes maintainer, street sweeper, mowers, tractors and the garbage truck, which was purchased by former administration. We had no choice in the matter if the people were to be served as they deserved and if the health and welfare of the community was to be promoted.

Some Objectives

PENDING MUNICIPAL IMPROVEMENTS. The entire city program for which bonds were voted should be finished in 1948, possibly with the exception of paving on some streets which may be delayed by laying of water mains.

STREET MARKERS. At the last meeting of the City Commission a resolution was passed approving a plan to mark all streets in Hereford. Markers will be set on each block.

HOUSE NUMBERING. Along with the street markers a complete check on house numbering will be made. In many instances the present numbering is incorrect and is very misleading.

STREET LIGHTING. At the last meeting of the City Commission a resolution was passed authorizing a survey for a complete lighting set up for Hereford. Recent street lighting developments will greatly simplify the problem in both cost and installation, and is much more efficient. Main Street should be made into a "White Way" with plenty of light, especially at the street intersections. Highway 60 also should be well lighted as far out as the building will justify it. Our churches should have better lighting. People are now more park-minded and our parks should have well-lighted areas.

ZONING. Hereford has reached a stage in development requiring a well thought out zoning plan. At the last meeting of the City Commission a motion was passed authorizing a study and preliminary steps be taken on achieving this end. Building

restrictions are badly needed. Hereford should build along well defined plans. Certain types of business should be restricted to certain areas. Hereford is remarkably free from scattered businesses over the residential area and should remain that way.

FIRE LIMITS AND BUILDING CODE. The fire limits should be extended in all directions. More rigid building requirements should be made to apply to the fire zone.

GARBAGE COLLECTION. Garbage collection should be improved. The city needs a new garbage truck to replace the old truck now serving the business district. This truck should be equipped to carry about three times as much garbage as the present truck, carries and should be equipped with some type of cover to prevent papers and other rubbish blowing from the truck. In addition to the above the city needs better cooperation on the part of the merchants; some merchants still turn loose more blowing papers and trash than the city can pick up. Where do you suppose all of the loose paper you see almost every day comes from? Well, we may tell you soon if these few merchants do not cooperate better.

DUMP GROUND. To date we have been unable to work out a suitable dump ground. This should be done and the present one cleaned up. It is a reflection on our city.

HEALTH REQUIREMENTS. The health ordinance should be better enforced. Every handler of food and drink in Hereford should be required to have a health certificate before being employed.

A Statement

We have presented the record for 1947. We have also outlined some objectives which the next city administration could well accomplish in 1948. That brings us to the point of the next city election, Tuesday, April 6th, 1948. All names must be filed for the ticket one month earlier. We were not candidates in the last election. We will not be seeking the places again in the approaching election. Our compensation is only in the belief we are doing a big job in the right way, or at least to the best of our abilities, and in the thought, perhaps what we have done has the approval of a majority of the people. If we are in error in either assumption we certainly do not want the places again. We are not walking out on the unfinished job. Neither are we trying to perpetuate ourselves in office. We are simply passing the matter back to the people who we believe are capable, and should, elect the men they want to serve them. With this statement we are taking no further action in the city election.

We would be ungrateful indeed if we passed up this opportunity to thank all who in any way assisted us during our tenure in office. To the Chamber of Commerce, the Junior Chamber of Commerce, the Lion's Club, Rotary Club, and other organizations who have collectively and individually supported our efforts, we sincerely thank you; and this also applies to individuals who have from time to time responded in a very fine way.

To all as individuals, and to the community as a whole, we wish a great big 1948. All of us owe much to our community in this NEW YEAR, may we find a joy in rendering whatever service we can to our home town.

Sincerely yours,
 W. E. DAMERON, Mayor.
 J. C. McCracken, Commissioner.
 LYLE BLANTON, Commissioner.

Taxes accrued for 1946 took a toll on revenues in the United States more than \$1,833,000 a day of States.

