12 More **Shopping Days** 'Till Christmas

Published Every Sunday

Additions to Fraser and Pit-

**Erecting Xmas Tree** 

Although the Christmas tree

City Commission was against it,

this year, because of the traffic

hazard it might cause. The tree

will be set up on the morning of

December 23 in time for Santa

Some mention of Hereford

Attending were Mayor W.

Dameron, and Commissioners J.

C. McCracken and Ray Cowsert.

Last Rites Held

Our Slogan: "More People-More Farms"



VOLUME 2-NUMBER 24

Hereford; Deaf Smith County, Texas, Sunday; December 11, 1949

Price 10c Per Copy

# Pitman's 200,000 bu. Summerfield Addition Puts Area To 4,900,900

more bushels of wheat will be job.

SIGHTS, FACES SEEN

Anyone interested in rural telephones is invited to attend the Monday night meeting in the county courtroom. Purpose is to organize to see what can be done about the situation. It starts at 7:30 o'clock.

The New Texas Almanac, largest ever published, is out in full splendor. Most evident fact is that Texas' growth and change in the last ten years dwarf all previous periods in the state's history. One first is that the population of the state is predominantly urban for the first time. ith farm population down, But w ultural production is up. are 236,390 tractors in the

A month without moisture was broken Saturday with enough rain to cheer things up a little. Wheat farmers in particular were

Kinsey Motor Company is giv-ing away a bicycle for the kids, a set of ellius the kids, 2 Keep word best hazardous. For Mrs. K. Weis a set of silver for the women and wrist watch for the men in conjunction with the opening of

Storage capacity of Hereford-| sometime before harvest. At Every kind of shortage plagued Dawn-Summerfield area will go present, only the foundations farmers from terminal to local over 4,000,000,000 starting next and basement have been dug. storage space and transportation. spring when Pitman Grain Com- Ordered steel hasn't arrived yet. Many elevators completely shut ay completes their addition in Chalmers and Borton of Hutch- down at one time and farmers immerfield. Room for 200,000 inson, Kansas are handling the let their crops lay where they could

With the grain sorghum crop tion is expected to be complete of 1949 virtually at a finish, very man elevators and a new grain litte grain remains on the ground, company make way for a great

or uncut in Hereford area. Some season next year. Several grain companies plan de-heading and threshing of bundles continues but on a very to expand further to make way for a, possibly, larger crop next small scale.

All crops are under cover eith- year. er in farmer's own granary or in commercial elevators. Storage in Hereford is pretty well filled Commissioners OK but space remains. Freight cars

can be had now, but there is little use as no storage space is available down-state.

Hereford City Commissioners All'the open storing and transportation facilities comes at the discussed erection of a Christmas tree at the intersection of end of one of the greatest grain Third and Main with Jaycee harvests in Deaf Smith history representatives Paul Coneway and Ivan Block Friday morning

**Christmas Trees** in the City Hall as they held their first meeting since November 12. Can Be Kept Safe has been an annual affair, the

Hereford Fire Chief Earl Phillips urged citizens, to take all safety precautions during the holiday season when so many electric toys and lights are going to be in use. Phillips cautioned the home

Claus' last sweep through Here-ford before Christmas, Santa Clauses in handling the Christmas tree. street business was made but no "It takes just a spark to turn action was taken. a beautiful spruce into a blazing

torch in your living room. Christmas trees are full of inflammable pitch and resins, and burn furiously even when fresh cut,"

Chief Phillips said. To help you keep Christmas merry, Phillips offers these safe-ty rules for installing and dec-orating your Christmas tree:

Final rites were held for Mrs Katle E. Weis in Friona at the til just before Christmas. Install it in the coolest part of the room, Methodist Church Saturday afternoon at 2 p. m. She died Wedaway from fireplaces, heaters or



PUTTING UP A PROTEST-This woman doctor at a Berlin health center had a little trouble administering cod-liver oil to this walling 3-year-old youngster. The infant health centers in each of the 12 "Bezirks" of West Berlin are being used as distribu-tion points for cod-liver oil given the city through the United Nations Children Emergency Fund.

# **District 1-A Officials Change Rules On Deciding Champ In Case Of Tie**

A differnt method of deciding will be used if the teams involved the district football champion can't decide any other way to will be used for the 1950 season settle it. in District 1-A as a result of rule \_\_\_\_\_\_Other business of the District

changes made by an executive meeting was electing G e o r g e meeting of the district at Phil- Oraham Chairman of District

meeting of the district at Phil-lips Thursday night. Superintendent George Graham said that if the new method had been in use this year Phillips and Canyon would be co-cham-pions of District 1-A instead of just Phillips. Under the 1949 rules, if two teams are tied for the championship, the team that with the games coming on the ship meeting in May of 1950. defeats the other during the sea- same week ends. Game sites will asked directors to plan on it. son was declared the undisputed be the opposite of that of 1949. Mrs. Cecil Williams, Chairman champion. During the past sea- Cheer leaders and uniformed of Volunteer Special Services, re-

# Shirley School Addition Will Be Ready For 1950 Fall Semester

W. J. REEVES

A contract, simply an extension The new rooms will be in the transportation system for young of the original contract to build form of a wing on the north side er Daniel students. Shirley School, was signed with of the school, running west. The At present, a school bus leaves Walter E. Wirtz Thursday night cafeteria will be behind the gym. Dawn at 6:30 every morning to at the regular meeting of Here- The school, complete with addi- pick up students in that area and ford School Board in the high tions, will be ready for use at the bring them to classes in Dawn. school

Hear From Daniel This makes way for the Boardapproved \$112,000 addition of Delegates from Daniel Com- Gill's farm in the Daniel area Shirley School which includes munity were heard by Hereford can be opened it would cut off, six more rooms and a cafeteria. School Board members in their possibly, 25 minutes time that The Board approved the addition routine meeting Thursday night. the younger students would have at their meeting of November 10. Steps were discussed to ease a to be on the bus and get to class

**Appeinted By Board Of Directors** 

W. J. "Dub" Reeves will head Ola Brown, Junior High School;

the 1950 Red Cross Fund Cam- Mrs. J. J. Boling, Shirley School;

paign as chairman and J. Roy Sister Vitaliz, St. Anthony;

Oswald will serve as vice-chair- School; Mrs. Hazel Bruner, Dawn

man, it was announced by a and Mrs. Mattie Davis, Walcott.

beginning of the fall 1950 term. If a mile and a half stretch of road between Vincent's farm and

by 9 o'clock. No definite arrangements were made but an effort is being made to contact one of the owners, J. Vincent, who lives in Amarillo.

School Board President A. J. Schroeter said this was a routine matter and that the condition existed in every area where the population is sparse. He said that the delegation, made up of parents, were only there to see if a better system could be worked out.

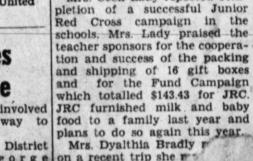
Discuss D. E. Class

The pro and con of a Distributive Education Class for Hereford High School was discussed, some, but, as it would be too late to have a class this year, no definite plans were made. Some doubt as to the need was expressed by some members while other members were in favor of it. The question is still open and Schroeter said that, if it was justified, measures would be taken to obtain it.

An over crowded grade school system in Hereford necessitated the opening of Shirley School this fall. It cost \$267,000 to build and, even before it was opened, new over crowded conditions were suspected. Original draw-ings included plumbing and plans for the six additional rooms

## **Must Place Orders**

The cost of the latest addition does not include costs for equipping the cafeteria or rooms. If the complete school is ready for use by September, 1950, steel and Five nominees to the four open tile orders will have to be placed Chamber of Commerce director- early because shipment on those items is slow. Especially slow is shipment of tile. Earlier the School Board mentioned plans for a new high The election closes Wednesday school. If and when a new high school is built, the present buildwith noon set as a deadline for ing will be turned over to junior high. At present the junior high The five coming in for the photo finish are Raylan Evans, is occupying two surplus bar-Robert Veigel, Don Zimmerman, racks buildings. Site of proposed Wayne Edwards and Curtis Tra-high school has not been an-Wayne Edwards and Curtis Tranounced



on a recent trip she tend a state-wide meeting of executive secretaries and pointed out some of the changes to

**Five Nominees Run Close Race For C-C** son, Phillips and Canyon were in members of the band will be ad- ported that this chapter would the same position. Both tied for mitted free on pass to all games. help provide Christmas decora-the season's play but Phillips had The B team schedules will cor-tions for the VA Hospital in Am-

ing.

week

ballots to be turned in.

can Red Cross Tuesday afternoon in the courthouse. Mrs. Cecil Lady reported comfor the Fund Campaign

Board of Directors meeting of

Deaf Smith Chapter of Ameri-

ship meeting in May of 1950. He

their new used car lot. You register any day from Wednesday to Saturday.

Tickets are going to be availasometime soon for tickets on Buick the Rotary Club is giving away, courtesy Cogdell Motor Company.

Hereford High School football dition. players mangers and coaches Criswell, Stark and Mayes were guests of the Rotary Club at the regular noon luncheon Friday. Frank Cogdell had charge of the program and Coach Criswell in-troduced each player and manack next year and what is expected of them.

Mrs. Bill Blood's Wonderland Tot and Gift Shop will open Fri-day with an all-day party for children with Mr. and Mrs. Santa Claus present with gifts for the tots with their parents. She will EVERY LITTLE BIT HELPS dren's wear and appropriate gifts and cards at 501 Park Ave-

When Highway Patrolmen give driver's tests to students from two failures in the last three marked the milage to Vega. The Hereford High School who have years. Both cases were "lack of boy wasn't one of the failures-John McClesky said the gin it down Saturday for the Comm McClesky said the gin driver's tests to students from the root stated up again after a short wait. They were on bale number 3,405 of Dear is first year was devoted to class is using a languilties. The students had a face lifting iob done on the front of his place and Landrum Hardware continued on their front with a coat of red paint this week.
Hereford High School who have the stated up again after a short wait. They were on bale of the failures— the root been in Pat Sullivan's driving class they usually go along for the ride because the youngsters. Both cases were 'lack of the railoures— Sullivan says the students is passed 100 per cent and the driving part passes about and the driving part passes about and the driving part passes about and the driving and experience. The charlie wilsons moved into their new home on 25-Mile Avenue Saturday and it rained for the first time in a month.
It were tests the full for the kids to teach for the first time in a month.
It were the state of the failures— the passed the course. Sullivan says the students is passed 100 per cent and the driving part passes about and the driving part passes about 300 miles take to the driving quickly and the trouble. He says the parallel parking lessons is the parallel parking lessons is the parallel parking test the state to the trouble. He says the parallel parking test the source for the state to the first year was devoted to class. Hereford has the first year was devoted to class is one of the most im- the state to the sector of the most im- the first year was devoted to class.

Avenue Saturday and it rained for the first time in a month.

Into their new home on 25-Mile Areano Saturday and it rained for the first time in a month.
 Reger Corbet has a Christing the senesci, Saturday and the sun split with some of the source barre devoted to class room academie study of driving and barres. During the senesci, Saturday and the sun split with some of the first to get the chart to barre the triving. It is so-50 thance that the error to barre the sun split with some of the first to get the driving is mastered before the site clearly more their own style.
 Final note: It rained 32/007 of an linch up to 2:30 Saturday and the sun spliting at that time Weathermen are predicting more wheals goes to differ an linch up to 2:30 Saturday and the sun spliting at that time Weathermen are predicting more wheals card, proper speed, handle the cares in traffic and and the sun spliting at that time weathermen are predicting more wall, drive sately.

radiators. nesday after a moderate liness the season's play but Philip 3. Do not, under any circum- in Friona. She was 74 years and beaten Canyon, Phillips was disstances, use cotton or paper for 11 months old. She would have trict 1-A Champ. decorations on the tree or around been 75 December 12 had she However, under the new rule, the tree.

4. Do not place electric trains around the tree.

6. Do not plug or unplug the electric cords beneath the tree. Provide a switch some distance

when no one is in the house. ger, telling whether they will be From time to time inspect the daughter, Mrs. Paul Renner of tree to see whether any needles Donna. She is also survived by 12 near the lights have started to grand-children and 12 great-

sition of the lights.

nation. Never use candles. See were also born in Russia. She that all wires are in good con- married C. C. Weis in Lehigh,

Kansas, September 30, 1894. She a three-way tie, the flip of a coin came to the United States in 1890

and to Friona in 1929. Mrs. Wels was a member of from the tree to turn the lights off or on. 7. Do not leave lights burning two sons, H. H. Weis and C. C. Weis, Jr., both of Friona and a turn brown. If so, change the po- grandchildren and her husband.

**High School Students Make Highways Safer** 

Gililland Funeral Home of 8. When needles start falling, Hereford is in charge of the funtake the tree down and discard it. | eral.

Phillips woud have still repre- Dalton Criswell, H. V. Stanton,

Mrs. Weis was born in Russia sented 1-A in the playoff but and Don Martin. round the tree. 5. Use electric lights for illumi-Mr. and Mrs. John D. Ehrlich, District 1-A. If the two tleing District 1-A. If the two tleing City Fines Total \$1,039 teams tie each other on the field, a flip of the coin would decide

inches.

# THE WEATHER

Temperature readings for Thursday through Saturday taken at 8 o'clock each morn-

Thursday-High 55, low 25. Friday-High 44, low 28. Saturday-High 56, low 34, trace of moisture. Total moisture for 1949-28.05

arillo respond to the A team games. Attending the Board of Direc-Attending from Hereford were

Attending from Hereford were Attending were Mrs. Ernest ships are running a close race, Graham, head football coach tors meeting were Mrs. Ernest ships are running a close race, Dalton Criswell, H. V. Stanton, Medkief, Fred W. Baird, L. H. Chamber of Commerce President Foster, Mrs. W. R. Williams, Rob- Henry Sears said Saturday mornert L. Thompson, Mrs. M. W. Nobles and Chapter Chairman Eubanks.

During Month Of Nov. Mrs. Dyalthia Bradly, Execu-Hereford City Police collected tive Secretary of American Red Cross in Hereford, and Mrs. Cecil total of \$1,039 from traffic vio-Lady, Chairman of Junior Red lations and fines for the month

Cross also attended. Absent diof November. rectors were Mrs. Orpha Click Highest on the list of violatand Mrs. Urlin Streu. ions were 42 drunks. Standard fine for drunks is five dollars and costs, totaling \$16. Police Chief Buckalew said two men chose to

work their fines off doing street District Court Session work at the rate of three dollars Is Postponed Saturday a day. This is standard procedure when the offender has no

Other violations for November were, seven with no operators li-cense, eight were speeding and at a future, unknown date, acfour, were filed on in County coording to authorities. Court for driving while intoxi-Cases of Carolyn McEwan, Am-Court for driving while intoxicated. The total fines did not in- arillo, charged with forgery, and layed construction. clude the four DWI cases.

