

Texas Farmers And Chemist Combine For Better Crops, More Production

By ROBERT E. FORD
 College Station, Tex. (AP) — The chemist and Texas farmer rapidly are forging a close link for production of more and better crops.
 They're doing it through production and use of commercial fertilizers.
 A recent report by the state chemist 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 ended, Texas farmers used about 10 per cent more fertilizer than in the previous annual period which itself was a whopper compared to pre-war years.
 In addition, the quality of fertilizers has improved. Under state law, if samples prove to be four per cent below claims made for the fertilizers the purchaser must be given a rebate.
 The report noted that the record of rebates this year "was by far the best of any year in the history of fertilizer control in Texas." Only \$1,704.01 was returned to purchasers.
 The annual report was prepared by J. D. Fudge, state chemist, and T. L. Ogler, associate state chemist. It was published by the Texas Experiment Station here. Such a report is required annual-

ly by state law.
 Sales of fertilizers in Texas in the year ending Aug. 31, 1949, totaled 492,541 tons. This calculation was made from fertilizer inspection fees.
 By contrast, in the year ending Aug. 31, 1948, the last year of the war, sales were only 217,760 tons. Supplies were limited at that time because of war time lack of materials.
 In the pre-war period, on a five-year average between 1933 and 1938, only 66,255 tons were sold annually. That means that farmers now use about seven times as much fertilizer as the immediate pre-war years. Use picked up to 125,000 tons average for 1938 through 1943 and never 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.
 Of the combinations, the 4-12-4 grade accounted for more than 37 per cent and the 5-10-5 combination for 50 per cent.
 Superphosphate accounted for more than 75 per cent of the "raw" materials sold.
 Only one mail pouch was ever lost by the Pony Express.



Scouting Around

Explorer Post No. 50 was host to Harry Delashmott, Boy Scout Field Executive from Amarillo, at the regular meeting Monday night. Mr. Delashmott 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: Kenneth Rice, Michael Kelly, Neal Lomenick, Orin Teed and Claude Hicks. Mr. Delashmott will accompany the boys.
 Troop 50 will have Roll Call and official uniform inspection Tuesday night.
 Progress towards attaining goals set-up at the start of the "Strengthening the Arm of Liberty" crusade will also be reviewed.
 Troop 52 had their Annual Roll Call Tuesday night at their regular meeting at the Scout Hut. Roll call was conducted by Urlyn Strue, District Commissioner and J. C. Reese, District Committeeman for camping and activities. After Roll Call, five boys received the Tenderfoot Investiture and got their Tenderfoot pens. The five were Gwinn Lovel, Melton White, Luther Flowers, Norman Bookout and Lewis Biggers.
 The Boy Scout Troop and leaders from Friona were over for a visit. Troop 52 and the Friona troop had thirty minutes together playing games and singing. Sixteen boys were present for the meeting and there were 10 parents present.
 Cub Scout Commissioner John Hicks reported on Pack 52 this week as follows:
 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 lost six by transfer. Thirty-four boys are now registered with only 26 active.
 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

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announces

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IN CONJUNCTION WITH THE OPENING

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Used Car Lot

at

2nd. And Schley

IN CONJUNCTION WITH THE OPENING

of its new

Used Car Lot

at

2nd. And Schley

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

FREE

For HER . . . A Complete Set of SILVERWARE

FREE

For HIM . . .

A FINE WATCH

FREE

For the Youngster . . . a BICYCLE

...brighten
HER
 Christmas scene
 with desired gifts . . .
 from the Vogue



The ideal gift for HER . . . this enchantingly feminine peignoir with hand embroidered yoke and contrasting satin trim.

The Gift that Never Misses with Miss or Mrs.
Beautiful Stockings
 by **MOJUD**
 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.

