

MONDAY IS DOLLAR DAY

Published Every Sunday

Our Slogan: "More People—More Farms"

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VOLUME 2—NUMBER 23

Hereford, Deaf Smith County, Texas, Sunday, December 4, 1949

AROUND TOWN SIGHTS, FACES SEEN

Harrison Highway contractor J. R. Fanning was in town Friday to check on moving his concrete crew on the job next week. They will start on culverts and structures. He said he plans to complete work in 150 working days.

Avoid the rush of last minute poll tax payers and get yours in now says Worth Covington. Only 404 had been paid through Saturday. That leaves several hundred more than 2,000 still to come in. Next year is a general election year, too. Deadline is January 31.

Santa Claus attracted a lot of out-of-town people Friday. Ed Skypala tells this one. He was in Dimmitt Wednesday after the airplane had gone over Tuesday afternoon, dropping handbills and playing "Hear Comes Santa Claus." One Dimmitt resident said his little girl came running in saying "Santa Claus is dropping letters from an airplane." The Dimmitt man said he had to hunt until most dark for one of the handbills.

THE WEATHER

Temperature reading for Thursday through Saturday taken at 8 o'clock each morning.

Thursday—High 63, low 35.
Friday—High 52, low 18.
Saturday—High 59, low 26.
No moisture for December.
Total 1949 moisture—28.05 inches.

Move Into Methodist Sanctuary Delayed Until After Christmas

Plans for moving into the new Methodist sanctuary have been postponed to January 8th, according to Rev. Don Davidson who said the decision was made following discussion at choir practice this week.

Furniture which was under contract for November 6 delivery date is still not here and contractors have notified Rev. Davidson that it will not be delivered before the middle of the month.

Final decision on moving was not to try to move in the midst of Christmas activities, but to set the opening date early in January. A complete program will be announced some time before the date and friends who are asking questions about when to plan this occasion will have plenty of time, Rev. Davidson said.

Furniture installation includes modern heavy pews in red oak wood with finish to match the sanctuary interior and with tufted cushions for seats. There will also be a choir screen, lectern, hexagon formal pulpit, altar, communion chancel and kneeler of similar wood and finish.

Rev. Davidson said the pulpit furniture is a memorial gift. The Youth Fellowship is buying a baptismal font and five collection plates for additional furnishing. He also suggested "that disappointment-for-not-getting into the building for Christmas may be tempered by the thought that patience will give us a better job on the installation and that we shall be just as happy when we do get in for the first service."

Decision On State Road Maintenance Will Be Made Soon

The Deaf Smith delegation that went before the State Highway Commission early this week in Austin returned Wednesday night with no assurance that the proposition asking for State maintenance of the last 7.9 miles of the farm-to-market roads voters approved in the October \$500,000 bond issue will be approved. However, they did feel that the commission accepted the matter favorably.

Regardless of the decision this portion of the road that exceeds the state maintenance allotment will be paved, according to County Judge Leonard Foster, Thursday. He said decision on the matter will probably be known soon.

He also said the matter will probably be left up to state highway engineers to work out by the commission.

Judge Foster and county commissioners, Troy Moore, John Morris and J. T. Gulman and road committee members Ezra Norton and Cord Hammock made the trip to Austin.

Recruiting Sgt. Gets Three Of Four Sons From Roy Hill Family

Mr. and Mrs. Roy O. Hill, Hereford, had four sons at home before U. S. Army recruiter, S/Sgt. H. M. Riddle came along. Now they have only one—and he's too young or Riddle would probably have him in the army too.

On November 23, Archie L. Hill reenlisted in the regular army after being discharged September 13 as a corporal. He got his rank back and was sent to Ft. Riley, Kansas for processing and assignment. He is home now, enroute to Camp Lee, Virginia where he will go to Army Corps of Engineers school.

November 23, another son, Winston C. Hill, 20, enlisted and is now at Ft. Ord, California for basic training.

November 30, Bufford A. Hill 17, left for Ft. Ord, California for processing and basic training.

Winston wrote his parents from Ft. Ord saying that he liked the Army and that he had a good commanding officer. His letter was on the back of a Church program and written while he was in church. He said he could see the Pacific Ocean from his barracks window and it sure looked big. Winston said there were about 250 boys in the church, there.

Man Hit Crossing Highway 60 At Gin

Clifford L. Hayhurst, 25, Hereford Gin employee, was hit by a car driven by Mrs. Zoe Cole Henry, 39, of Canyon about 9 o'clock Thursday as he was crossing the highway going to the gin. Hayhurst had just parked his car on the south side of the road and was going to work.

Hayhurst was hit and knocked up over the fender of her car. He suffered a compound fracture and was knocked unconscious. Gilliland Funeral Home ambulance took him to Deaf Smith Hospital.

According to investigating officer Deputy Sheriff S. E. Berry, Mrs. Henry was going west and was blinded by the smoke from the gin. Berry said Mrs. Henry stated that she could see alright before going into the smoke but couldn't see well after entering it. Mrs. Henry gave her address as Route 2, Canyon.

Hereford Gin Company manager John McClesley said Hayhurst had been working there about a week or ten days. He said that he thought Hayhurst's home was in Kansas City, Missouri. He isn't married.

Sheriff Berry said no law had been violated and no charges would be filed.

Mr. L. F. Boyd Dies Of Heart Attack

Mr. L. F. Boyd, 71, died about 3:15 Saturday afternoon while sitting in his automobile in downtown Hereford of a heart attack.

Mr. Boyd had lived in Hereford for 33 years, coming here in 1916 from Atwood, Tennessee. He was born in Huntington, Tenn.

Survivors include two sons Robert and Roy of Hereford and six grandchildren. A brother, W. P. Boyd lives in Purcell, Okla., and two sisters, Mrs. Ada Pugh and Mrs. Jane Essary, both of Huntington. His wife died in 1944.

Mr. Boyd lived at 117 Higgins Street.

Good Yields And Clovis Market Points At More Corn In Country

More corn was probably grown in Deaf Smith in 1949 than in any previous year and from previous indications 1950 will exceed '49 by many acres.

Lack of a market has put a damper on growing corn in a big way in this area up until this year. Clovis feeders are paying \$35 a ton for corn this week, thus removing this obstacle.

Good corn and high yields can be grown in Deaf Smith as evidenced by the 6½ acres Orpha

Click Had On His Place This Year Where They Harvested 50,000 Pounds of Ear Corn

Click had on his place this year where they harvested 50,000 pounds of ear corn. He realized \$115 to the acre on it all. Twelve rows of that in Texas 20 was worth \$123 an acre.

Results on the test Click and County Agent Hugh Clearman conducted on the demonstration patch were as follows:

Funks G No. 711, 4 rows, 2,280
Funks G No. 715, 4 rows, 2,500
Funks G No. 716, 4½ rows, 2,800
Funks G No. 788 WF, 4½ rows, 2,640.

Santa's First Visit Friday Was A Success

Santa Claus and four of his reindeer paraded through Hereford Friday morning before a very appreciative audience of youngsters, mostly accompanied by their parents.

Streets were lined as Santa went down Main to Fourth. He then went by St. Anthony's Parochial school where the students lined the curb, and on down fifth to Central school. At Central students from both Shirley and Central lined the curbs on three sides of the block as Santa went around twice. He went back to Main and south to first and then to the Bull Barn where he had unloaded.

Santa will be back in Hereford again at 10 o'clock, Friday the 23rd, for

Six Indictments Returned Friday

Six indictments were returned by Deaf Smith County Grand Jury and both District Judge Harry Schultz and District Attorney Floyd Richards were here for a session of District Court, Friday.

Two of those indicted, W. L. Patton and I. W. Allen waived their right to trial by jury, pleaded guilty and submitted their case to the court. Both had been indicted on charges of passing a forged instrument. The court assessed each with a two year term in the State Penitentiary. Patton was also indicted on a forgery charge.

Other indictments were returned against Yannie Hickler, a second offense on driving while intoxicated. Haskell Suddreth was indicted in County Court for driving while intoxicated.

Judge Schultz awarded Hereford Community Hotel Corporation a judgement for \$51,630, plus 6 per cent interest from the date of judgement until the judgement is paid, against the J. E. Hill estate. The estate will receive a debenture bond in the same amount, which is a second lien.

Thirty-seven awards were made at the annual roll call meeting held by Boy Scout cub packs Friday night at the Boy Scout Hut. Commissioner John Hicks made the following awards: Pack 50—Wolf Award, Archie Wayne Scott, George Heard, Buddy Campbell, Bear award—Carl Worth Covington, Lion award—Jimmie Patton, George Jewell, Wendall Welch and Torfy Benson. Webelos award—Wendell Welch, Tony Benson and John David Bryant. Wolf gold arrows—Buddy Campbell, Stephen Bagwell, Ronald Jones, George Heard and Edwin Axe. Wolf silver arrows—Edwin Axe, Ronald Jones, and George Heard. Bear gold arrow—Carl Worth Covington.

Pat 52: Wolf award—Pat Newman and Carl Zimmerman. Bear award—Leslie Sharpe, Eugene Sneed. Lion award—David Adams, Allen Lee Newman, Ronald Zimmerman and Luther Flowers. Wolf gold arrows—Pat Newman and Carl Zimmerman. Wolf silver arrows—Pat Newman and Carl Zimmerman. Lion gold arrows—Allen Newman, David Adams and Ronald Zimmerman. Lion silver arrows—Allen Newman and Ronald Zimmerman.

During roll call every cub and every leader was called up for inspection and reports. Mrs. Newell Hughes' den 4 of Pack 50, entertained the group with an Indian skit called "The Initiation of Little Bear."

Odd Fellows Elect Officers Monday

At a regular meeting of Hereford Lodge No. 476, IOOF on Monday night, November 28, the following officers were elected for the ensuing term:

Noble Grand, Delbert Balmum; Vice Grand, Clyde Russell; Financial Secretary, Charles E. Sowell; Recording Secretary, L. H. Foster; Treasurer, Aubrey Smith; Trustees, Clarence Morrison, O. B. Russell and Arthur Rogers; Representative to Grand Lodge, Cecil O. Wilkins; Alternate Representative to Grand Lodge, W. L. Suttle.

Installation of officers will be in the early part of January. The Noble Grand and Vice Grand are elected for six months, all the other officers will serve for the entire year.

A large crowd was present at the meeting, and six members of the Dimmitt Odd Fellows Lodge were visitors and furnished a candidate for the second degree, which was conferred by the degree teams of both Lodges.

The Hereford Lodge will confer the initiatory degree at its next meeting on the night of December 5th.

Irish Nose SMU In Thriller 27-20

Football reached a climax for 1949 in the Cotton Bowl Saturday afternoon as an underdog and Southwest Conference Second Division Southern Methodist eleven rose up to play mighty Notre Dame who was completing their fourth successive undefeated season to a standstill, while losing 27-20.

Notre Dame led in first downs 17 to 15, and outgained the Mustangs on the ground while SMU lead through the air by 200 yards to 157. Trailing at one point in the game 20 to 7, the Mustangs thrilled a capacity Cotton Bowl crowd (which incidentally included a good representation from Hereford) by coming back to tie the score at 20 all in the fourth quarter.

The mighty Irish ground out the winning touchdown in short order, however.

Long sparkling SMU gains kept the crowd on edge to the end with the Mustangs still driving at the final gun. Two Notre Dame goal line stands met the difference. The Irish held when the chips were down.

Auburn eked out a one point, 14-13 victory over Alabama in another close game Saturday.

Rev. Wingert Speaks To Lions Club Wednesday

Rev. Russell Wingert, member of the speakers' committee of "Democracy Beats Communism Day" to be observed here Wednesday, December 7, under the auspices of The American Legion will address members of the Lions Club at noon Wednesday.

Rev. Wingert will speak on "Religion and Communism." Governor Allan Shivers has by proclamation called upon the seven million citizens of Texas to dedicate the day to "calm patriotic analysis of the benefits of democracy." He will address the state on a statewide network at Terrell at 12:30 o'clock, December 7.

State Commander Joe Spurlock, head of the more than 100,000 Legionnaires in 758 American Legion posts will speak on a statewide hook-up at 7:45 o'clock from Brownwood the same day.

Whereas the American Legion, Department of Texas, has designated one day to be set aside for all the citizens of the state to dedicate themselves to a close appraisal of the advantages we enjoy under our democratic form of government; and Whereas, the Department Commander of The American Legion has called upon all of the 758 American Legion posts and each of the more than 100,000 members of The American Legion to give their whole-hearted support to this movement; and Whereas, the governor of Texas has joined the Department Commander in urging each of the more than seven million citizens of this state to likewise give their cooperation; and Whereas, the Commander of The American Legion and its members are dedicating all their time to making the program an outstanding success; Therefore I, W. E. Dameron, Mayor of Hereford do hereby proclaim Wednesday, December 7, 1949 as "Democracy Beats Communism Day" and urge all our citizens, our churches, our schools and our civic organizations to join our American Legion Post to devote and dedicate said day to "Operation Democracy" and to put up a solid front against Communism. Given under my hand and seal this 2nd day of December, 1949.

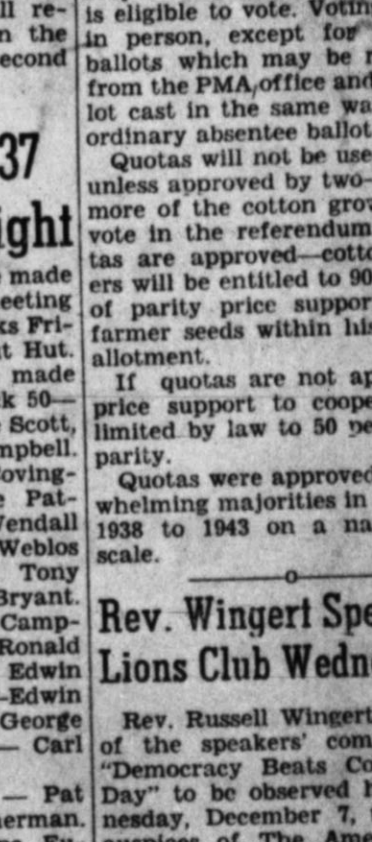
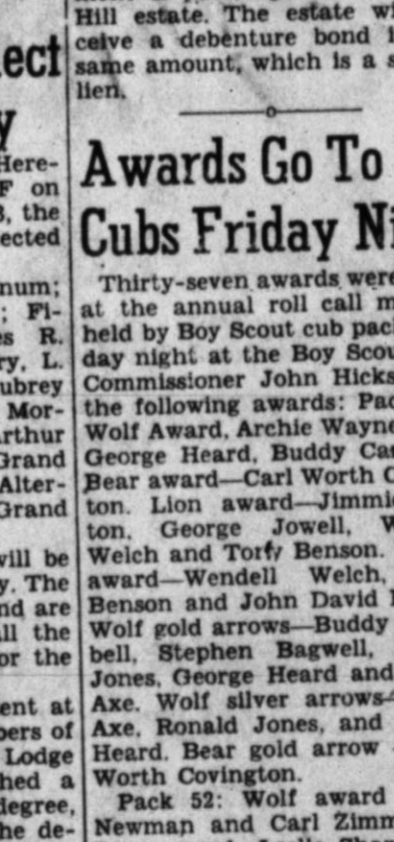
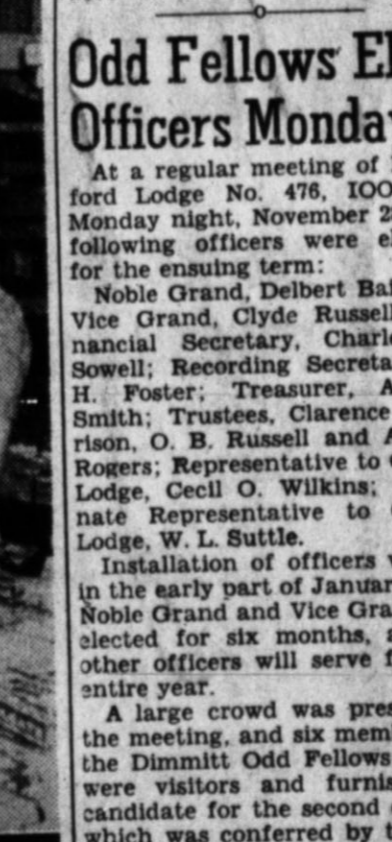
W. E. DAMERON, Mayor, City of Hereford
Attest: MABEL BARTHART
City Clerk

\$19,900 Contract Is Let For Hotel Interior Work

Contract for the coffee shop, kitchen, service room and banquet room was let to Grauman company of Denver, Colo., for \$19,900 according to Pete Cowart, Hotel Corporation secretary.

Work is to be completed before February 1. This part of the work will not affect the opening date of the hotel the middle of January.

The hotel is coming along on schedule, according to Cowart.



High School Kids Find Good Work

Change that old saying, "working my way through college," to "working my way through high school."

At least 65 Hereford High school students are holding jobs downtown after school or on Saturdays. Shifting from the old-fashioned ways of idle-after-school is-out students, this latest variety of students on the home stretch of their public schooling are making their spare time count in terms of dollars.

Hereford High School doesn't have a placement bureau for students who want to work after school. The students go out and get the jobs on their own hook.

They are learning one of the most important tricks of life's trade—to meet and deal with people successfully and happily—and they are learning it at the age when too much doesn't depend on how they do.

When the time comes for them to actually step out on their own and pay their own rent out of money they make themselves they will not be at the loss that other kids are who had no such opportunity.

Plans On College
Louis LeGrand, 17-year-old senior, and son of Mr. and Mrs. L. L. LeGrand, buys his clothes and pays his school expenses with the money he makes working every afternoon and on Saturdays at the Popular Store. He

plans to go to Texas Tech after graduation, but is undecided on his major. He says that, in his opinion, Hereford High School could use a placement office for students who want to work.

George Hamilton has been working ever since he was 10 or 11. He thinks it is a good idea to get working experience along with school. He is a senior in High School and works at Cash-Way grocery along with Melvin Plummer, 15-year-old freshman. Both these boys pay their own way, practically. George would like to be a bookkeeper and, maybe, go to college after he finishes high school.

High School students make good help, according to their bosses.

Outside work doesn't affect the grades of the average student. It is, simply, a matter of budgeting time. Students who have more experience are more mature and do a better job of this.

School authorities could put the most important touch on their job of preparing students for adult life if they would adopt some plan of job placement or employment bureau which would give the student leads and introductions to prospective employers if there is a definite need. This sort of thing counts just as

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Clinic-Music School Starts Today

Terra Blanca Associational Clinic and church music school starts in the First Baptist church this afternoon at 3 o'clock with a "Hymn Fest," which will feature congregational and choir singing, quartets and other special music by outstanding voices, according to Bob Lawrence who is in charge.

Other special public feature of the week will be the closing feature of the school when a "Festival Choir Concert" by members from all the churches will be held at 8:30 p. m. Friday.

Mr. J. D. Riddle, director of the Dept. of Music, Baptist General Convention of Texas of Dallas, will conduct private piano lessons and teach daily classes on "Art of Music Directing" between 7:15 and 8:15 each evening Monday through Friday.

During the same hour Mrs. Riddle will teach the "Art of Hymn Playing" for pianists and Shelby Miller the "Class Voice and Theory" while Bob Lawrence teaches Music Fundamentals.

Mr. Collier, from Wayland College, is well known in Hereford for his work with the International Choir. Mrs. Riddle is a field worker with the State Music Department. She is the author of the music study course book, "Gospel Song and Hymn Playing."

General Assembly will be held each evening from 8:15 to 8:30 p. m. The school and clinic is open to the public.



Scouting Around

Burl Elliston spoke at the Explorers Post meeting this week, passing on information concerning Archeology and Paleontology to the boys. He also told them where to look and how to recognize Indian relics. A couple of explorers helped put up the Christmas decorations downtown Wednesday night.

Troop 50 Board of Review composed of Bob Wear, Lowell Sharp and Guy Lawrence met Monday night and reviewed three second class awards and a merit badge. The second class badges will be awarded to Lee Drake, Robert Lamm and Dabney Williams and the swimming merit badge to Tommy Woodford at the troop Christmas party, December 19.

The Troop is also planning to repair and refinish toys at their Christmas good turn.

Bob Vinton received his Tenderfoot badge November 21, bringing the troop membership to 32, leaving room for one more boy, according to scoutmaster Bill Phillips.

Troop leaders met Friday night

Central School Honor Roll Is Out

Central school honor roll, representing the upper 10 per cent of each class with each student required to have an A in Conduct in order to be eligible, was announced by Principal D. C. Martin as follows:

Third Grade—Harold Hamby, Lawanna Lookingbill, Larry Edwards, Jane Bookout, Nona Marie, Strange, Monna Kay Calhoun, Richard Smith, Linda Kay Noland, Bette Jean Knowland.