Pete Encenial, who was to be Plans for the combination sentenced for his second DWI opening of Hotel Jim Hill and That was the extent of the Hereford Police's business for offense of August, will be delayed 4-H Calf Show are also taking



SANTA WAS WAVING GOODBYE Santa Claus was waving good-bye to Central School children December 2 after his short visit in Hereford. He will bring his reindeer back at 10 o'clock on the 23rd for his last visit to Hereford this year. The big annual Christmas parade will also be held in annual conjunction with his second visit to town:

Attending the board meeting were Schroeter, Robert Veigle, Schuyler B. Patterson and the Teachers sponsors are Mrs. Don Little, High School; Mrs. Claudia have notified the Chamber of Sylvester Slagle, H. H. Miller, Craham Commerce that they are con-sidering an offer of having Here-Fred Baird, Howard Gault and ford water to serve at the open- Lyle Wooford.

Is Postponed Soturdoy District Court, which was scheduled to meet Saturday in Patterson said they are plan-The next meeting will be the

Apply For Dividend probably be about the first of Again If Necessary

> Veterans who filled out insurance dividend applications as long as 45 days ago and still haven't received verification from VA were advised to fill out another one by Veterans' Service Officer Ralph Smith Friday. He said to give the VA from 30 to 45 days to answer the application

before sending in another one. Many things, usually insufficient information, delay the processing of the claim. The VA has cessing of the claim. The VA has advised the procedure of a sec-ond application to hurry up the claim. Smith urged veterans to apply now if they haven't done so. He is in the courthouse to ad-vise and supply claim forms.

# Farmers Vote On Cotton **Ouotas At PMA Thursday**

P.M.A. Secretary Faust Collier urged Deaf Smith County cotton farmers to vote Thursday on farmers to vote Thursday on government cotton quotas or acreage allotments for the 1950 crop for the last time Saturday. If two-thirds of the cotton farmers vote for cotton quotas or acreage allotments, the 1950 cot-ton crop will be subject to price supports equalling nimety per cent of parity on cotton produced on the allotted acreage. If less than two-thirds of the cotton farmers vote favorably, then there will be no government price support for cotton produced in 1950. Farmers can cast their ballots

Farmers can cast their ballots at the Deaf Smith County PMA

Page Two

- I WO

# **Texas** Farmers And Chemist Combine For Better Crops, More Production ly by state law.

# By ROBERT E. FORD

College Station, Tex. (AP) - | The chemist and Texas farmer rapidly are forging a close link for production of more and bet-

They're doing it through proiction and use of commercial

A recent report by the state memist points this up. Since end of World War II, use of fertilizers in Texas has more than doubled. There's no let-up in the boom. In the growing season just end-ed, Texas farmers used about 10 cent more fertilizer than in previous annual period which itself was a whopper compared to pre-war years.

In addition, the quality of fer-tilizers has improved. Under state law, if samples prove to be lour per cent below claims made for the fertilizers the purchaser must be given a rebate.

The report noted that the rec-ord of rebates this year "was by

The annual report was prepared by J. D. Fudge, state chemist, and T. L. Ogier, associate state chemist. It was published by the Texas Experiment Station here. uch a report is required annual- lost by the Pony Express.

... brighten

Christmas scene

from the Vogue

with desired gifts . . .

HER

Sales of fertilizers in Texas in the year ending Aug. 31, 1949, totaled 492,541 tons. This calcu-lation was made from fertilizer aspection fees.

By contrast, in the year ending Aug. 31, 1945, the last year of the war, sales were only 217,760 tons. Supplies were limited at that time because of war time

iack of materials. In the pre-war period, on a five-year average between 1933 and 1938, only 66,2555 tons were sold annually. That means that faremrs now use about seven times as much fertilizer as the immediate pre-war years. Use lack of materials. In the pre-war period, on a five-year average between 1933 and 1938, only 66,2555 tons were sold annually. That means that faremrs now use about seven

immediate pre-war years. Use picked up to 125,000 tons average for 1938 through 1943 and never Will accompany the boys.

has slowed down.

During the reporting period this season, sale of fertilizers was about equally divided between combinations of two or more fertilizers in standard proportions and "raw" fertilizer materials. history of fertilizer control in Texas." Only \$1,704.01 was re-turned to purchasers.

bination for 50 per cent. Superphosphate accounted for more than 75 per cent of the "raw" materials sold.

26 active.

The ideal gift for

enchantingly feminine

Inch

peignoir with hand embroidered yoke

and contrasting satin trim.

HER ... this

Only one mail pouch was ever

# Scouting Around

duties of Cubmaster to Walter Seed in June. Lloyd Sharp is as-sistant Cubmaster. Explorer Post No. 50 was host to Harry Delashmutt, Boy Scout Field Executive from Amarillo, at

the regular meeting Monday night. Mr. Delashmutt showed a film on Explorer Scouting and the planning of next year's work. Final plans for the Cleveland. N. M. camp, which will be held over the week end, were made. Those planning on going are:

Troop 52 had their Annual Roll Call Tuesday night at their regu-lar meeting at the Scout Hut. Roll call was conducted by Urlin Strue, District Commissioner and ceived the Tenderfoot Investi

Boys in the Pack received 85 awards during the seven month period. Active Den mothers are Mrs. Walter Seed, Mrs. Lloyd Sharp and Mrs. Noel Worley. Charles Calloway handed over

Cub Scout Commissioner John J. C. Reese, District Committee Hicks reported on Pack 52 this man for camping and activities week as follows: After Roll Call, five boys re Forty boys were registered in the Pack April 31, 15 have been recruited since then. The Pack lost 17 boys who became of Scout age, received two by transfer and Norman Bookout and Lewis Bigost six by transfer. Thirty-four gers. The Boy Scout Troop and lead-ers from Friona were over for a boys are now registered with only

Pro Binden Brand Harris And

The Sunday Brand, Hereford Texas, Sunday, December 1,1, 1949

965

MOTOR COMPANY

announces

KINSPY

# BIGFREEGIFTS

IN CONJUNCTION WITH THE OPENING

of its new

Used Car Lot

2nd. And Schley



**Gift Wrapping Service** 



GET YOUR FREE TICKETS Maybe a NEW FORD for you! Tickets Given with Cosh Purchases and **Remittances on Account** 



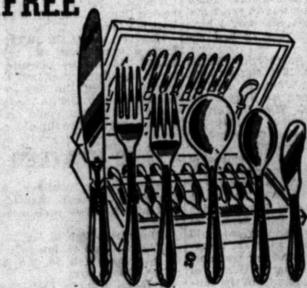
The Gift that Never Misses with Miss or Mrs.

**Beautiful Stockings** in Fashion Harmony Colors

The age-old question: What shall I give her?, 'The right answer: Our Mojud Stockings!.

Yes, every Miss and every Mrs. likes to get stockings ... and she'll be extra-happy when they're our flattering Mojuds. We know ... for Mojuds are the favorite with so many of our customers. Come in now while our gift selections are complete.,





For HER ... A Complete Set of SILVERWARE

FREE For HIM

FREE

NDINE

**AFINEWATCH** 

For the Youngster ... a BINYHRD

# HERE'S HOW

Visit our New USED CAR LOT at 2nd and Schley any day WEDNESDAY THROUGH SATURDAY, and register your name . . . no purchase or obligation at all!

WOMEN WILL REGISTER IN SILVERWARE DIVISION

MEN WILL REGISTER FOR THE FINE WRIST WATCH

CHILDREN REGISTER FOR THE BICYCLE

Awards will be made Saturday, December 17, 4:30 P. M. AT THE LOT

You need not be present Saturday What a Christmas Some Three People Will Have just for registering at the

KINSEY MOTOR COMPANY New **USED CAR LOT** 2nd and Schley in Hereford where CARS ARE SOLD WITH AN OK THAT COUNTS!

EMPLOYEES OF KINSEY MOTOR COMPANY AND THEIR FAMILIES ARE NOT ELIGIBLE

The Sunday Brand, Hers'and Texas, Sunday, December 11, 1949

EDITORIALS ....

# **Rules For Holiday Travel**

The approaching Christmas holidays mean that there will be an unusual increase in vehicular traffic, as well as a greater number of pedestrians on the streets and highways. In addition, the weather of early Winter is liable to aggravate the hazards of our highways.

For this reason, it may be appropriate at this time to call attention to safety suggestions designed to prevent accidents and save lives. Recently, a traffic expert issued something of a guide for motorists and pedestrians, in an effort to reduce traffic accidents. Here they are, with special hints for motorists, pedestrians and for parents and guardians of children: For Motorists:

Observe all traffic regulations.

Concentarte on your driving at all times. Be courteous to pedestrians and other driv-

Absiain from drinking intoxicants while driving.

Give proper signals when turning or stopoing.

Drive cautiously in congested areas.

Keep at least one window of your car open, ven in cold or inclement weather so that you can hear the approach of emergency vehicles. Don't try to operate car with defective

rakes or lights. Don't hold conversations with passengers vhile car is in motion.

Don't drive when tired.

Don't drive in inclement weather.

Don't try to beat traffic lights.

Dor.'t make improper turns or sudden stops. Suggestions For Pederians:

Cross only at street intersections and with traffic lights.

Be sure traffic is halted before crossing streets

If possible, assist elderly and blind persons and children in crossing street intersections.

Walk carefully at all times. Don't try to cross streets against moving traffie.

Don't try to cross street between parked Cars.

Don't run into roadway for any reason. Don't carry bundles in such a manner as to

# obstruct your view of the roadway. Suggestions For Parents and Guardians:

Explain to children the difference between red and green traffic signals and urge them to obey them.

Caution them against running into the roadway to retrieve a ball or other objects.

Instruct them to play in play yards, parks

or play streets. Make children safety-conscious by occasional talks.

Don't permit children to walk unescorted in or near crowded roadways.

Don't permit them to play in roadway or in vicinity of parked vehicles

Don't permit them to ride bicycles or go sleigh-riding in roadways.

# **Buying Early Helps Everyone**

Once again the people of Hereford are doing their Christmas buying and the merchants of this county are vieing with each other in attracting shoppers.

The Brand has repeatedly urged the people of this county to trade at home and at this anybody who came along. At one time wishes to emphasize the fact that local buyers can secure practically anything they Mayor James Curley of Boston. want from the stores here.

Meanwhile, let us again urge all buyers to start early and make their purchases as quick- didn't help the Roosevelt family. ly as convenient. Besides the comfort of being able to shop leisurely and avoid the last-minute the years have done something to rushes, the buyer is assured of a better selection in making his purchases. We feel sure that mer- judgment. He is careful about chants and their employees will appreciate the early shoppers and will give them special conideration.

# Wise and Otherwise

Mystery Mystifying is the fact that the little moppet, who is currently satisfied with a nickel-a-week allowance, grows us into a young lady that thinks nothing of spending \$20. for a hat-Christian Science Mouitor. 

Who?

If a money man like Secretary Snyder doesn't think balancing a budget is of any vital importance, who are we to say that book-keep-ing shouldn't be abolished, as a superstition ?--Washington Evening Star.

# Too Many Helpers

Communists in this country admittedly constitute a very small percentage of the population but they have too many helpers who do not, belong to the Communist party. Moreover, Communists do not wait until they have a majority in any country before they take 'er the government .-- Charlotte Observer.

# Before 'n' After

Freshmen are said to have gradually become taller and heavier. After graduation, however, seniors probably will continue feeling smaller and smaller and smaller.-Buffalo Courier-Express.

We Wonder

Aluminum-monel is a metcl which combines the strength and hardness of alloy steel with exceptional resistance to corresion and heat-But how will it stand up against a resolution of Congress !- The New York Times.

## A Use For High Heels

in that says that high heels are dimin' ishing the size of wonen's calves. If that is true we urge our corn fed girls to go in strong for high heels.-New Orleaus States.

Not So Much



# Jimmy Coming Along

IT LOOKS LIKE Jimmy Roosevelt is definitely coming into his own.

Once a callow youth, floundering under the weight of a famous name, Jimmy dealt with almost time he was the political pal of Another time his life insurance, sales to George Washington Hill' However, Jimmie is 42 now, and him. He has excellent political friends. And most important of all, he is now able to chart a straight political course. Jimmy knows what he wants and goes after it.

One of the most interesting developments about Jimmy Roosevelt is the group of youngsters around him. It is reminiscent of the young Democrats of his father's day, the young people who would fight and die politically to defend the name of Roosevelt. Those young Democrats of 1933 have now put on age, in some cases mould and crust. But a new generation has come along in California and their adoration of Jimmy Roosevelt is probably greater than that once given his father.

Jimmie is amazingly popular in California. When he goes into a restaurant, a political meeting or any place where people gather the music stops, or else begins, or a whisper sweeps over the room. You can write it down that he can win the Democratic nomination for governor in a walk, whether Truman supports him or not.

Note - The President's ire at those who supported Eisenhower before the Philadelphia convention has changed toward Mayor O'Dwyer of New York, Jack Arvey, the political boss of Chicago; Senator, Douglas of Illinois and various others. His peeve against Jimmy Roosevelt probably results not so much from the Eisenhower incident but from his jealousy for all things Rooseveltian.

. . .

## **Sherman Shows Spunk**

On the west coast where the admirals first hatched their revolt things are a lot different now that Adm. Forrest Sherman has taken over the navy helm. He's steering a steady course and rebellious ad-mirals are climbing back aboard. Sherman's policy is friendly but firm. He demonstrated that he could use an iron hand not only by abolishing Operation 23, the navy with boys at all because you are propaganda unit, but by cracking likely to pick up any old good-



To Have and to Hold

MINE

you away from boys altogether. Louisa

to come to the house on account

of her. She is always telling him

things about me which are not

true and that causes us to argue

Louisa

I have been worried for a few years. I love my husband but never like for him to dance Dear Louisa.

with strangers. He said he would I am very worried because my not do it but the other night we younger sister is trying to get went to a dance which was in my boy friend away from me. two halls. He left me in one hall She does everything she can to and went dancing in the other. attract him and he doesn't like I don't feel good towards him.

Dear Louisa,

What shall I do? N. M. E. New Mexico

which suits my sister just fine. I don't know exactly what you I have told my sister about can do about it but if your hus- causing trouble but she just band likes variety in his dancing laughs. I am afraid I will lose partners why not get together him if she doesn't stop and it with several couples you know will break my heart. Worried - Maine

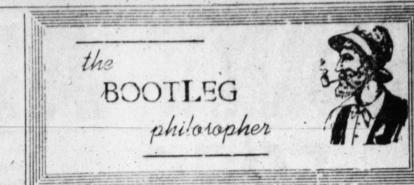
Your parents should make your

Louisa

Dear Louisa I am a girl of seventeen and ful and a trouble-maker and that

me go out with boys? Blondia-Va. Answer: Your mother is being very foolish not to allow you to go

"Louisa, P. O. Box 532 Orangeburg, S. C.