Gift Wrapping Service



THE Vogue

For "the Lady of Fashion"

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

(Continued from Page 4)

FOR RENT

For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. **KIPPER ELECTRIC.** B-5-14-2-tfc

FOR RENT: Bedroom for men. 809 Ross, phone 847-J. B-5-9-44-tfc

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

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

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

WANT TO share home with couple. Inquire at 102 Avenue B. Mrs. E. E. Standifer. B-5-15-49-2p

FOR RENT: Light house-keeping rooms. Hereford Camp. B-5-8-49-2p

WANTED

PROJECTIONIST

Here's your chance to learn a good trade.

Permanent Employment Ask for Mr. Hardwick at-

STAR THEATRE B-5-2-49-tfc

FOR RENT: Two nice bedrooms. Men preferred. 227 North 'B' Street. B-5-11-49-2k

FOR RENT: Bedroom with private entrance. 113 Fuller St. Phone 904-W. B-5-11-49-2k

FOR RENT: Bedroom close in. Call 280-J after 3:00 o'clock. B-5-10-24-2k

FOR RENT: Nice bedroom close in. Phone 692 or come to 219 Lee. B-5-13-24-2k

FOR RENT: Modern three room house. 131 North 25 Mile Avenue. B-5-11-24-1k

THAT MORE desirable apartment you are looking for. 711 East Third. B-5-11-24-1k

Opening!

WONDERLAND Tot and Gift Shop

Will Open

Friday, December 16 at 501 Park Avenue (Just across from Swimming Pool)

In time for Christmas Buying of CHILDREN'S WEAR APPROPRIATE GIFT CARDS

BIG CHRISTMAS PARTY

Mr. and Mrs. Santa Claus will be here in person all day Friday and will distribute gifts for the tots. ALL CHILDREN AND PARENTS INVITED

MRS. BILL BLOOD

8-17-24-1e

WANTED

WANTED Wheat Pasture for Cattle O. G. HILL Phone 93-W or 357-J B-6-15-tfc

Wanted: Will do wet washes, rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen. B-6-48-tfc

7. Dressmaking-Ironing

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

9. Situation Wanted

Read the Want Ads

Read the Want Ads

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

10. NOTICE

NOTICE: Real estate agents. My property has been sold on 211 Jackson. A. V. Redder. B-10-35-23-2c

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

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

11. BUSINESS SERVICES

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

BABY SHOES done in beautiful finish. Work guaranteed. Mrs. E. T. Tomlinson 304 Lawton Phone 214-M S-11-24-1c

13. LOST AND FOUND

LOST: Bunch of keys with my name on tag. Will pay reward. F. H. Oberthier, Phone 226. B-13-16-24-1p

Everybody goes to Rexall for PRESCRIPTIONS



Bring your doctors prescriptions to us. Our modern up to date prescription department gives you accurate compounding & the purest of drugs. FOR 18 YEARS THIS DEPARTMENT HAS BEEN OUR FIRST CONSIDERATION. Close Rexall Drug Phone 13

Wesson SPECIALS

160 ACRE IRRIGATED FARM Fair 5 room farm house, and other out buildings. Good 8" irrigation well, fenced. Immediate possession. A bargain at \$87.50 per acre.

300 ACRE FARM 120 acres sowed wheat, average set of farm improvements with well and windmill. Good 8" irrigation well, fenced and cross fenced. No waste land on this farm. Possession on purchase. Terms: 1-3 down. Price per acre... \$130.00

280 ACRE IRRIGATED FARM All in cultivation, 170 acres in sowed wheat. Two 8" irrigation wells, and fenced. A very beautiful tract of good clean land. Possession on purchase. Terms if desired. Price per acre... \$135.00



See Us For Your Needs In Land WESSON REAL ESTATE Phone 944 Hereford, Texas 716 W. 1st St.

Advertisement for Anthony's Christmas Store. Features the text 'Your Christmas Store IN FULL SWING' and 'Anthony's' in a stylized font. Includes a small illustration of Santa Claus.

Advertisement for Rayon Crepe Pajama (\$4.98), Nylon Acetate Slip (\$2.98), and Nylon Acetate Gown (\$5.90). Includes illustrations of the clothing items and descriptive text for each.