Fourth Grade—Ella Marie Williams, Carroll Whiteside, Martha Bookout, Phyllis Goetsch, Lynda Phillips, Linda West, George Heard, Linda Brown and Gale Blythe.

Fifth Grade—Danny Elliston, Gale Sterling, Carlynn Williams, Claudia Green, Charles Weems, George Davis, Ronald Zimmerman, Edwin Schroeter and Theora Cosby.

Sixth Grade—Sylvia Cox, Marlene Allred, Patricia Smith, Frances Andrews, Betty Hawkins, Bill Kistler, Pat Calhoun and Edie La Neil Morrison.

to make Christmas party plans and also to start working on plans for the window display they will have during Scout Week in February.

Sixteen members of Troop 52 were present Tuesday night. Tenderfoot work was stressed and Melton White, Norman Bookout and Luther Flowers passed their Tenderfoot tests.

Tuesday, Dec. 6, will be Roll Call night and all boys are urged to be present. They will also have tenderfoot investiture on the following boys: Lewis Biggers, Gwinn Lovel, Melton White, Norman Bookout and Luther Flowers.

A report on Cub Pack 50 activities for the past year was released by Cub Commissioner John Hicks this week. The report showed an increase from 26 to 31 in number of boys registered in the Pack. A total of 108 awards were earned during the twelve month period. The Pack meets the first Friday of each month at the Scout House at 7:30 p. m. Den mothers are Mrs. W. O. H. Covington, Mrs. Jason Luck, Mrs. W. D. Jones and Mrs. Homer Brumley with Mrs. Ed Cox as Den Mother's supervisor.

The center of a standard baseball is a piece of cork the size of a marble which has been aged for 15 years.

Hospital Notes

Patients discharged from hospital: Mrs. Chester Pinckert, med.; A. C. Pierce, med.; Jerry Wayne Schuder, med.; Mrs. Clifford Boatman, med.; Stanley Slagle, med.; Mrs. Gerald W. Wilson, med.; Mrs. J. O. H. H. Marsh, med.; Mrs. Roy Brittain, med.; Leo Hellman, T&A; Mrs. Claude Rose, surg.

Patients in hospital: Mrs. Dora L. Smith, surg.; William H. Garrett, emerg.; Mrs. Fred Henry, med.; Mrs. Toney Denney, surg.; Mrs. T. H. Davidson, med.; Betty Jean Roach, med.; Mrs. G. C. Nobles, surg.; Mrs. Bertha Pope, surg.; Roger Thompson, med.; Billy Mitchell, acid.; Clifford Hayhurst, emerg.; D. D. Zimmerman, med.; Mrs. Beatrice Ashley, med.; George E. Brasher, surg.; Mrs. C. W. Spurlock, surg.; Mrs. George Robertson, med.

Mrs. R. L. Opperman of Wichita Falls will arrive in Hereford today for a several days stay in the home of Mr. and Mrs. T. E. Seigler, Jr.

Christmas is not a legal holiday in Kansas.

The
HEREFORD CLINIC
Will Be Closed
All Day
December 26
for
CHRISTMAS

SAVE and HAVE

Be Wise Be Thrift

A small part of your income invested in a Planned Program of Life Insurance will guarantee your future security.

Southland Life

INSURANCE COMPANY

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION

NEW CHEVROLET CARS

THESE ARE DELIVERED PRICES IN HEREFORD FROM YOUR AUTHORIZED CHEVROLET DEALER WHERE YOU CAN, AND DO GET A NEW CAR SERVICE POLICY

SPECIALS	DE LUXE		
Business Coupe	1,492.50	5 - Passenger Coupe	1,661.50
5 - Passenger Coupe	1,571.50	2 Door Styleline	1,645.50
2 Door Styleline	1,566.50	2 Door Fleetline	1,645.50
2 Door Fleetline	1,566.50	4 Door Styleline	1,692.50
4 Door Styleline	1,613.50	4 Door Fleetline	1,692.50
4 Door Fleetline	1,613.50		

The above prices do not include any extra accessories except oil bath air cleaner.

WATCH THIS PAPER FOR THE OPENING OF OUR NEW BIG LOT AT THE CORNER OF 2nd & SCHLEY STREETS.

KINSEY MOTOR CO.

244 EAST THIRD STREET

PHONE 740

"Only 17 Shopping Days 'til Christmas"

Dollar Day Savings

MONDAY, DECEMBER 5

SAVE! SAVE! SAVE!

NOW!

SHARPLY REDUCED PRICES

on \$24.75 & \$39.75

Women's Winter COATS!

ALL BRAND NEW... ALL THE MOST WANTED STYLES

SAVE! SAVE! SAVE!

GROUP I. 18 at \$15.00
All wool fleeces... broadcloths... covers... tweeds... sharkskins... in boxy, fitted or wrap styles! 8 to 20... wine, green, black, brown.

GROUP II. 14 at \$20.00
Fur trimmed pure wools with mouton process dyed lamb... squirrel... muskrat... some Bombay & Persian lamb! Boxy or fitted styles! 8 to 20... wine, green, black, brown.

GROUP III. 12 at \$35.00
Fine wool broadcloths... sheen covers... in boxy or fitted styles! 12 to 20... wine, green, black, brown.

Men's ARMY PANTS
Sizes 38, 40, 42
\$2.98 Value
Reduced to **\$1** Pr.

Men's BIG MAC BLUE OVERALLS
Broken Sizes
\$2.29 Values
Reduced to **\$1** Pr.

Men's UNION SUITS
Medium Weight
Size 36
\$1.98 Value
Reduced to **50¢**

Boy's Blue Chambray WORK SHIRTS
Pre-shrunk, Sizes 6, 8, 10—\$1.19 Value
Reduced to **50¢**

Men's 4-Buckle Cowboy BOOT O' SHOES
Size 10, 11, 12
\$4.49 Value
Reduced to **\$1.50**

18 Pair Child's Oxfords and Ladies Pumps
Reduced to **\$1**

4 LARGE TABLES REMNANTS, ETC.
Reduced to Sell Bargain Square

AT PENNEY'S

DOLLAR DAY BARGAINS IN DRESS DEPARTMENT

17 ONLY LADIES' RAYON FROCKS
\$5.90 Price and Better
Reduced to Sell at **\$2**

35 ONLY LADIES' BETTER FROCKS
\$8.90 and \$10.90
Reduced to Sell at **\$4**

12 ONLY OUR BEST DRESSES
\$12.75 and \$14.75 Values
Reduced to Sell at **\$6**

54 GIRLS' and LADIES' COTTON HOUSE FROCKS
Broken Sizes
Reduced to **\$1 and \$1.50**

10 ONLY "Golden Dawn" SINGLE BLANKETS
ALL WOOL, 3 Pound, Blue
Reduced to **\$4**

12 Pair MEN'S \$7.90 OXFORDS
Broken Sizes
Reduced to **\$2.99**

EDITORIALS....

Skating Rink Is Commended

In the Brand's "Question of the Week" Thursday was carried a comment regarding the skating rink in Hereford and which the management of the rink believes to have reflected upon the business.

As a result, The Brand investigated operation of the skating rink by conversing with patrons and with adult observers, including several church leaders. Information resulting from the survey indicated that the skating rink is being operated in as wholesome manner as possible. Drunks are excluded when found and the rink has even refused to sub-let for dances, despite the fact that financial operation has at times been difficult. Sunday school classes, after careful investigation, have on occasions sponsored skating parties at the rink.

Rink owners and managers stated that they did not consider themselves perfect, but that it has been their idea and goal to operate the skating rink in a respectable manner and, as far as possible, beyond criticism and reproach. They further added that they were always open to suggestions for improvement and that they would do their best to eliminate any objectionable feature if it was pointed out to them in a constructive manner.

Any place open for public entertainment and amusement automatically subjects itself to criticism from all angles, but The Brand's investigation does indicate that the skating rink in Hereford is being conscientiously operated on as high a moral plane as possible. People who operate places of amusement along such lines should, unquestionably, be encouraged rather than criticized. The Brand, therefore, feels that the rink operators are to be commended upon their attitude toward methods of operation. Hereford needs more recreational facilities which provide clean, decent entertainment for the public, especially its young people.

Reds Release U. S. Official

The President of the United States recently denounced as an outrage the imprisonment by Chinese Communists of U. S. Consul-General Angus Ward at Mukden.

Several days earlier, the Secretary of State, Dean Acheson, commenting on the arrest of Ward and four members of his staff and their retention in jail, said that the act removed any present possibility of considering recognition of the new Red government in China.

Despite efforts through diplomatic channels to obtain the freedom of those detained, the United States Government had been unable to get in touch with Ward for weeks. As a result, the United States, in the words of George N. Craig, National Commander of the American Legion, "stands ridiculed before the world as being unable or unwilling to protect its own emissaries."

Prior to the release of the captives Mr. Craig urged that the Government of this country serve notice on Communist leaders in China that Mr. Ward and his associates must be released unharmed by an early specified date, and, if this failed to get the men released, to dispatch armed forces to compel their release.

It is not to the credit of the U. S. to send men into foreign countries to represent it, and then stand aside while they are illegally and, perhaps brutally treated by other governments or semi-governments, if the U. S. representative has committed no wrong and has acted properly toward the nation to which he is accredited, he is entitled to the full support of his country.

Many years ago, in the administration of Theodore Roosevelt, a wealthy American was seized and held for ransom by a notorious bandit in Morocco. After some parleying failed to get results, the American Secretary of State, John Hay, sent the Sultan of Morocco a message reading as follows: "Perdicaris alive or Raisulid dead." Immediately afterwards, the American was restored to his liberty.

The natural tendency of most Americans would be to support the position taken by the Commander of the American Legion. Nevertheless, the presumption is that our diplomatic officials know the best procedure and the steps which are designed to protect him and his associates.

The release of the American representatives seemingly justifies the policy of the State Department. Maybe the Chinese were afraid that other nations would line up against them and that their loss would be worse than their gain.

Scolded Him

A 15-month-old boy who held his breath until unconscious when scolded was revived by firemen at East St. Louis, Ill., after 500 pounds of oxygen were used. In another two years, if we know this type of youngster, they will be administering oxygen to the parents. — Minneapolis Tribune.

It's True

The average citizen hears a lot more about budget reduction at election time than he does when his tax bills are due. — San Diego Union.

Canada Heard From

American critics now rate a radio drama by the number of listeners that take to the hills. — Toronto Star.

Digestible?

More and more digest magazines are being published. Soon we'll need one called "The Digest of Digest Magazines." — State Journal.

Optimistic

A man is advertising in Kansas for an honest lawyer. Truly, optimism is returning by leaps and bounds. — Thomaston Times.

Views and Reviews

What They Say Whether Right or Wrong
Alfred P. Sloan, Pr. official, General Motors Corporation:
"Management now recognizes and accepts the fact that there is something in business besides business itself."

Virginia Dabney, Richmond, Va., newspaper editor:
"Prohibition's ghost is walking again."

Yanneyer Bush, Dean of Engineering, Massachusetts Institute of Technology:
"I am not much of a prophet."

Vladimir Clementis, Foreign Minister of Czechoslovakia:
"The idea of a small country mediating between two of the world's greatest powers is rather out of date."

James F. Byrnes, former Secretary of State:
"I have never known a department or agency of the United States Government that did not ask for more money than it needed."

Bernard R. Montgomery, British Field Marshal, hero of El Alamein:
"When old soldiers get together, you never know what they will talk about."

The Shah of Iran, visiting the United States:
"The possession of modern defensive equipment is a legitimate aim which menaces no one."

John D. Hickerson, Assistant Secretary of State:
"The nations of Western Europe are arming themselves, the United States is helping them to do so, because they fear the intentions of the Soviet Union."

Jacob A. Malik, Russian Deputy Foreign Minister:
"The Soviet Union is not threatening anyone and is not preparing to threaten anyone. We are being threatened."

Alexander Wiley, U. S. Senator from Ohio:
"This nation is a sucker for an atomic solar plexus blow."

Joseph Pfeifer, Member of Congress from New York:
"The West German government is a fact. It's a going concern."

Alben W. Barkley, on his honeymoon:
"We are heading for Shangri-La and getting closer all the time."

Robert H. Jackson, Associate Justice, U. S. Supreme Court:
"Perhaps this court renders a public service in treating phantom authors and ghost-writers as legal frauds and disguised authorship as a deception."

Ralph W. Soeckman, preacher:
"We must show that we really care for the Europeans and are not using them as a protection for ourselves."

Wise and Otherwise

Right
If the knocking at the door is unusually long and loud, it isn't opportunity—it's relatives. — Louisville Courier-Journal.

Insistence
The government may be working for prosperity, but it insists on being paid by us. — Babin (Erie) Opinion.

If You Can!
Imagine (if you can!) 2,550 acres of land completely blanketed under a layer of \$1 bills—that's how much of the people's money must be harvested every time they are taxed a billion dollars! (Politicians, please note.)—Pathfinder.

Should
In weather forecasting the time nears for "frost tonight in low-lying areas," which should serve the low liars right. — Hartford Courant.

The Sunday Brand

Hereford, Texas
Established 1948
Published every Sunday

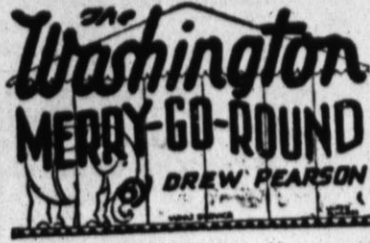


Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher
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News Editor Jerry Stolts
Society Editor Mrs. John McLean
Ady. Manager Bert Neelley



Air-Sea Conflict

IT'S EASY to understand why the air admirals are boiling mad at unification. To some extent you have to sympathize with them.

What they can't forget is that for years the navy's airmen had to fight the battleship admirals and now, just as the airplane carrier has come into its own, they find themselves stymied by unification.

The admirals who put up this long running-fight with the old-fashioned battleship admirals include such brilliant officers as Gerald Bogan, Arthur Radford, L. T. Sprague and Jack Towers, now retired. Thirty years ago, just out of Annapolis, they went into the relatively new naval aviation as fliers and worked up to the top. They were convinced that the future of the navy lay in the air. They had the courage to believe this even at a time when most of the admirals swore that nothing could ever sink a battleship.

During the recent campaign in the Pacific, Admiral Sprague had the ranking admirals taking orders from him. Because operating carriers in battle formation, with their network of protecting airplanes and destroyers, is such a skilled job, Sprague, a junior, was in command. When the squadron put into Pearl Harbor or any other base, the senior admirals, untrained in carrier battle formation, then took over.

With the war over and the battleship being laid up in mothballs, naval aviation at long last appeared about to achieve full recognition. Whereupon congress passed the unification act, and with it, the chief air responsibility went to the air force. No wonder the air admirals are indignant!

Naval Carriers Heroics

The full story of the navy's airplane carriers was one of the most heroic of the war, and the heroism was even greater because of a serious defect discovered in the carriers after the navy had built most of them.

This defect—like most of the navy's trouble—was due to faulty engineering and bad planning. Airplane-carrier designers had failed to take into consideration the possibility that decks were vulnerable and that once the deck of a carrier was torn up, no plane could take off.

The Japs, however, soon discovered this. The result was that suicide Jap fighter planes dived for the deck of carrier after carrier with deadly casualties. Entirely aside from the tragic loss of life, so many carriers were put out of commission that they had to be sent all the way through the Panama canal to the Atlantic coast for repairs. The west coast yards were too full.

Okinawa Losses

At one time during the battle of Okinawa, virtually all of the navy's carriers were either en route back to the U. S. for repairs or en route to battle after being repaired. The shipsyard at Pearl Harbor were full of the war-weary new American carriers to be repaired. But it took a long time for the navy to wake up to its mistake.

Experience in the Pacific proved that carriers were at their peak effectiveness in making surprise raids on the enemy. If carriers had to stay in one place, as at Okinawa, they suffered unmercifully. But if they could sneak up on the Japanese mainland under cover of night, make their attack at dawn, and then retreat, their losses were much less.

Laysie Battle Blunder

It was the battle of Laysie, where carriers also played an important part, which convinced many navy men that unification was necessary. Divided American command and a Japanese feint almost proved disastrous for U. S. ships.

The command in the battle of Laysie was divided as follows. General MacArthur commanded not only the army but the western fleet under Adm. Tom Kincaid. It was Kincaid's job to protect the landing of MacArthur's troops. The rest of the fleet was under Admiral Mitsui who had delegated the immediate command to Admiral Halsey.

Halsey was supposed to keep Kincaid advised at all times of his movements, but not take orders from him. His telephone lacked enough range.

Literal translation of the word "mortgage" is death pledge. St. Augustine, Florida, is the oldest city in the United States. There are about 5,000 different languages in the world.

A Good Tip



LOUISA'S LETTER

Dear Louisa:
My young sister has graduated from high school and is very anxious to go to college, as she wishes to become a teacher. Now my problem is this:
I am engaged to a young man and we had planned to be married this year, but if I do that I will have to give up my teaching job, as married women are not employed in our schools as teachers. My husband's salary will be very ample for two to live on but will not allow for sending a girl to college.

Now my sister is very smart and deserves a college education, but I do not think it will be treating my young man right to make him wait for a home of his own for four years. I think he is awfully tired of living in a boarding house and would be terribly disappointed for me to put our wedding off.
What would you do under the circumstances?
ELLA B.
Oklahoma.

Answer:
I do not think I would put my wedding off—certainly not for four years—to send my sister to college. If the young man is agreeable, you might delay it for a year in order to get her started. Almost any young woman, nowadays, who is smart and willing to work, can find a way to finish college if she can get a year's start. Nearly every college has scholarships and funds of different kinds that are available to girls or boys who have shown ability in their college work the first year.
So often older girls give up years of their lives to educate their younger brothers and sisters, and oftentimes they are well repaid. But at other times they find that the men who wanted to marry them, refuse to wait and they see them marry other girls who do not put them off.

BOOKS ON PARADE

'A Sort of a Saga' Is The Story Of Bill Mauldin's Boyhood Background

By CORINNE JENNINGS
Bill Mauldin's new book, a sort of saga, gives the reader an inkling of the background of his other books. His impudent "Up Front" in which he "stung the high brass" of World War II in cartoon and prose, as well as his courage in lampooning much of that was bad following the war in "Back Home" caused critics to class him as "half brat and half sage."
In his new book we see how he got that way. With Cartoons and a slang vernacular Mauldin tells of the first decade of his life. His family consisting of a brother, Sid, his mother and Pop begin their life in the high country above Alamogordo, New Mexico, on an apple ranch called Mountain Park.
However, the story begins with Bill's first memory of sitting on the bank of a small stream in Mexico, at the age of three, with his brother and some of their friends smoking a pack of stolen cigarettes. (He became an addict then and still is in spite of his doctor's orders, he says).
Their gypsy wanderings on which Pop's projects lead them covered a part of Mexico, Texas, New Mexico and Arizona. Pop was quite a character, who served in World War I and was left with a disability of a bad case of asthma. But he would never claim nor accept more than a
(Continued on Page 8)



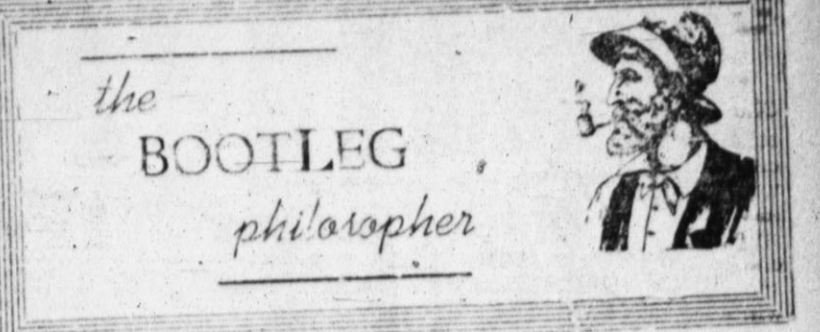
To pass by the gin the last few days one might get the idea that cotton is our major crop. Wonder who tromps all those eleven or twelve bales of holes into those big semis waitin' their turn under the suction pipe.

Since a lot of us were seen' reinder for the first time Friday. Robert Neelley, son of Mr. and Mrs. Bert Neelley prob'ly had a little trouble gettin' close enough for Santa Claus to step on his shoe strings this year.

Isn't it just like a goose? Now that the 21st is past we counted twenty-two big bunches of geese flyin' from away Northwest back across the highway to Buffalo Lake for a swig of water supplied by our own Tierra Blanca Creek.

Was Izzard's bedtime story in Tuesday's Amarillo paper is certainly worth reprintin' in every paper in the country where it might help to deflate the ego of those who aspire to be a shade tough because they want to make an impression.

It s're is aggrevatin' to be out in the country without a telephone when we happen to know the answer to the question that will win a pie at Rd's Tasty Drive-In. We didn't know 'till last week that Halley Blymiller was born on that date and we can barely remember seein' Halley's comet but we sure were upset when our pet pig died that May evenin' in 1910.