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

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



Cultivate your family's taste for really good music by bringing it to your home daily through records. You'll find our record shop the ideal place to make your selections. We have a fine selection from which to choose — all technically perfect. Do come in and hear them today.

MORGAN Music & Amusement Co.

Income Tax Collector Warns Help is Limited This Year

The office of the Collector of Internal Revenue for the Second Texas District, headquarters at Dallas, announced today that it would be unable to furnish as much help to taxpayers in the preparation of their income tax returns for 1947 as it has furnished in prior years.

The staff of Field Deputy Collectors was reduced 25 per cent on July 1, 1947, making it impossible to assign as many men to the work of assisting taxpayers as has been possible heretofore.

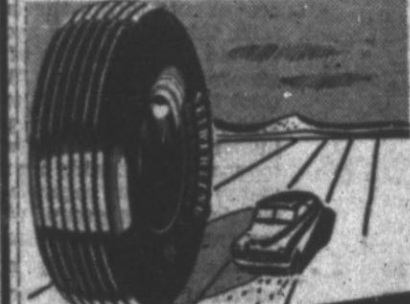
Instructions have been issued to all Deputy Collectors to limit their assistance to the public to answering questions. Each taxpayer's time with any Deputy must necessarily be limited to a few minutes, especially since there will be only one Deputy in some field offices.

Acting Collector of Internal Revenue John D. Dunlap stated today that he deeply regretted the circumstances necessitating this curtailment of service to the public. He further stated that he felt the public would understand the situation and would cooperate with Deputy Collectors to the fullest in making possible the assisting of as many taxpayers as possible by limiting their visits to a few minutes each.

Drama Occurs In Talk Before Wellington Club

Enis Schaded, Wellington merchant and a native of Arabia, was scheduled on January 8 to present a program for the Wellington Rotary Club on "The Basic Causes of the Trouble in Palestine."

The story is told by the Wellington Leader. "Schaded prepared the speech," the Leader reports, "and he made it as planned; but never has a speech before a service club in Wellington been filled with such drama, restrained grief, and at the same time such clear thinking."



SEIBERLING TIRES TUBES ACCESSORIES SERVICE

Shelton Tire Exchange Hwy 60 — Phone 122

Ohhhkay!



A combination of Rita Hayworth's hair, Donna Reed's lips and wholesomeness, and Lana Turner's figure was the all-right description Alabama artist Nathan H. Glick had for film dancer Vera Ellen in notifying her he's going to make a full-length oil painting of her as the "All American Girl." She gets our ohhhkay too.

A few hours before he made the scheduled speech, Enis Schaded had received a cablegram from Bethlehem, in Palestine, with the news that his brother, Dr. Mikhael Schaded Malouf, who was in charge of a government hospital in Bethlehem, had been killed by the Jewish underground.

Dr. Schaded Malouf was one of Palestine's leading physicians, a graduate of the American College of Beirut, Lebanon, and had received his doctor's degree in London.

He had been in the service of the British government in Palestine for 30 years, and was in charge of the government hospital in Bethlehem. He was 52 years of age.

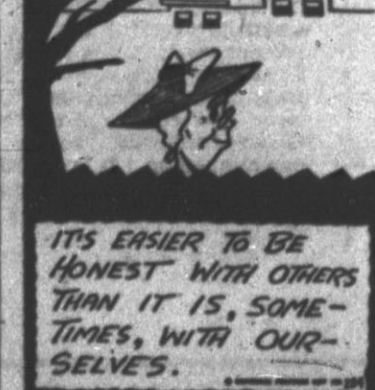
Wire reports stated that the doctor was killed in reprisal for the slaying of a Jewish doctor by Arabs. Mr. Schaded had not seen his brother in 20 years, although they had corresponded regularly.

The Navy today has more than 400 ship and station newspapers that are printed for the benefit of Naval personnel who are isolated from regular news services.