Advertisement for Chenille Spread (\$4.98). Includes an illustration of a patterned spread and descriptive text.

Advertisement for Western Spread (\$6.90). Includes an illustration of a spread and descriptive text.

Advertisement for All Linen Sets (\$3.98). Includes an illustration of a linen set and descriptive text.

Advertisement for NYLONS \$1.65. Includes an illustration of a woman wearing a stocking and descriptive text.

Advertisement for Nylon Half Slip (\$3.98). Includes an illustration of a slip and descriptive text.

Advertisement for Genuine Fur Felt Hats (\$6.90). Includes an illustration of a hat and descriptive text.

Advertisement for Chenille Robe (\$4.98) and Peignoir Hostess Coat (\$7.90). Includes illustrations of the robes and descriptive text.

Advertisement for Stylespun Nylon Hose (\$1.15 Pr. or 3 Pair \$3.35). Includes an illustration of a woman's leg in a stocking and descriptive text.

Advertisement for Brocade Trim Slides (\$2.98). Includes an illustration of a slide and descriptive text.

Nevel pad collar and full sleeves... this quilted rayon study coat is lined full length in contrasting color... fine rayon crease. Navy and red, burgundy and navy. Sizes 10 to 20.



GIFTS
of
LASTING
BEAUTY
and
UTILITY

are a
JOY FOREVER

BOTH TO THOSE GIVING
AND TO THOSE RECEIVING

SUCH GIFTS ARE AVAILABLE AT STREU'S

**FOR EVERY MEMBER
OF THE FAMILY**

STREU'S

COURTHOUSE

Deeds of Trust
 Roy M. Sheppard and wife to J. E. Foster and Son, Inc. of Ft. Worth. Lot 12 of Parkview Subdivision of W 1/2 of block 8, Evans Addition to Town of Hereford. \$950.
 Roy M. Sheppard and wife to J. E. Foster and Son, Inc. of Ft. Worth. Lot 12 of Parkview Sub-

division of W 1/2 of block 8, Evans Addition to Town of Hereford. \$6,500.

Warranty Deeds
 G. W. Wilson and wife to Charles Moore. All of lot 30 of the J. A. Fox Subdivision of a part of block 12 of Evans Addition to Town of Hereford. \$9,500.
 C. W. Parker and wife to Ray M. Sheppard. Lot 12, Parkview Subdivision of W 1/2 of block 8, Evans Addition to town of

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Finer  Flavored **BREAD**
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*Certified DOESN'T MEAN
 A MORE EXPENSIVE LAMP*



IT MEANS A Better LAMP

In looking for lamps which bear the all-important "Certified" tag, you'll be surprised at the wide range in prices. You will find that this tag is not granted only to the makers of expensive lamps, but also to the makers of lamps which sell at popular prices.

The Certified tag means that the manufacturer of that lamp, regardless of its selling price, has met 105 specifications in its construction.

See these modern lamps soon at your favorite store. They're built to exacting "Certified" standards in a wide selection of sizes, styles and colors.

They're built, too, to bring more light into your home, because the new type reflectors are constructed to give you direct and indirect light at the same time!

When next you buy a lamp, make sure it is "Certified." Inquire at your favorite store for this new lamp.

**SOUTHWESTERN
 PUBLIC SERVICE
 COMPANY**

25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



Grand dad grew them big in 1900... we grow them
NATION'S TOP RANKING 4-H STOCKMEN—National 4-H Meat Animal winners, each of whom was awarded a \$300 scholarship, look at a meat exhibit at the 4-H Club Congress in Chicago. Left to right: David G. Johnson, Jr., 15, Hardaway, Ala.; Kenneth Koertner, 20, Pearl City, Ill.; Robert D. Norris, 20,