(Editor's note: The Bootleg big argument, but I've found long Philosopher has been reading the papers again, his letter this. week indicates. We doubt if it does him any good). Dear editar:

I noticed in a newspaper which mood, tryin to say I borrowed his was wrapped around a pair of copy of the Brand out of his mail shoes I had half-soled year be- box, and I told him right off the fore last and finally got around thing ain't worth arguin about. to pickin em up in town Satur- Admit nothin and keep walkin, is day where another Congressman my policy. When my cow gets has gotten into trouble and while over in a neighbor's pasture and don't reckon the percentage of he says I've got to fix my fence, I Congressmen runnin afoul of the don't argue about it. I don't fix law is half as great as the per- the fence neither, but it saves a centages of ordinary folks, I was lot of unpleasantness at the time. I even tried this on a banker interested in what this Congressonce, when he was cotendin my man had to say. When he was confronted with note was due, but he was the

the evidence of gettin the gov- most un-Congressional man I've ernment's money mixed up with ever seen and didn't take to my his, he pleaded "nolo contendre" method at all. and threw himself on the mercy of the court.

As I understand this, it means "I ain't sayin whether I'm guilty or not, but go ahead and sentence me." In other words, the Congressman is too busy a man to argue about it, which is gettin job of carving roasts, hams and pretty busy. I understand also all get-out to be sent to jail be- ledge of the correct way to cut cause a jail term would ruin his different kinds of meat. reputation as a lawyer. Will take

Yours faithfully, J. A. About Your Home It takes a certain amount of skill and know-how to do a good birds. There is no point in makthis Congressman didn't mind ing the job harder by not hav-bein convicted but he hated like ing the proper tools and a know-

ago the best way is not to argue.

phrase, inside of Congress or out.

Just the other day one of my

neighbors was in a beligerant

"Nolo contendre" is a great

One important requisite is a this up with my lawyer friends big platter. Never put the rdast or chicken on a small plate surthe next time I'm in town.

I hadn't, realized it, but I've rounded with potatoes, peas and had that Congressional trait my- such. It is too much to expect self for years. Many's the time and the carver not to slosh unmy wife, confronted with what a der these conditions. The serving lawyer probably would call mis- platter should be placed close to appropriation of egg money, the corner, and skewers and would unwind her tongue and if cords should be removed before I had been of less than Con- the meat is brought to the table. There must be a good standard gressional stature this part of (Continued on Page 6) the country would have had a

SUNDAY'S CURRENT QUESTION

# **Hereford Population Estimates** For 1950 Vary From 7-13,000

QUESTION OF THE WEEK: What would you estimate the younger sister behave but since population of Hereford when the 1950 census is taken?

Mrs. Charles Moore: I would say 8,000. I'm just guessing. Right now I think that there are quite a few laboring people who aren't here that are here at other times. This laboring class doesn't stay the year around.

Mrs. F H. Oberthier: I think Hereford will be 10,000. The increase in population will be due to good, productive soil, good water and good advertisement that the town is getting. Hereford sure is growing fast. I are not good on guessing but that is what I think about :t.

C. D. Hardesty: I would put a conservative estimate at 7,000. I figure about four and a half people are served by a meter. Of course, there are some meters that are serving more than one family. This is a very conservative estimate.

Mrs. H. H. Marshall: I would say 7,000. I can't give a reason

Answer:

and go to the dances in a group? Then you can both confine your Answer:

dancing to people you know and not have to seek a change by picking up strangers.

they do not the best thing for you to do is to tell your boy friend that although you hate to admit it your sister is untruth-

my mother won't let me go out he will just have to believe you with boys. What do you think I and pay no attention to her if he could do to convince her to let wants to keep on with you. Your sister sounds like a spoil-

ed brat and it is a pity that she is not small enough to spank. Address your letters to:

# Views And Reviews

# What They Say Whether Right or Wrong The Shah of Iran:

"We live in an age of power and motorization. Iran's needs in this respect are great.

Omar N. Bradley, chairman, U. S. Joint Chiefs of Staff, speaking of the North Atlantic Teraty : "The forces of freedom have finally banded together in common cause for the common good of all."

Will L. Clayton, former Under-Secretary of State :

'Soviet Aussia is winning the cold war."

Margaret Truman, daughter of the President : "If they're going to rumor me engaged to someone I wish they'd at least pick someone I know.

Mearice J. Tobin, Secretary of Labor: "A dollar minimum wage would be a tremen-dous) contribution to the stabilization of the American economy.

Geography is a study of man in his environat. It dips into history, Elimate, anthropology."

Elmer Thomas, U. S. Senator from Oklahoma: "If there is another was, we will want Germany on our side."

### Alvin C. Eurich, educator :

"In view of our position in the world, we will need to train more and more people for service in obter areas of the globe."

### Editorial, New York Times:

"Money is an economic device designed to facilitate the exchange of goods and services ac-cording to the needs of the place and the time."

Benjamin H. Namm, former president, National oods Association :

"The big battle is on to preserve the Ameri-can way of life."

Ava Gardner, movie actress:

"For eight years I did nothing else but leg are. I hate it."

Robert Schuman, French Foreign Minister: "To stand alone, it is necessary to be strong."

Carl Vinson, Member of Congress from Geor-gia, chairman, House Armed Services Commit-

"There is no justification for it (peacetime lraft law), military or otherwise."

The modern reader, explains a commenta-tor of literary trends, distrusts concealed morals in fiction. Well, we must guess there isn't much for him to worry about. Most of the charactersin the recent fiction we've read don't seem to gressmen, then handing them out have any to comeal.-Boston Herald to the congressmen's constituents

And Can't Buy More. New York is no longer interested in cele-brities. Maybe it has given away all its keys to the city.—Manchester (N.H.) Union.

Hunting de Luze. For those who like to rough it by the sea that little bulletin, "The Best Place to Find Claus," may prove valuable. Personally, how-ever, we are convinced, after considerable ex-perience, that the best place to find claus is

A politician admits that it is useless for him to try his speeches on his family, as no one takes the slightest notice. We should have though that was just the right atmosphere. Humorist.

All pork, regardless of the cuts should be cooked to the well\*done stage. For the large cuts of pork such as hams, etc., one-half hour of cooking time per pound is a good allowance. The lives of thousands of children could be

saved every year if parents took the same precautions to prevent fires as are taken in most of our schools.

The Sunday Brand

Hereford, Texas Established 1948

Published every Sunday

to sign.

But Admiral Sherman sent his deputy, Adm. John Price, to Pen-secola, and stopped the smear campaign. Adm. John Reeves, in charge of the operation, is being replaced and will retire in April.

Simultaneously, Sherman showed he wasn't a yes-man by letting Capt. John Crommelin off with a marp rebuke. This was a decision which Bear Adm. George Russell, the navy judge advocate, urged Sherman to duck, and dump in the lap of Secretary of the Navy Matthews.

But Sherman replied: "Cron melin is under my command, and I'll take the responsibility."

Though Sherman had been smeared by his fellow admir-als as a "Quisling," he didn't barge into his new office swing-ing the ax. He started by "go-ing to school," and calling in each bureau chief to bring him up to date on naval affairs. Regult: peace and order is be-ginning to come back to -the armed forces. forces.

Note: Admiral Sherman decided upon a naval career at the age of six when he first set foot on a battleship, the U.S.S. Kentucky. As battleship, the U.S.S. Kentucky. As early as 12 he showed his seaman-ship and spunk while sailing off the New England coast in a whaleboat with his grandfather. Several miles off shore, his grandfather died at the helm, and young Sherman brought the boat home safely through choppy water. He has waters just as choppy to sail through through in his new post.

# Row Over Subsidies

Two neighboring governors-J. Bracken Lee of Utah and John W. Bracken Lee of Utah and John W. Bonner of Montana-got into a row over mine subsidies the other day at a closed meeting of 13 western governors at Salt Lake City. The row started after the gover-nors heard a mining industry spokesman, Carl Trauerman, plead for higher tartiffs a free sold man

The longest word in the Engsh language is "Pno is." It is the name of a hat miners are apt to

down on another navy propagande next at Pensacola, Fla. There, the navy was even mimeographing. I don't approve of girls hav-I don't approve of girls hav-December 8 them do now-a-days, but a girl The Hereford Brand

of seventeen should have enough Hereford, Texas sense to know how to behave Gentlemen:

around boys. She certainly is old Is all of the good Hereford waenough to begin having dates. If ter going to California? your mother will make your For more than 25 years I have friends welcome at your home lived in Hereford and have been and you will co-operate by get- a confirmed water drinker. Beting home at a reasonable time cause I considered Hereford waand not go any place she objects ter the best on or under God's to she will be following a much green foot-stool. wiser course than to try keeping (Continued (Continued on Page 6)



As Gertrude Stein would say a hog is a hog, is a hog, and al though some folks may be hard to wean off from well known trade marks on meat wrappers, personally we prefer Deaf Smith County Meat Company's sausage to all other brands. For one thing it tastes like sausage and then you don't have to leave the house while it's cookin'. ....

Remember the kids that used to hang around the kitchen aitin' to lick the cake pan?

Bein's as there were three of us at home the bowl was alvays marked into thirds while each youngun' grabbed a spoon for the take off and a referee on a football field never kept a closer watch than we did on our own two yard line to see that our opponent didn't make a touch.

> Special trains are runnin' again. We notice that the Lionel is right on schedule in the window at Western Auto Supply while the Western Flyer has quite an elaborate set-up at the Commercial Oil Company's dow ntown store.

> We don't feel so foolish either loiterin' along the tracks since we've discovered that Mrs. Hugh Bookout also enjoys the whistlin' Sign Board and the Talkin' Station, Bo-o-oard!

We can't figure out whether our one old cherry tree has gone temperamental with the weatherman or has been gettin' ideas from the evergreens. Anyway with December well on its way and several hard freezes behind us its leaves are still as green as in the summer.

Mrs. Bryon Durham, first grade teacher at Shirley School ad a happy idea last week, at least from the children's view point, when she had them singin' Christmas Carols as they rode the bus to and from the Cafeteria at noon. Small School Christmas trees and Santa's visit sponsored by

ne civic clubs is a wonderful improvement over the hig com munity tree with its display of expensive gifts because no mat-ter how down-trodden a child's appearance or how empty the family pocket book he can take part and still feel that all men-are created free and equal.

for my guess. It is strictly a wild guess but increase in produ December 8, 1949 tion would certainly increase the population. If I had given this more thought I would have been able to give a better answer.

Mrs. Fred Neff: I think Hiway 51 will bring a lot of people in here. I would estimate the population to be 10,000. There is going to be lots of investigation of lettuce between now and next spring. Lots of people who harvested lettuce plan to come back again next year so they say. That lettuce will bring a lot of people here, too.

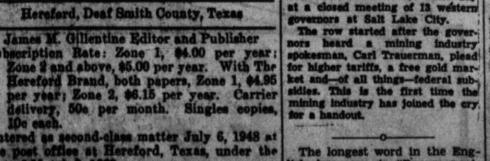
Mrs. Gaylord Neweli : I would estimate the population to be 8,700. New elevators and downtown construction will add more people. There are new people moving to Hereford all the time. Progressive business like Hereford has will continue to boost the population.

Mrs. C. O. Phillips: I would estimate the population to be 10,000. I think Hereford is still growing and is a good place to live. We have good crops to bring people in. We also have good water and good business.

Mrs. W. G. White: Hereford has sure grown since I came here one and a half years ago. I would say the town would be 13,000, anyway, by the time the 1950 census is taken. Good farm land and production will draw lots of people to Hereford. That is the reason we are thinking of buying a home here. I have land in New Mexico but the land here is better.



"Boy! Will the new barber burn up when he finds out w switched his mirror for a trick mirror!"





Act of March 8, 1879.





carving set with a two-pronged shears. Remember, the knife for ill tasting water if other were oe "Christ the answer for the Friske of Munster and Arnold H. rentine and Mrs. Billy Mac John-Thursday. Mrs. Wall and Mrs. fork and knife with a semiflexible blade and a pair of poultry

saw back and forth. Roast leg of lamb and ham are more often massacred than any other meat. To carve either of these meats the protruding bone should be on the carver's right with the bone pointing up. The cutting must be done against the grain.

Carving a turkey, a roast chicken or a duck is about the same. Place the bird on the platter breast up, with the legs to the carver's right. Insert the fork at the top of the breast with the prongs straddling the breast-Carve these if you like-next re- served at 12.

the top down. Keeping in mind these simple

tice.

water we are now drinking? I am so thirsty. Very truly yours E. C. Eubanks.

> Baptist WMU Will Have All-Day Meet Wednesday

> > Kid Leather

3.49

and

3.98

Several Styles

Colors

Fabric

Gloves

All Colors

BLACK

RED

BROWN

Woman's Missionary bone. First cut off the second with the excentive board meeting Dec. 4 at Munster. joint and drumstick together. at 11 o'clock, Lunch will . be.

rules, all it takes is a lot of prac-

Letters To

(Continued from Page 3) I said "considered," with intention, as for the past year or so the water which comes through the city mains into my home is an insult to the taste buds. The City Water Department says this is caused by chlorine poured into our reservoirs to purify the water. If this water is pure enough to sell to the West coasters and to make the center of a publicity campaign for this county and city, why the chlorine? I presume no chlorine is put in the water going to California. No one would pay \$.25 per gallon

Do not mistake me. I am not vided by the Hereford High Mrs. Henry Michels of Munster opposing the sale of water or the School sextet with Miss Thelma and a brother, Lawrence Friske will be in the J. C. Morrison home

> by ter. Christmas music arranged Ferde Grafe. Guest speaker will be Miss Lillie Hundley, returned missionary

from China, who now resides in Plainview. All members are urged Westway HD Club Has to attend as this will be the last meeting of the year.

August Friske Funeral Held In Munster Dec. 4

Union of the First Baptist church Friske, 81, retired Munster farm- making. will hold an all-day meeting at er, who died of a heart attack the church Wednesday beginning at Munster were held Sunday, Survivors include his wife, Mrs.

The program will open prompt- daughters, Mrs. Joe Luke of ers, Manuel Hawks, Carl Schroeto slice the breast meat-from ly at 1:15 with Mrs. J. R. Allison Munster and Mrs. Emil Herr of der, J. C. Morrison, Jimmy

Mr. and Mrs. Herr attended the funeral Sunday afternoon.

Xmas Party Wednesday winter.