In pre-flight estimates of the time required for the flight from San Francisco to Honolulu, an over-water distance of 2,420 miles, Naval Air Transport Service navigators have achieved an average of only six minutes error.

Navy airfield crash and fire-fighting crews are being trained in tactics designed to complete the rescue of all passengers and crew from a crashed or burning airplane within two minutes after the accident.

An estimated \$8,000,000 was saved by the Navy during the fiscal year 1947 as a result of its employee beneficial suggestion program.



AUNT DORA

IT'S EASIER TO BE HONEST WITH OTHERS THAN IT IS, SOMETIMES, WITH OURSELVES.

We aren't fooling ourselves! We KNOW what we can do... and that is to continue to sell the finest groceries and lunch meats... keep our prices low and always please our customers. Stop by the NORTH SIDE GROCERY & SERVICE STATION for Good Gulf gasoline and oil for your car.

NORTH SIDE GROCERY AND SERVICE STATION

THE CONVENIENT STORE FOR NO. 50 DEBS PHONE 455 1700-25 MILE AVE.

Texans Heavy Buyers of Bonds During Last Year

Texans topped the 200-million dollar mark in U. S. Savings Bonds Series E, F and G, in 1947, according to figures just released by the Texas Advisory Committee on Savings Bonds. Nathan Adams, Dallas, chairman of the committee, praised the citizens of the State on their continued support of the U. S. Treasury's program to help combat inflation and to aid its management of the public debt.

"There is a growing realization among the people of Texas and the nation," Mr. Adams said, "that the great national debt must be spread among the greatest number of citizens if we are to continue a sound economy. Each individual citizen is directly affected by the management of the national debt and it is gratifying to see so many Texans continuing to invest in U. S. Savings Bonds."

"The U. S. Treasury has received the endorsement from groups all over the nation urging it to continue a vigorous campaign to sell more Savings Bonds in 1948 as one of the great anti-inflationary moves. These include business men, bankers, investment bankers and many others."

Total sales for Texas in 1947 amounted to \$202,896,123 with \$134,600,000 in Series E Bonds. Mr. Adams pointed out that almost 60 per cent of the number of Series E Bonds were issued in \$25 denominations. "This is indicative that in spite of the high cost of living the

small investor is setting aside part of his earnings regularly to meet the future," Mr. Adams commented. "More and more people are reaping the benefits of systematic saving by investing in U. S. Savings Bonds—a practice that began with patriotic buying during the war years and has carried over on a personal basis."

Mr. Adams also congratulated the farm and ranch population of Texas on its foresight in investing heavily in 1947 in U. S. Savings Bonds, Series E, F and G. "With a rare combination of high production and high prices, rural incomes were at an all time peak and as a result a great number of farmers and ranchers invested to the limit in Savings Bonds last year," he said. "An upward swing in the Payroll Savings Plan seems to be assured for 1948; the Bond-a-Month Plan through banks for self-employed will also be featured during the year," Mr. Adams stated.

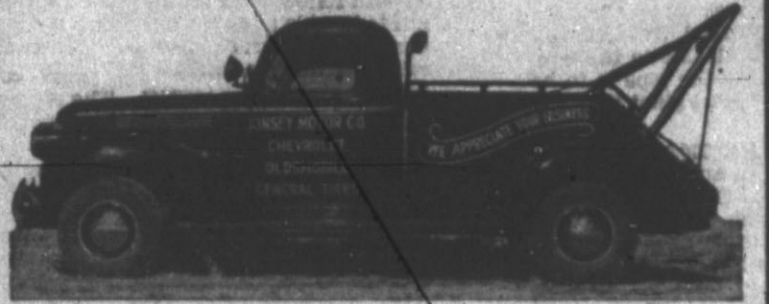
Prunes roasted with any kind of meat makes the meat taste better and will take on a delightful flavor that cannot be duplicated.

Dried fruits add flavor and sweetness to cereals as a breakfast food, a supper dish or a pudding.

A little lemon added to dried fruits will increase flavor appeal.