- Hereford. \$7,350. (354)
Releases
 W. L. Jones to C. W. Parker et ux. Lot 12 of Parkview Subdivision of W 1/2 of block 8, Evans Addition to town of Hereford. \$7,350.
 Kansas City Life Insurance to Ray R. Shuck. Deed of trust. (354)
Automobile Registrations
 Floyd Boxford, 1949 4-door. Sylvester T. Loerwald, 1949 Chevrolet sedan.
 Kerr Implement Company, 1949 Lincoln Sport sedan.
 J. T. Gilbreath, 1949 Chrysler sedan.
 E. O. Easley, 1949 Chevrolet sedan.
 Mrs. Maxey Dowd, 1949 Mercury sedan.
 Chris Jacobsen, 1949 Chrysler Club Coupe.
 James M. White, 1949 Dodge sedan.
 Charles W. Seed, 1949 Dodge sedan.
 B. L. Womble, 1949 Chevrolet.
 Hereford Butane Gas Company, 1949 Chevrolet.
 Fritz Christman, 1949 Dodge sedan.
 George LeGrand, 1949 Plymouth sedan.
 F. P. Lyons, 1949 Pontiac sedan.
 O. E. Sherman, 1949 Oldsmobile sedan.
 H. N. Bishop, 1950 Studebaker sedan.
 Carl Hill, 1949 Buick sedan.
 F. J. Knabe, 1949 Buick sedan.
 E. E. Hendricks, 1949 Pontiac sedan.
 J. F. Robinson, 1949 Chevrolet coupe.
 H. E. Wester, 1949 Chevrolet sedan.
 W. H. Patton, 1950 Ford sedan.
 Roger Corbett, 1949 Pontiac sedan.
 J. E. Parker, 1949 Mercury convertible.
 Green and Scott, 1950 Ford sedan.
 Reinauer Brothers, 1950 Studebaker coupe.
 C. H. Durbin, 1949 Mercury sedan.
 Elmer Mathis, 1949 Dodge sedan.
 Pat H. Ranspot, 1949 Pontiac sedan.
 Werner M. Koelzer, 1950 Hudson sedan.
 E. I. Brownlow, 1949 Chevrolet sedan.
 Jones L. Terry, 1949 Mercury club coupe.
 Gerald Smith, 1950 Studebaker sedan.
 Emory V. Smith, 1949 Pontiac sedan.
 S. J. Glenn, 1949 Chevrolet sedan.
 W. L. Carter, 1949 Pontiac club coupe.
 H. M. Benson, 1949 Dodge sedan.
 W. T. Williamson, 1949 Chevrolet sedan.
 A. L. Hopson, 1950 Hudson sedan.
 N. L. Huntley, 1949 Mercury sedan.
 T. C. Malloy, 1949 Pontiac club sedan.
 Charles B. Short, 1949 Plymouth club coupe.
 John Parrish, 1949 Chevrolet 4-door sedan.
 Hayden M. Riddle, 1949 Cadillac sedan.
 Earnest Kerr, 1949 Dodge sedan.
 Wayland Smith, 1950 Pontiac coupe.
 L. B. Wortham, 1949 Plymouth 4-door sedan.
 J. R. Overstreet, 1949 Chevrolet sedan.
 J. W. Robinson, Jr., 1949 Chevrolet sedan.
 Johnson Brothers, 1950 Ford sedan.

- L. D. Keeney, 1950 Pontiac sedan.
 E. S. Ireland, 1949 Dodge sedan.
 Ray Kerschen, 1950 Hudson sedan.
 Tom Draper, 1949 Mercury sedan.