(Editor's note: The Bootleg Philosopher no doubt has misinterpreted what he has been reading, as his letter this week will reveal.)
Dear editor:

With newspapers not turnin up as regular as they ought to out here, I have had to resort to all sorts of means lately to keep posted on the world, can't afford to live out here in ignorance of whether Russia has any more atom bombs or Princess Elizabeth is smoking, and once even thought of subscribin to your paper, but got control of myself and walked down to my neighbor's mail-box and borrowed his papers and went down in the pasture and hadn't gotten half way through the Sunday Brand when I saw an article that excited me.
Accordin to it, the United States Department of Commerce has predicted that business activity durin the first half of 1950 will be extra good on account of the fact the "government will be over-spending its income by \$5,000,000,000, which will add to the income of individuals and corporations and stimulate them to re-spend."
Now what I've been thinkin is this: If the government can help the country by over-spending its income, why can't I? I have never believed that the people should sit back and rely on the government altogether. Maybe 75 per cent, but not altogether, and if I can help prosperity continue right on through 1950 by over-spending my income, I stand ready to make the sacrifice. Let

About Your Home

By FRANCES DELL
The tableware for a home should blend with the home furnishings. Blending your tableware with your decorating theme—period or modern—will be a simple matter. There is plenty of handsome American glassware that will fit the mode of any style of furnishings as well as even the most modest budget.
When choosing your glassware, it is wise to select a hand-wrought pattern and do not shy away from color. Color may be the motif of the room and can bring variety and distinction to a home.
Look at glassware very closely
(Continued on Page 8)

SUNDAY'S CURRENT QUESTION

QUESTION OF THE WEEK: Do you think we have enough traffic lights in Hereford? If you think we need more, where do you think we should put them?

Mrs. A. R. Rogers: I don't think we have enough lights. I drive to town every day to take my husband to work and I find the intersection where the highways meet out on 25-mile avenue very bad. Sometimes you can't get across. We could use one on the corner by the City Hall and one on the corner where Deward Robinson's filling station is.

Mrs. Gus Roland: I don't drive a car and haven't given the problem much thought. I do think, however, that a light should be placed at Park Avenue and Highway 60 where they fork east of town. That crossing from the railroad adds to the confusing intersection. I noticed that just this week when I was out that way.

Mrs. Burl Pottoriff: I think we need more. So many short streets run onto main streets make for dangerous driving. I think lights should replace those stop signs around Mother's Park. People don't stop at the stop signs and I believe they would stop if there were stop lights hanging there. I went by one of these places just this morning.

Mrs. J. O. Newell: I think we have enough traffic lights in Hereford. The lights are along the streets flow where most of the traffic is. I think, if we do need more, that one could be put at the intersection where the Hereford Clinic is. That can be a pretty dangerous corner.

Mrs. H. L. Newman: I think we should replace what we've got. I don't think Hereford is big enough to add more lights. There is just as much traffic in other parts of Hereford as on Main street where all the lights are. The intersection where B street and Main street meet needs a light. I just think the lights we have, now, are misplaced.

Mrs. J. C. Mays: I don't think we need any more traffic lights in Hereford. I think the lights, just as they are, all on one street, are alright for Hereford. I can't think of any other place where a light would be needed.

Mrs. V. O. Hennen: I think we need two more lights, anyway. We could use one at the intersection where Park Avenue meets Mothers Park. We could also use one at intersection in front of High School. Traffic gets pretty congested downtown, sometimes, but I think the lights are alright-down there.
Mrs. Mary Hellman: I think we could use a light at intersection where Mothers Park meets Park Avenue. I was in a car that was hit by another car that didn't stop at that stop sign. Something more than a stop sign should be used there. It is a dangerous intersection.

Ticklers

By George



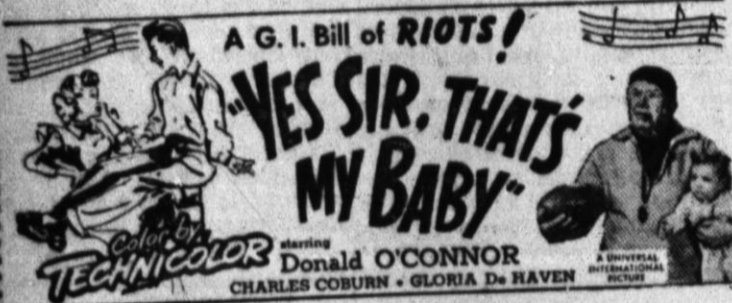
"Sorry, Spike, it just wouldn't work. . . . We live in two different underworlds."

WANT ADS

FREE

Theatre Tickets

to see



STAR THEATRE

WEDNESDAY -- THURSDAY

December 7 - 8

With each PAID-IN-ADVANCE classified ad placed in The Brand We will give one free ticket.

Be Sure and Ask for your free tickets!

Notice to Classified Advertisers:

Effective July 1, and thereafter, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand:

Tuesday:
No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date.

Sunday:
No ads will be accepted after 12 o'clock Saturday immediately preceding publication date.

Identical rates will be maintained in both publications
1st insertion4c per word
Each Additional3c per word
—when paid in advance!

No Blind ads will be accepted in either publication!

FOR SALE Miscellaneous

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

We Have It!

FEED MOLASSES

Any Quantity

RASER MILLING CO.

B-1-30-tfc

FOR SALE

New and used furniture at The Trading Post Station, West Hereford, Highway 60. B-1-6-tfc

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

FOR SALE: Used piano, cheap. C. C. Billingslee. 2 miles north of Joel Switch. B-1-14-47-4p

FOR SALE: 8 ft. Aermotor windmill, heavy tower. Frank Bezman. B-1-10-47-4c

FOR SALE: About 20 tons alfalfa hay. S. S. Dodson, 115 Avenue C. B-1-12-48-tfc

FOR SALE: Nice tender battery fed fryers. James E. Sirkel, 132 Ave. I. B-1-13-48-2p

FOR SALE: Underwood portable typewriter. Good condition. Call Dyalitha Brady. B-1-10-23-2p

FOR SALE: 20 x 30 shop building and equipment. See Gene Brownlow at Safeway Cab Stand. B-1-17-23-1c

FOR SALE: 6 x 9 wool rug; 2 burner circulating heater with good finish; three-way floor lamp; baby play pen and walker. 112 Ave. J. B-1-23-23-1p

BEAUTIFUL crochet for sale: Bed spread, table cloths, baby sets and baby booties. A specialty. Mrs. C. O. Lee, 344 Schley Ave. B-1-22-23-2c

FOR SALE: Like new. 1948 Roll-a-Long 20 foot house trailer. Accommodates three. Completely equipped, including butane gas and electric brakes. See at Green and Scott, 209 Miles Avenue. B-1-30-23-2c

FOR SALE: One Jersey milk cow. Fresh two weeks. Call 832-R, afternoons. B-1-12-23-4k

FOR SALE: Large bassinette bed and mattress and bathinette. Phone 553-J3. B-1-12-23-1c

FOR SALE: Circulation heater, gas or butane. Frank Witkowski, 117 Avenue C. B-1-12-23-2p

FOR SALE: Electric American Flyer freight train and track in running condition. \$12.50. 509 East 5th or Phone 211-J. B-1-19-23-1k

2. FOR SALE Farm Equipment

NEW WHITE IRRIGATION MOTORS READY TO GO. JOHN WOOD EQUIPMENT COMPANY. B-2-11-38-tfc

FOR SALE: 2100 bushel steel grain bins, \$495. each. Phone 687-W, Canyon. B-2-12-48-4p

A WORD
about our
PRESCRIPTION DEPARTMENT

ac'cu-rate

Conforming exactly to truth or to a standard; characterized by exactness; free from error or defect; precise; exact; correct.

Accurate compounding of your prescription is assured when you bring it to us. We use only fresh, full-strength ingredients, then double-check our work for accuracy.

YOUR **DRUG STORE**
CLOSE DRUG

FARMERS

Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-tfx

FOR SALE: 1949 Co-op 12 foot self propelled combine and 15 foot Krause plow and 20 foot nickel Sheppard combine on rubber and 2236 International tractor on rubber. Phone Jack Welty, 214-W at 914 Union Ave. B-2-38-47-4p

FOR SALE: 1949 Wheatland type Minneapolis-Moline UTS tractor. Used very little. Cogdell Motor Company, 322 North Main. Phone 392. B-2-20-48-tfc

FOR SALE: 1947 W. C. Allis Chalmers tractor with equipment in good condition. Adolph Knabe, Star Route, three and one half miles south on old Dimmitt Highway. B-2-28-23-4p

REAL ESTATE For Sale or Trade

ARE YOU PLANNING TO BUILD A HOME? Select a Choice lot in CHERRY ORCHARD ADDITION

E. B. POSEY, Realtor Phone 710 B-4-23-tfc

FOR SALE: House—4 rooms and bath to be moved. Phone 733 or see at 300 West 6th. B-4-18-48-2k

FOR SALE: 160 acres of land sowed to wheat, 2-3 wheat to purchaser. 3 1/2 miles off Harrison Highway on REA. 3 miles from school. Box 153, Hereford. B-4-29-48-4p

LOTS FOR SALE: East front in city limits. 214 Irving Street, Phone 689-J. B-4-18-23-2p

FOR SALE, TRADE or LEASE

On account of other obligations, I will sell, trade, or lease the Trading Post Station, 11 as station building, 3 rent houses and bath house and enough land on paving for tourist court and enough land at each for 10 or 12 rent houses, 3 houses on back have been renting for \$90.00 a month clear, would consider trading for 160 acres irrigated and take some left.

J. M. HAMBY AT The Trading Post Station Highway 60, West Hereford B-4-42-tfc

FOR SALE: Air-Motor windmill pipes complete and 1,000 gallon overhead tank. A. T. Dilley, Pitman Elevator. B-4-17-46-4p

Our "Savings and Loan" Monthly-Payment HOME LOAN PLAN

lightens the burden of financing your home

Your loan is spread over a convenient term of years. No worry about expensive renewals or extensions.

Low Cost - Long Term - No Delay - Mortgage Loans

See Elizabeth Womble at the

HEREFORD INSURANCE AGENCY

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION

121 E. 4th Clovis, N. M.

A good quarter section, close in on highway. Good improvements. For quick sale, \$160.00 an acre.

Choice 800 acres! Well located. 600 acres sown wheat goes with sale at \$57.50 per acre.

An EXTRA nice small home in a choice location, on paving—will take a nice trailer house on deal.

ROSE & BARBER 107 East 3rd St. Phone 45 B-4-22-tfc

FOR SALE by owner: 650 acres 550 in cultivation. Two excellent irrigation wells, shallow water. Ever foot well irrigated. Two stock wells, 160 acres of wheat. Perfect for lettuce or onions. One set of modern improvements. \$140 per acre. \$30,000 will handle. M. A. Cone, Box 1029, Hereford. B-4-47-23-3c

160 acres in good irrigated district all in cultivation. Price \$75 per acre. \$4,000 down, \$8,000 balance payable in 10 years on or before at 4% interest or can pay any amount of principal at any interest paying date.

Other good buys in large and small tracts and city property.

J. M. HAMBY At The Trading Post Station West Hereford on Highway 60 B-4-48-tfc

QUICK SERVICE REAL ESTATE LOANS — AUTO LOANS

YOU DON'T HAVE TO WAIT JOHN McLEAN Phone 273 B-4-2-tfc

FOR SALE: Sec. 17 5 north 3 east in northwest part of Deaf Smith County. All tillable, good land in maize stubble. Price \$50 per acre. Deal with owner, Robert Hortenstein, 2024 Lipscomb Street, phone 9852, Amarillo, Texas. B-4-38-48-4c

FOR SALE

Irrigated 160 A. 155 A. cultivation, some wheat. R. E. A., school bus, mail route, seven miles from elevator. \$120 acre. \$4,000 down, good terms on bal.

160 acres in good irrigation district. 100 acres wheat, 40 acres grass. Windmill and sheds \$65 acre, some terms.

J. M. HAMBY At The Trading Post Station West Hereford on Highway 60 B-4-48-tfc

E. B. POSEY, Realtor Bus. Ph. 710 Res. Ph. 366-W 338 Main, Hereford, Tex. B-4-18-tfc

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

FOR RENT: Bedroom for men. 509 Ross, phone 847-J. B-5-9-44-tfc

FOR RENT: 2 room apartment for couple. Close in. Mrs. C. O. Lee, 344 Schley Avenue. B-5-16-23-1c

FOR RENT: Modern bedroom for man or men. 304 McKinley. B-5-10-23-3p

FOR RENT: Bedroom for men. 109 Avenue A. phone 277-W. B-5-10-23-tfc

FOR RENT: That more desirable apartment you are looking for. 711 East Third. B-5-12-23-1k

FOR RENT: Two room furnished apartment. 608 East 3rd. B-5-9-23-1k

FOR RENT: Three room modern house. 131 North 25-Mile Avenue. B-5-11-23-1c

FOR RENT: Nice bedroom joining bath. Close in. 111 West 6th. B-5-11-23-1p

FURNISHED apartment for rent. 712 12th Street. Bills paid. B-5-9-21-tfc

FOR RENT: Spacious downstairs apartment. Private bath. Bills paid. 514 Union, phone 495. B-5-13-48-2k

FOR RENT: 330 acres for lettuce. Write box 29. Hereford, Texas. B-5-11-48-2p

FOR RENT: Bedroom, close in. Phone 280-J. B-5-7-48-2k

FOR RENT: Apartment for men. 109 Avenue A. Phone 277-W. B-5-10-48-tfc

6. WANTED

Wheat Pasture for Cattle

O. G. HILL Phone 93-W or 357-J B-6-15-tfc

Wanted: Will do wet washes, rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen. B-5-45-tfc

7. Dressmaking-Ironing

Covered buttons, belts, and buckles. Dressmaking and alterations. Mrs. Mathis, 224 Avenue C, Phone 305-W. B-7-14-34-tfc

CUSTOM made buttons, belts, buckles and button-holes. Mrs. Hazel Sparks, 340 Schley. Phone 651-J. B-7-45-tfc

WOULD LIKE to do ironing in my home. Mrs. T. C. Martin, 204 Lake Street. B-7-15-48-2c

9. Situation Wanted

WANTED: By married man with son 18, both experienced with tractors, a farm job. Must have place to live. T. L. Davis, 706 Hackberry, Borger, Texas. Phone 2965-W. B-9-28-23-3p

10. NOTICE

THE WOMEN'S Missionary Council of the Assembly of God Church is having a combination Bake and hand work sale at the Cashway Store Sat. Dec. 10. Featuring all kinds of handwork, quilts and baked goods. B-10-35-23-2c

NURSERY: Plant now — fruit trees, hedge, evergreen, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main. B-10-20-21-tfc

Renew Your AMARILLO NEWS (Mail Only) at the BRAND OFFICE With Sun. 10.95-Daily Only 8.95 FORD TICKET WITH EVERY PURCHASE!

11. BUSINESS SERVICES

NEW upholstery shop complete at 310 McKinley Street, Hereford. Upholstery of all kinds of fine furniture and repair. J. H. Hinds, Phone 447-J. B-11-23-47-8p

RICHMOND HALES LIVESTOCK AUCTIONEER FARM SALES Rt. 4, Box 480, Amarillo Phone 499-W, Canyon T-11-48-4p

WE PRINT your name on Christmas cards you bring us, \$1.50 and up. Francis Printing, 706 Grand. B-11-17-23-2p

COMPETENT AUTOMOTIVE REPAIRING

Specializing in Ford Tractors, Cars, and Trucks. Genuine Ford Parts used exclusively. Factory trained mechanics. LeRoy Conklin and Jesse Scott.

GREEN & SCOTT Dealer Ford Tractor & Dearborn Farm Equipment 209 Miles Phone 9 B-11-23-2-c

12. LIVESTOCK Strayed—Found

STRAYED TO my place — one steer weighs about 800. Owner pay for ad and feed bill. J. D. Bruner, 3 1/2 north, 6 east. B-12-23-48-2p

13. LOST AND FOUND

LOST: Child's black and white plaid cap with earmuffs attached. Leave at Brand office. B-13-14-48-2p

NOTICE We service any make washing machine. Specializing in Helpfully laundries. Cunningham Maytag Co. Phone 405 CANYON, TEXAS T-11-29-tfc

—SIGNS— PAINTED— NEON GLENN BOARDMAN 107 Lee Ave. Ph. 456-W T-11-16-tfc

Radio and Appliance Service Joe Huckert at White's Auto Store S-11-1-tfc

ALL KINDS LINOLEUMS Asphalt, Rubber and Ceramic Tile

Loma Loom Carpeting with Built-In Sponge Rubber Rug Cushions

HEREFORD LINOLEUM SHOP Phone 11 116 West 2nd B-11-48-tfc

WATCH FOR OPENING of the KINSEY MOTOR COMPANY MODERN USED CAR LOT

Wesson SPECIALS

960 ACRE WHEAT FARM
Good 5 room house and other farm buildings, well and windmill, good fences. All good level land except 40 acres in grass and small lake. Good terms can be arranged. Possession on purchase. Price per acre \$50.00

900 ACRE IRRIGATED FARM
Good set modern improvements. 2 irrigation wells, 600 acres fine level land balance good grass land. 200 acres sowed to wheat Good terms Possession on Sale. Fine location on paved highway. Price per acre \$100.00

UNIMPOVED HALF SECTION
Perfect land. Plowed for wheat. Located 30 miles northwest of Hereford.

320 ACRE IRRIGATED FARM
4 room house, large well and windmill, boxcar grainery and other out buildings. Good 8" electric irrigation well. 250 acres in cultivation, 70 acres good grass. Located 8 miles from Hereford. Good terms. Price per acre \$87.50

Many other good buys in farms and ranches. If you want to sell your Real Estate, list it with N. L. Wesson Real Estate.

MONEY TO LOAN
At low rate of interest on farm land for making improvements, putting down irrigation wells, or for more land for your farm. See us for your Farm Loan needs.

See Us For Your Needs In Land



WESSON REAL ESTATE
Phone 944 Hereford, Texas 716 W. 1st St.

DOLLAR DAY BUYS THAT MAKES CHRISTMAS BUYING EASY At Fox Man's Shop

Men's ROBES MAROON, NAVY Solids & Stripes Reg. 18.50 and 20.00 Values ONLY \$15.00

Men's TOPCRAFT GABARDINE SPORT SHIRTS Assorted Colors Small, Medium, Large 2.95 3.95 Value

FOX MAN'S SHOP

WALCOTT NEWS

School Children Contribute To Junior Red Cross And Fill Boxes

Everyone in school is quite busy these days completing tests and preparing a Christmas program. The school children contributed six dollars to the American Junior Red Cross and also filled six Junior Red Cross boxes last week.

The children are also enjoying the new volley ball that was purchased last week.

Thanksgiving Dinner was served in the cafeteria last Wednesday followed by fruit and candy being served to each one present.

Mrs. Everett Lookadoo was a visitor in school Monday. Those enjoying Thanksgiving

See LUTHER PEVLEY about Real Estate 212 Main Street Office Phone 728 Res. Phone 524-W

We Give Gunn Bros. THRIFT STAMPS IRELAND MOTOR CO. Gulf Service Station

ROSE & BARBER Realtors Real Estate Insurance Loans IF IT'S A GOOD LOAN - WE CAN MAKE IT Phone 45 104 East 3rd St.

sons, returned home Tuesday after spending the past week visiting relatives in Haskell. Little Billy Jo Walla, Jr., who has pneumonia, is staying at the home of his grandparents, Mr. and Mrs. David Grimes, Hereford. His parents plan to bring him home this week.

High School Kids

Continued from page 11 much as math or history grades.

Must Have Openings A lot of the Texas high schools have a course in Distributive Education which trains the student to work at a job with the proper attitude and with the most efficiency. Schools don't have this set-up if they aren't in a large enough town. There would be no need because there would be no jobs.

Hereford has the need. There are that large number of working students. I didn't check into the academic standing of the student that works every afternoon after school but it is a good bet that he is just as good or better than the average in the school.

Superintendent George Graham said to have a Distributive Education class in High School there would have to be at least 12 students. The class would be open only to juniors and seniors and the students would go to school a half a day. They would go to work at 1 o'clock in the afternoon and stay, at least, until 4 o'clock. He said students usually stayed on the job much later.

There would have to be a survey run of the town and, if the class is needed, it would be next year before Hereford High School would actually have the classes. Students would have to put in a minimum of 15 hours a week on the job.

Plenty of Working Time Urlyn Streu, who employs Jim Wilkens from the High School, says that in a few cases the students are handicapped by having to stay in school until 4 o'clock. He says, however, that, in his opinion, the boy gets enough time working and experience dealing with the public in the short time every day and all day Saturday. He says school work plays just

as important, if not more important, part in the lives of students of high school age. He points out that students would have all summer to work after school is out.