A short soaking and slow cooking will produce the perfect dried fruit sauce.

Naval Air Transport Service officials estimate that NATS transports Navy men for two-thirds of the cost the Navy would have to pay for commercial transportation for the same men.

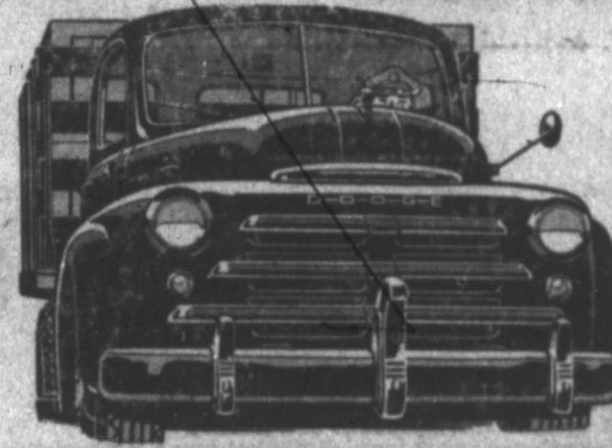


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KINSEY MOTOR CO.

PHONE 740 — NIGHTS 419-W

NEW



DODGE "Job-Rated" TRUCKS

NEW 'Pilot-House' Cabs with all-round vision



Higher and wider windshield and windows give the driver real "Pilot-House" vision... in all directions! It's all-round vision, still further augmented by newly available rear quarter windows. They're the safest

truck cabs ever built, too, with welded all-steel construction. Their comfort is almost unbelievable. Take a ride... and you'll feel that you're sitting on top of the world... with all the road yours to command.

NOW ON DISPLAY

You're looking at the most attractive and useful trucks ever designed. The first thing you notice, of course, is their new massive "truck-like" appearance. But underneath—you'll find power-packed chassis, each "Job-Rated" for performance, economy, dependability, and long life.

Because these new Dodge trucks are "Job-Rated"—because they fit the job—they naturally save money and last longer. But you're in for a real surprise, when you see how many additional money-saving and time-saving advantages Dodge has built into these newest trucks.

We urge you to come in and see them without delay. You'll find them years ahead in design... the only really new trucks on the market this year!

NEW All-Weather Ventilation



Real comfort at ten below or a hundred above! That's because of an ingenious combination of truck heater, defroster vents, vent windows, cow ventilator and a new fresh air intake from the radiator grille. It's the finest "All-Weather" heating and ventilating system available in any truck cab.

NEW Ease of Handling



You enjoy remarkable new ease of handling and driving in these new trucks. You can turn them in much smaller circles... the same size circle either right or left. You can park, or back up to platforms, with greater ease. With this shorter turning, you also get full-size bodies, longer cabs, better weight distribution.

NEW Comfort



1-1/2" SEAT ADJUSTMENT... convenient hand control.

- 1. PLENTY OF HEADROOM.
- 2. STEERING WHEEL... right in driver's lap.
- 3. NATURAL BACK SUPPORT... adjustable for maximum comfort.
- 4. PROPER LEG SUPPORT... under the knees where you need it.
- 5. CHAIR-HEIGHT SEATS... just like you have at home.
- 6. "AIR-O-MID" CUSHIONS... adjustable to weight of driver and road conditions.

IN ALL, 248 BASIC CHASSIS MODELS UP TO 23,000 POUNDS G. V. W. ... UP TO 40,000 POUNDS G. T. W.

Ireland Motor Co.

209 West 3rd

Since 1935

Phone 180

Safety Deposit Boxes from 2 1/2 x 5 to 7 x 10 Available

Silence IS GOLDEN

My Banker, He's as Silent as the Sphinx about the Personal Affairs of Borrowers.

Hereford State Bank

THE BANK OF FRIENDLY SERVICE

Member of F D I C

Member of Fed. Res. System

Safety Deposit Boxes from 2 1/2 x 5 to 7 x 10 Available

"SPEEDY" by Hereford MOTOR CO.