North Hereford HD Has Called Meeting

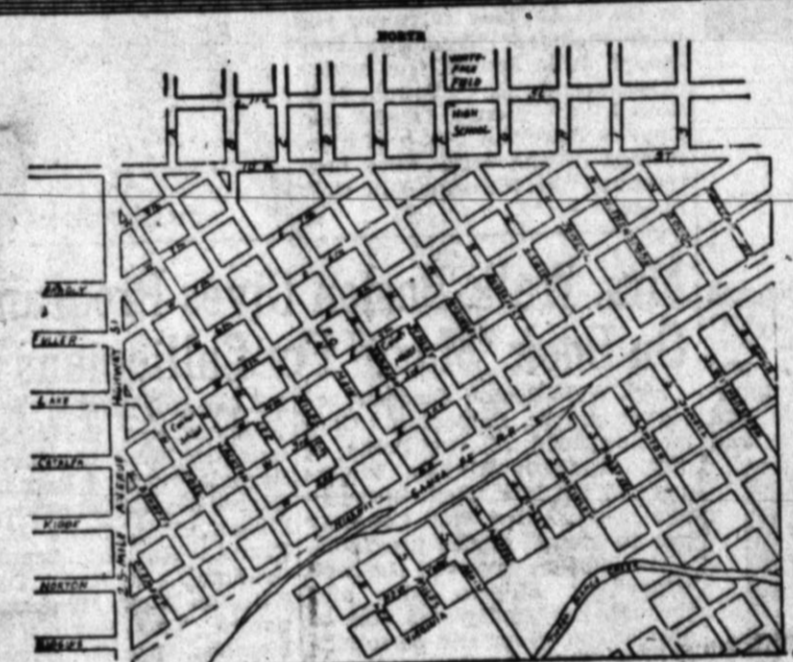
North Hereford Home Demonstration Club held a called meeting Thursday afternoon at the home of Mrs. Paul Hoff. Plans were made for the annual Christmas party which will be held at the home of Mrs. Frank Wilde on December 15. Invitations will be extended to the Draper 4-H Club to attend the party. A short business session was conducted when members voted to contribute ten dollars to the Jaycee Christmas Lighting fund. Fourteen members attended the meeting.

MASONIC BULLETIN
 Stated meeting second Monday in each month school of instruction each Thursday night.
 R. L. TOMPSON, Sec'y
 HENRY SEARS, W. M.
 Hereford Lodge #49

NOTICE OF MEETINGS
 ODD FELLOWS
 Each Monday Night
 REBEKAH 4HS
 Each Tuesday Night



Your Best GIFT BUY... BULOVA
 BUY YOUR WATCH WHERE IT CAN BE SCIENTIFICALLY CHECKED FOR ACCURACY
LAMM JEWELRY
 The Little Store Around the Corner on West Third



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Parts Headquarters for Doctors of Motors
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 Short Orders...
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 24 Hours Service
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Hereford News Stand
 Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES
 Fountain Service... Drugs... Sandwiches
 301 Main Street — Phone 694

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

THIS SPACE FOR SALE

REMINGTON TYPEWRITERS OFFICE SUPPLIES
 FARM AND HOME
FLOOR AND WALL SAFES
 AT YOUR **HEREFORD BRAND**

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

PARKER BROTHERS PLANING MILL AND CONTRACTORS
 We build house to be moved. Will build to your specification. Check our prices before you build.
 Cabinet work.

THIS SPACE FOR SALE

GEAR HEAD REPAIRS
 For Irrigation Pumps
 In Stock or Made in Our Moderately equipped machine shop for any make gear head.
 BEARINGS, GEARS, SHAFTS
W. M. (Bill) WHITESIDES
 207 EAST FIFTH PLAINVIEW, TEXAS

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

HEREFORD WRECKING CO.
 Highway 80
 Complete Line of **USED PARTS**
 See us for Expert Repair Work of All Kinds!

Cultivate the thrift habit. Save here where saving really pays... in safety and profit!
 Our savings investment plans give you more in earning power, with the safety you demand.

Low Cost - Long Term No Delay Mortgage Loans See Elizabeth Womble at the **HEREFORD INSURANCE AGENCY**



PICK-UP AND DELIVERY SERVICE PHONE 111
ACME CLEANERS
 All Garments Insured
 308 N. Main Hereford
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Long Time Ago

45 Years Ago

On December 11, 1904, Mrs. Frank Williams entertained her boarders and their invited guests at a turkey dinner in her West Hereford home. All the invited guests were ladies, each young gentleman having the privilege of inviting one of his lady friends. Present at that dinner were Eugene Dyer, and Miss Leo Scott, John Boyd and Mrs. Gertrude Jones, C. C. Ferguson and Miss Louella Howard, Joe Corter and Miss Sydna Rogers, James Head and Miss Leona Harvey and Judge and Mrs. John P. Slaton.