Employing high school students are grocery stores, cafes, theatres, hardware stores, variety stores, barber shops, service stations, dry-goods stores, mens and womens clothing stores, farm equipment places, a flower shop and a news stand.

Merchants of Hereford are tapping a rich supply of help. The high school students, completely on their own, have gone out and made a place for themselves. And they have found the pay-off good for Christmas shopping.

Dixie Young Honored With Birthday Party

Dixie Young was complimented on her 13th birthday Monday afternoon when her mother, Mrs. E. W. Young, entertained Junior High School classmates. Games were played at the Young home and a picnic supper including the birthday cake was enjoyed at the Jaycee Park.

Girls attending were Barbara Sue Rogers, Sandra Wright, Sylvia McCracken, Georgia Lewis, Jane Houston and the honoree.

ATTEND ANNUAL HARVEST DAY

A group of Methodist women were in Earth Wednesday to attend the annual Harvest Day program of the Amarillo District held by The Woman's Council of Christian Service. Rev. Hugh White of Tulsa gave the morning devotional and new officers for the district were elected.

Representing the Hereford organization were Mesdames A. B. Christian, G. W. Edwards, Bonnie Kelly, Ed Warren and F. L. Terrell.

Guests of Mr. and Mrs. Joe Story last week end were Mrs. Jim Florey of Amarillo, Jim Quick of Cuba, Ill., Mr. and Mrs. A. L. Behrends, David and Mary Helen of Dimmitt, Andy and Billy Behrends from Texas Tech and Mr. and Mrs. J. D. Story.

CAVE'S RIGHT PRICE! RIGHT SELECTION! TAKE ADVANTAGE OF DOLLAR DAY and Buy Now for CHRISTMAS GIVING CAVE'S HAS GIFTS for All the Family Beautiful CHRISTMAS CARDS Individual Cards 5 for 5c to 5c Each ALSO GOOD SELECTION Boxed Assortments GREETING CARDS We Have Those Needed CHRISTMAS GIFT WRAPPING Supplies Santa Loads His Sack at Cave's 5-10-25c STORE 2ND & MAIN

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POPULAR STORE

SPECTACULAR DOLLAR DAY XMAS SPECIALS

LADIES COATS AND SUITS ALL SIZES \$ DAY ONLY 1-2 Price ALL FABRICS ALL THE LATEST FALL SHADES

LADIES SATIN GOWNS ALL SIZES A PERFECT XMAS GIFT VALUES TO 8.95 \$2.98

CAROLE KING AND OTHER FAMOUS DRESSES ONE RACK VALUES TO 10.95 \$5 ONE RACK VALUES TO 16.95 \$7 ONE RACK VALUES TO 22.75 \$9

WASH DRESSES Sizes 9-15, 10-20, 38-54, 12 1/2-24 1/2 Values to 7.95, A Terrific \$ Day Value \$1.98

LADIES AND CHILDREN MILLINERY A BEAUTIFUL SELECTION VALUES TO 17.50 1-2 Price

A LARGE SELECTION PANTIES All Sizes, White, Pink and Blue VALUES TO 1.59 \$ DAY ONLY 59c

ONE SPECIAL RACK EVENING DRESSES ALL SIZES A Beautiful Selection VALUES TO \$25 \$5

LADIES CHENILLE ROBES OUR ENTIRE STOCK ALL SIZES, ALL COLORS A Tremendous \$ Day Value 20% OFF

These are but a few of many VALUES offered by the Popular Store on the LAST DOLLAR DAY of the Year.

S-T-R-E-T-C-H YOUR DOLLAR at the YOUR STORE OF QUALITY MERCHANDISE POPULAR STORE SINCE 1921

POPULAR STORE

Here They Are..

The Winners of the SMALL FRY SHOP Contest



LINDA LONDON 3 YEARS OLD

SUE SCARTH 15 YEARS OLD

JOY STORY 4 YEARS OLD

We wish to take this opportunity to thank the 5 members of the Hereford Camera Club who so ably and impartially judged this difficult contest and the many hundreds of Contestants. The winners may collect their prizes of 50 dollar wardrobes at their convenience. All contestants may pick up their pictures at the Popular Store.

Another name for the swastika tyfot. Fewer words begin with X than any other letter.

ELECTRICAL CONTRACTING FREE ESTIMATES

LIGHTING FIXTURES—APPLIANCES

NIPPER ELECTRIC

PHONE 154

307 MAIN

HEREFORD

Social Security Advises Telling Family About It

More than six out of every 10 who receive monthly old-age and survivors insurance benefits are persons other than the worker.

The worker's social security card represents a family insurance policy that, under certain conditions, can pay insurance benefits to his wife, widow, children, or parents. Every worker who has ever had a social security card owes it to his family to let them know that they may be eligible for Federal insurance benefits in case he should die. Lack of this knowledge and failure to get in touch with a social security office at the death of a worker, may cost his survivors hundreds of dollars in insurance benefits.

Tell your family now that they should get in touch with the nearest social security office in the event of your death.

For further information about your family's rights and responsibilities under the law write to the Amarillo Social Security field office located in the Post Office Building.

Mrs. W. L. Davis and Mrs. James Wilde and daughter were visiting in Shamrock Thursday. A hair breadth is one forty-eighth of an inch.

Eighteen Ninety Nine

(Continued from Page 1) said and both agreed that those were the happiest days of their lives.

The first year they were located in Castro County there was no school house. He gave the land and a building was moved there to establish the Rance School. Their children attended that school, coming to Hereford for high school, and the daughter Helen, taught at the Rance School after attending West Texas State College.

In 1938 he was no longer able to keep up with the farm work and they sold the farm to Jacobson Brothers and moved to Hereford, purchasing the property at 304 McKinley, where they now make their home.

They belong to the Methodist Church and have been active in church work. Now, neither is able to attend church regularly but they enjoy the sermons on the radio. In fact, the radio provides most of his enjoyment for he likes to keep up with the times and is keenly interested in the various sports. He is an ardent football fan.

She has pursued two hobbies for years; making hooked rugs and cooking. Her children are convinced that no one ever has or ever will be able to make apple pies like "Mother."

Their children include: Don C. Story of Oswego, New York; Mrs. Helen Behrends, Dimmitt; Chas. Dean Story, a student at Ames, Iowa, and Joe Story of Hereford. The couple has 11 grandchildren.

Open House Is Held

Open house was held at their home Sunday afternoon to honor the couple when approximately 100 guests registered. In keeping with the anniversary theme the table was done in gold and white with chrysanthemums, tapers and the tiered wedding cake topped with golden wedding bells, completing the setting. Mrs. Story's sister, Mrs. Ruth Florey, and her two daughters, Mrs. John Murphy and Mrs. Steve Cowan, all of Amarillo, assisted in the house party and Mesdames Carl Mountz, F. L. Terrell, J. E. Cockrell and Mack Noland poured. Mrs. Joe Story and Mrs. John Murphy presided at the cake. Others assisting were Mrs. L. B. Lookingbill, Nancy and Sandra Story, granddaughters of the couple, who presided at the register, and Mrs. A. L. Behrends and sons Billy and Andy, Jr. who greeted the guests at the door.

Out-of-town guests signing the register included Mr. and Mrs. Frank Armstrong, Tulsa; Mr. and Mrs. J. A. Noland, Mr. and Mrs. J. B. Noland and children, Mr. and Mrs. Charles Noland and children, Mr. and Mrs. Mack Noland and children, Mr. and Mrs. L. B. Lookingbill and children, Mr. and Mrs. H. G. Behrends and children, C. F. Blakemore, Mr. and Mrs. Jack Streun, Mrs. Ky Lawrence, Mr. and Mrs. Lee Curry, Mr. and Mrs. Luke Cannon and Mabel, all of Summerfield; J. B. Quick of Cuba, Ill., a brother-in-law of Mrs. Story; Mr. and Mrs. John Murphy and son, Mrs. Steve Cowan and Mrs. Ruth Florey, all of Amarillo; Bill Behrends, who is attending Texas Tech, Lubbock, and Mr. and Mrs. C. F. Sjogren, Kress.



DR. C. M. STAPP

STAPP

CHIROPRACTIC CLINIC

Corner 3rd and Main -- upstairs over Rutherfords Ph. 128 for appointment

Office Hours

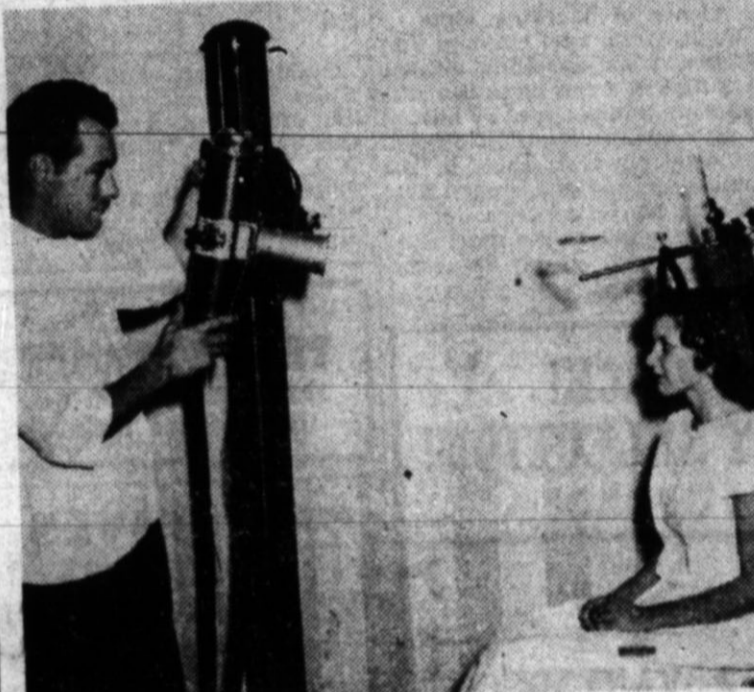
HOURS
Mon. - Wed. - Fri.
9-12 - 2-5
Tuesday - Saturday
9-1
Closed Thursday

Phone 128

Dr. C. M. Stapp, Chiropractor, is a graduate of Palmer School of Chiropractic, Davenport, Iowa, where chiropractic was discovered in 1895. Palmer teaches all subjects pertaining to the human body, anatomy, physiology, neurology, etc., as well as the science and art of chiropractic. The minimum course contains 2559 full class hours, or 143 semester hours, which compares favorably with the 2163 to 2400 class hours, or 120-plus semester hours required by the Universities of Texas for a B. A. or B. S. degree. Dr. Stapp holds a Texas State License and a Nevada State License issued by the Texas and Nevada Board of Chiropractic Examiners. You may consult Dr. Stapp with full confidence and the assurance that he is well trained in his profession as a chiropractic specialist.

The Chiropractic Clinic uses the latest scientific instruments for a complete chiropractic analysis and the modern Palmer method of spinal adjustments for the correction of spinal subluxations causing organic distress.

While the wide scope of Chiropractic is amazing to the uninformed, we do NOT recommend chiropractic as a CURE-ALL. Chiropractic is effective in those cases only where the cause is found to be defective in organic energization due to spinal misalignment (subluxation). Most all of our cases are those that had previously resisted ordinary methods of healing. Our examination is designed to eliminate those we can't help.



Clinic X-Ray Department photo showing Dr. Stapp making spinal X-Rays to locate the cause of nerve interference found during the spinal Neurocalometer analysis. Any part of body or spine may be brought into clear view for examination. When the cause is located it can be corrected.

Case histories published here are from the files of Dr. Le Mond Clinic in Austin. They are displayed here to show the extent and scope of Chiropractic.

Investigate

"I believe Chiropractic to be the most scientific method of adjusting real cause of disease, thereby allowing nature to resume normal action, which affects the recovery of the patient from bodily ailments."

U. A. Lyle, M. D.
In the acute cases one gets marvelous results. Do not be afraid of such cases. In adjustments you have absolute control, and after a little experience you will soon realize you have an unequalled health system in your hands. I am in better shape to say that, because I have gone through every stage of "mixing" until today I am an out and out chiropractor."

Frederick L. Fisher, M. D.

"Results are what count, and Chiropractic adjustments, when scientifically given bring them, notwithstanding what our medical friends say to the contrary."
Wm. A. Seely, M. D.

Sinus Trouble

CASE NO. 1186: This case is a lady, age 49, who had a history of 6 years of sinus trouble, and hay fever, pains in right side of neck and shoulder, rheumatic pains in knees, tired back, pressure feeling in stomach, dizziness and nervousness. After going the rounds of doctors, and remedies, she finally came to a chiropractic clinic for spinal examination. After X-Rays located the cause of her trouble, spinal corrective adjustments were begun to realign and remove interference in nerve wave frequencies which restored normal function to the entire ill-functioned body. Upon discharge, this patient reported no symptoms of any kind remained. The body contains everything necessary for health if its forces are free to work efficiently.

Headaches

CASE NO. 1910: A young woman, age 30, came to a clinic, complaining of headaches

with nausea, dizziness, aching in back of neck, head and shoulders; was very nervous, had alternate spells of constipation and diarrhea; blood pressure was low and she had nervous dermatitis. X-rays and spinal analysis revealed the cause of those symptoms in the spine. Corrective adjustments restored the spine to normal and when patient was discharged, she had no complaints.

PSYCHO-NEUROSIS

CASE NO. 1484: Case discharged from Army with diagnosis of Psychoneurosis and arthritis came to the Chiropractic Clinic complaining of constant pain in all his joints, and especially his spine and neck; nervous shaky spells, absent minded, blank spells of forgetfulness, dizziness, blurred vision at times, terrible headaches lasting several days, and a feeling that everything was wrong, that something was wrong with his mind. Neurocalometer spinal analysis revealed defective energization and X-Rays exposed vertebral subluxation causing the nerve interference and defective energization. After a few months of corrective adjustments the alignment was restored to normal, nerve interference removed, and the case reported feeling well and completely at ease and full of pep and vigor. He said the past was like a bad dream.

ASTHMA

CASE NO. 1419: After trying for years in some of the best medical clinics to find health, a boy, age 8, was brought to the Chiropractic Clinic. His parents stated that he had suffered from Asthma all his life; was nervous, awaking at night, crying out because of nightmares; stuttered when trying to talk, had cramps after meals; was constipated, susceptible to frequent colds and fever which confined him to bed. His mother recalled that birth was very difficult and that she was



Neurocalometer examination of the spinal nerves given by Dr. Stapp locates defective nerves emitting from the spine on their way to the organs and glands of the body. Here we determine which nerves are defective, when they return to normal and other data.

injury to neck and spine was possible. Neurocalometer and X-ray analysis of the spine disclosed a neck injury, a vertebral misalignment, causing nerve wave interference and defective energization. Corrective adjustments began to restore alignment and reduced interferences to brain-nerve waves. This boy began to gain weight, sleep soundly, and returned to normal health in a few months.

Nervous Indigestion

CASE NO. 971: A single working girl, age 31, suffered with backache, constipation, irregular palpitation of the heart and constant nervous indigestion, irregularity with severe cramps, nervousness, and headaches for a long time, although she had gone the usual round of doctors. She had become fearful that nothing would ever help her. In that state of mind she came to the clinic. The Neurocalometer spinal analysis indicated nerve wave interference in the spine near the top of her neck as a possible cause of functional trouble. X-rays of the area disclosed a subluxation of a vertebra. She recalled several falls that could have wrenched this vertebra from its normal position. Adjustments were begun. When she completed her service X-rays showed the vertebra in a correct position. She reported that all symptoms had vanished and that she was

normal in all respects. Look at yourself in the mirror—is your neck straight, and is your head sitting level or is your spine out of line?

Kidney Trouble

CASE NO. 1269: A man, age 32, had been getting treatments for kidney trouble for some time but noticed he was getting no better and nervousness was increasing; was constipated; caught colds easily and just felt low generally when he came to the Chiropractic Clinic for examination and spinal analysis. The cause was found to be nerve interference causing defective energizations of kidneys and digestive tract. Corrective adjustments restored alignment of subluxated spinal bones which removed nerve interference and permitted normal energization. Patient discharged, feeling without complaints, in a few months.

Sciatic Rheumatism

CASE NO. 2392: A man, age 55, came to the clinic complaining of pain in left leg, gas in stomach, a drowsy, dizzy-headed feeling, dull headaches, backaches, nervous shaking in left side, and low blood pressure. A spinal Neurocalometer analysis and X-rays revealed a nerve interference. Adjustments were begun and in time he reported all symptoms gone and that he was feeling fine.

Sunday 7:30 P. M.

"ARMAGEDDON"

- Will there be another war?
- How will this conflict affect you?

BIBLE TRUTHS

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at the
SEVENTH-DAY ADVENTIST
CHURCH

510 E. 3rd St. Hereford



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

Gifts for all at Rexall

Gales CHRISTMAS CANDY
5 pounds of delicious palate-pleasing pieces! 269



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Shaving Lotion, After-Shave Talc & Shave Cream, Boxed 79c

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In sparkling tree package ... 165

MAX FACTOR "LIPFAVORS"
3 shades - Pink Secret, Pink Velvet, Coral Glow. Each ... 100

BEAUTY PROGRAM for SKIN CARE
5 everyday make-up essentials in kit 150

Hudnut DU BARRY SLEIGH
Cologne in paper sleigh ... 150

Loose Powder COMPACTS
Exquisite compacts in choice of 4 round, 2 square designs 100

Cosmetic Items Subject To Federal Tax

BEAUTIFUL GIFTS IN ALL OF THE MOST POPULAR NATIONAL KNOWN MERCHANDISE FOR HER AND FOR HIM

- DU BERRY
- RICHARD HUDNUT
- ELIZABETH ARDEN
- CARA NOME
- MAX-FACTOR
- COTY'S
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Christmas TREE LIGHTS
Indoor, 8 lights in series. Complete 98c

18 Inch DE SOTA DOLL
Beautiful Dressed, Realskin Reg. 12.00 Value \$8.95

TRAVEL KITS
With Cosmetic Make Up Essentials 7.50 to \$65.

CHRISTMAS CARDS
By Gibson
Boxes -- 49c to 1.00

Want To INFURIATE PEDESTRIANS?



For right turns, the knack of blocking off pedestrians by turning bumper-to-bumper is an easy one. Pedestrians will try to cross with the green light but you can chase 'em back to the curb and make 'em mad.

The courteous driver is considerate of pedestrians. If you are a courteous driver we'd like to talk over your automobile insurance with you. The courteous driver is the careful driver.
Insurance and Loans
PLAINS
Insurance Agency
Jno. H. Patton
Wm. H. Patton

CHRISTMAS NIGHT Hear PHIL HARRIS and ALICE FAYE On Our REXALL RADIO SHOW NBC COAST TO COAST

HEREFORD STORE COMPANY'S
Sensational

WE GIVE S & H GREEN STAMPS

USE OUR
LAY-A-WAY
PLAN

DOLLAR DAY

christmas gift SALE

...WHERE YOU SPEND LESS ...AND GIVE MORE



DOORS OPEN PROMPTLY AT 8 A. M., MONDAY, DECEMBER 5th

Resistol A "FITTING" GIFT FOR ANY MAN!
"SELF-CONFORMING"
Hats
LARGE SELECTION TO CHOOSE FROM!
THE MOST COMFORT
A hat is a "different" gift... especially a Resistol, the very "different" hat—the hat that conforms instantly to fit with easy comfort. The essence of quality, smartness and style. Give a Resistol and receive an ovation... from h-i-m.

Sizes 6 5-8 to 7 5-8
PRICED
7.50 to 20.00

DON'T MISS THIS VALUE!
BLANKETS BIG DOUBLE 5% WOOL SATIN BINDING **\$4**

LOOK: Large Shipment 144 Thread Count
PEPPERELL SHEETS Gift Boxed **\$2.74**

HERE'S VALUE THAT TALKS FOR ITSELF!
FAMOUS NASHUA — 72 x 90
THE MAGIC BLANKET In 9 Gorgeous Colors **\$6.84**

WE'RE OVER STOCKED ON KIDDIES SCHOOL DRESSES
ONE FULL RACK -- PRICED DOLLAR - DAY ONLY
1-3 OFF

BE SURE TO BUY THIS VALUE!
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\$1

LITTLE GIRLS ALL WOOL
SWEATERS \$1.98
Sizes 1 to 6

Men's Long Handle "HANES" 36 TO 52 **\$2**
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Ladies' or Men's GENUINE HAND MADE KANGAROO - BOOTS \$18.50 to \$29.95
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CHILDREN'S KNITTED 3 PC. Merrichild - By Hanes **\$1.98**
And 2 Pair Pants with Feet **\$2.49**

MEN'S 100% ALL-WOOL LONDON-PARK
SUITS \$27.50

ABOUT 100 LOVELY **HANDBAGS \$2.00**
DOLLAR DAY ONLY Plus Tax

MISSSES & WOMEN'S **OUTING GOWNS \$2.00**
New Styles ALL-SIZES

More Than 150 To Choose From

Sale Dresses

- NAME - BRANDS
- Clock-Wise
 - Bea-Young
 - Lem Berry
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We Have Grouped And REDUCED THE ENTIRE STOCK From 25% to 33%!