HEREFORD MOTOR CO. HEY! STOP! EXCUSE ME OFFICER—THEY SAID THEY'D DO A GOOD JOB ON MY ENGINE—DID YOU SEE IT STOP ON A DIME WITH THESE CENTS CHANGE TO 50 I NOTICED, AND HERE'S A NOTICE FOR YOU TO APPEAR IN TRAFFIC COURT NEXT MONDAY, AND BRING YOUR POCKET BOOK!

HEREFORD MOTOR CO.
Dudley Green HEREFORD, TEXAS Archie Scott

Important Dates for Voters On 1948 Election Calendar

January 31 Is Deadline for Poll Tax Payments

For both candidates and voters, here are some important dates to remember in the 1948 election year. Except for several dates which concern only party and government officials, here is the complete election calendar for the year:

Jan. 31—Last day to pay poll taxes

Feb. 9—Commissioners courts will name judges for general election in November.

March 10—Last day for tax collector to furnish county clerk statement showing poll tax receipts issued.

April (date not prescribed) County Democratic executive committee meets to call precinct conventions.

May 1—Precinct conventions to select delegates to presidential county convention (2 p. m. in rural precincts and 7 p. m. in city precincts).

May 4—County convention meets at 2 p. m. to elect delegates to the presidential state convention (where presidential convention delegates are chosen).

May 17—Last day for filing as a candidate for civil appeals court, Congress, State Legislature, district judge and district attorney in districts composed of more than one county.

May 25—Presidential state convention meets to select delegates to the national convention (this year in Brownwood).

June 7—Last day for filing as a candidate for United States senator and for state offices.

June 13—Last day for filing as a candidate for county and precinct offices, county party chairmanship and district offices in districts made up of only one county.

June 21—County executive committee meets to plan July primary and July precinct conventions.

June 24—First day for filing campaign expense statements.

June 26—Last day for candidates to pay filing fees.

June 28—County primary convenes up official ballot for July primary.

June 29—Last day to file first campaign expense account.

July 4—Absentee voting begins for first primary.

July 12—Last day to file second expense statement.

July 15—Last day for filing second expense statement.

July 18—Last day for applying for change of residence on voting lists.

July 20—Last day for absentee voting for first primary.

July 24—Primary election day, 7 a. m. to 7 p. m.

July 24—Precinct conventions to name delegates to county conven-

City and School Board Elections Due in April

In addition to Democratic primary and general elections slated this year, there are at least two other election dates on the calendar of primary importance to the voters in Hereford and Deaf Smith county. The biennial city election, when a Mayor and two members of the City Commission are to be chosen, will be held on Tuesday, April 6. Nominations for these offices, to appear on the official ballot, must be submitted to the City Clerk not later than 30 days before the election. School board elections are slated for the first Saturday in April—April 3. Members are to be elected for County Board of Trustees, the Rural High School District, Board, and other rural school boards of trustees on that date. Other special elections will probably add to the list of voting events during the year. At least one school bond issue will probably be submitted to the voters of the district during the year. Poll tax receipts are primary requirements for all voters casting a ballot in any of these elections. In schools established by the Navy in Trust Islands of the Pacific, classes in the practical use of English are held for the native children. A Navy submarine, the only seagoing craft which makes a stable platform, is helping American scientists make accurate gravity measurements at sea. As on September first, the U. S. Navy had 226,000 men afloat and 49,000 ashore. As of November first the U. S. Marine Corps had 2,400 men afloat and 19,000 ashore. The U. S. Navy reports that 183 Marines were killed and 616 wounded on Eniwetok during the war. Dried fruit and bread crumbs or cooked cereal may be combined in a stuffing that dresses up the cheapest cuts of meat. Hot stewed apricots spread over plain or coffee cake increases appetite appeal. Plain bread, muffins, cakes or cookies become something "extra special" with dried fruits mixed into a batter or dough.