Mrs. Bess Werner recently with

Mesdames Merlin Kaul, Paul

Antonio L. Michels Friske, two Nunley, Joe Wagoner, Joe Land-

McMinn directing. Mrs. Bill of Hunster and 13 grandchil- December 14 with a tree and gift Bardly will play a medley of dren and one great granddaugh- exchange. Mr. and Mrs. H. D. Carter, Far-

bury, Illinois, stopped in Hereford Friday and Saturday for a brief visit with Adeline Koelzer. They were enroute to Phoenix to spend the remainder of the

The annual Christmas party

Mrs. Carl Luke went to Amarillo Tuesday.

nancial secretary; Mrs. R u b y Smith, treasurer; Mrs. Ella Cock-The D. C. Kinseys and Dale rell, representative to the Re-Tinnins enjoyed a quail dinner bekah Assembly; Mrs. Orpha Thursday night at Bruce Wood-Nickerson, alternate; and Ben dells. They were part of those he got in New Mexico last week. Conklin, team captain.

A short business session was held with announcement made of the next meeting which will be

FREE GIFT

WRAPPING!

**Rebekahs Elect Officers** 

For 1950 Tuesday Night

Officers for the year 1950 were

elected at the Rebekah Lodge

meeting Tuesday night held at

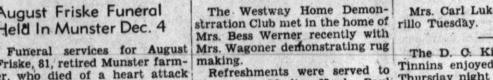
the IOOF Hall, Mrs. Allie Full-

wood was elected noble grand

and others serving will be Mrs.-

Pauline Lady, vice-grand; Mrs.

Ethel Fridley, recording secre-tary; Mrs. Earline Manning, fi-



Rudd, C. A. Saulcy, Johnnie Townsend, G. C. Merritt, W. B.

Mrs. J. E. Wall and Mrs. Gues-

The Sunday Brand, Hereford Texas, Sunday, December 11, 1949

needs to be sharpened by a prolessional every so often. When carving beef, cut toward you letting the knife slide publicity, but why, if it is available, shouldn't Hereford citizens on the forward stroke-don't have decent water to drink? Can the general public suggest

a way to improve the taste of the

\$2.98

to

\$3.98

sie Cook of Elida, N. M. were visas leader. Topic for the day will Hereford, two sons, Martin J. Thomas, and Mrs. George Tur- itors in the Dale Tinnin home held Tuesday night, December 13. Hereford Store Co. WE GIVE S&H GREEN STAMPS

gift shoppers FINE GLOVES High on her wish-list,

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

# SLIPS. Nylon Outline in Lace \$4.98 White or Pink

Lovely Tailored Satin Slips Trimmed in Lace 1.98 & 2.98

Rave - About Styles, FREE GIFT Wrapping Fabrics, Colors ... Prices So Low You'll Think You're Dreaming! **OUR ENTIRE** 



Grenadiers-Match up these boots for mother and

daughter, big and little sister. Wear them to drive the car, enjoy the snow. Wonderful with tweeds, loafer shoes, with slacks. It fits over any shoe. For the country

HEREFORD STORE CO.

S. L. Harman & Son Phone 382

or in town. Women's, girls', children's sizes.

We

Give

SGH

GREEN

STAMPS

Page Six

(Continued from Page 3)

About





The Sunday Brand, Hereford Texas, Sunday, December 11, 1949

Lafayette presented the key to ] George Washington laid the Washington and it may now be John Adams is credited with the motto "E Pluribus Unum." seen at Mt. Vernon.

# DR. C. D. KELTON **CHIROPBATIC CLINIC**

501 Jackson Ave. Hereford, Texas Office Hours, 9 to 12 - 2 to 5:00 p. m. Or by Appointment, Phone 91 or 738W

# BJ

# MR. IRRIGATOR:

- What Makes a BYRON JACKSON PUMP the Best Investment That Money can Buy?
- a. REASONABLE FIRST COST
- ECONOMICAL OPERATION
- YEARS OF TROUBLE FREE PERFORMANCE

# AND NOW

d. LOCAL FACTORY SERVICE through the recently established branch located on the Amarillo Highway, Plainview, Texas

It will be time well spent to come in or call 470, Plainview for our estimate on a B. J. Turnkey job with the driller of your choice.

# Former Texas Prisoners Of War Must Request Forms For Claims By Jan. 1

Former Texas prisoners of war posed of Maj. Gen. K. L. Berry, prisoners of war, regardless of entitled to claims for compensa- the Adjutant General, Chairman, whether or not the eligible applition under the War Claims Act of Mr. Harry B. Crozier, Texas Em- cant is a Legionnaire, comply 1948, will soon be sent forms on ployment Commission and Judge with the request. The local Amerwhich to make application. The act, known as Public Law 826, cident Board. was passed at the last session of

The committee met Wednesday. November 30th and arranged for A committee appointed by Gov. the wide dissemination of infor-Allan Shivers will act as the state mation regarding prisoner of waragency through which necessary forms will be secured and disclaims. Only claimants in the following catagories will be eligitributed. The committee is comreligious organiaztions.

Each person and organization committee as January 1st. 1950. tify the War Claims Commission. forms in each catagory which will urged to attend. be needed in the state. When received from Washington the forms will be distributed by the committee to all applicants. This committee is charged only with the responsibility of securing and distributing the forms. It has nothing to do with the War Claims Commission other than to find out the number of claimants and distribute the appropriate form, therefore no acknowledgements will be sent to applicants nor will inquiries be answered.

The committee estimates that there are several hundred West Texans who were prisoners of our enemies in World War II. In cases where these enemies violated their obligation to provide the quantity and quality of food to which they were entitled under the Geneva Convention, prisoners are allowed \$1.00 a day for each day in the hands of the

enemy. Those eligible in any one of the five catagories named above should immediately contact the local American Legion for assis-

tance in complying with this request of the State Committee. Each American Legion Post, in the 18th District has been furnished with a suggested procedure and is available to help former

L. H. Flewellen, Industrial Ac- ican Legion is offering this as a community service.

**Club Has Christmas** Party In Walker Home ble: American prisoners of war, tion Club had their Christmas their dependents, civilian intern- party December 6 in the home of ees and their dependents, and Mrs. Lowery Walker with 14

qualified to make a claim should ers, Mrs. Lowery Walker, Mrs. immediately request forms for Ronald Mathews, Mrs. John Drathe catagory in which he intends per, Mrs. O. H. Bryant, Mrs. to make claim for compensation. Franklin Miller, Mrs. John Sta-The deadline date for receipt of ton, Mrs. Clarence Hallabough these letters has been set by the Mrs. Steve Williams, Mrs. Ethel The committee then will re- Bell Goetche and Mrs. Evelyn apitulate these requests and no- Bell. Mrs. Terry was a visitor. Washington, the number of January and all members are

The South Home Demonstramembers present. Present were Mrs. Adam Flow-

Layman, Mrs. Oren Russell, Mrs. The next meeting will be in

Kerosene replaced whale oil as means of illumination. Earliest New England houses were built of thick planks instead of logs as is generally believed.

Napoleon instituted the French Legion of Honor in 1802. United States postal money orders were first issued during the Civil War.

The first United States census was taken in 1790.

> LIVESTOCK 12. **Strayed and Found**

NOTIFY G. W. Brumley of stray cattle. Branded Bar-D left hip, Plus on left hip, Open A, Backward-S left shoulder; O left shoulder.

Adder . and the second

S-12-20-49-tfc



Parent's Magazine Paris-inspired, of course, with the delightful Kate Greenaway touch that will make these frocks her favor-

As seen in



"Small Fry Shop"

A complete selection of gifts from the infant to the

ate Trunaway's

sizes: \$4.98 3 to 6X. Other Styles 1.98 -: 5.98

Xmastide at the Popular Store

teenager and featuring . . . . .

Every Kate Greenaway Dress Has A Pocket



Why new telephone rates are necessary in Hereford

the Congress.

Page Seven

P OR THE FIRST TIME since 1931, the telephone company is asking for an adjustment in telephone rates in Hereford. The request is made necessary by the high level of post-war costs of furnishing telephone service here.

During 1948, we furnished telephone service in Hereford virtually at cost. We made only about \$175 a month, which is a return of less than 11/2 per cent on the company's investment of \$145,000 in the telephone system in Hereford.

# **Telephone Rates Have Not** Been Increased Since 1931

Hereford's telephone rates have not been increased since 1931. In this period, Hereford has grown from 600 telephones to more than 1,500.

The total monthly telephone payroll in Hereford is more than six times as high as in 1941. This is due to higher wage rates, and to the larger number of employees needed to handle the greater volume of calls here.

# **Telephone Company Is Spending \$100,000** to Improve and Expand Service

The 1949-1950 plans of the telephone company call for an expenditure of more than \$100,000 for the continued expansion of facilities and improvement of service here.

The program includes: installation of an additional section of local switchboard, two more sections of long distance switchboard, and 600 additional subscribers lines, to be completed next year at a cost of \$22,000.

The network of outside lines and cables throughout Hereford is being expanded this year and next at a cost of \$87,000 to make more lines and cables

available to meet the increasing needs for telephone service here.

The company is adding 11 new long distance circuits this year and next to help speed Hereford's increasing volume of calls to other cities. The new long distance circuits added this year include: three to Amarillo and one each to Clovis, Friona, Plainview and Lubbock. Next year, ro direct circuits will be added to Dallas and two more to Friona.

# NEW SCHEDULE OF TELEPHONE RATES

Class of Service		onthly Rate
Business individual line	• •	\$6.50
Rural business telephone		4,25
Residence individual line		3.00
Residence two-party line .		2.50
Residence four-party line .		2.25
Rural residence telephone '.		2.50

LHE INCREASE is 61/2 cents a day more for business customers. Residence service will cost about 11/2 cents a day more.

In addition, charges for various auxiliary telephone services will be adjusted in relation to today's higher costs of furnishing them.

The adjustments are moderate in comparison with the increases in costs of furnishing service, and the higher prices Hereford families and business concerns pay for most things they buy today. It is no longer possible to meet post-war costs of furnishing telephone service with revenue from rates established 18 years ago.



Page Eight



Jeannine Singleterry Is Wed To Amarillo Boy In Santa Fe

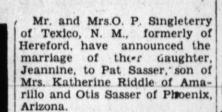
MRS. PAT SASSER

MRS. F. T. ROLOSON

# **Traditional Christmas Dishes Hold Potent Charms For Diners**

Traditionally, the Christmas | Add the salt to the suet and pudding held potent charms and rub the flour into ground suet all who tasted it would have and mix all ingredients in order good frtune. For the best for- given, beating eggs well and tune, then, many tasted as many blending ingredients thoroughly. puddings as they could for each Grease and flour inside and taste added a special period of cover of pound coffee cans and happiness during the new year.

English Plum Pudding is everybody's favorite and although it is difficult to discover just when it was introduced, the Pilgrims were likely responsible for its early use in America, and many changes have been made in the method of cooking. The pudding cloth used by our great-grandmothers has given way to modern molds and steamers, and raisins and other fruits have suuplanted the plums. It's still plum pudding though and has become as necessary to Americans as the Christmas tree.



Her flowers were gardenias. Mrs. Sasser moved with her Mrs. Troy Moore, until her grad- Thomson of the First Methodist

from Hereford High uation School. She attended the University of Colorado, Boulder for one year and before her marriage was employed in Clovis. Mr. Sasser was reared in Amarillo and attended Amarillo Junior College after graduating from Amarillo High School. They will make their home in Amarillo

**Courtesy For Bride** Relatives from Hereford attending a courtesy in the form of a miscellaneous shower given in Clovis Tuesday to honor the bride included: Mesdames Troy Moore, Julia Sowell, the bride's grandmother, M. O. Sowell, J. B. Sowell, Sr., Henry Tiefel and Charles Sowell. A group of close friends of the bride were hostesses at the Pleasant Hill Club

CHARLENE DAVIS

# Mrs. Walk Boston Gives Program On Book "Mary" For Calliopians

Mrs. Walk Boston was guest re- ; cee Lighting fund.

meeting held at the home of tendance were Mesdames L. B. Members and their husbands Mrs. Elizabeth Womble Thurs- Barnett, Richard Barnard, J. T. attending were Messrs. and Mesday night. Mrs. Nell Spradley Carroll, Paul Coneway, O. P. dames N. D. Bartlett, Jr., George was hostess. Mrs. Paul Coneway Cowart, W. L. Davis, Jr., Wayne Benson, Lake Dishman, Bob Higwas in charge of the program. Mrs. Boston reviewed the book "Mary" by Shalem Ashe and Whorter, N. E. Milburn, Millard Sandford Smith, George Suggs, through her ability was able to Nobles, Carl Perrin, Elizabeth Robert Veigel, Robert Wagoner, project the power and personali- Womble, Miss Genevieve Eberle Jim Whelan and Mrs. Phil Radoty of her subject to her audience. and the hostess. 'Mary" is the beautifully told

story of the mother of Jesus, beginning with the romance and betrothal of Mary and Joseph and revealing the beauty of the age-old wedding rituals. The unbelief of the masses, Mary's trials and tortures, and the visits of

the angels to both Mary and

Joseph were vividly portrayed.

Then came the trip to Jerusalem

and the birth of Christ followed

by intimate episodes in the life of Mary as the mother of the

child Jesus. Mrs. Boston effec-

tively compared Mary's problems

with the problems of mothers to-

day, her joys and sorrows, and

finally her grief at the Cruci-

# **Charlene Davis And Charles Wilder** The wedding took place in To Marrry In Prayer Chapel Dec. 18

Santa Fe, New Mexico on Novem-ber 13 with Miss Nita Mulcahey of Albuquerque and Carlos Thornton of Amarillo, both stu-proaching marriage of their dents at the University of New daughter, Charlene to Charles Methodist Church in Canyon Mexico, serving as attendants. Ray Wilder, son of Mr. and Mrs. when the couple were both in The bride was attired in a J. J. Wilder of Mineral Wells, college. The wedding will be the brown sharkskin suit with Texas. Mr. and Mrs. Wilder were first to be read in the new matching hat and accessories. formerly of the Jumbo Com- Methodist Student Center which munity here. was completed and dedicated this The wedding will take place past September.

parents to Texico several years Sunday, December 18 in the Miss Davis is a 1946 graduate ago and attended schools there, Prayer Chapel of the Methodist of Hereford High School, and a but returned to Hereford for her Student Center just off the cam- 1949 graduate of West Texas senior year, making her home pus of West Texas State College State College. Since January, with an uncle and aunt, Mr. and in Canyon, Texas. Rev. Hubert 1949. Miss Davis has been a member of the Hereford High School Faculty where she teaches social

> studies and speech. After the wedding, the couple will be at home at 910A Union Avenue.