PLENTY OF YES **TISSUE** 300 TO BOX 5 FOR **\$1**

NEW SHIPMENT PURITAN CROCHET **COTTON** ALL COLORS 5 BALLS **\$1**

FINE QUALITY **CANNON WASH CLOTHS** 10 FOR **\$1**

2 LB. TAYLOR MADE **COTTON BATTS** FULLY BLEACHED **\$1**

80 Square Cloth of Gold **PRINTS OR SOLIDS** 3 YARDS **\$1**

LILY - WHITE **FLOUR SQUARES** 5 FOR **\$1**

FULLERS — WHITE **UNIFORMS** SPECIAL 2 for **\$5**

BE SURE TO SEE OUR LOVELY SELECTION OF CALLAWAY GIFT TOWELS — \$1.59 Up
Lee Work Clothes ARE PRACTICAL CHRISTMAS GIFTS
Lee Overalls or Lee Riders (Genuine Cowboy Pants)

They're Sanforized for permanent fit. Every Lee garment is sold with a money-back guarantee of satisfaction. Get yours at

WE CARRY A COMPLETE STOCK

SHOP OUR WINDOWS!

CHRISTMAS Rug Special

GIVE YOUR ROOM New Floor Beauty With **Callaway Rugs** DOUBLE LOOP TWIST SIZE
24" x 36" **\$1.95**
30" x 54" **\$4.95**
Beautiful Bath ROOM SETS **\$1.95**
All Of The Above Have RUBBERIZED BACKS

PLENTY OF QUALITY XMAS **SHIRTS**

Styled By A Break For Your Xmas Budget



SOFT TONES STRIPES Neat Patterns WHITE **\$2.98 AND \$3.98**

MEN'S NYLON QUALITY **Bear Brand Anklets** 2 PAIR FOR **\$1**

MEN'S WARM **CORDUROY CAPS** EXTRA SPECIAL **\$1**

SOMETHING SPECIAL! Extra Large Size 22" X 44" ALL WHITE **Callaway Towels .69c**

NEW SHIPMENT! MEN'S BOXED **XMASTIES** **\$1**

Feminine PREFERENCES...

Lavish her with Lingerie! Choose from a luxury gift array of rayons, nylons, pure silks... in enchanting new styles, enticing new shades.

Daintily lace trimmed slip; **1.98 to 2.98**
Also tailored styles
Feminine panties, lace edged or tailored. **49c, 69c, & \$1.59**
Delectable night-gown in pink, blue white. **2.98**
Nylon petticoat with a froth of lace. **4.69-4.98**



Accessories

to a Merry Christmas!
Beautiful Costume Jewelry to enhance her loveliness and Complement her wardrobe is a most acceptable gift. Sketched are the Smart new Lariat of Pearls & Pendant Earrings FROM **1.00 TO 5.00**

HEREFORD STORE COMPANY
S. L. HARMAN & SON PHONE 382

Wayne Thomas Wins High Scholastic Honor

Wayne E. Thomas, graduate of West Texas State College in 1947 with a B. A. degree, was recently awarded the Delta Theta Phi, largest honorary legal fraternity in the United States, scholarship key. In order to be eligible for this award Thomas had to be in the upper seven and one-half per cent of his second-year law class. Thomas is married to the former Mary Hodges, graduate of West Texas State College, 1947, now employed by Austin Public Schools. His parents are Mr. and Mrs. Zerrell Thomas, Hereford, Texas.

Thomas is a member of the Texas Law Review, a quiz-master, and has been on the honor-roll every semester in his two years of law at the University of Texas.

Whiteface Five Wins First Game

Bob Patterson lead the Hereford Whitefaces to a 37-21 win over Tulla in the initial basketball game of the season at the High School Gym Tuesday night. Patterson scored 21 of the Whiteface points.

The B team Calves turned in an impressive win over an inexperienced Tulla B team, 39-18, with Shirley getting 12 for high point honors and Mathis and Teed, getting seven each.

Hereford Whitefaces will be busy at Hart for the week end opening with West Texas High School of Canyon in the first game Thursday.

Hereford Box Score:

Player	ft	fg	tp	pf	tp
Young	1	2	0	5	
Hopson	2	2	0	6	
Patterson	7	7	1	21	
Huston	1	0	0	1	
McBroom	0	1	3	2	
Kerr	0	1	0	2	
Kelly	0	0	0	0	
Engman	0	0	2	0	
Morton	0	0	0	0	
Brock	0	0	0	0	

OES Study Club Plans Christmas Party 12th

Order of Eastern Star Study Club met with Mrs. F. L. Terrell Monday afternoon. Plans were made for a Christmas party which will be held at the home of Mrs. Onal Roberson on December 12. Gifts will be exchanged. The program was directed by Mrs. Ollie Brady who conducted a lesson on the constitution.

Members present were Mesdames Nell Culpepper, Mary Baird, Ollie Brady, Emma Suits, Wilma McCowan, Vivian Major, Glenn Walsler, Ada Higgins, Juanita Hershey, Ethel Curry, Della Walsler, Virginia Patton, Myrtle Witherspoon and Grace Thomas.

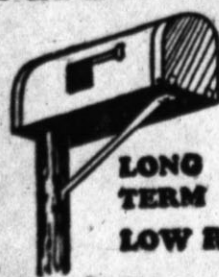
Bud-To-Blossom Club
Features Xmas Arrangements
Christmas arrangements by each member were featured at the Bud-To-Blossom Club meeting held Friday afternoon in the home of Mrs. George Springer. Each member told how and why she had made her particular offering and described the plant material used. A short business session was conducted after the demonstrations.

Members attending were Mesdames Ben Childers, D. C. McWhorter, J. D. Neill, C. W. Parker, Lee Renfro, Clyde Russell, John Winkler and the hostess.

Mahogany trees are cut by the light of the moon because they are then freest of sap and of richer color.

Teeth are the only part of the body which does not repair itself. Inhabitants of the Isle of Man are called Manxmen.

Farm Loans



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Hudson Displays New Pacemaker This Week

More than 1,300,000 people saw the new Hudson Pacemaker, Hudson Motor Company's entry in a lower price field, in dealer's showrooms throughout the country during the first two days the car was on display, reports N. K. VanDerzee, vice-president in charge of sales.

"This was one of the largest crowds to see a new automobile in Hudson history," he said.

"Approximately 1,300,000 people visited Hudson dealers' showrooms on the Pacemaker announcement day and the day following," VanDerzee said. "Projected reports from our field organizations show over 9,000 orders were taken the day the car was announced and the day following."

Dealers already are making deliveries in most sections of the country. At the Hudson plants, Pacemaker production rates are steadily increasing, VanDerzee said. He said that Hudson will continue to expand manufacturing volume as rapidly as possible, to meet the demand for the new Pacemaker.

"In the four years since the end of the war, Hudson has greatly strengthened its dealer organization. As a part of Hudson's Quality Dealer Program, the dealer group representing approximately 2,500 outlets throughout the United States, has spent more than \$80,000,000 since the war on new buildings and modernization," he said.

"We have now what we consider to be the strongest dealer, factory and field organization in the history of the company."

Rio de Janeiro means January River.

About Your

(Continued from Page 3)
before making a purchase. Clear crystal should be clear as a fine diamond with no yellowish or muddy casts. Colored crystal should be rich in color and sparkling clear.

Another test of good crystal is to tap the edge of a goblet with your finger nail. If the ring is bell-like, the glass contains lead and potash, which give strength and permanent brilliancy to fine glassware. Lime glass has very little or no ring at all.

Electric dishwashers are good for washing glassware. When washing crystal in a sink or dishpan, always wash the crystal before doing the rest of the dishes. A couple of drops of bluing added to the water will add luster to the glass. Crystal decorated with gold should never be washed with scalding water or strong soap.

Dry glassware, as soon as possible after rinsing with a dry absorbent towel made of some lint-free material. In handling glassware, don't let the edges bump or strike anything. This will cause nicks. After a piece of crystal has become nicked, it may as well be thrown away. However, if the nick is very tiny, it can sometimes be sanded away with a piece of 00 emery paper.

Books On

(Continued from Page 3)
ten per cent disability and held with extreme contempt any who accepted more than their fair rights.

It seemed a miracle to Bill how the seiges of asthma and Pop's projects always worked together. When the mountains became unhealthy Pop usually had a project lined up in the low country and vice versa.

The family would load up the old car and away they would go. Pop's interests covered a wide range, from mining in Mexico to homesteading a desert citrus ranch in Arizona.

They were in Arizona during the depression years and lived in the desert east of Phoenix. Their stay there is considered by the critics as the best part of the en-

tire book.

Not quite like the characters of Steinbeck's, Grapes of Wrath, because they had their pride and Pop always managed for food and clothing, they did stay put then, too.

Important in Bill's ancestry was the part played by his grandfather in that he was a peppery little Texan, who had punched cattle in the 70's, had gone up trail with a herd, and later scouted Geronimo, saved his money and bought an apple ranch in New Mexico which he

later gave Pop when he returned from the war at the age of 27 and married.

The escapades of Bill remind one of Peck's Bad Boy with a Penrod wistfulness. As his diverting and often very funny yarn unfolds, such books as Chicken Every Sunday, Ridin' the Rainbow, The Egg and I, Skinny Angel and We Shook the Family Tree come to mind. All of these along with A Sort of Saga can be found on the book shelves in the County Library, says Mrs. J. J. Boydston, librarian.

DOLLAR DAY SPECIAL (Monday Dec. 5th)

All platform rockers with Tapestry and Velour coverings we are offering for this one day for \$10.00 less the regular price. Dollar Day Offering

1901

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FURNITURE

WATCH FOR OPENING
of the
KINSEY MOTOR COMPANY
MODERN
USED CAR LOT



LARGE GROUP LADIES' CASUAL SHOES \$2.00
Values to \$5.95
BLACK SUEDE BROWN AND GREEN CORDE

MOTHER LOVES LARGE ASSORTMENT Genuine English Rib
Weather-Birds ANKLETS ONLY 29¢
SAVING WAYS Sizes 6 to 11



HEREFORD SHOE STORE

DOLLAR DAY MONDAY

LAST DAY OF OUR

2 for 1 Offer

1/3 Off

\$3.00

1/2 Price

\$1.00

\$1.00

\$2.00

1-3 OFF

DRESS SALE

ALL WINTER COATS

GROUP LACE TRIMMED AND TAILORED 3.50 to 5.95 Values

SLIPS

ALL CORDUROY SUITS & JACKETS

GROUP ODD SIZE BRASSIERES PETER PAN & V-ETT

VANITY FAIR VEST & PANTIES 85% COTTON, 15% WOOL Ea.

6 ONLY REGULAR \$7.95 MEN'S TRAVEL KITS

ALL SWEATERS

MERRY CHRISTMAS!

THE Vogue

For "the Lady of Fashion"

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SOCIETY

Clubwomen Are Told How To Develop Personality Through Good Reading

Mrs. O. M. McGinty of Spur, county are nothing more than a group of teachers revolving around a collection of books and if every one could learn how to read a book properly and apply it to his daily living, an average college could go out of business. You can't ignore good books, whether you read them or not, and each individual should select the best books for him, which does not necessarily mean "best sellers."

Mrs. McGinty addressed the Deaf Smith County Federation of Women's Clubs Tuesday at the second quarterly meeting held at the city hall, presenting one of the most interesting programs of the season which was enjoyed not only for the well chosen subject matter but for the charm and personality of the speaker as well.

Commenting on the challenge that a kinship of workers such as the federation becomes, Mrs. McGinty told the women that Herford clubs were distinguished over the district and praised the type of work being carried out by the various groups, but warned that while the social side should not be overlooked or underestimated in importance, the fundamental aim of club work is educational and should be an adjunct in their lives to broader living.

Read Good Books
"To get the best out of club work and home life, women must read good books and periodicals. Membership in an organization like this calls upon each individual to read good literature and the woman who does not read is a prisoner just as much as the prisoner behind bars—her space is so limited. The things that truly measure a woman is what she likes, the things she enjoys, and psychiatrists flourish today because women get frustrated with the dull routine of life. Good reading habits add to the individual's personality, for personality is not something you put on or take off at will, it comes from within—the inner woman made rich by good books and gracious living. Personality is the sum total of characteristics that make one different from any one else. The great institutions of this

Mrs. Ray Johnson, president, conducted a brief business session and introduced Mrs. Luther Roberts of Clovis, college roommate of Mrs. McGinty. She presented Marilyn Barkley who sang "I'll See You Again" and "The Kashmiria Song" with Mrs. A. J. Schroeter accompanying. Mrs. Johnson also introduced the guest speaker and told of her efficient and faithful work in the Seventh District. She is a sister of Tom Draper of Herford. Hostess clubs included Bay View, Herford Garden Club, Music Study and North and South Herford Home Demonstration Clubs.

1899-J. D. Story-1949 Wedding Anniversary

It takes a "heap of livin'" to reach that half century mark of marriage for there's many hardships and sorrows mixed in with the joys and blessings, but Mr. and Mrs. J. D. Story who celebrated their golden wedding anniversary at an open house held at their home Sunday, wouldn't change any their experiences. They enjoy the past as they look back over the past fifty years but the forward look is filled with interest and zeal as they catch a glimpse of happy years to come, surrounded as they are with their children and grandchildren.

Both Mr. Story, 73, and Mrs. Story, 70, were born in Fulton County, Illinois. They were neighbors as children and grew up together, attending the same schools, going to the same parties and sitting near each other in the same Methodist Church year after year. He says those square dances, playing post office and spinning the plate are stamped upon his memory as clear as though they were of yesterday.

By the time he was 23 and she was 20, the romance had reached "naming the day," and so Mabel Churchill and J. Duke Story were married November 27, 1899. Both their families lived on farms near Canton but when he drove by her home with his horse and buggy that long ago day, they decided to go to the Methodist parsonage in Cuba, a small town near, and the vows were said there with the pastor performing the brief ceremony. They drove through the mud to a farm home he had purchased and thus their

life together began with the land, setting the pattern for their future for he never left the farm until forced to retire because of poor health.

Settle in Castro County and during that time their four children were born. She thought perhaps their reason for coming to Texas was the lure of adventure but in 1918, he had visited her parents, Mr. and Mrs. C. H. Churchill, who had moved to Castro County in 1906, and had made up his mind then to move his family to Texas as soon as possible. "I thought then that there was no place on earth like this country and am still of that opinion," he said. Three of the children came with them. The oldest boy, Don C. Story, now of Oswego, New York, remained in Illinois.

Their eighteen years spent on the farm near Summerfield were typical of West Texas farm life during that period of time. They raised wheat, row crops and cattle, weathered the droughts, fought the elements and struggled to rid their land of the prairie dogs which were more than a nuisance in those days. That old argument whether prairie dogs dig to water is ended for Mr. Story. They do. He proved that to his own way of thinking while on the farm, for all time. They recall the time when they did away with the old methods of farming and bought a tractor. "The old mule was out-moded, but I was going strong in those days," Mr. Story (Continued on Page 6)



Mrs. O. C. Hill Reviews Story Of Life Of Christ For Bay View Club Thursday

Mrs. O. C. Hill was guest speaker at the Bay View Club meeting held at the home of Mrs. Roy Ford Thursday afternoon. After a brief business session Mrs. Hill was introduced to review "The Greatest Story Ever

Told" by Fulton Ousler, and gave a comprehensive resume of the thrilling story of the life of Christ which has received enthusiastic and universal acceptance by all faiths.

The reviewer said in part: "In no case has Mr. Ousler diluted or modified the historical narrative. The Virgin Birth, the Divinity, the Miracles, the Resurrection—these "difficult" aspects of the New Testament are presented as explicitly as the fact that Jesus lived in Palestine. Especially successful are the accounts of the Annunciation, the relations of Mary and Joseph, the Sermon on the Mount, the Last Supper, the Trial and Crucifixion. While keeping his stories moving along, Mr. Ousler finds occasion to tuck irrelevant bits of lore that illumine and enrich his narrative. Thus, he touches on the evolution of religious belief, on the economic life of Palestine, on Jewish law, on Mary as the Second Eve, on the doctrine of the Trinity. Some of the stories take a strangely modern turn with their emphasis on peace of mind, social and racial justice and the importance of the individual.

Members attending were Mesdames D. H. Alexander, J. R. Allison, Phillip Barkley, H. L. Benefield, Henry Benson, Essie Cardwell, Colby Conkright, H. G. Conkright, Wayne Evans, Howard Gault, E. W. Harrison, George Heard, Frances Houston, A. M. Jones, W. S. Kerr, J. W. Kirby, Paul Mathers, J. P. Slaton, J. W. Spradley, Bob Wilson, Claude Witherspoon and the hostess, Mrs. Gerald Turner of Flier, Idaho was a guest.

Fifth Graders Give Program For Meeting

Central School fifth grade students presented a Christmas play at the November meeting of the Parent Teachers Association held Thursday night in the high school auditorium. The play, "The Candle in the Window" was given under the direction of Carl Johnson, public school music teacher, and depicted the story of the faith of a little child. Those taking parts were: Jane Newsom as Mary McMaster; Donnie Fellers as John, and Frankie Sloan as Kate. Those as Amy White, Janice Cooke as Sara Graham, George Davis as Paul, Bobby Veigel as James Seymour, Barbara Dameron as Tony Seymour, Jack Rogers as Henry Morgan, Eugene Snead as the little boy and Miss Joan Booth as Miss Julie.

Mrs. H. H. Caraway, president, conducted the business session and introduced George Graham, superintendent of schools, who operated the projector for the showing of two films for the entertainment of the children. Mrs. Caraway announced that the next meeting will be held on January 5 in the high school auditorium, and that the executive board will be held on January 4 at 4:15 in the office of the high school superintendent.

MRS. IRVING WILLOUGHBY

New Uses For Sour Cream Give Zest To Recipes In Old Fashioned Ways

What to do with sour cream becomes a problem, especially for the young housewife who finds herself seriously scanning the new cook books in search of recipes. There is nothing new about cooking with sour cream for even our great grandmothers used it for cakes, but combined with different foods and given novel treatment it comes to the table not only disguised, but delicious. The sour cream cake might be a devil's food—a favorite with most children, and is fine to serve before the Thanksgiving pumpkin pie and the Christmas fruit cake.

Mrs. Irving Willoughby who lives ten miles north of Herford on Highway 51, has used this recipe for years. It is quick and easily made and remains moist until the last bite.

- Red Devil's Food Cake**
2 eggs
1 cup sugar
3 heaping tablespoons cocoa
pinch of salt
1 teaspoon soda
1 1/4 cups sour cream
1/2 cups flour
1/2 teaspoon vanilla
Mix all together, beating thoroughly.



oughly as you go and pour in two nine-inch cake pans. Bake in 375° oven for about 30 minutes. When cool spread Creole Butter Frosting between layers and over top and sides of cake.

- Creole Butter Frosting**
1 1/2 tablespoons butter
1 tablespoon cocoa
3 1/2 tablespoons strong coffee
2 cups powdered sugar
1 teaspoon vanilla
Beat all ingredients together blending thoroughly until smooth and of spreading consistency. Top with English walnuts or pecan halves.

Sour Cream Dressing
If you have a surplus of sour cream and want to make something different out of it, try sour cream dressing. It's wonderful served on avocado with cup up fruit or in place of the usual dressing used for potato salad.

- Here is the recipe:
1 cup sour cream
2 tablespoons lemon juice
1 tablespoon sugar
dash of cayenne pepper
1/2 teaspoon grated onion
salt to taste.
Mix all together and beat with rotary beater or in Mixer until mixture will almost hold its shape.

Psychiatrist Lectures On Children To Child Study Clubs Here Monday

Members of El Nino, Les Meres and Child Study Clubs were guests of the Young Mothers Study Club Monday night at a lecture-program held at the Camp Fire Hut. Dr. Rudolph Kieve of Clovis, New Mexico was the guest speaker.

Dr. Kieve practiced psychiatry in Wyoming and Oklahoma before coming to New Mexico. He was born in Heidelberg, Germany and studied medicine, philosophy and psychiatry in Germany and Italy. He became a citizen of the United States in 1940 and is the author of several books, his latest "The Sorcerer."

Mrs. Joe Reinauer, president of the club, welcomed the guests, and the speaker was introduced by Mrs. Richard Barnard.

Dr. Kieve based the framework of his discourse on Child Psychology—ages 1 to 6, urging parents to guide their children through love and understanding rather than arbitrary methods. "A child that is understood is an obedient child and one of the best things you can give a child is love and affection and a respect for other people. Some mothers make too much of training their children, but you can't make good behavior automatic, and there's nothing in which a child needs more leeway than in his reactions in his home life," he said.