Church News

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

FIRST BAPTIST
E. H. Cagle, Pastor
Sunday School.....9:45 A. M.
Sermon.....10:35 A. M.
Training Union.....6:45 P. M.
Sermon.....8:00 P. M.
Mid-week Services:
Wednesday.....7:30 P. M.

FIRST PRESBYTERIAN
Russell A. Wingert, Pastor
Sunday School.....9:45 A. M.
Morning Worship.....11:00 A. M.
Evening Worship.....7:30 P. M.

AVENUE BAPTIST
R. S. Sparkman, Pastor
Sunday School.....9:45 A. M.
Morning Worship.....11:00 A. M.
Training Union.....6:45 P. M.
Preaching Service.....8:00 P. M.
Mid-week Services:
Wednesday.....7:30 P. M.

FIRST METHODIST
O. R. Herring, Pastor
Sunday School.....9:45 A. M.
Morning Worship.....11:00 A. M.
Youth Fellowship.....6:45 P. M.
Evening Worship.....7:15 P. M.
Mid-week Services:
Wednesday.....7:30 P. M.

FIRST CHRISTIAN
Roy W. Ford, Pastor
Sunday Services:
Sunday School.....9:45 AM
Morning Worship.....10:50 AM
Junior Endeavor.....6:00 PM
C Y F.....6:00 PM
Evening Worship.....7:00 PM
Mid-week Service every Wednesday 7:15 PM

ASSEMBLY OF GOD
S. E. Edging, Pastor
Sunday School.....9:45 A. M.
Morning Worship.....11:00 A. M.
Young People's Service.....6:15 P. M.
Evangelistic Service.....7:45 P. M.
Mid-week Services:
Wednesday.....8:00 P. M.

CHURCH OF THE NAZARENE
Rev. Lewis Patterson, Pastor
Sunday School.....10:00
Morning Worship.....11:00
Evangelistic Service.....7:30
Wed. Eve. Proper Meeting.....7:30

IMMANUEL EV. LUTHERAN
"The Church of the Lutheran Hour"
R. W. Lichtman, Pastor
R. A. Frye, Sunday School, Supt.
Sunday School and Bible Class, 10:00 A. M.
Worship service, 11:00 A. M.
Communion service on the first Sunday of every month.
Listen to the Lutheran Hour over these stations every Sunday: KPDA, Amarillo, 8:30 A. M.; KPDM, Pampa and KHUZ, Borger at 10:30 A. M.

ST. THOMAS EPISCOPAL CHURCH
Services every fourth Sunday morning, 9 a. m. at County Courtroom. Rev. Walter R. Scott of Finlayview in charge.

DAWN BAPTIST CHURCH
J. E. Byers, Pastor
Sunday School.....10 a. m.
Morning Worship.....11 a. m.
Training Union.....7 p. m.
Evening Worship.....8 p. m.
Midweek Service Wednesday, 7:30 p. m.

want a **NEW** range that's faster, *cleaner*... easier to cook with... fully automatic?



FOR THE VERY FINEST in modern automatic cooking appliances, look for the "CP" seal. It's on this supermodern UNIVERSAL Gas range and on dozens of other models — all built to "CP" standards. Among these stunning new ranges, there'll be one that's just perfect for your "New Freedom Gas Kitchen."

GAS

 has got it!

Please See Your Dealer
West Texas Gas Company

NOSE STOPPED UP
DUE TO A COLD?

GET RELIEF with **RED ARROW NOSE AND THROAT DROPS**

CAUTION: USE ONLY AS DIRECTED ON LABEL

ASK YOUR DRUGGIST

Is Your Home as **COMFORTABLE** as it **LOOKS?**

● Remodel ● Repair ● Modernize

You'll be amazed at the wonders you can accomplish in increased beauty and comfort in your home. Look around your house... is the kitchen an efficient place in which to work... are you wasting space in attic and basement... do you need more closets... is your bathroom pleasant and convenient? Let us help and advise you on all these things and more... plan now to make your home the way it should be... modern convenient, beautiful... a pleasant place to live for every member of the family.