Deaf Smith-Randall - Castro County Medical Association met in Hereford Wednesday, December 14, 1904. Following men were 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 three years; J. W. Hicks, censor for one year.

Along with other improvements an electric light plant was under consideration of Hereford capitalists.

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

G. R. Jewell, who had a five-dollar-interest in a circulating library, wanted to turn the library over to the public schools. County Court got down to business and disposed of some cases pending. Judge Slaton acted as special judge owing to Judge Russell being disqualified by being an attorney for one of the parties in the suit. C. E. Edwards was opposing the Pecos Valley, Ft. Worth and Denver and Texas and Pacific railroads in a damage suit. The plaintiff was awarded a \$75 judgement against T&P.

John Boyd, Eugene Dyer and Rat Jowell left for Globe, Arizona where they expected to live. The Brand said they were wide-awake men and would doubtless make their fortune in the West.

J. B. Roberson and family visited different points in Oklahoma. During their absence, The Brand had no correspondent in Boom.

Miss Mae Gamble left to visit friends in Iowa Park.

The pupils of Miss Beatie's music class gave a recital at the Methodist Church.

Elder Randolph Clark returned from Temple, Texas where he went to be in attendance upon the State Lectureship of the Christian Church.

Miss Ottilie 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 lame condition to the extent of being able to go to school again.

A movement was on foot to procure a library for the public school. It was going to be used, chiefly by the high school students. Several dollars and a number of books had already been 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 dwelling on review work because the final exams for the end of the term were close at hand.



J. C. Penney Company Authorizes Special Bonus To Associates

The board of directors of the J. C. Penney Company have authorized a special payment of an amount equal to two week's pay for all full-time associates who have been employed for the full year of 1949 and on a proportionate basis for extra and part-time associates and for those employed less than a year, according to S. B. McLallen, local manager.

All Penney associates throughout the Company share in this payment except those who are members of the management staff and whose earnings are determined largely by the Company's long-standing profit-sharing plan.

Mr. McLallen said that more than 50,000 Penney associates all over the United States will participate in this payment, including 14 of the Hereford store. He further emphasized that this was not a Christmas bonus in the usual sense and was non-recurring.

The Company some years ago substituted a Thrift and Profit-Sharing Plan for the more usual Christmas bonus and into this plan is annually paid a proportionate share of Company earnings. The current extra-payment, just announced, is additional to these thrift and profit-sharing benefits.

If the farm tractor is warmed up or used on the inside, be sure there is plenty of ventilation for carbon monoxide cannot be detected by odor and it is a deadly poison.

All pipes used in connection with the water system in the home should be placed where they'll have the maximum protection from cold winds.

Fruit trees are pruned to stimulate new growth for next year's fruit to grow on and it keeps the trees down to handling dimensions.

EDWARDS CITY DRUG



Our shelves are spilling over with dozens and dozens of wonderful gifts... at prices to please the thriftest Santa!