# L. A. E. Clubs Gives Annual Xmas Party

L.A.E. Club held its annual Christmas party at the City Hall Tuesday night naming husbands as honor guests. Serving as official hostesses, arrangements were made by the club's social committee consisting of Mrs. Jim Whelan, Mrs. N. D. Bartlett, Jr. and Mrs. George Suggs.

Christmas greenery entwined with bright baubles glistened in the glow of lighted tapers interspersed the table length. Gifts were exchanged from a decorated tree and canasta and fortytwo games were enjoyed. High score awards went to Robert Wagoner and Boyd Knox. Special guests included Mr. and Mrs. Bill Hutson, Mr. and Mrs.

Vaughn, Ronald Roberson, Nanviewer at the Calliopian Club, Members of the club in at- cy Millet and Phyllis Radovich. Members and their husbands Evans, Raylan Evans, Will gins, Bill Jones, Boyd Knox, Graham, J. E. Kirby, D. C. Mc- Luther Lesly, Wiley Roberson,

vich.



# The Sunday Brand Sunday December 11, 1949 Section Two SOCIETY First Presbyterian Church

Miss Margaret Helen Sowell, December 4, in the First Pres- lighted tapers in Seven branched candelabra. Rev. Russell Wingert, daughter of Mr. and Mrs. P. B. byterian Church. Soweil, became the bride of Vows were spoken at the altar pastor, officiated

Charles Greig Lee, son of Mr. as the couple and their atten- Miss Thelma McMinn played and Mrs. Woodard Lee of Hed- dants stood before a background the prenuptial music which inrick, Okla., in an impressive of white gladioli and snap-drag-, cluded "Because," "Always" and ceremony solemnized Sunday, ons arranged with ferns and tall "Indian Love Call." Strains of



# Mayor Talks To B&PW Clubwomen **On City And County Government**

Mayor W. E. Dameron was, During the business session guest speaker for the Business plans were made for the annual and Professional Women's Club Christmas party when members when a meeting was held Monwill bring gifts, not to exceed two day night at the City Hall. El- dollars, for exchange. Alma Hillen Carter was in charge of the ton was named to the March of program. Mayor Dameron spoke on "City Parker was elected to member-

and County Government" plac-ing special emphasis on the in-to hold regular meetings in the dividual's duty to vote and urg- City Hall for the remainder of ing that an intelligent vote be the year.

cast without influence from friends, and without prejudice. "It becomes the job of each voter to become acquainted with the

men and women who are run-ning for office in the city and Claus with his sleigh and yulecounty government. Qualifica-tions of each candidate should be snow scene. -Hostesses for the

the Bridal Chorus from "Lohengrin" announced the entrance of the bridal party and the "Lord's

Prayer" was played as accompanying background during the ceremony. The Mendelssohn March was used as the recession-Miss LaVerne McWhorter of Wellington was maid of honor.

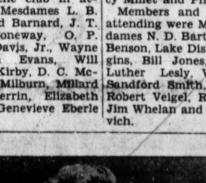
She wore a woolen suit in toast brown with forest green accessories. She wore an off-the-face velvet hat and a corsage of white carnations. David Sowell, brother of the bride, served as best man. Gayle Rogers and J. B. Sowell lighted the candles and served as ushers.

The bride, who was given in marriage by her father, wore a dove-gray gabardine suit with a becoming winter-pink hat with gold metallic trim and blouse to match. Her shoes and bag were in gray and her bride's bouquet was of white feathered carnations centered with one white rose. She carried the bouquet on top of a white Bible belonging to her grandmother, Mrs. Henry Tiefel. Her something old was a pearl necklace given to her when a child by her parents and for luck; a penny was worn in her left shoe.

The bride's mother wore a dark gray gabardine suit with a deep rose felt hat and a pink carnation corsage. Mrs. Lee wore a black crepe suit with white hat and other accessories in white and a corsage of white carnations.

Following the wedding a reception was held at the home of her maternal grandmother. Mrs. Henry Tiefel, where the all-white theme used for the wedding was repeated in decorations. White gladioli arrangements adorned the table and the tiered white wedding cake was served by an Dimes committee and Mrs. Cecil aunt of the bride, Mrs. Thurman Johnson. Miss LaVerne McWhorter presided at the punch bowl and assisting were Mrs. Phillip Miller and Mrs. Charley Burk.

After the reception the couple left for a short wedding trip to **Christmas** Theme New Orleans. They will return to In keeping with the holiday a new home in Hedrick, Oklaseason the large window facing homa where he is engaged in a the stairway was decorated in wholesale and retail oil business. Mrs. Lee is a graduate of Hereford High School and attended West Texas State College one year. Mr. Lee graduated from evening were Brucie Rose, C-Ora Hedrick High School and attended Oklahoma University for two Attending were Clara Acker, years. Harriett Alexander, Mary Lou Aven, Leona Blood, Hope Bow-included the bridegroom's parman, Dyalthia Bradly, Ellen Car-ter, C-Ora Cockrell, Leta Curtents, Mr. and Mrs. Woodard Lee of Hedrick, Miss Charlene Cathy, singer, Virginia Curtsinger, Pearl Dickerson, Lola Dishman, Mary Dyer, Opal Garrison, Zula Gilliam. Hazel Guery, Skeeter Gilliam. Hazel Guery, Skeeter of Clovis, and Mrs. Robert H. Hall, Alma Hilton, Pauline How-Rutledge, of Clovis, NM. Miss Mary Jo Mathies was hosard, Ethel Lewellyn, Lucile Posey, tess for the rehearsal party assisted by Louise Green on Saturday night preceding the wedment that there is need for a Womble, Cecil Williams, Frances ding. All members of the bridal



Mrs. F. T. Roloson has a recipe that came from England, handed down from an aunt of Mr. Roloson's mother. The recipe was so treasured by Mr. Roloson's mother that he copied it when a small boy for a keepsake. It is from that copy which has been kept for almost three quarters of a century, that this recipe was obtained.

## **English Plum Pudding** pound suet ground fine

- teaspoon salt
- cups flour
- teacups buttermilk teaspoon soda (level)
- eggs
- 1 cup sugar
- 1/2 pound currants
- pound raisins
- 1/2 pound candided pineapple and citron chopped fine with 1/2 cup flour sifted over fruit
- teaspoons cinnamon
- teaspoon allspice
- teaspoon cloves juice of 2 lemons

# Birthday Is Observed With Waffle Breakfast

Using a holiday theme car-ried out in gay and festive colors. Mrs. Phillip Miller entertained with a waffle breakfast Tuesday placed on top of the hard sauce with a waffle breakfast Tuesday morning at her country home to honor Mrs. Garland Solomon on her birthday. The recently com-pleted home was dressed up for the occasion with balloons in Christmas colors that seemed

The occasion with balloons in Christmas colors that seemed nodding "Merry Christmas" as the guests arrived. Focal point for the table was an oblong ar-rangement done in lime and sil-ver with Christmas baubles and spruce branches lending effec-tive holiday cheer. Place cards revealed the hos-tesses' favorite recipes which the guests had requested at other get-to-gethers, and instructions to look for kitchen gadgets with their names attached in out-of-the way places about the house. The honoree found her name at-tached to a shower of birthday gifts. When the recipes were read and put together, they made up the menu for an entire Christ-mas dinner. Those attending were Mes-dames Gariand Solomon, the

mas dinner. Those attending were Mes-iames Garland Solomon, the ponoree, Herschel Burris, Jim-nie Stocks, Henry Melton, Wal-iron Melton, Edd Thomas, W. B. Yunley, Charles Burk, Jack Veaver, Roy Pruitt, Guy Davis ind the hostess.

fill the mold two-thirds full, so

Let's

Cook

Something

that the pudding may have ample room to rise. Baking powder cans, if tall and straight, may be used. Place cans on rack in steamer or any type of roaster with tight lid and allow to steam.

fixion. for three hours. The water in the During the business session conducted by the president, Mrs. steamer should be boiling when the pudding is placed and must O. P. Cowart, members voted to be kept boiling for the full three contribute ten dollars to the Jayhours. If pudding is steamed all

house

in one mold more time is required for steaming, depending Phillips Re-Elected on the size of the mold.

**Camp Fire Council** Hard Sauce Hard sauce is made by cream-

with 1/4 pound of butter and 2

tablespoons lemon juice. Cut the pudding in 1/2 inch slices and place in steamer to heat. Serve hot with the cold hard sauce. Some hostesses like to bring

ing one pound of powdered sugar President Tuesday New officers were elected at the Camp Fire Council meeting held at the hut Tuesday eve-ning. Earl Phillips was re-elected president and others chosen in-

clude: Elmer Patterson, 1st. vicethe pudding to the table aflame, president; Glenn Witherspoo and this may be done by sprinkl-ing a little granulated sugar over the top of the hot pudding, pouring a little brandy or rum over top and touching off with Bob Wilson, regional represen-tative; Mrs. Earl Plank, chair-man of the Guardians Association; J. C. McCracken, chairman adult membership; Ernest Wade, finance chairman; Mrs. O. H. Culpepper and Bob Lewis, training committee; Cecil Wilkins, chairman Camp Committee with

chairman Camp Committee with Earl Plank, Guy Lawrence and Art Lewis named to serve on that committee; Mrs. Elmer Patterson and Mrs. John McLean, public relations; Mrs. Urlin Streu, ex-tension chairman; Mrs. Dyalthia Bradly community

tension chairman; Mrs. Dyalthia j Bradly, community service chair-man; Mrs. Richard Barnard, chairman of the committe on awards; Mrs. D. C. Barnard, so-cial chairman and George Jo-well, L. C. Young, Marlin Gilli-land, Tandy Legg, Mrs. Earl Scott, Robert Veigel, Frank Bez-ner, Ben Childers, Howard Gault, Dr. John Channer, Francis Hard-wick and Mrs. A. L. Manjeot. Mrs. Palmer Norton Gives Program wick and Mrs. A. L. Manjeot,

mbers at large.

Cherry Anne Forrest Is On McMurry Honor Roll \* ABILENE Cherry Anne For rest, of Hereford, was among the upper ten per cent of the Mc Murry College student body who were listed on the scholastic honor roll at the end of the first

nine weeks of the fall se according to Jerome Vanne Murry registrar:

**On English Architecture For Club** Mrs. Palmer Norton gave a Minister. She described in detail and a former member of the comprehensive discourse on the the village of Chester which is being preserved as typically Eng-Bentley, outstanding English ar-chitect, at a meeting of the La-chitect are a meeting of the La-

theme predominated in tmas decorations. Palmer gave a concise ac-of the architect's work in ind which was, for the most ecclesiastical designing, boning St. John's Church at mont, England and the Ro-Catholic Cathedral at West Mrs. Pal man Catholie Cathedral at West

Plata Club Tuesday evening. The group met in the home of Mrs. Bill Wolfe where a red and green theme predominated in Christmas decorations. Chris

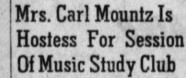
judged impartially and decisions made on the basis of those quali-Cockrell and Lillian Smith. fications," the mayor said.

Mrs. Ursalee Jacobsen conducted a business session when reports were heard including the report that \$100 had been set aside for the Deaf Smith County Woman's Club House fund. Members voted to send \$25 to the Camp Fire Girls to be used as they see fit.

## **Adopt Project**

Members voted to take the city Brucie Rose, Bessie Smith, Lil-census as the 1949-50 project in lian Smith, Della Stagner, Naresponse to the Mayor's state- dine West, Pearl West, Ethel census now and that it will be Young, Corinne Jennings, Ursa- party were guests. months before one will be avail- lee Jacobsen and Wilma Hill. able through other channels. This

project will be carried out by the project committee headed by Mrs. Ellen Carter with all members of the club assisting.



Mrs. T. W. Roberson was lead-er for the Music Study Club program Monday afternoon at a meeting held in the home of Mrs. C. J. Mountz. She discussed one chapter in the study book, "Playing the Piano for Pleasure" by Charles Cooke.

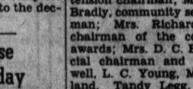
Musical selections presented to carry out the theme of the lesson COLOR, COMFORT AND CHIC—In sports apparel—more than in any other fashion item—it's "handsome is as handsome does." But this poplin ski jacket is a front-runner any way you want to race it. Its suave tie patterns of blue, or yellow with black figures assures of "The Cosmopolitian Look" on the ruggedest terrain. And you'll keep warm and dry as a hearth rug under the waterproof black poplin lining and matching cowl hood. included Victor Herbert's "Moonbeams" sung as a duet by Mrs. J. R. Allison and Mrs. Bob Lawrence with Mrs. J. O. Riddle accompanying. Mrs. J. C. Mc-Cracken, at the plano, played "Chopin's Waltz in E Minor."

Mrs. Mountz also played two recordings of plano music made by her nephew William Jones of Detroit, Michigan who is the son of Mrs. G. R. Jones, the former **Miss Helen Lambert of Hereford** No more meetings of the club will be held until after the first of the year.

Members attending were Mes-dames: J. R. Allison, W. T. Car-michael, H. A. Close, Ellis Coombes, W. E. Dameron, C. C.



Combes, W. E. Dameron, O. C. Gerguson, Bob Lawrence, J. C. AcCracken, Earl Phillips, T. W. toberson, A. J. Schroeter, W. J. that's smarter or more flattering than a neatly-balan-tion of black and white. Black, birds-eye pique is topp deep berths of the same fabric in white. The lattice we deep berths of the same fabric in white. The lattice we deep berths of the same fabric in white. The lattice we deep berths of the same fabric in white. The lattice we deep berths of the same fabric in white. The lattice we deep berths of the same fabric in white. The lattice we









# Long Time Ago

John Boyd and Mrs. Gertrude T&P. Jones, C. C. Ferguson and Miss Miss Sydna Rogers, James Head zona where they expected to live.

Deaf Smith-Randall - Castro make their fortune in the West. County Medical Association met in Hereford Wednesday, Decemin Hereford Wednesday, Decem-ber 14, 1904. Following men were blotted to officer men definition of the bound of the second for elected to offices named for the next year: C. P. Estes, president; J. W. Hicks, vice-president; G. F. LeGrand, secretary and treasurer; D. M. Stewart, censor for inree years; J. W. Hicks, censor or one year.

Along with other improvements an electric light plant was under consideration of Hereford from Temple, Texas where he capitalists.

Agriculture and Mechanical College at Bryan was turning away students because of the lack of facilities to accomodate them. Total enrollment at that time was about 408.

G. R. Jowell, who had a fivedollar-interest in a circulating library, wanted to turn the library over to the public schools.