In answering questions submitted by the club women as they arrived, Dr. Kieve scored the type of shows children see, the

comic books and the radio programs, and admonished the parents to set about securing better programs and better literature for their children.

An added feature of interest on the program was a vocal solo "The Lord's Prayer" sung by Mrs. B. F. Cain, Mrs. Robert Kerschen was the accompanist.

Those attending were Mesdames J. C. Reese, Marlin Gilliland, Clinton Jackson, Ira Foster, Charles Hill, William F. Smith, Jim Bookout, John N. Jacobsen, Jr., B. F. Cain, W. B. Dowell, Lowell Sharp, Ralph Hastings, J. T. Gilbreath, Jr., Henry Benson, T. E. Seliger, Jr., L. E. Barnett, J. L. Woodford, Will F. Graham, O. P. Cowart, M. W. Nobles, Jimmy Mercer, Ray Howell, Paul Conaway, Jim Terry, Eugene Bagwell, E. B. Roberson, Earl Springer, George Heard, George Tiefel, John Kelly, Sam Nunnally, Ben Childers, Stanford Knox, Joe Smith, Ivan Block, Bill Blood, Bruce Wooddell, G. W. Edwards, Walk Boston, Earl Stagner, Joe Reinauer, Richard Barnard and Robert Kerschen.

Friendship Class Gives Husbands Holiday Party

Members of the Friendship Class of the Methodist Church entertained husbands at a holiday party given in the church recreation hall Monday night. Old fashioned games provided entertainment and refreshments were served to Rev. and Mrs. Don Davidson, Messrs. and Mesdames E. L. Adams, J. J. Durham, Leo Forrest, E. W. Hobson, G. W. Newsom, T. J. Parsons, J. W. Thomas, Lowery Walker, and Mesdames Ed Warren, Claude McGowan, Sr., J. W. Kirby, Ray Coneway, and Homer Brumley.

Serving on the entertainment committee were Mesdames E. L. Adams, Claude McGowan, Sr., and Homer Brumley. Those in charge of refreshments were Mesdames S. S. Williams, Lowery Walker and J. J. Durham.

Wells And Rudd United In Thanksgiving Day Wedding

In the parlors of the First Baptist Church of Clovis, New Mexico on Thanksgiving Day, Miss Minnie Alice Wells, daughter of Mr. and Mrs. R. A. Wells, became the bride of Harold Rudd, son of Mr. and Mrs. Paul Rudd, all of Herford.

The double-ring ceremony was held by Rev. B. P. Maddox, pastor, in the presence of close friends and relatives, before an improvised altar arranged with white chrysanthemums, white gladioli and maiden hair fern.

Wedding music was provided by Mrs. Bud Williams who played "Always" and "I Love You Truly" preceding the service and the traditional wedding marches.

Miss June Reynolds as maid of honor, wore a wine wool suit with black accessories and a white carnation corsage. Homer Rudd served his brother as best man.

The bride was attractive in a suit of forest green wool featuring brown accessories. Her corsage was of yellow rosebuds and roses. After the ceremony the couple left for a short wedding trip to Albuquerque and other New Mexico points.

Mr. and Mrs. Rudd are graduates of Herford High School. She is employed as secretary and receptionist at the Herford clinic. Mr. Rudd served in the Army Air Transport Command during the war and is engaged in farming with his father. They will make their home in Herford.

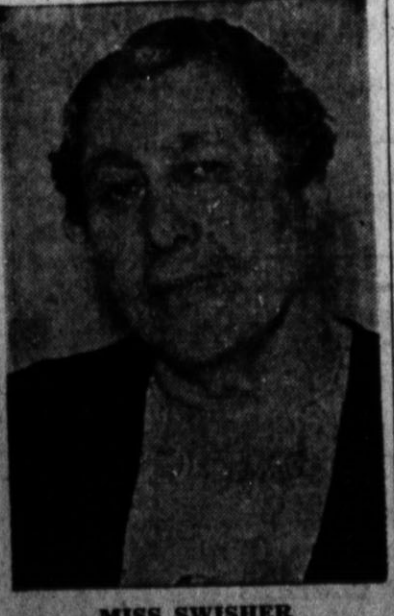


MR. and MRS. HAROLD RUDD

Miss Swisher Directs "The Messiah" Her Fourteenth and Final Time Tonite

Approximately 72 members of the Herford Civic Chorus, augmented by choral groups from Borger, Pampa, Dimmitt, Friona, Bovina, Amarillo and Wayland College, Plainview, will present Handel's Messiah under the direction of Miss Mattie Mae Swisher and Emil Myers of Amarillo, guest conductor, Sunday evening December 4 at the First Baptist Church. Soloists for the performance will be Sam Allen, Plainview; Glenn H. Cunningham, Friona; Nolan W. Froehner, Dimmitt; Mrs. Otis True-love, Mrs. Mary Rich Oines, and Howard Dill, Amarillo; Mary Lou Miller and Yvonne Bearden, Friona; Don Nelson and Bill Murphy, Dimmitt and Bob Lawrence and Mrs. W. E. Stephens, Herford. Miss Nellie Erhard, Amarillo organist, and Guy Wood, head of the music department of Wayland College, will provide the accompaniment.

This presentation will mark the final appearance of Miss Swisher as director, which office she



MISS SWISHER

has filled for the past 14 years. She has been a district and state (Continued on Page 6)

(Editor's note: The following copied from THE WHITNEY MESSENGER yellowed with the years, repeat that society editor's version of the wedding of Miss Bertie Maye Parks and Hardy M. Benson on December 3, 1924.)

"A very quiet and pretty wedding was performed Wednesday, December 3, 1924 at 8 o'clock when Miss Bertie Maye Parks and Hardy M. Benson were united in marriage by Rev. B. F. Clements, a Baptist minister, at the home of the bride's sister, Mrs. W. E. Ellison in Mangum, Texas, in the presence of a circle of relatives and close friends.

During the ceremony that favorite wedding march of Mendelssohn's was softly played and decorations of holly, Christmas bells mingled with potted plants and cut flowers. Little cupid dangling here and there, so suggestive of the dear old month of December, and the soft green lights casting their rays reflected beauty everywhere.

The bride is the popular and charming daughter of Mrs. M. J. Parks of Morgan. She was not only loved and admired for her many accomplishments she possesses, but is most highly esteemed for her true Christian character. She was gowned in a beautiful Canton crepe dress trimmed in dainty lace and tiny buttons which were quite in keeping with the lovely corsage of pink carnations she wore. Her shoes were black satin with hose to match."

Move To Herford
Mr. Benson a graduate of Texas A&M College, and a pilot during the first World War, moved to Herford from Clarendon shortly after the war. He built a two room house on the land and courted Miss Parks by letter. Having a desire to write poetry and finding a sympathetic ear, he let himself go—and it worked, he won the girl. She said yes after receiving his rhyme attached to his picture. "For rhyme I am not a star. There's others more handsome by far. My face I don't mind it, because I'm behind it. It's those in front that I jar."

After they were married they



MR. and MRS. HARDY M. BENSON

came to the farm near Herford to live. They have built a modern home and made other improvements on the farm and have taken active part in the life of the Ford Community. They attend the Baptist Church in Herford and are associated with many activities in Herford.

They have two children: Hardy Jr., who became his father's partner on the farm after graduating from Texas Tech last June, and Mary Lou, a sophomore at Hardin-Simmons University, Abilene.

Both Mr. and Mrs. Benson have interesting hobbies. She raises beautiful flowers and spends many hours in her garden where she features tulips, daffodils and roses. He has taken up photography along with his poetry

writing and is not only able to give voice to his memories but is also able to preserve them in the form of on the spot pictures.

The couple observed the 25th anniversary by taking a trip to South Texas for a visit with old friends. Their ambition now is to reach that fifty year mark when the golden anniversary will take the place of the silver observance.

LUNCHEON GUESTS

Mr. and Mrs. O. A. Marcom and wife had lunch with Mr. and Mrs. Edward Pirtle Wednesday. Mr. Marcom is a nephew of the Pirtles and will graduate from medical school in Kansas City in March.

Long Time Ago

45 Years Ago

Entire front of December 9, 1904 Brand was filled with a Sanbaugh & Lipscomb advertisement of their clearance sale. Good, solid leather shoes for men were being offered for the sale price of \$3.75.

Flains of the Hereford area had been covered with a solid white blanket of snow by December of 1904.

The Brand said there were several boys seen on the streets during school hours. They wanted to know why they weren't in school which was offered free to anyone.

Brand also said that Amarillo never had a first-class newspaper until Amarillo Herald started running two times a week.

From school items came word that Lewis Hubbert matriculated in the fifth grade. Charlie Hubbert and Pearl Keeler had re-

turned to school. Mr. Hawkins presided over room five in the absence of teacher, Miss Griffith who was taking examinations, herself.

High school boys challenged college boys to a debate. Question was "Should Santa Anna have been executed?" Affirmative were Sam Bratton and Elmer Dameron. Negative was Mr. Trimble and Lewis Turrentine.

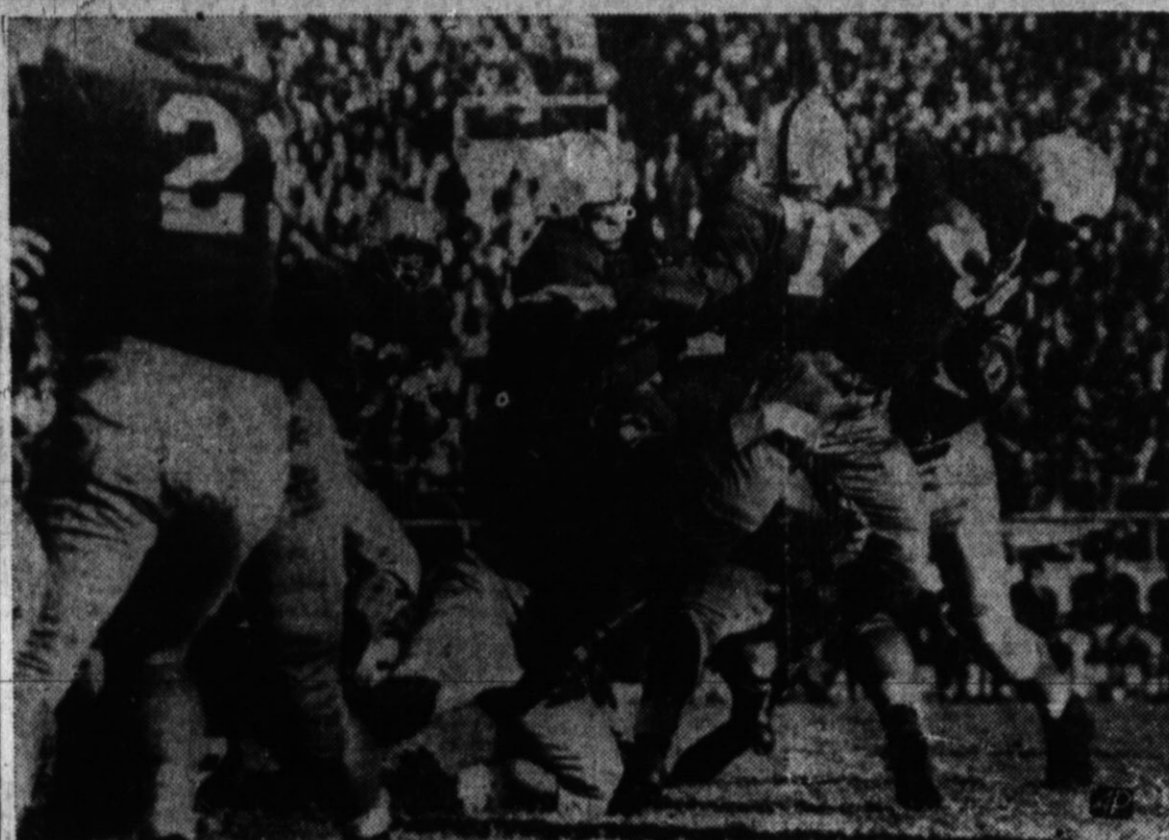
New pastor, Rev. Thomas Barcus of the Methodist Church, preached his first sermon to a small audience because of adverse weather.

J. A. McCuiston, who owned a section east of town and who had made actual farming a success ever since he came here, was marketing his first bale of cotton. He got a 560-pound bale off of four and a half acres.

Present at a "hen party" at the home of Nora Walters were Lillian and Leona Harvey, Bruce and Imo Gass, Daniel, Trebby, Witherspoon, Head, Blackwell, Scott, Wright, Rogers and Mesdames Rogers, Walters and Ray. The Brand says the party was quite a deal.

J. A. Canterbury moved his saddle and repair shop to a building formerly occupied by E. W. Harrison.

L. M. Rice, east of town, brought his first bale of cotton in. Lint was pretty badly damaged, but it sold for \$7.30. Galbraith-Fox Trading Company bought it. There were 1,402 pounds of seed cotton from which a bale, weighing 520



CAMPBELL STOPPED—Leon Campbell (No. 34) hard runner for Arkansas university, is brought down with little gain in the above picture. Tackler was Ed Weber (at right) and an unidentified William and Mary teammate in their football game at Little Rock, Ark. play occurred in the second period. (AP Wirephoto)

pounds, was ginned.

G. M. Phillips arrived in Hereford from Comanche county to make a home for himself and his family here. He owned a ranch near Olton in Lamb County.

Troy Womble, ill for a few weeks, was up and around again and able to be at his post of duty again.

Lura Jowell was attending TCU in Waco.

Ola Scott returned from Running Water where she had been

visiting friends.

B. S. Wright purchased the lot just north of Dr. Roger's residence and was planning the erection of a four-room cottage there.

Prohibition went into effect in Childress about the last day of November.

By exchange of appointments, Rev. John K. Howard was going to preach at Dimmitt Presbyterian Church and Rev. A. W. Crawford was going to preach at Here-

ford Presbyterian Church.

The safe of Hereford Business College was blown open and, had it not been for the early arrival of a new student, the college would have been severely weakened.

Deaf Smith County court met in regular session with nothing more than probate matters to dispose of. Judge Russell said considerable work on the next docket would take up more time.

Callen's Bargain Store had a large, new stock of beautiful, inexpensive Christmas cards to sell.

Clark Dairy Company was prepared to deliver plenty of good, fresh Jersey cream, milk, butter and buttermilk to the customer's door.

CARD OF THANKS

I wish to express my thanks and appreciation to all my friends and to the entire staff at the hospital for their services and kindnesses during my recent illness at the hospital.
Mrs. T. A. Sullens.

In Mexico City there are no flies, insects or mosquitoes.

Prince Albert introduced the Christmas tree into England.

Three U. S. presidents died on July 4—John Adams, Thomas Jefferson and James Madison.



MODERN MINUTE MAN

"Reddy's always ready!" is more than just a humorous saying. For Reddy Kilowatt symbolizes the day-night watch that your Public Service Company keeps... assuring a constant supply of vital, dependable electric service.

Yes, Reddy is truly a modern minute man. And it is the mission of your Public Service Company to plan ahead for the rapidly growing power needs of the folks in the great Panhandle-Plains-Pecos Valley area... to stand guard over their future... to provide dependable, low-cost service for new and better living—electrically—for everyone.

MASONIC BULLETIN

Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. TOMPKSON, Sec'y.
HENRY SEARS, W. M.
Hereford Lodges #49

NOTICE OF MEETINGS

ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night

STREET MAP OF HEREFORD, TEXAS



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Parts Headquarters for Doctors of Motors
Your Automotive Jobber

Hereford Parts & Supply Co.

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Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

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FARM AND HOME
FLOOR AND WALL SAFES
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HEREFORD BRAND

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Realty Company
Wheat land, irrigated land and ranches for sale.
Farm and ranch loans. Long terms 4 1/2% interest.

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We build house to be moved. Will build to your specification. Check our prices before you build.
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—Open 7 days a week
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GEAR HEAD REPAIRS
For Irrigation Pumps
In Stock or Made in Our Modernly equipped machine shop for any make gear head.
BEARINGS, GEARS, SHAFTS
W. M. (Bill) WHITESIDES
207 EAST FIFTH PLAINVIEW, TEXAS

FOAM LATEX CUSHIONS
For Office, Home, Car, and Tractor at the **Brand Office**

HEREFORD WRECKING CO.
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Complete Line of **USED PARTS**
See us for Expert Repair Work of All Kinds!

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ACME CLEANERS
All Garments Insured
308 N. Main Hereford
MADE TO MEASURE CLOTHES

STATE AND COUNTY TAXES PAID IN DECEMBER

WILL CARRY 1% DISCOUNT
Pay Now—AND SAVE

POLL TAXES

MUST BE PAID BY

JANUARY 31st.

YOUR POLL TAX WAS NOT COLLECTED WITH YOUR PROPERTY TAX THIS YEAR. SO PAY YOUR POLL TAX NOW. The proposed constitutional amendment abolishing the poll tax WAS NOT passed, so your poll tax is due now.

We Have Stocked Plenty of Receipts...
SO COME IN AT YOUR EARLIEST CONEVENIENCE

J. C. REESE

COUNTY TAX ASSESSOR-COLLECTOR

MONDAY, DEC. 5

DOLLAR DAY

ANTHONY'S

TAKE ADVANTAGE OF THESE \$DAY BUYS
for All Your

Christmas Shopping

CHILDREN'S
OUTING FLANNEL
GOWNS

Blue, Pink
Sizes 2 to 10

\$1

LADIES
Rayon Panties

Ribbon and Lace Trim
Blue, Pink, Maize
Sizes Medium and Large

\$1
4 for

MEN'S
SOCKS

Manufacturer's F. D.'s
in Cotton Rayon and Nylons
Values to 75c

\$1
3 Pr.

BOYS'
Plain Color

SPORT SHIRTS

Long Sleeve
Size 6 to 16

\$1

LADIES'
Rayon Crepe

SLIPS

Lace Trim
White and Tearose
Sizes 32 to 40

\$1

Large Size

BATH TOWELS

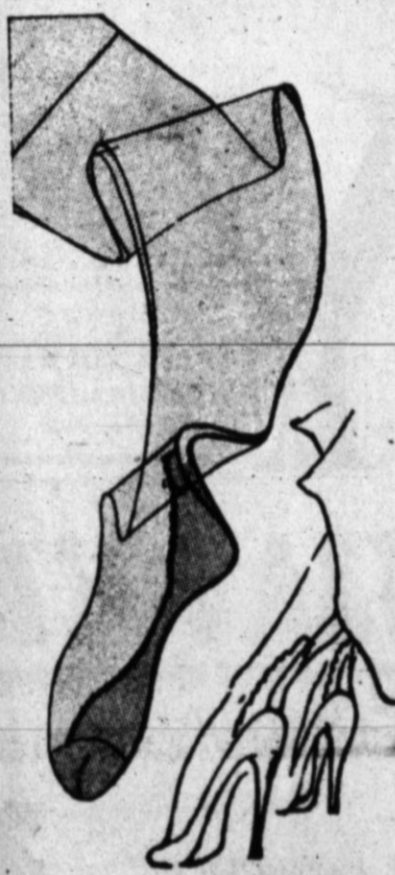
Blue, Peach, Green
Sizes 20 x 40

\$1
2 for

LUNCH CLOTH

Hand Decorated
Fast Color
Fruit and Floral Designs
Size 52 x 52

\$1



INTRODUCING
OUR NEW

"Filigree"

FRAME HEEL

51 GAUGE
15 DENIER
First Quality

\$1.19

"LIDO" has designed the smartest "frame" heel in the country! So flattering to your legs—so eye-catching! AND... the frame continues not only around the heel but around the entire sole! In the season's most wanted colors. Sizes 8 to 11.



4-Piece
TOWEL SETS

Two large thick bath towels and two wash cloths. Mr. and Mrs. embroidery on towels. **\$1.98**

Ladies'
FALL HATS



Received
Late Shipment...
We have 200 new fall hats received late... must move before the Spring hats arrive... So out they go

1/2 Price

Black
Brown Wine
Red Green

SALE

ON
CHILDREN'S COATS

For the Junior Miss
10 to 16 Years

An Abundance of
Styling and Warmth



NEW FALL COATS

GROUP

Sizes
4 to 14

\$8

GROUP

Sizes
7 to 16

\$11

EVERY IMAGINABLE COLOR

- A—Three quarter length all wool plaid swing back coat. Matching removable hood. Green, brown and red. 10 to 16.
- B—Grey all wool with plaid lining and collar and cuff trim. Double breasted... gored back. 10 to 16.
- C—Soft, warm all wool melton cloth. Two piece belt... belted back, removable front belt. Colors of wine and green. 10 to 16.

Your Best Gift Shirt Buy!