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To the Hereford Territory this is a signal to your telephone operator that you are interested in receiving one of these many services...

PRESCRIPTION SERVICE from Professional hands, qualified to serve, qualified to give, qualified to fill your prescription service.

SELECTION, from a complete stock of DRUG needs.

YOUR CHOICE from even scarce merchandise... no goods are "under the counter" for special customers. Every customer is SPECIAL to us.

IMMEDIATE delivery from an adequate stock of quality Stationery, School Supplies, Gifts, Greeting Cards, Beauty Preparations, Magazines, Papers, and many other lines.

THE "PHONE ONE HUNDRED" HABIT IS A HEALTHY HABIT

We Give S & H Green Stamps Remember **100** Is The Drug Number Closed for Church on Sundays

City Drug

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

Yellow Stripes on Highways To Warn Motorists of Danger

AUSTIN, Jan. 17.—Officials of the Texas Highway Department Thursday told the story about the bright yellow lines now being seen by motorists every day throughout the vast 27,000 mile system of paved highways.

"The new yellow no-passing line being put down on our highways is a double indemnity device," State Highway Engineer D. C. Greer declared.

"It gives a flashy and obvious warning of danger to the motorist who wants to protect his own life and the lives of others," he explained, "and it gives the police something definite on which to jail or punish the driver who apparently cares little for his life and thereby endangers the lives of innocent motorists in the other lane."

Last year President Truman's Highway Safety Conference urged the States to concentrate on improvement of highway center stripe in a major attempt to reduce the ghastly toll of accidents due to head-on collisions and sideswiping.

In all States the color was changed to yellow, which tests have shown is more visible in all kinds of weather than any other type of marking. This yellow color is used also to impress the motorist that where yellow is seen on the road it must not be crossed.

85,000 gallons of yellow paint are being used by the Texas Department's painting crews to mark these no-passing zones. The painting operations have been under way since November and are now moving rapidly toward completion.

Highway Department officials pointed out the state-wide striping program for no-passing zones is considered the best method from the engineering point of view for temporarily combating the traffic accident menace on the highway system.

The officials are hopeful the traveling public will soon become "yellow line" conscious, since crossing the yellow line is not only an invitation for loss of life and limb, but is a violation of Texas law under the new uniform traffic code making violators liable for a maximum fine of \$500.

"Do not cross the yellow line," is the new password to safer driving.

The Texas Safety Association asks motorists to remember the stop sign at railway crossings. It doesn't take as long to stop as to pick up the pieces.

The Texas Safety Association reminds winter motorists to look out when it's dark out. Death rides at night.

Buried Alive



His head masked by dirt, Robert Reynolds, 37-year-old Chicago laborer, is helped out of a cave-in after being buried up to the neck for an hour and 10 minutes.

Wilbarger 4-H Boys To Keep Rainfall Record

COLLEGE STATION, Jan. 19.—Ten 4-H Club boys of Wilbarger county are off on a new project.

On the first of January, these ten boys were issued a simple rainfall gauge and entry sheet on which to keep a record of the rainfall in his community. After each measurable rain, the boys will telephone a report to George H. Veteo, assistant county agricultural agent, who will in turn relay the report to local newspapers. Each boy will receive credit for the reports he makes.

Veteo says that the service will be of local interest as well as provide helpful information during the planting and harvesting season. Each boy will have the information to maintain a chart of the annual rainfall in his particular community.

Entire Civic

(Continued from page one)

sweeper for use on paved streets. Rolling equipment alone valued at \$21,728 has been purchased by the city in the past year, the report shows.

OBJECTIVES FOR 1948

Plans for the coming year, as outlined by the city commission, include installation of street markers throughout the city; house numbering; street lighting; a revised fire limits building code; improved garbage collection; a new dump ground; and enforcement of health ordinances.