County Court got down to bus-

The HEREFORD CLINIC Will Be Closed From Noon, Saturday, Dec. 24 through Monday, Dec. 26

45 Years Ago On December 11, 1904, Mrs. Frank Williams entertained her Special judge owing to Judge boarders and their invited guests Russell being disqualified by beat a turkey dinner in her West ing an attorney for one of the Hereford home. All the invited parties in the suit. C. E. Edwards

guests were ladies, each young was opposing the Pecos Valley, gentleman having the privilege Ft. Worth and Denver and Texas of inviting one of his lady friends. and Pacific railroads in a dam-Present at that dinner were Eu- age suit. The plaintiff was gene Dyer, and Miss Leo Scott, awarded a \$75 judgement against Jones, C. C. Ferguson and Miss Louella Howard, Joe Corter and Rat Jowell left for Globe, Ari-

and Miss Leona Harvey and The Brand said they were wide-Judge and Mrs. John P. Slaton. awake men and would doubtless J. B. Roberson and family vis-Brand had no correspondent in

> Miss Mae Gamble left to visit friends in Iowa Park.

VICE - CHAIRMAN OF EDUCA-

chairman of the new state board

of education at its first meeting

in Austin. He was named by ac-

lamation. The board was named

Monday, December 19, 1904,

rom one o'clock until 'three

o'clock in the afternoon, E. B.

Black Furniture store was hav-

ing their annual baby show. Ev-

a handsome prize (an \$8.50 med-

alion) was to be given to the brightest and finest looking baby

at the show. During the show ev-

permitted to buy \$10 worth of

merchandise for eight dollars.

They could buy five dollars worth for four dollars. All grand-

mothers must be present at the

show to see their babies take the

Orr Drug Store.

AMERICA'S GREATEST WATCH VALUE!

Santa Claus was at Smith and

The pupils of Miss Beatle's TION BOARD-Tont Ramey of music class gave a recital at the Tyler (above) was elected vice-Methodist Church. Elder Randolph Clark returned

went to be in attendance upon at the apecial election Nov. 8 to replace former appointive state poard of education. (AP Photo) the State Lectureship of the Christian Church. Miss Ottie Bourland was in

charge of the preparatory work at the College. Sam F. Dunn was reappointed

to the office of Hide and Animal Inspector by order of the governor. Horace Baird recovered from a ery mother in Hereford and sur-

lame condition to the extent of rounding territory was earnestly being able to go to school again. requested to be in the store with A movement was on foot to their 1904 babies at which time procure a library for the public school. It was going to be used, chiefly by the high school stu-

term were close at hand.

dents. Several dollars and a number of books had already been ery mother visiting the store was obtained. School in Hereford was going along so quiet that the Brand editors didn't see anything of too much importance to write about except that some of the more careful teachers were dwell-ing on review work because the final exams for the end of the

IT'S EASY TO GIVE A

Boom

The Sunday Brand, Hereford, Texas, Sunday, December 11, 1949

# J. C. Penney Company Authorizes Special Bonus To Associates

言語をなるない。

支援を表する

manager.

thorized a special payment of an members of the management ring amount equal to two week's pay staff and whose earnings are de- . The Company some years ago there is plenty of ventilation for for all full-time associates who termined largely by the Com- substituted a Thrift and Profit- carbon monoxide cannot be de- fruit to grow on and it keeps the have been employed for the full pany's long-standing profit- Sharing Plan for the more usual tected by odor and it is a deadly trees down to handling dimenyear of 1949 and on a propor- sharing plan.

EDWARDS

CITY DRUG

REIL

All Penny associates through- further emphasized that this was The board of directors of the out the Company share in this not a Christmas bonus in the J. C. Penny Company have au- payment except those, who are usual sense and was non-recur-

Christmas bonus and into this poison.

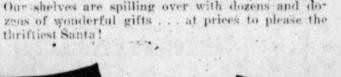
tionate basis for extra and part- Mr McLallen said that more plan is annually paid a propor- All pipes used in connection time associates and for those than 50,000 Penney associates all tionate share of Company earn- with the water system in the employed less than a year, ac- over the United States will parcording to S. B. McLallen, local ticipate's nthis payment, includ-manager. ng 14 of the Hereford store. He benefits. tection from cold winds. .

If the farm tractor is warmed Fruit trees are pruned to stimup or used on the inside, be sure ulate new growth for next year's

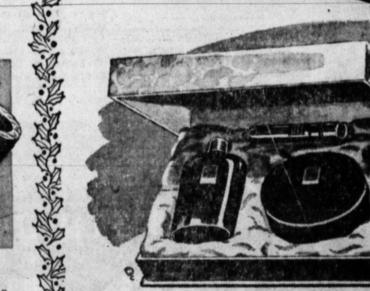
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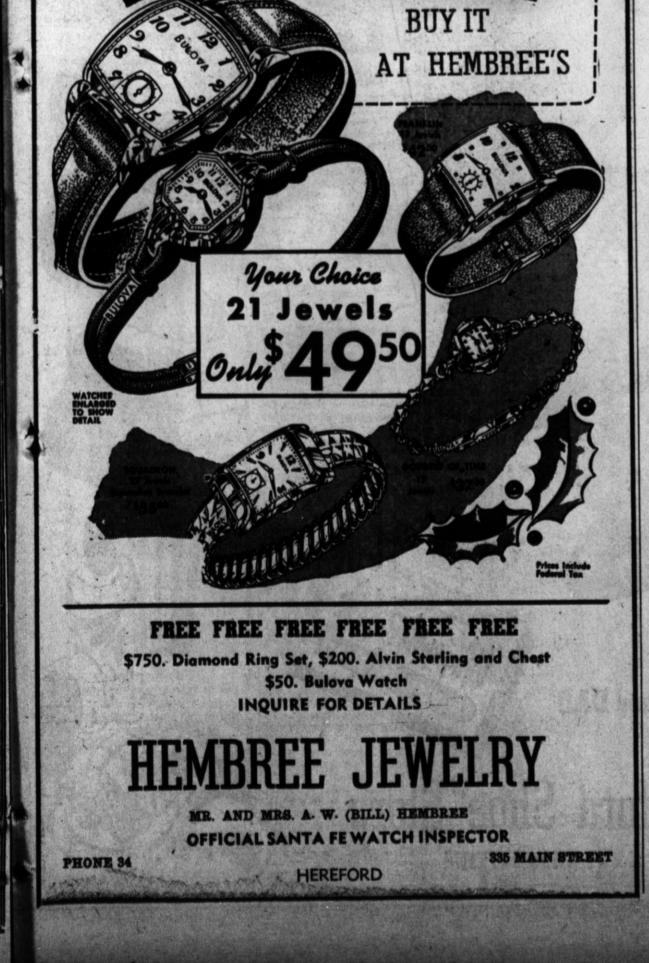
Our shelves are spilling over with dozens and do-





A CON





# The Sunday Brand, Hereford Texas, Sunday, December, 11, 1949

Kerr Brock

Kelly

Young

Player Hopson Brock

Houston

Engman McBroom

anssen And Gresham Make All-District Charles Hoover Makes

8 Randolph Thomas, Elmer Mitgle, Bill Rose, Emmitt Brown, Don Gaylor, Bob Higgins, Jim Lookingbill and John Boyce.

Mrs. R. E. Bailey to her home in fense. During the latter part of The first women to Virginia in 1608.

Charles Hoover Makes

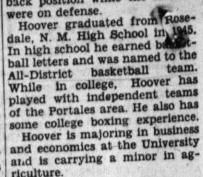
Hereford Brand)-Charles Hoo-ver, Adrian, a junior at Eastern

New Mexico University in 1947, Hoover made the All-Conference

England.

The first women colonists came

Leisure Hours ....



The Liberty Bell was cast in

back position while the Hounds

WALKER SITS THIS ONE OUT—A tense Doak Walker (left on bench), Southern Methodist Universi-ty's steller back who was unable to play because of a leg injury, watches the Notre Dame game from the bench in the Dallas, Tex., Cotton Bowl. Wearing the baseball cap is SMU assistant coach N. N Russell. At his left is head SMU coach Mat ty Bell. Notre Dame won 27-20. (AP Photo) Richard Pickens, Ray Graham,

Mrs. Donald Henslee and Mrs. second team that year. He has Homer Henslee returned to Here-ford Friday night after taking sition on both offense and de-

PORTALES (Special to the

New Mexico University has been named to the All-Conference 0 chell, James Nunnally, Johnny football team of the New Mexico Fields, Dale Winget, Stanley Sla- Conference. Hoover won a guard position on the first eleven.

Starting his football career with the Greyhounds of Eastern



Proof that Hereford Whitefaces' forward wall was tough

to operate against this year was given at the District 1-A coach-es meeting at Phillips Thursday night when five Whiteface linemen and one back were honored on the Coaches first and

Tackle Darrell Janssen and guard Charles Gresham were named on the first team and end L. T Hawks, tackle Glenn Wil-

son, center Dale Doak and back Duane Christian were named on

three, Canyon had three and Dumas had one. First team:

age Four

B-Bruce Winn, Canyon. E-Mack Atkinson, Dumas. T-Jimmie Purcell, Dalhart T-Darrell' Janssen, Hereford G-Charles Gresham, Hereford G-Bill Hall, Canyon C-Delbert Trew, Perryton B-Ray McKown, Dumas B-Melvin Eldridge, Phillips B-Tommy Moore, Phillips B-John Matlock, Dalhart Second team:

second All-District teams for 1949.

E-Wendell Howell, Dalhart E-L. T. Hawks, Hereford. T-Glenn Wilson, Hereford T-George Sweeney, Dumas G-Norris Root, Canyon -Kenneth Ringo, Dalhart G-C-Dale Doak, Hereford **B**-Garland Butler, Canyon B-Jackie Newman, Dalhart B-Duane Christian, Hereford B-Joe Abbot, Canyon

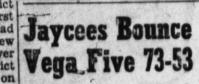
Charles Gresham was named "lineman of the week" once during the season by Frank Godsoe, Jr., of the Amarillo Globe-News.

## PRICE OF FOOD DOWN FOR '49

Washington (AP)-Money spent for food per person in the United Brents States declined in the first half

of 1949 for the first time since pared with \$359 last year. 1938, the Bureau of Agricultural Economics of the Department of of \$119 for 1935 through 1939. Agriculture has reported.

The agency said in its monthly publication, "Agricultural Situation," that spending in the first Bruce Wooddell, Mrs. Edwin Moran annual rate of \$346 com- Tuesday in Amarillo.



Hereford Jaycees poured 50 points through the basket in the second half at Vega Thursday night to come from 5 points behind at the halt to win 73-53 in their first game of the season. Stan Barrett with 22 points and Earl Stagner who scored 20, lead the blue-jersied quintet in scoring. R. Stutz and Richardson each scored 14 for Vega high point honors.

Trailing at the half 23-28, the Jaycees struggled along on about even terms through most of the third quarter, and then took a commanding lead to the end. FG FT PF HEREFORD Nettl 4 3

Suttle	4	0	2	
Stagner	6	8	2	ŝ
Stoltz		1	0	P
Barrett	9	4	3	L
Kelly	1	0	5	ß
Lueb	2	1	2	L
VEGA	FG	FT	PF	1
Garrett	2	0	5	I.
Price	0	0	222	
Dodgin	0	0	2	
Hill	. 4	0	2	ŀ
Hammons	0	0	1	Ľ
Stutz, R.	6	2	5232	P
Linger	1	1	2	F
Richardson	6	2	3	ł
Bowles	0	0	2	1

This compares with an average

4 0

Mrs. Art Crosthwait, Mrs. six months of this year was at rison and Mrs. Dale Tinnin spent for Hereford. They lost to H by one point in the Hart tour



A A ANY ANY

# Whiteface Five Loses To Vega 27-44 And Defeat Friona Thursday 43-39

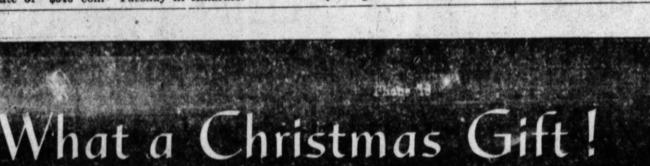
Vega popped the Whitefaces, ment playoff last week. 44-27, in Vega Tuesday night In the Friona game Kerr got but Hereford roared back to 14 points; but Friona forward, beat Friona, 43-39 in Friona Massey, lead with 15 points.

Thursday night as the basketball Hereford B team beat the Friseason went into its second week. ona B's 38-30 Thursday. High Joe Kerr was overshadowed by scorer for Hereford Calves was Vega's Harwell in the Tuesday Shirley with 26 points. Shirley game, trailing him 10 points. scored nine field goals.

Kerr got eight while Harwell got | Hereford 27, Vega 44. 18. This was the second def

Iart Hopson101na- Morton212	5
Iart Hopson 1 0 1	
	2
feat Player FG FT F	TP





Kerr Kelly Houston Engman Young Morton McBroom 22 Boys Letter On

Football B Squad Twenty-two Hereford B squad-

Hereford 43, Friona 39.

FG FT

0

ders earned letters during the 1949 season according to coach Kenneth Mayes.

The Calves wound up a mediocre won three, lost three, season by surprising a heavily favored Dumas team, 26-6. They finished in second place in dis-triet play behind Phillips who was undefeated for the season. The Calves scoring attack was lead by Dale Winget with 19 points closely followed by Stanley

man, Bill Bookout, Jerry Reese.

Slagle with 18. Lettermen are Ray London, Alvin Shirley, Ray DeMent, Tim Corbett, Buryl Fish, Paul Rett-



Hereford, Texas

## ITS 100 H.P. V-8 ENGINE PURRS QUALITY

It's an engine that's as powerful as a herd of reindeer —and as silent as the night before Christmas! Yes, Ford offers you the only 100 h.p. engine—the only V-8 engine—in the low-price field. Yet the '50 Ford, with this engine, sells for less than most Sixes.

## IT'S THE ONE FINE CAR IN THE LOW-PRICE FIELD

With Ford's quality-car power, you get quality-car "feel," too! For Ford's "Hydra-Coil" and "Para-Flex" Springs make the bumps feel like they aren't there— and Ford's "Mid Ship" Ride is as smooth as silk. From its soft foam rubber front seat to its beautiful baked-on-finish, Ford leads its field in quality.

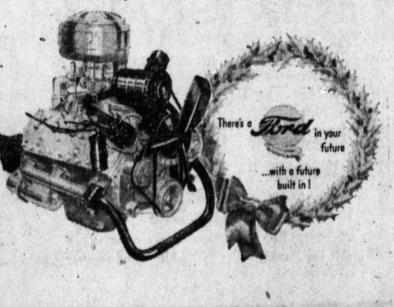
# SEE .... FEEL ... and HEAR the difference

at your FORD DEALER'S

Hereford Motor

# NEW,"HUSHED" RIDE, TOO!

Drive a '50 Ford and you'll notice quiet that whispers quality. The powerful V-8 engine whispers while it works. And doors, roof, and body panels are "sound conditioned" against road noises. Even the 13-way stronger "Lifeguard" Body adds to the quiet. But drive it yourself and see why no other car delivers for your money.