BROADCLOTH

With Rayon Dobby Thread

\$2.59 2 for **\$5**

What a perfect gift and at what a price. Ordinarily you'd pay \$2.98 for this quality shirt. Colored broadcloth with satin like rayon doobby interwoven thread. Sanforized and vat dyed. Sizes 14 1/2/17. Sleeves 32/35.



GROUP
CHILDREN'S LOAFERS

Green, Brown, Red
Sizes 8 1/2 to 3

\$2

BOY'S
SPORT SOX

Cellophane Wrapped
Certificate Guaranteed
Dated Socks
Sizes 7 to 10 1/2

4 Pr.

80 Sq. PRINTS
And
SANFORIZED
CHAMBRAY STRIPE

Fast Colors,
Washable

3 Yds.

Woven Chambray

and
Plaid Gingham

Fast Colors

2 Yds.

SATIN BRASSIERES

Stitched Cups
Uplift Feature
White, Pink
Sizes 32 to 38

2 for

LADIES'
Rayon Knit

PETTICOATS

Lace Trim
White, Tearose
Nile Blue

2 for

Circular Knit
GOWNS

Lace Trim

Nile Blue, Tearose, Maize

\$1

VALUE

JAMBOREE!



DOLLAR DAY IN HEREFORD

MONDAY

**DOLLARS IN YOUR POCKET! SAVINGS IN THE BANK!
MERCHANDISE BOUGHT WORTH THE MONEY!**

That's \$\$\$ DAY in Hereford!

SEASONABLE MERCHANDISE -- MERCHANDISE DESIGNED AND PURCHASED FOR WINTER AND CHRISTMAS -- is being offered at DOLLAR DAY DISCOUNTS by your Hereford merchants!

You like the idea? You appreciate this service? Then you'll like even better the Dollars and Cents you'll save!

A recent Chamber of Commerce survey showed definitely, in hard dollars and cents, that nothing is to be gained by going elsewhere to spend your dollar. Even without a survey, it is an easy task to evaluate the benefits of buying in Hereford as against buying opportunities elsewhere. You and I need only to make a casual observation and the answer is inevitable

IT PAYS YOU TO TRADE AT HOME.

Your Hereford merchants are doing a good job as your purchasing agents. They select stock for their shelves because their experience and knowledge indicates this merchandise is what you Want, what you Need. And the factors effecting these decisions are (1) Price (2) Quality (3) Demand . . . all for your satisfaction. Here you can take advantage of your merchant's lower rentals, lower taxes, lower overhead, so why pay more for merchandise elsewhere? Local business volume is an asset to the entire community . . . to YOU. When you buy at home, most of the profits and practically all the salaries paid by local businessmen stay right here. They're spent right here, too, re-invested back into your own community.

Buy In Hereford Dollar Day And Save

**THIS MESSAGE
SPONSORED BY
THE FOLLOWING
FIRMS . . . Each Pledged**

**to make Trading in Hereford
Profitable to YOU**

- C. R. ANTHONY COMPANY
- STAR AND TEXAS THEATRES
- HEREFORD FURNITURE COMPANY
- CITY FOOD STORES
- OSWALD'S FIRESTONE STORE
- MILLER AUTO STORE
- HEREFORD HARDWARE COMPANY
- E. B. BLACK CO.
- CAVE'S 5 - 10 - 25c STORE
- THE VOGUE
- HEREFORD STORE COMPANY
- S. L. Harman & Son
- HEMBREE JEWELRY
- KINSEY MOTOR COMPANY
- HAILE DRUG
- COMMERCIAL OIL COMPANY
- THE POPULAR STORE
- J. C. PENNEY COMPANY
- HUNTER'S FOOD STORE
- STREU HARDWARE CO.
- IRELAND MOTOR COMPANY
- FOX MAN'S SHOP
- COGDILL MOTOR COMPANY
- CLOSE REXALL DRUG
- HEREFORD SUPER MARKET
- HEREFORD MOTOR COMPANY
- DAVIS-McCACKEN
- Minneapolis Moline
- THE HEREFORD BRAND
- LANDRUM HARDWARE
- FURR FOOD STORE
- WESTERN AUTO STORE
- RUTHERFORD & COMPANY
- HEREFORD BAKERY
- SUITS AUTO SUPPLY CO.
- HEREFORD NEWS STAND
- HEREFORD STATE BANK
- QUALITY FOOD STORE
- GREEN & SCOTT
- D & S VARIETY STORE



MOST PHOTOGENIC—That's the title Misses (from left) Linda London, Sue Scarth and Joy Story earned out of more than 500 entries in the Popular Store contest in conjunction with the opening of their Small Fry shop in October. Linda is a 3-year-old, Sue, 15 and Joy, 4. Each of the three division winners won \$50 in merchandise. Judges for the contest were from the Camera Club. The five unknown, impartial judges left word after two days of work that it was the most difficult task they ever tried. Honorable mention was made to James, Graham and Sandra Patrick in the 4 to 10 age group; Gale Monroe and Harry Whitefield in the up to 3 division; and P. L. Carmichael and Donnie Johnson in the teen age group.



"... and Best of All, a PHILCO"

YES—give the gift that has already brought thrilling enjoyment to 25 million people... a PHILCO! Select now — buy on our Special Christmas Terms!



Amazing Value
Table Combination for LP and Standard Records
Plays LP records... plays standard records automatically. Finest tone ever achieved at the price. Powerful radio. Smart plastic cabinet. PHILCO 1421

Plays LP and Standard Records—FM-AM Radio

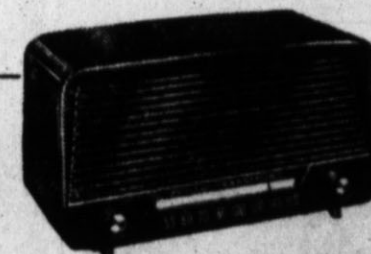
Never before so many valuable "plus" features in a console at this amazing low price! Finest tone from records... plus glorious FM-AM radio. Exquisite cabinet of Mahogany veneers.

PHILCO 1720



PHILCO CLOCK RADIO
Turns OFF and ON Automatically!

PHILCO 527. Ideal gift for anyone on your list. Dependable Electric Clock—powerful radio. Brown plastic.



Big Radio Value

Thrilling new beauty and super-performance at lowest price. Rich brown plastic cabinet. PHILCO 530

Avoid the Holiday Rush...

Reserve Your Philco NOW!

HEREFORD FURNITURE COMPANY

- ★ Select NOW... small down payment.
- ★ No more payments until next year.
- ★ FREE delivery Christmas Eve... anywhere within 25 miles.
- ★ Ask about our generous Holiday trade-in allowances. Easy Terms.

HURRY HURRY

You Still Have Time To Get Your **DISTINCTIVE CHRISTMAS PORTRAITS.**

by Cole...

... the most appreciated gift you can give, and the least expensive!

COLE STUDIO

112 West 3rd

Phone 782

FAMILY GROUPS - PORTRAITS - CHRISTMAS CARDS

Busy Texas Bees Supply Plenty Of Honey During '49

COLLEGE STATION—The honey bees in Texas were busy during 1949 and they have chalked up what may be their greatest total production and per colony yield — approximately 13.9 million

pounds for an average of 45 pounds of honey for every colony in the state. Both figures are more than twice last year's yields. The little busy bodies the nation over did a fine job. Result—plenty of honey for everyone.

The foods and nutrition specialists of Texas A&M College recommend honey for a lot of different uses in everyday eating. They say it adds variety to your meals; will add flavor from the flower world to your foods and that it is a very nutritious food itself.

Honey can be used to sweeten fruit drinks, tea or coffee. It can be used with fruit salads, for example: Peel and slice oranges and dip the slices in honey, then

in shredded coconut. Place the slices on lettuce and top with berries or other fruit. When baking apples, add honey, and butter, or margarine, to each cored apple and bake with honey during the baking process.

You might like to try this one — quick glazed sweet potatoes with honey.

Pare and halve raw sweet potatoes. Drop into salted boiling water to cover. For each sweet potato add one to two tablespoons honey and one teaspoon butter or margarine. Cover tightly and boil until tender and a syrup is formed. They say it is a good idea to baste the sweet potatoes occasionally with the syrup while cooking. You can do the same with carrots, just substitute two carrots for each sweet potato.

Broiled ham glazed with honey makes mighty tasty eating and you might for a change, try mixing honey with other foods used sandwich fillings, cookies, cakes, or serve it as a sauce for ice cream. Then there are the old favorites—waffles, hot cakes or hot biscuits, butter and honey.

We Give Gunn Bros. **THRIFT STAMPS** IRELAND MOTOR CO. Gulf Service Station

DOLLAR DAY VALUES

ALL WINTER

COATS & SUITS

GABARDINE, COVERT, BROADCLOTH

1/3 off

GROUP EARLY FALL

DRESSES

WOOL, CREPE, GABARDINE

1/2 off

ALL

FALL FELT HATS

1/2 off

GROUP

CREPE SLIPS

\$2.00

BROKEN SIZES

GOWNS

\$3.98

PRINTED CREPE PRINTED KNIT

GROUP

HOSE

\$1.00

The Little Fashion Shop

"Smart Clothes for Smart Women"



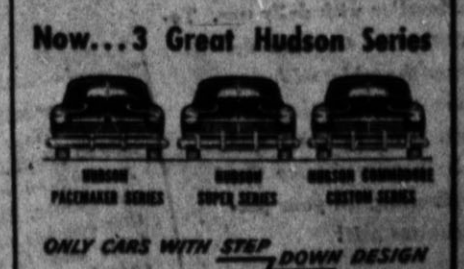
Hudson's New Pacemaker

Here's a sensational, new member of the Hudson family that costs you less to buy... less to drive! Yet this new car brings you the thrilling advantages of Hudson's "step-down" design, in beauty, room and comfort... in riding qualities and safety!

COME IN, see all the amazing new advantages that are now yours at a new, lower price! For example, you'll find Hudson's compact, new Pacemaker brings you more room than any other make at any price! This astonishing roominess is possible only with "step-down" design. Space that is wasted under the floor and between frame members in all other makes of cars is brought into the Pacemaker and made available for passenger use! This thrilling car — with America's lowest center of gravity, yet with full road clearance — has a hug-the-ground way of going on every conceivable kind of road that will amaze and delight you! And your enjoyment of this great new car is even further increased by the alert performance of the new, high-

compression Pacemaker engine—a power-packed Six with saving way! Here's a car so new, so different that you'll want to drive it before you decide on any purchase! Come in, try Hudson's new Pacemaker today!

Available with Hudson's new **SUPER-MATIC DRIVE** Optional at extra cost.



"Step-down" designed Hudsons leaders in resale value! Let us show you, in figures from Official Used Car Guide Books of the National Automobile Dealers Association, that Hudson is a leader in resale value, coast to coast!

IT'S ON DISPLAY... SEE IT TODAY!

Hereford Hudson Company

1220 E. 1st.

Miss Swisher

(Continued from Page 1)
officer of the Texas Federation of Music Clubs and is now 7th district Junior Competitive Festival chairman. Due to health reasons she will devote her time in the future to her studio of singing.

Most Famous Oratorio
During the twenty years in which Handel composed oratorios he knew no rival, and "The Messiah" written in 1742, is still the chosen favorite of the public. His oratorios differ from the ecclesiastical works of Bach, and though he added nothing original to the form, he fused the best of all his predecessors. He began working on oratorios after realizing the predisposition of the English people for that type of entertainment during the Lenten season when strict opera was forbidden. As a result of his activity in this field while living in England, the country has come to have the title of "Land of the Oratorio." Not until 35 years after his death were there any important contributions to the form. Then Haydn, inspired by a presentation of "The Messiah" wrote his greatest work "The Creation."

Rev. R. H. Cagle will preside at the opening exercises. Rev. Roy Ford will lead the invocation and Rev. Don Davidson will lead the dismissal prayer. It starts at 8 p. m.



MEZZO-CONTRALTO — Mary Rich Oines who recently moved to Amarillo from Chicago has been an opera and oratorio singer since she was 16 years old. She did extensive concert and oratorio work throughout the mid west. She will sing "O Thou That Tellest Good Tidings" and "He Was Deposed" in the Messiah tonight.



POPULAR SOLOIST — Mrs. Otis Truelove, coloratura soprano, director of the Polk Street Methodist Church choir will sing the four recitatives and "Rejoice Greatly" in the Messiah presentation.

Thanksgiving Dance Held In Club House

Jacqueline Newell was hostess to the high school and college crowd at a Thanksgiving dance given at the club house Friday night.

Those registering were Nancy Owen, Gerald Hamilton, Sharon Dee Moore, Jack McCracken,

Mariha Thomas, Bill Forbus, Guiletta Gunstenson, Dwight Wilson, Betty Smith, Weldon Roberson, Mary Alice Price, Matsy Heck, June Heck, Ed Patterson, Jaynice Boston, John Estes, Mr. and Mrs. Richard Ireland, Sue Smith, Eldon Powell, Emmarie Turner, Garland Powell, Mr. and Mrs. E. R. Roberson, Pat Frye, Wayne Newsom, Jacqueline Newell, Ted Hardwick, Mary Jo Mathies, Tommy Mathies, Doris Jean Smith, Ruby Barclay, Elsie West, Bill West, Dan McNeese, Randy Thomas, Ray Terry, Grady Poff, Dale Barkley, Jack Henne, George Hamilton, D. D. Wilson, Jim Wilkins, Bob Millard, Roger Corbett, Buddy Corbett, Pat Corbett, Trigger Carlyle, Lloyd Oswald, James Hutson, Delmo Williams, Gayle Rogers, Brack Daniel, Raymond Lueb, George Loerwald, Dale Davison, Jim West, Hershell Miller, Bob Hamilton, John Coombes, Oliver Streu, Bob Carnahan, Eugene Roberson, Wayne Leath, Joe Lyons, James Higgins, Robert Barkley, Cameron Gault, L. T. Hawks, Glenn Wilson, Gerald Smith, Duane Williams, Gus Frye, Glenn Hopson, Jim Easley, Bettie Jo Carnahan, Bobbie Nell Pitman, Sarah Owen and Joan Hardwick.

WATCH FOR OPENING
of the
KINSEY MOTOR COMPANY
MODERN
USED CAR LOT

Excellent
WASH & GREASE
JOBS
OPEN SUNDAYS
at
JIGGS
TEXACO
SERVICE STATION

2nd & Sampson Phone 875



CONDUCTOR — Emil F. Myers, conductor of the Messiah in the Panhandle for more than 30 years will conduct the oratorio at the First Baptist Church tonight. **PIANIST AND ORGANIST**—Guy Woods of Wayland College in Plainview will play the piano for the Messiah tonight.

U. S. Presidents Wilson, Tyler and Cleveland married while in office.



MESSIAH SOPRANO — Evelyn Fagg from the Musical Arts Conservatory of Amarillo will sing "I Know That My Redeemer Liveth" in the presentation of the Messiah at the First Baptist Church this evening.

Gorham Sterling
from
LAMM JEWELRY



THE Christmas Gift

ENJOYED FOREVER AFTER!

Thrilling indeed is the gift that gives pleasure and pride of ownership on Christmas Day... and is enjoyed forever after! But that's exactly what your gift of Gorham Sterling carries with it... for its solid silver, everlasting and designed to grow lovelier with daily use. Today's distinctive Gorham designs grace the tables of America's most discriminating hostesses. Drop in today and let us help you choose the Gorham Sterling for your perfect Christmas gift!



Buy your sterling in units of place-settings, costing about \$26.00 (Fed. Tax Incl.), depending on which pattern you choose. Each place-setting consists of six pieces: knife and fork, teaspoon, salad fork, cream soup spoon, and butter spreader.

LAMM JEWELRY

The Little Store Around The Corner on West Third

STOP! LOOK! READ!

AND BUY RIGHT NOW!
DOLLAR DAY
SPECIALS

EXTRA!
DOLLAR
DAY
VALUE

EXTRA!
DOLLAR
DAY
VALUE

NECKTIES
Reg. \$1.50 Ties
2 for \$1

Boys' CORDUROY
CAPS 69c
98c Value for

Children's Outing
GOWNS AND ROBES 69c
\$ DAY SPECIAL

LITTLE BOYS' **ROBES**
Reg. 2.95 Value
\$ DAY SPECIAL **1.89**

Ladies Rayon Jersey
GOWNS 1.98
Assorted Colors \$2.95 Value

Men's **SHORTS** \$1
Sizes 36-38-40-42 Reg. 59c Value
3 PAIR

Men's WHITE **T-SHIRTS** \$1
59c Value **3 FOR**

MEN'S **SOCKS** \$1
39c Value **5 PAIR**

BABY BLANKETS 1.79
2.95 Value \$ DAY SPECIAL EACH

Boys' Winter Weight **UNION SUITS** \$1
98c VALUE **2 FOR**

Ladies **DRESS SHOES** 6.99
Values to 13.95 \$ DAY ONLY PAIR

GUEST TOWELS \$1
2 FOR

36 INCH
SOLID OUTING
REG. 39c YARD
DOLLAR DAY VALUE 32¢ YD.

SPECIAL TABLE
ODDS & ENDS
YOUR CHOICE

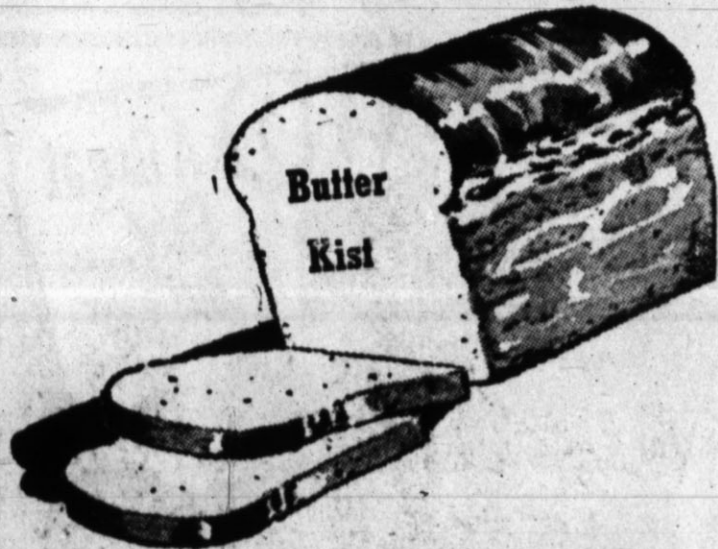
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TRENDS FLORAL SCHOOL plants and gifts in Dallas and Ft. Worth for the Western Flower Shop here. An orphan car is one that is no longer manufactured.

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Office Hours, 9 to 12 — 2 to 5:00 p. m.
Or by Appointment, Phone 91 or 738W

The Best Bread Ever!



Finer Flavored **BREAD**
HEREFORD BAKERY



SAVING THE HARVEST—Farmers pour grain into one of the aluminum bins set up by the government at Enterprise, Iowa, to provide storage for the unexpectedly large 1949 grain harvest. About 26,000 bins were erected with an average capacity of 3250 bushels each to help meet the harvest emergency.

Personals

Mr. and Mrs. Gerald Turner of Filer, Idaho are guests of Mr. and Mrs. Gault here. In the Gault home is Mrs. Gault's mother, Mrs. Maude Cameron of Halley, Idaho.

S. O. Wilson is in Oklahoma for visits in Oklahoma City and other points with relatives.

Mr. and Mrs. Dalton Criswell spent the Thanksgiving weekend in Lubbock. They attended the Hardin-Simmons-Texas Tech game.

Mrs. Roy Loving of Tulsa, Oklahoma, has been a guest of Mr. and Mrs. J. M. Gilliland and other relatives here the past week.

In Dallas yesterday for the Notre Dame-SMU football game

were Mr. and Mrs. J. A. Pitman, Miss Genevieve Eberle, Mac Pitman, Mr. and Mrs. W. L. Davis, Sr., Mr. and Mrs. Carl Perrin and J. W. Robinson, Jr.

Mesdames Jimmie Allred, Geo. Graham and Bob Lawrence were Amarillo visitors Monday.

Virgil Young, a senior student at Texas A&M College, spent the Thanksgiving holidays here with his parents, Mr. and Mrs. E. W. Young.

J. J. Durham has returned from Big Spring where he attended a Hereford Breeders Cattle Sale.

Mr. and Mrs. D. H. Alexander and Mr. and Mrs. M. L. Simpson, Jr. were in Amarillo Tuesday to hear Dr. Harvey Henderson from the Bureau of Misplaced Persons, speak in Fellowship Hall of the First Presbyterian Church.

Miss Paula Mae Mathers, junior student at the University of Oklahoma, Norman, spent the Thanksgiving Day holidays here with her parents, Mr. and Mrs. Paul Mathers.

Mr. and Mrs. A. R. Rogers and Mrs. C. O. Lee spent Thanksgiving in Dimmitt with Mrs. Rogers' brother, Leland C. Lee and family.