Plans for street markers and house numbering have already been approved and the project is underway.

A survey preliminary to a complete street lighting program for the city has been ordered.

A survey preliminary to setting up zoning plans for the city has been ordered.

Hospital Is

(Continued from page one)

enced during the past two years. The board of directors of the hospital are expected to advertise for bids on the proposed new construction within the next few weeks.

Ballot Light

(Continued from page 1)

tee.

Persons making nominations are invited to write on the ballot the reasons on which these nominations are based. Emphasis is not placed on financial contributions, although these will be considered, but on the time and energy and influence devoted to projects affecting the betterment of the community during 1947.

Nominations should be addressed to the Lions Club "Best All-Around Citizen" Committee, in care of the Hereford Brand, Box 673, Hereford, Texas. The ballots will be turned over, unopened, to the committee. Deadline is January 31. The official ballot will be published one more time in this newspaper.

Relieves Child's Cold As He Sleeps

Relieves DISTRESS OF Child's Cold As He Sleeps

Penetrates into upper bronchial tubes with special soothing medicinal vapors.

Stimulates chest and back muscles like a warming, comforting position.

This wonderful special penetrating-stimulating action—brought to you only by Vicks VapoRub—works for hours to relieve distress of colds while the child sleeps. Often by morning most misery of the cold is gone. Try it tonight!

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in conversation prints
by **Doris Dodson** JUNIOR ORIGINALS

As seen in Mademoiselle, Blossom Time... exclusive DORIS DODSON print with the fresh beauty of an orchard in bloom. Pink/green; blue/rose; yellow/gray. Whirlaway rayon crepe; 9-15.

You're fresh as spring... pretty enough to be in print... when the print is by the inimitable Doris Dodson! Here are some of the newest, most feminine dresses ever—dresses that make your junior figure the talk of the town.

The Little Fashion Shop
"Smart Clothes for Smart Women"

PLAY IT SAFE for '48

INVESTIGATE OUR

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

BRING YOUR LOAN AND INSURANCE PROBLEMS TO US!
We Are Equipped to Handle Your Needs!

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

★ STAR ★
CALL 363 FOR SHOW TIME

SHE GAMBLED AND WON... A LOVE THAT MADE HER THE LOSER!
JOHN HODIAK
LIZABETH SCOTT
BURT LANCASTER
SENSATIONAL STAR OF "THE KILLERS"

Desert FURY
IN TECHNICOLOR
MARY ASTOR • WENDELL COREY
JANE NOVAK

Sunday
Monday — Tuesday

They gossiped about her in whispers!
... THE VICTIM OF IDLE TONGUES and MEDDLING PEOPLE!

Shirley TEMPLE
Ronald REAGAN
That Hagen Girl
with Gary Calhoun • Lois Maxwell
Dorothy Peterson • Harry Davenport

Wednesday — Thursday

THE LONE WOLF TURNS THE SPOTLIGHT

ON A ONE-WOMAN CRIME WAVE!

The Lone Wolf IN LONDON
GERALD MOHR
EVELYN ANKERS
ERIC BLORE

MYSTERY Friday

BULLET-STREAKED ACTION!

Tim Holt
ZANE GREY'S **THUNDER MOUNTAIN**
with Martha Hyer

DOUBLE FEATURE Saturday ACTION!

TEXAS
CALL 286 FOR SHOW TIME

The same Glenn Ford who tamed Gilda!
"I didn't ask you to come into my life!"
GLENN FORD

FRAMED
with JANIS CARTER
BARRY SULLIVAN

Sunday
Monday — Tuesday

CONDEMNED
by his heart full of love!
WALTER WANGER presents
GEORGE RAFT
JOAN BENNETT
The HOUSE Across the BAY
WALTER PIDGEON

Wednesday — Thursday

CAMPUS RHYTHM
with Storm Johnson
Downs
Robert LOWERY

Plus **LION'S DEN**
Friday — Saturday