Company

Archie Scott



**Dudley Green** 

# Outdated Mental Institutions Are Detriment To All Texans

AUSTIN—Texas taxpayers are apy, and in Austin, 25 per cent paying "room and board" for mental patients who could have benefitting from it if they had been returned to society decades the chance. Church services and recreation

The overworked staffs of Tex- also are big steps toward the as mental institutions, handi- "outside." But Rusk State Hoscapped by lack of time, space, pital is the only institution havand equipment, are unable to ing a suitable building for wortake full advantage of scientific ship and play, and it is over-means of "resocializing" their crowded. Representatives of the hospitals patients.

Because of this, hundreds of will be explaining the economics mild mental cases turn into life- of "room and board" for mental patients to the Legislature when time "state boarders."

This lesson in economy was emphasized to members of the January. recent press tour of State institutions.

According to Dr. A. T. Hanretta, superintendent of the resocializing "State boarders." Austin State Hospital, the current cost of a year's care for one of his 3,200 mental patients is Holiday Warning capita cost four years ago.

Correct treatment can restore half the State's costly mental wards to normal life, Dr. C. L. Jackson, Rusk hospital head, believes. But lack of funds bars the way to this achievement, and today by Col. Homer Garrison, Texas mental hospital is increas- Jr., Director of the Texas Deing daily.

Average daily population of the Austin hospital has climbed 700 not, or will not, associate the in 12 years. San Antonio's insti- Christmas holidays with any-

tions the newspapermen repeat-edly saw conditions which not only were doing the patients no good, but obviously were speeding up their mental decay. New admitteneed to the patients of the patient of t

recovery in a matter of months, cember in cooperation with the were seen thrown into close as-Texas Safety Association. cases of insanity. In this sort of December, last year, again suc-situation, insanity can be called cessfully defended its title as the sociation with hopeless, violent 'contagious."

ing patients, backs bent and year.

ed. "They sit like this because ty, slippery road surfaces, fogged there's nothing else for them to windshields, more drinking driv-

methods used in restoring non- fic every day are the factors acute patients to society.

Electric and insulin shock high fatality rate." treatments can clear the minds Maintenance of of a majority of mental cases. More often than not, however, doctors don't have time to give the treatments.

Psycho-therapy, called "personal work" by attendants, consalaries. San Antonio, with 2,927

jealous of men, their freedom and privileges and find themselves with an inferior complex

with no one to take it out on except other women who are fighting their complexes, and who retaliate by taking out their spite on some other women," she quoted.

In attendance at the meeting were Mesdames Darrell Blanton, Jack Brown, Francis Hill, Lee Kent, Robert Lemons, Walter London, Jr., Marlin Pierce, Leit meets in special session in roy Price, Earl Stagner, Richard Winget and the hostess.

The hospitalmen will try to convince the lawmakers that it is The Bruce Wooddells left for economical to spend money for

> and pleasure trip. They will return Tuesday.

# For All Drivers "Don't let death take your hol-

iday!" This was the warning issued partment of Public Safety.

"Too many people either do tutions accepted 856 patients last year while discharging only 649. While inspecting the institu-

New admittances, capable of of holiday hazards during De-Col. Garrison pointed out that

heads drooped to knee-level. "They're thinking about them-selves," an attendant volunteer-"They're thinking about them-selves," an attendant volunteerers, and long hours of darkness Staff physicians explained that cover the peak hours of traf-

Maintenance of windshield wiper, defroster, and brakes, use of chains, lower speeds, and ab-stinence from alcohol before and while driving were the preventive measures urged by the De-partment of Public Safety and the Texas Safety Association. sists of interviewing patients, di-agnosing their disorders, and clearing their minds through persuasion. Psycho-therapy is work for psychiatrists, but psy-chiatrists are scarce at State salaries. San Antonio with 2007

Mrs. Arthur Tinsley was named were honorees at a birthday honoree at a gift party given party in the home of Mrs. Wilda Thursday afternoon at the home womble Thursday night. Both of Mrs. Charley Calloway with were given corsages of white Mrs. Larry Summers as cohos- carnations by the hostess.

The program was built around | Dewey Nicholason, Clifford Arna pink and blue theme and re- old, Calven Ford, Virgil Morton, freshments were served from a Hugh Clearman, Bill Crawhon, table laid with a lace cloth and Marie Denton, Evelyn Ford and

pink and blue sweet peas. White cake squares topped with pink rosebuds and other refreshment dainties picked up the chosen colors.

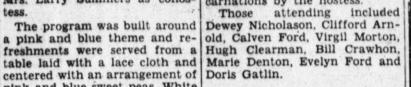
Thursday Gift Party

Honors Mrs. Tinsley

Those attending the party were Mesdames J. W. Terry, Joe Brown, Coy Huff, S. L. Calloway, P. L. Norris, Steve Williams, E. Ward Jr., Edgar Wakefield, Roy Thompson, Gilbert Hooper, Leroy Boyer, Lilburn Hamilton,

Bruce Aldridge, Franklin Miller Oklahoma today on a business and the hostesses. Many sent gifts who were unable to attend the party.

Stars and stripes in the Ameri-Early Puritans celebrated can flag, were suggested by the coat of arms of the Washignton Christmas about the middle of the 19th century. family





LIQUID OR

TABLETS

**Birthday Party Honors** 

Two Thursday Evening

Lexie Ford and Ruth Pickens







SERVICE STATION Phone 875 2nd & Sampson

Page Five

YOUR CRANKCASE FLUSH with our new PURGER OIL CHANGER



WILSON FAULTLESS SHIRTS Choice of collars and cuffs. Patterns, whites, solid colors. \$3.95 up.

Rangeland SPORT SHIRTS

# Think of Your Knight before Christmas



FAULTLESS PAJAMAS

won't sag. From 3.95

Patented Waistband won't bind,

A man likes to know you've put a little thought behind his gifts. And he will know-if you pick colors and patterns

**HICKOK and PIONEER** 

MUFFLERS Assorted Colors and Patterns To Warm any Man's Heart!

deadliest month of the year Dimly-lit "day rooms" were filled with further evidence of mental deterioration. The "day rooms" were jammed with brood-than at any other time of the

chiefly responsible for such a

tients out of the "day rooms" and puts them to work. This gives them self confidence and a "will to get well."

patients get occupational ther-

mham Butteroup

> ilver - Gorham Buttercu Here is a ma ite floral pattern that ispers of Victorian ne in and let us

> > 25.00 per place-setting including Fed. Tas.

IN NUMBER 12/12/14/14 The Little Store Around the Corner on West Third

patients, has only 4 psychiatrists. Occupational therapy (job training) takes brooding pa-**Plan Xmas Party** Hereford Riders Club made

plans for a Christmas party at "Occupational therapy is far more important than giving a pill," Rusk's Dr. Jackson declared. Neill, president, presided. Ar-But at Abliene, only 90 of 1,351 atients get occupational ther-Mrs. Lee Hopson and Miss Virgle

Lee Sparks. Members of the committee re-ported that work on the outside fence and lanes for the arena will be started within the next few days. Other plans for the arena have been completed and will be carried out as the project progresses.

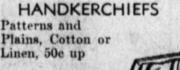
Lee Hopson, Jack Streun and Mrs. Jack France were elected as new board members with Jeff Roberson re-elected. Retiring board members were Mrs. Pat Lawhon, Nell Spradley and T. W.

Plans for the negro minstrel which will be sponsored by the club were discussed and with the script on hand members of the

cast will be selected soon. Members attending were: Mr. and Mrs. Pat Lawhon, Mr. and Mrs. Mal Stewart, Mr. and Mrs. Jack Streun, Mr. and Mrs. Joe Jack Streun, Mr. and Mrs. Joe Kendall, Mr. and Mrs. Lee Hop-son, Jack France, Virgie Lee Sparks, T. W. Roberson, L. R. Blevins, Cawthon Bryant, Jeff Roberson, Mrs. Woodrow Ireland, Mrs. Ralph Sears and J. D. Neill.

# L'Allegra Plans **Holiday Events**

Plans for a Christmas party and a guest day event were for-mulated during the meeting of the L'Allegra Club held recently in the home of Mrs. V. C. H Mrs. Marlin Pierce was st day affair will b on D



Wilson Brothers Socks Anklets or regular length in nylon, cotton, rayon-

\$.50 up.

FAULTLESS SUPER SHORTS

\$1.00.

Super Seat (no center

seam to bind). From



that wear well with the outfits he already owns-if you take time to find his favorite collar styles-if you insist on Wilson Wear, a name he knows and trusts. You will be richly rewarded. So will he.

SKYLINE SILK, DURATWILL DELUXE, YELLOWSTONE Neckwear, From \$1.50.



Belts

Braces

Jewelry

FOX MAN'S SHOP

WILSON BROTHERS GLOVES in a wide selection of imported or domestic leathers. \$2.95 up.





# and here are seven good reasons why this is so:

• You save the cost of travel, the cost of transportation.

You save time necessary in distant transactions.



You save in the PRICE OF MERCHANDISE, Hereford stores being geared to low overhead.



Your money spent in Hereford provides better jobs for the people who work in Hereford stores

# **Trade With Your Hereford Merchants**

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

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COGDELL 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

Your money spent in Hereford stores reflects itself in still greater selection, higher quality and lower prices.

Your money spent in Hereford COMES BACK TO YOU in support of this city, this community, our churches, our clubs, in fact every project that requires money maintenance. Increased retail business will either lower your contribution to any given Hereford project or make the project better financially.

7

Beyond the money advantage, you have the satisfaction of being on the home team that is Hereford.

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

SUITS AUTO SUPPLY CO. HEREFORD NEWS STAND HEREFORD STATE BANK QUALITY FOOD STORE GREEN & SCOTT D & S VARIETY STORE LITTLE FASHION SHOP

The Man Who Sits, Glumly Assuring You Of "Greener Grass On The Other Side Of The Fence" ... Better Bargains In The Other Town . . . Is Either Misinformed Or Blind To The Advantages Around Him In Hereford

IT'S A PROVEN FACT



# The Sunday Brand, Hereford Texas, Sunday, December 11, 1949

Trigger the marked the

# SUMMERFIELD NEWS **Special Services Held Sunday** For Water Scene Presentation

### By BOBBIE WALSER **Brand Correspondent**

special service was held College. Visitors present were Mr. field Baptist Church when Mr. Dona Jean and Wayne Stranger, and Mrs. B. E. Roberson and Mr. and Mrs. Kinsley and son, Gayle presented a water scene Mr. and Mrs. S. L. McLallen and for the new Baptistery which has daughters, Mr. and Mrs. Tucker recently been built. The scene and son and Mr. and Mrs. Howard was presented to the church in Gault and Mrs. B. C. Roberson, memory of their son and brother, all of Hereford. Wendell Roberson. The picture



just turn right from the left lane. You'll probably hear swearing and the screech of brakes. Try it at high speed on the highway and you'll be the death-of-the-party.

But if you want to be a safe driver, turn from the correct lane and signal first. That's the courteous thing to do. We like to discuss automobile insurance with courteous drivers because they are the careful drivers. May talk to you?

Insurance and Loans PLAINS INSURANCE AGENCY Jno. H. Patton Wm. H. Patton

was painted by Mark Fong,

visit.

visitors in Amarillo,

done by January.

Mrs. Jessie Patch all day Wednesday with each member bring-Chinese student at Wayland inga covered dish. Mrs. Ray Lovett had charge of the program. Sunday morning at the Summer-field Baptist Church when Mr. Dona Jean and Wayne Stranger, present: Guy Walser, C. R. Walser, Jim Clark, Roy Lovett, A. A Simons, Carl Lee, Wayne Lee, Earl Lance and Ky Lawrence. Mr. and Mrs. Perry McMinn are the proud parents of a baby girl. Mrs. Wood Vaugh, Hereford,

er of Hereford.

ness one day this week.

spent a few days visiting in the Maxine McCathern, Hereford, home of Earl Lance, Sr. and Earl spent the week end with Marco Lance, Jr.

Summer Mr. D. W. Holland and Miss Betty Holland spent the week end in Dallas with relatives. Mr. relatives in Gatesville this week. Mesdames B. E. Roberson, H. H. Langerford, L. H. Lookngbill, Discipline Talk Holland remained for a longer

Sr. and Ray Johnson were in Amarillo on business Wednesday. Mrs. C. R. Walser was a host to a WMU party Tuesday. Mrs. Jim Clark had charge of the Mr. and Mrs. J. B. Nolan and family were in Amarillo on busigames. Each member bought a ness Saturday.

Mr. and Mrs. Thurman Atchley story book which was wrapped and will be sent to the Mexican and children spent Thanksgiv-Orphanage at San Antonio. Mrs. ing with her relatives in Kansas A. A. Simons served punch. The While there, Thurman took sick following mesdames were presand was operated on. He is getent: J. B. Noland, Earl Lance, ting along alright now.

Wood Vaugh, Pat Patrick, Ky Lawrence, Carl Lee, Jim Clark. WSCS Has Luncheon Guy Walser, A. A. Simons and the hostess, Mrs. C. R. Walser Program Wednesday and Mrs. Earl Lance.

Attending the Federation meet-Women's Society of Christian ing at Hereford Tuesday were Service of the Methodist Church Mesdames B. E. Roberson, L. H. held its December luncheon pro-Lookingbill, Ray Johnson, C. R. gram at the Church Wednesday. Walser, D. C. Walser, Guy Wal-ser, L. L. Cannon and Mabel and Poindexter, A. B. Christian, J. J.

Lee Curry. Mr. and Mrs. J. G. Noland Tom Carter, who arranged the spent the week end in Lockney luncheon tables in a Christmas visiting relatives. motif in keeping with the sea-

Mr. and Mrs. Dock Newton and sonal holiday. Mr. and Mrs. C. B. Roberson were in Brownfield one day last Mrs. Lee Benefield directed a program built around a Christ-mas theme. Mrs. Carroll Whiteside, a guest, reviewed "The Lost Mr. and Mrs. L. F. 7 rokingbill. Star" by Grace Livington Hill, a Ann and Freddy, the Saturday timely story of the Star of Beth-bern which became lost be-ern Workd War One and the count time. It is the story of a h who searched for the star-hd contacted people in all walks d life and his reward when he There is an addition bein built on the Fifman elaunta here. It is said that it will b

Attending church services S 11 day morning were 90. Attendin, Sunday evening were 62. of life, and his reward when he found the Star in the gospels of

Miss Betty Walser spent Tues- Matthew and Luke. Edna Marie Turner gave a musical reading "The Littlest day night with Judy Kay Parm-

musical Mr. and Mrs. J. M. Wright and Angel" family were in Amarillo on busiplayed as the musical back-The WMU met in the home of

Mrs. J. F. Ward told of the supganization during the last year and took the group on an imaginary tour in the presidential to look ahead to another chance. business to be informed. You plane "The Sacred Cow." In her "Don't over protect and seek to must be actively interested in description of the home work make the child realize that the doing the things necessary to the plane stopped in Texas, Ar- fun in companionship is well preserve and maintain the Amerkansas, Georgia and at the Farm- worth the effort, thought he is ington Girls School in Farmington, N. M. Then crossing over to European lands they visited several countries where money, clothing and other supplies were sent.