Thornton Shirley left Wednesday for Atlanta, Ga. where she plans to spend a couple of weeks with her uncle and aunt, Mr. and Mrs. Barney Casteel.

Mr. and Mrs. Wayne Cox and baby daughter, Rebecca Sue, of Pampa are in Hereford this week end to visit her mother, Mrs. C. B. Williams.

STUDENTS ENTERTAINED

Mary Estelle LeGrand, daughter of Mr. and Mrs. Louie LeGrand, and Mary Lou Benson, daughter of Mr. and Mrs. Hardy Benson, both of whom are students at Hardin-Simmons University, spent the Thanksgiving holidays at home with their parents. Miss Betty Chong and Miss Eileen Kong, both of Hawaii, and who are also students at Hardin-Simmons, were guests of Miss LeGrand. On Saturday Tad Kikugawa, Gilbert Gino, Catherine Takagi, James Sandel and Harry Kong, of Hawaii and all seniors at Hardin-Simmons, were guests of the LeGrands. Other guests at a dinner Sunday honoring the students in the LeGrand home were Mr. and Mrs. A. O. Thompson and Mr. and Mrs. Hardy Benson.

WEDDING ANNOUNCEMENT

Mr. and Mrs. R. A. Wells announce the marriage of their daughter, Minnie Alice, to Harold Rudd, son of Mr. and Mrs. Paul Rudd, of Westway community. The wedding took place in Clovis, New Mexico on Thursday, November 24.

DAMERONS RETURN

Mayor and Mrs. W. E. Dameron have returned from a six week's vacation trip. They spent a week in Kansas City and a week with her brother, Clyde Gregg, in Chicago where they were joined for the rest of the trip by their daughter and son-in-law, Mr. and Mrs. Calvin Nolen for the rest of the trip. They visited friends in Milwaukee, Cleveland and Van Wert, Ohio and Fort Wayne, Indiana, former home of Mrs. Dameron. They stopped in Pittsburg and Philadelphia where her sorority sister was visited and then on to Baltimore, Maryland. At Annapolis they saw the United States Academy in review and in Lexington, Virginia they visited Washington - Lee University, where Mayor Dameron went to school, and at Bona Vista they visited Southern Seminary, Mrs. Dameron's Alma Mater. They visited the Natural Bridge, Roanoke and Bristol in Virginia, the Smoky Mountains and on to Memphis, and Chattanooga, Tennessee. They stopped at Little

Fidelis Matrons Fete Husbands With Party

Fidelis Matrons Class of the First Baptist Church entertained at an annual husband's night party in the home of Mr. and Mrs. Ernest Kendall Tuesday night. An autumn theme was carried out in decorations with autumn leaves and fruits in tones of the fall season, and marked the refreshment plate. Table games provided entertainment. Those attending were Messrs. and Mesdames Travis Caraway, H. B. Coffin, A. L. Manjeot, W. R. Hair, Paul Harvey, W. H. Patton, Hollis Ramey, Hulon Richardson, Edgar Skypala, J. M. Thomson, Jimmie Allred, George Graham, Clinton Jackson, Frank Watson, Barnhart and the hosts.

Bessie Jo Blevins Has Fifth Birthday Party

Bessie Jo Blevins who was five years old Thursday, celebrated the birthday event with a party given by her mother, Mrs. L. R. Blevins. Red birthday candles and other Christmas time decorations carried out the holiday theme for the party and after games, gifts were opened and admired. Pictures of the group were made.

Children sharing the party fun with Bessie Jo were Nancy and Sheryl Patterson, Randy McGee, John Wear, Edwin and Louise Axe, Jan Susan Reese, Kathleen, Stevie and Bryan Knox, Caroline Brumley, Shella Jo and Carren Balze, Sammie and Jerry Tisdale, and Cherry Ann Blevins. Mothers and friends attending

and Mrs. Harold Hicks, former Hereford residents, and on September 19 attended the Rice-TCU game in Fort Worth. They also saw the TCU-SMU game while in Fort Worth.

George Graham Backs Operation Democracy

George Graham, Superintendent of Hereford Schools today gave enthusiastic support to The American Legion's "Operation Democracy: Democracy Beats Communism Day" to be observed here Wednesday December 7 in cooperation with all of the 758 American Legion Posts in Texas. "I see in this plan," Superintendent Graham declared, "a great opportunity for our students to cooperate with the rest of the community in a study of the benefits of Democracy. I appreciate the fact that The American Legion has found a place on its 'Operation Democracy' program for the schools." Superintendent Graham said he is gratified that a meeting of the friends of education has been called for the morning of December 7.

The Louisiana Purchase almost doubled the size of the United States.

Faneuil Hall in Boston was erected with lottery money. "Novel" comes from an Italian word meaning tale.

were Mesdames B. E. Brumley, Knox, Elmer Patterson, Harold Bob Wear, J. C. Reese, Stanford Balze and Marion Tisdale.

Steelmaster No. 1-A
COMPLETE FILING SYSTEM and STORAGE CABINET
Really New! **ALL-IN-ONE**

The only answer to space saving... The remarkable unit brings office efficiency to homes, offices, organizations, churches etc. Precision-made — all steel — Futuro Grey. Tremendous Value!

LOW PRICED ONLY! \$39.95

Shipping Wt. 90 lbs. Dim.: 27" w x 33 1/2" h x 16" d

At The **HEREFORD BRAND**

Christmas Photo Special
Give... a lovely photo of you!

This Christmas remember those dear to you with a gift that will always be treasured! A beautifully posed, handsomely finished portrait of you! This is a special value: a rich 8 x 10 photo, hand tinted in oils. Amazingly low priced.

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NORTHWEST HEREFORD NEWS

Thanksgiving Visitors And Plans For Christmas Crowd Up Together

By MRS. GRADY PARSONS Brand Correspondent Cultural Home Demonstration Club met Friday in the home of Mrs. R. C. Childers with Mrs. H. T. Richardson cohostesses. For recreation Mrs. C. S. Barclay lead in, "A word puzzle on the Thanksgiving menu." Mrs. A. F. Hargett drew the prize. Program was on our achievement in 1949, which was also used for roll call. Mrs. Childers showed hats, dresses and a suit that she had remade. December 17 was set for the Christmas party with club members and 4-H girls at Mrs. Louise Olson's at 2:30 p. m. Plans were made for "42" parties to be held each month in the community. Those attending were Mesdames E. L. Adams, Grady Parsons, A. F. Hargett, J. T. Finley, C. S. Barclay, R. N. Cook, George S. Parker, D. R. Denson, Paul S. Corbett, R. C. Childers and Patsy Childers. Mrs. J. T. Finley was hostess for a Gift Shower honoring Mrs. D. R. Denson, Nov. 14. Appropriate games were played and gifts opened by the honoree. Those attending were Mesdames: R. N. Cook, R. C. Childers, A. F. Hargett and George S. Parker. Sending gifts were Mesdames: Jack Renfro, Carl Smith and Dave Palmer. Guests for Thanksgiving dinner in the E. L. Adams home



FOR DUTCH CHRISTMAS—Hollander Peter Kien, 4, points to the address of an orphanage in Holland, for which this crate of candy is destined. His 6-year-old sister Marja looks carefully at the names on the crate. Miss Elsa Gross, Bronx member of the Open House Y-Teen Club of the YWCA, holds other packages to be wrapped. Teen-agers of the YWCA are sending "Chocolate for Christmas" overseas for undernourished youngsters in 18 countries.

Christmas PHOTOGRAPHS SHOULD BE MADE EARLY to avoid the last minute rush.

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were Mr. and Mrs. Joe Graham, Mr. and Mrs. Tom Halsy's of Portales and Mr. and Mrs. E. W. Hobson. Mr. and Mrs. A. F. Hargett and children at Thanksgiving dinner with her sister, Mrs. Joe Pitts. Mr. and Mrs. Paul S. Corbett carried their small boy James to Amarillo recently for a tonsillectomy. Mr. and Mrs. Earl DeHart and Kenneth spent Thanksgiving in Dallas with relatives. Mr. and Mrs. Earl Johnson of Pampa spent the week end with their daughter, Mrs. R. C. Childers and son Wayne Johnson. Dinner guests in the Fred Wolfington home a week ago Sunday were her nephew, Mr. and Mrs. R. L. Yarbery of Amarillo and her brother and family, Mr. and Mrs. Joe H. Pitts. Mr. and Mrs. E. L. Adams and son David and Mr. and Mrs. E. W. Hobson attended the wedding of Nellie Halsy and Emil Hardt at Portales a week ago Sunday. Mrs. J. C. Childers and son Joe Harold of Tulsa spent the week end with her parents, Mr. and Mrs. Grady Parsons. Mrs. R. C. Childers, Patsy, Raymond Jr. and Mrs. C. S. Barclay were in Plainview for a family reunion. Her parents, all of the sisters and brothers and their children were present. Visiting in the Fred Wolfington home a week ago Sunday were his brother, Mr. and Mrs. Jim Wolfington and boys of Plainview and mother, Mrs. L. B. Wolfington. Mrs. Earl DeHart called on the Grady Parsons Tuesday evening. Thanksgiving dinner guests of the R. N. Cook's were Mr. and Mrs. Fred Wolfington. Earl Smith, freshman at Texas A&M is back at school after spending some time visiting his sister, Mrs. H. L. Newman, in Hereford. Mr. and Mrs. Cecil Lady and boys spent Thanksgiving in Tulsa, Okla. While there, the attended the Tulsa-Louisville ice hockey game. Mr. and Mrs. E. O. Pottorff spent Thanksgiving in Altus, Oklahoma with Mr. Pottorff's mother.

MOVIES ARE THE BEST — MOST POPULAR AND CHEAPEST ENTERTAINMENT BUY SIX MONTHS ENTERTAINMENT. "I ain't so goofy I don't know the perfect gift for a MERRY XMAS of HAPPINESS! Weeks and Weeks Theatre GIFT Book SCRIPT AT YOUR FAVORITE THEATRE GOOD ANYTIME. 5.00 Gift Book FOR 4.25 Gift Book FOR 2.25. And for the Small try these even prettier Books. SAVE 10%

"Your Laws Weren't Made for Us!" Story of the West's Most Terrifying Holiday Pair! JOEL McCREA VIRGINIA MAYO COLORADO TERRITORY Dorothy MALONE • Henry HULL JOHN ARCHER • BASH RUSSELL JAMES MITCHELL

Star SUNDAY MONDAY TUESDAY

ALAN LADD A Great Guy... BUT STAY OUT OF HIS WAY! THE GREAT GATSBY co-starring Macdonald Carey • Shelley Winters Barry Sullivan • Betty Field Ruth Hussey • Howard Da Silva

Texas SUNDAY MONDAY TUESDAY

Get all... IT'S 50 WAYS NEW FOR '50 From its stylish new hood ornament to its new shock-mounted rear bumper, the new '50 Ford is packed with quality improvements. Drive in comfort on a foam-rubber cushioned seat... listen to the silent, secure door locks... hear how noise gets shut out of the silent, sound-conditioned "Life-guard" Body. yes all... IT'S THE ONE FINE CAR IN THE LOW-PRICE FIELD Only Ford in the low-price field offers you a V-8 engine—the same type engine you find in America's costliest cars! It's a 100 h.p. engine that delivers "go" at a touch. Yet its quiet whispers quality. The "Six," too, is a 95 horsepower package of power surprises. One ride will convince you—nothing but a '50 Ford will do!

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Drama of the Intrigue of a WILD LOVE! MAUREEN O'HARA MELVYN DOUGLAS GLORIA GRAHAME A WOMAN'S SECRET Bill Williams • Victor Jory from the play of the author of "GARDEN HOTEL" WEDNESDAY TEXAS THURSDAY

Congratulations, Anniversaries from Sunday, December 4, through Wednesday, December 7. Mr. and Mrs. W. M. Twiner Mr. and Mrs. Reuben C. McGilvary Mr. and Mrs. Jack Armstrong Mr. and Mrs. B. M. Rose Mr. and Mrs. Glenn Snyder Mr. and Mrs. C. S. Barclay Mr. and Mrs. W. A. Hunter Mr. and Mrs. Harry F. Denges Mr. and Mrs. Ples Turnbow Mr. and Mrs. Jack Welty Mr. and Mrs. John W. Sexton upon the occasion of your wedding anniversary. If you have married, or moved to Hereford in the last year, please call 363.

THE SHOW OF THE MONTH — IT HAS EVERYTHING FOOTBALL IN COLOR BABY SITTING BY STAR FOOTBALL PLAYERS GI STUDENTS College Humor Star WEDNESDAY THURSDAY They're Rocking the Campus with Rhythm! AND YOU'LL SOAR WITH THE WHOLE FAMILY GOES TO COLLEGE ON DADDY'S G. I. BILL OF RIOTS! "YES SIR, THAT'S MY BABY" Color by TECHNICOLOR! Starring Donald O'CONNOR CHARLES COBURN • GLORIA DEHAVEN CHEAPEST and BEST MOVIES MOST POPULAR ENTERTAINMENT And This One Is Tops

★ AP NEWSFEATURES ★ COMICS ★

MODERN
WAGGERS

IT'S AN ORIGINAL PARISIAN HAT, MADAM MATTIE COPIED IT FROM PARIS AND WE COPIED IT FROM MADAM MATTIE!



I NEVER BUY MY FALL HATS-- I SHOOT 'EM.



OF COURSE IT'S EXPENSIVE, MADAM, BUT LOOK HOW BIG IT IS!!



BUT, HARRY, YOU CAN'T JUST WALK OUT OF A STORE WITHOUT BUYING SOMETHING!!

IT'S TERRIBLY SMART AND BESIDES THAT, I DON'T HAVE TO CARRY AN UMBRELLA!!



HATS

JAN
24

The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, DECEMBER 4, 1949

SCORCHY SMITH

UNKNOWN TO YELLOW HAWK'S CITY AGENT THE POLICE SEIZE PRETO'S WHARF AND THE CONTRABAND WAR MATERIEL. SCORCHY, REALIZING THE AGENT MISTAKES HIM FOR THE TRAITOR, CYRIL SNYDE, DEMANDS TO KNOW THE PRESENT WHEREABOUTS OF THE HAWK (AND HIS HOSTAGE, BETTY FORBES) SO HE CAN "DELIVER THE GOODS" BY AIR...

I HAVE THE MAP! CAN YOU GIVE THE COUNTERSIGN, MR. SNYDE!?!?

"COUNTERSIGN"...?!? THERE WAS NO COUNTERSIGN! YOU RECOGNIZED ME AS CYRIL SNYDE! THE HAWK WOULD NOT WASTE TIME ON NON-ESSENTIALS!!

TRUE! BUT YOU HESITATED, MR. SNYDE! THERE IS SOMETHING WRONG HERE. THE AMERICAN SOLDIERS... THE POLICE RAIDING PARTY...

...MAYBE YOU DOUBLE CROSS YELLOW HAWK, EH?

IT'S A GOOD THING SHARP STEEL SHINES IN THE DARK!!

THIS HEIST GUY BELONGS WITH PRETO AND SNYDE! ALL I WANT IS HIS MAP!!

SHREWD GUY, THIS YELLOW HAWK! HE PITCHES CAMP ON THE SIDELINES OF NO-MAN'S-LAND SO HE CAN DO BUSINESS WITH BOTH SIDES... AND THE BOYS UP NORTH!

IT LOOKS LIKE A SOLO JOE WOULD HAVE AS MUCH CHANCE AS AN ARMY AT RESCUING BETTY FORBES!!

WHAT HAVE YOU IN THE WAY OF PLANE ARMAMENT, GRENADES AND A CAR?

THE AIRPORT DETAIL CAN TELL YOU, SENHOR! I'LL HAVE A CAR READY IN THREE MINUTES!

SWELL! I'LL PHONE THE 'PORT WHILE YOU BRING THE BUGGY UP FRONT!

?!?!? A POLICEMAN SIGNALS US TO STOP?!?!?

WHAT HAVE YOU BEEN UP TO THIS TIME, CARLOS?!?!?

DICKIE DARE

Reg. U.S. Pat. Off.
© 1944

6
WINTER

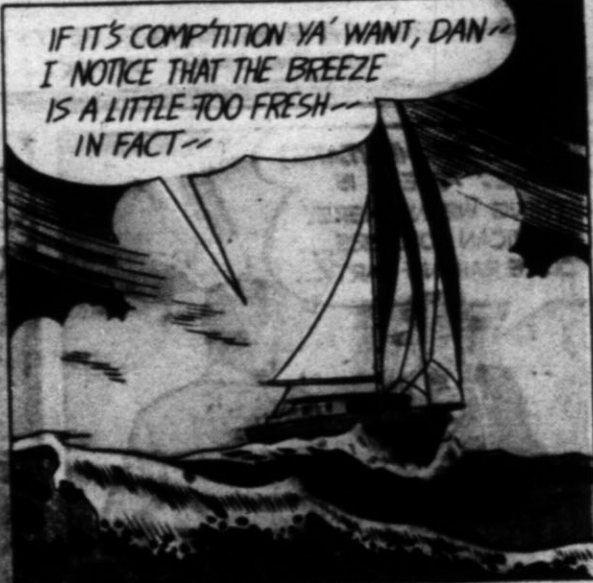


AH-- A FRESH BREEZE, KID--
NOW TO REALLY PUT SOME WATER
BETWEEN US AN CIVILIZATION--
AND I DO MEAN GORGEOUS,
SILLY, WOMEN!



THAT'S TH' SPIRIT, OL' PAL!
OUT HERE ON TH' WATER, THERE'S
NOTHING TA DAMPEN
OUR SPIRITS!

IT WAS NO FUN ON THAT ISLAND,
BEING THE ONLY MEN--
NO COMPETITION!



IF IT'S COMP'TION YA' WANT, DAN--
I NOTICE THAT THE BREEZE
IS A LITTLE TOO FRESH--
IN FACT--



-- MUCH TOO FRESH!



**THEN THE FULL FURY OF
THE STORM STRIKES--**

SO-- IT'S-- COMPETITION--
YOU WANTED-- HA!--



HOURS PASS-- THE WIND GRADUALLY WAVES--

-- WE'RE STILL IN ONE PIECE, DICKIE!
NO TELLING HOW FAR OFF OUR
COURSE WE ARE--!



WELL I'LL BE-- THAT'S
NEW YORK CITY'S
SKYLINE!

I GIVE UP-- WE CAN'T GET
AWAY FROM IF ALL-- LET'S GO
ASHORE AN' TAKE A TRIP--
-- IN A SUBWAY, WHERE WE
CAN BE ALONE!

VIPEE



SPORT SLANTS

Charley **Book**
 -THE IRONMAN OF THE GREEN BAY PACKERS SEEMED IMMUNE TO INJURY

ON INDESTRUCTIBLE ATHLETES !!



Eddie **Shore**

BATTLED HIS WAY AROUND THE NATIONAL HOCKEY LEAGUE FOR 20 YEARS WITHOUT EASING UP.

12-4-49
 P.A.P.

LAURENCE
 -THE "BRONX BULL" EARNED HIS NICKNAME BY HIS RUGGED RING STYLE.



THE GREAT SOUTHPAW HURLER WON HIS 300th AMERICAN LEAGUE GAME AT THE AGE OF 41



CALUMET FARM'S **ARMED**
 -THE VENERABLE GELDING SEEMS TO IMPROVE WITH AGE

AP Newsphoto

by RAND TAYLOR

THE FIRST SNOW!
 WINTER - OH DEAR!
 DRAW THE BLINDS!
 AND STUFF COTTON AROUND THE WINDOWS!
 AND GET OUT MORE BLANKETS!
 AND MY OLD BLACK GAWL!
 AND TURN UP THE THERMOSTAT!
 AND MAKE A POT OF TEA!
 NOW WE'LL BE AS COZY AS MOTHS IN A MINK COAT!
 YAS...
 THE FIRST SNOW, LADIES!
 WINTER - OH BOY!

12-4-49
 Reg. U.S. Pat. Off.
 AP Newsphoto



WHILE OAKY LIES EXHAUSTED BY HIS FRUITLESS SEARCH FOR HIS HORSE, A GANG OF THUGS PLANS TO KIDNAP HIM...



CONTINUED.

THINGS TO COME

PLUMBERS MAY SOON HAVE TO STUDY UP ON ATOMICS BECAUSE OF THE INCREASING AMOUNT OF RADIOACTIVE MATERIALS GOING OUT TO HOSPITALS WHERE "HOT" DRAINS MIGHT GET CLOGGED...

SOUTHSIDE HOSPITAL, JASON---I'VE GOT A "HOT"-DRAIN CASE OVER THERE...
BY THE WAY, DID YOU PUT MY GEIGER COUNTER IN MY TOOL KIT???



NEIGHBORLY NEIGHBORS BY MORRIS



Patsy

in
Hollywood

by Bin Dyer

Reg. U.S. Pat. Off
AP Newsfeatures