Mr. and Mrs. Jack Clark and son and Dorothy Lee are visiting Study Club Hears

Mrs. Eugene Bagwell gave an interesting discussion of the topman and the hostess. ic "What is Discipline" during the meeting of Les Meres Study

Club held Monday in the home of Mrs. S. S Loerwald. Mrs. Glen was cohostess. Mrs. Bagwell defined the word

"Discipline" as means whereby a child is taught accepted behavior, not a punishment. She spoke of the aim of discipline which is to develop the child has to offer," said Bob Wear in in to a self reliant adult, and his address before the Hi - Y recommended patience, faith and a desire to praise a child for good manners rather than to scold for bad behavior.

Mrs. Ray Howell's subject was "Raising Good Sports". Compli-menting the theme of the first discussion. Mrs. Howell warned

too early because statistics prove with the right to life, liberty and that a child is usually 12 or 13 the pursuit of happiness. This is home last week end were his sisbefore he shows much sports- your birthright. Your inheritance with Christmas carols manship. Parents should be good as intellectual, social and spiritsports themselves and then they ual. You must learn to appreciate will be able to guide the child it for what it is, and because of who will cheat, fight or quarrel what it cost. You must realize ply work done by the local or- to win. She concluded by advis- that you claim this inheritance ing that a child be taught to only as you prove yourselves face defeat with calmness and worthy. You must make it your

ican way of life. Your heritage is not always a winner. being endangered by socialism; During the business session communism; the movement to plans were made for the Christ- unite church and state; and the mas party which will be held on general attitude of indifference

which characterizes the thinking December 19 in the home of Mrs. Larry Summers. of many people." Members attending were Mes-dames Eugene Bagwell, Roy Boy-er, Elton Brooks, Dick Gholson, The speaker discussed the fundamental principles of Americanism and said, "The American Howard Gore, Ray Howell, W. D. Public School System has prov-Jones, Robert Lemons, Jimmy en to be the bulwark of demo-Mercer, Larry Summers, Jim Terry, R. N. Yarbro, Forrest Marcracy. You must use your ability and energy in helping to protect nell, Monroe Parker, Bob Hoff-

improve and preserve it. Under-neath and supporting all of your efforts there must be strength of **Bob Wear Speaks** character. Unless you are strong morally and spiritually you will fail in the task of proving your-To Hi-Y Meeting selves worthy of your heritage." Mr. Wear concluded his ad-

dress by saying. "I believe that you and others of your genera-"You may not have been born with a silver spoon in your tion will meet this challenge with mouth, but you were born to the intelligence, energy and courrichest heritage that this world age.

ENLISTS IN USAF

meeting Tuesday evening. The Hi-Y is a character building or-Don J. Jeter, 17, son of Mr. ganization composed of High School boys. Jack Reynolds, presand Mrs. Carl Jeter of Hereford, ident of the group presided and introduced the speaker. Force December 6 and was sent to Lackland Air Force Base, San Using as his subject: 'Your Heritage As Young Americans,' Antonio for basic traning.

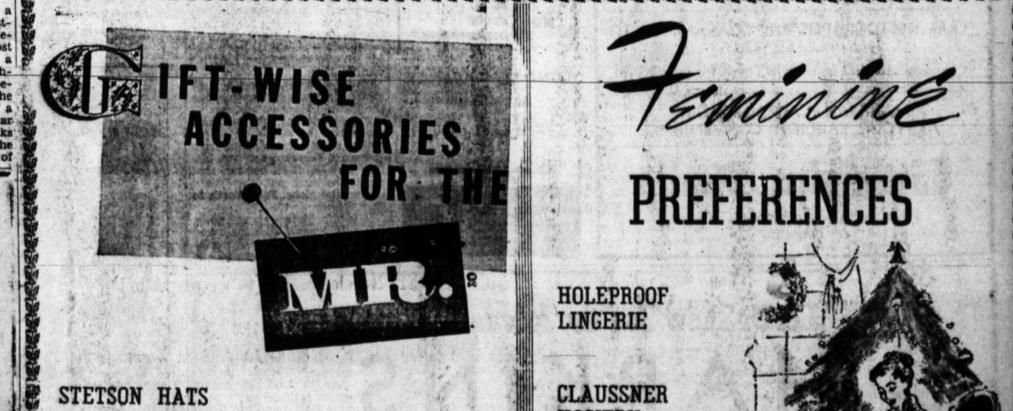
Recruiting officer H. M. Riddle parents not to expect too much Mr. Wear said, "You were born | said Jeter joined for four years.

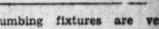
Visitors in the J. W. Alexander Plumbing fixtures are very heavy and strong supports are ter, Mrs. C. C. Loving and Mrs. needed under the bathroom floor John Carter of Amarillo and Mrs. Ollie Richardson of Plainview to support them. visited there Sunday morning.

Prevention is the best and by

Rough-up the soles of a baby's new shoes with sandpaper be- far the cheapest method for fore they are worn. It will help controlling mastitis in the dairy prevent slipping and falling. herd







Page Seven



HOSIERY **CURLEE SUITS** SEAMPRUFE SLIPS CURLEE TOPCOATS SAMSONITE FREEMAN SHOES LUGGAGE SAMSONITE TWO-SUITERS HOLLYVOGUE TIES HOLEPROOF SOCKS BORSALINO HATS ARROW SHIRTS HICKOK BELTS & JEWELRY KINGS MEN TOILETRIES Rutherford & Company

Gift Wrapping



DOWN COMFORTS ST. MARYS BLANKETS **BRINY MARLIN COATS & SUITS** TABLE CLOTHS CANNON TOWEL SETS BATH SETS COLORED SHEETS AND PILLOW CASES

**GUNN BROS** 

PHRITE STANDS

Page Eight

# TEXAS AND THE FANTASTIC FORTIES 1940 To 1950 A Decade Of New History

(This is the first of four weekly articles on Texas and the fantastic forties). By WILBUR MARTIN Associated Press Staff

The "Forties" were fantastic for Texas:

They brought war, death, mis-ery, regulations and, to some, a new way of life.

man life and property. Fire, flood, hurricane and tornado; explosions, murder, need and want were an everyday part of the ten-year period from Jan. 1, 1940 until today.

Most Texans welcomed 1940 as to 1940 and the days, months, the beginning of a new era. The and years between and remem-"Thirties" with their terrible de- . ber:



pression became a part of his- Pearl Harbor, Universal draft, be secure.

Tomorrow is far from secure.

the decade. The nation's first peace-time draft was really the beginning of a mass change in

day, and the day before and back

tory. This was to be a bright new decade, with the brand new com-forts of an industrial world gear-ed to science. Tomorrow was to streets of your town; the boy Today, most Texans look to next door; the housing short-

1950 and the years beyond with age; hasty marriages; big pay a feeling akin to apprehension. checks; the easy job; crowded bars; the feeling that everything They brought thousands of new cople, new industry new ideas. They took a heavy toll of hu-of the fantastic Forties early in They took a heavy toll of hu-

the first five years of the fantastic Forties in Texas. Some slipped into the next five.

a way of living and its values. You can think back to yester-

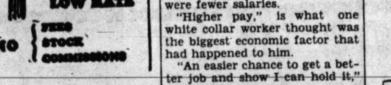
The war marked one phase of the decade. Its end started another. The period following the war was more fantastic than the first five years. Human wants

and human beings were secondary to the war, but they became a paramount issue after its end. From 1945 until today this was period of the Texarkana phantom, a wanton murderer; of mass death in the Texas City explosion; of mysterious death, like that of W. A. (Tex) Thornton, famed oil well fire fighter; of brutal death on the highways.



Hereford





said another. Stronger unionization became



Sam Houston State end, one of the two Texans to make the Little All-America team, is shown in their Huntsville, Tex., home with his wife, Dorothy, and future All-America candidate Charles Jr., 20

sy of fairy tales. Or was it? Because of the fantastic Forties, Clyde Harris of Amarillo met a princess. He married her, too.

# Hereford Boy Elected AGM Student Senator

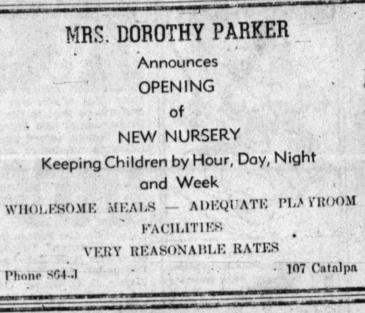
COLLEGE STATION (Spl) Lloyd H. Manjeot of Hereford has been elected Student Senator of Dorm 12 at Texas A & M College.

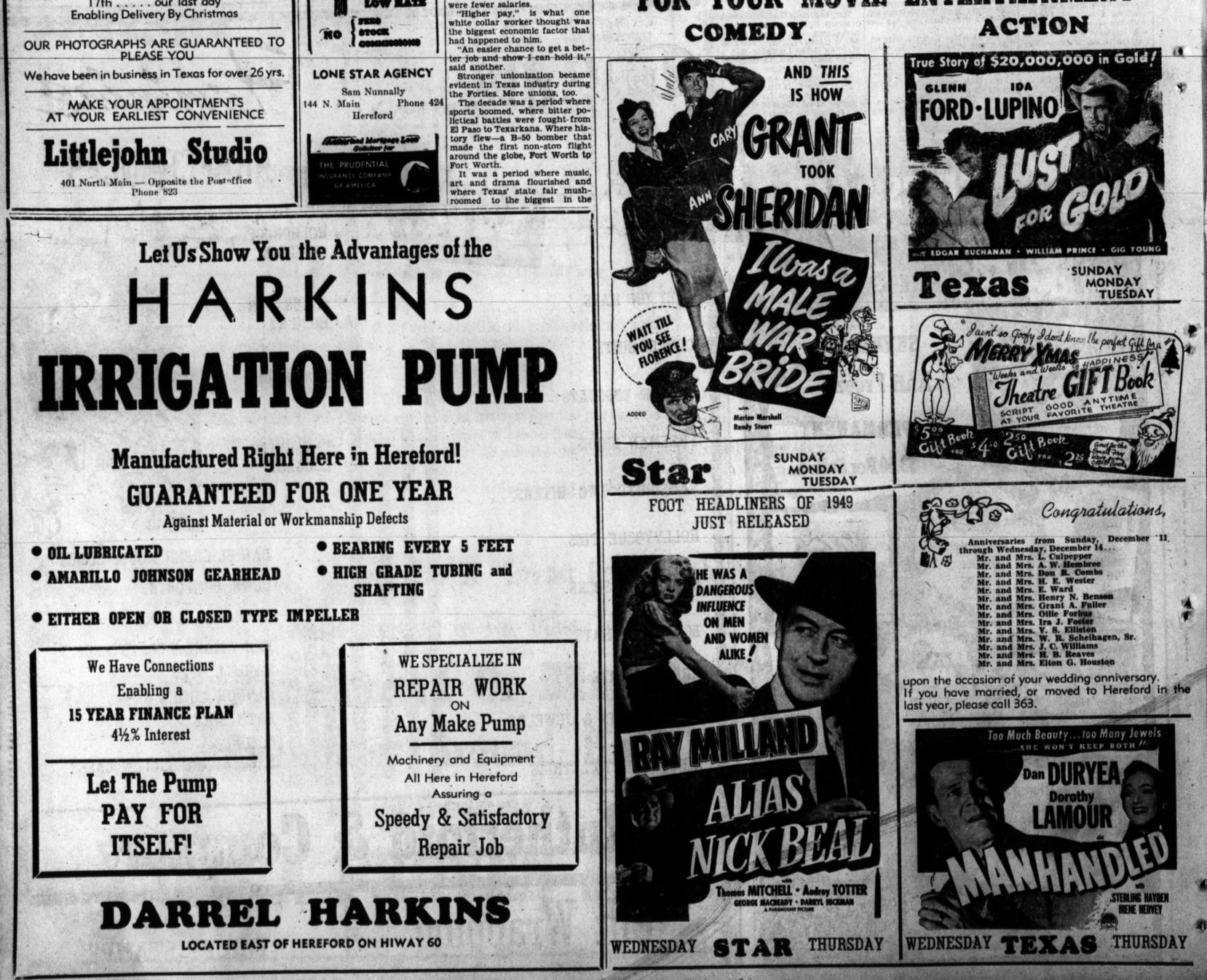
Manjeot, a junior in A Com-pany, entered A&M in February, 1948. He is 22 and is majoring in business. He-is a member of the Business Society, the Sul Re-search Club and the Y.M.C.A. During the war Manjeot served in the Navy. He was stationed at the Fleet Post Offices in San Francisco and Pearl Harbor.

Results from the 1949 co tests show'that Texas 24, 26 any 28 may generally be expected to produce from 5 to 10 per cent more corn than the hybrids now available.

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

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





# The Sunday Brand, Hereford Texas, Sunday, December 11, 1949

This was a period of record crops, bank deposits, high em-ployment. It was the period of the veteran's "readjustment," of "reconversion;" a time to try new ideas, to buy new things, a time to make the dreams come true. It was a period of explosive personalities, of disillusionment for many, fulfillment for others.

The people had their problems, the cities their troubles.

A population increase of more than a million, a shift in population, the annexation of outlaying areas, the unbalanced scale of tax income and tax outlay contributed a major headache for both.

There were thousands of individual stories that fitted into a description of the Forties and branded them "fantastic" for Texas.

Some of these stories you remember. Others are told in statistical tables compiled by individuals, by state and government agencies.

The state's minerals were valued at \$839,981,000 in 1941, at more than \$3,000,000,000 in 1948. Resources of 391 state banks on Dec. 31, 1942, amounted to \$428,-580,949 and a few odd cents Total resources of 412 state banks in 1948 amounted to \$1,034,528,000 The increase was greater for na-tional banks, \$1,855,401,000 for 439 in 1942 and \$5,159,285,000 for 438 in 1948.

Prosperity has the statistical edge for Texas during the Forties. Agriculture and industry each reflect this.

The people, most of them, make more today. They may say in-flation offsets higher wages, but the average worker doesn't ever want to go back to his 1939 sal-ary, in that perior where there was no inflation. Where there