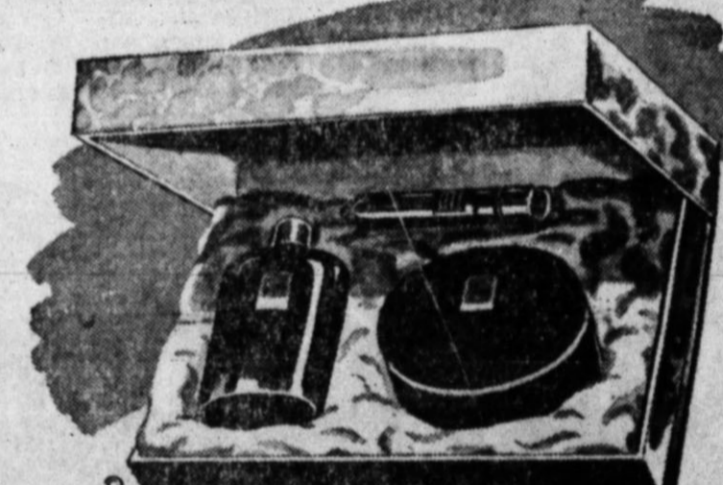
FOR HIM



FOR HER



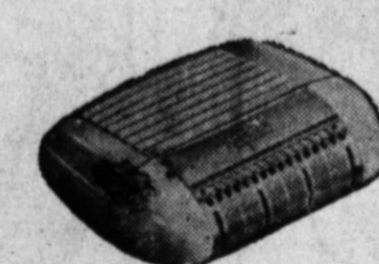
A MAN'S BEST FRIEND IS HIS PIPE!—If he smokes a pipe, he collects them... his array becomes a matter of pride. We have a fine assortment, including Kaywoodie, etc.



THE LUXURY OF LOVELINESS—Delight her with this triple tribute to her femininity. Fragrant cologne, sweet-scented powder and a purse perfume vial.

ELECTRIC SHAVERS

- REMINGTON
- SUNBEAM
- SHAVEMASTER



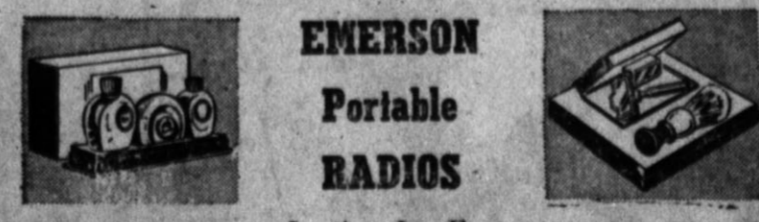
CAMERAS And Supplies



Pipe Rack and Humidor Poker Racks with Chips and Cards Canasta Cards Good Assortment GAMES



Cigarette Lighters Leather Billfolds handsomely made Genuine Leather Tobacco Pouch



Men's Shaving Set with cologne and talcum EMERSON Portable RADIOS Lasting Joy For All the Family Shaving Kit with Brush and razor



G-E Roaster
SUNBEAM MIXMASTER
24 CUP PERCOLATORS



MINIATURE CHRISTMAS TREES
Glistening White with BUBBLE LIGHTS



TREE LIGHT SETS
Double or Single String
Indoor and Outdoor



COO DOLLS
LIFE SIZE

PERFUMES and COLOGNES
Helena Rubinstein
COTY
TABU
Max Factor
Dorothy Perkins

IT'S EASY TO GIVE A

BULOVA

AMERICA'S GREATEST WATCH VALUE!

BUY IT AT HEMBREE'S

Your Choice 21 Jewels Only \$49.50

WATCHES ENLARGED TO SHOW DETAIL

Prices include Federal Tax

FREE FREE FREE FREE FREE FREE

\$750. Diamond Ring Set, \$200. Alvin Sterling and Chest \$50. Bulova Watch

INQUIRE FOR DETAILS

HEMBREE JEWELRY

MR. AND MRS. A. W. (BILL) HEMBREE
OFFICIAL SANTA FE WATCH INSPECTOR

PHONE 34 335 MAIN STREET HEREFORD

HUNDREDS OF OTHER GIFT ITEMS IN EVERY DEPARTMENT! SHOP EARLY FOR CHOICE SELECTIONS!

Janssen And Gresham Make All-District

Proof that Hereford Whitefaces' forward wall was tough to operate against this year was given at the District 1-A coaches meeting at Phillips Thursday night when five Whiteface linemen and one back were honored on the Coaches first and second All-District teams for 1949.

Tackle Darrell Janssen and guard Charles Gresham were named on the first team and end L. T. Hawks, tackle Glenn Wilson, center Dale Doak and back Duane Christian were named on the second team.

Every team in the district placed two men on the first string except Perryton who had only center Delbert Trew. Trew was the only Perryton player placed in the top 22 district players. Hereford had four on the second string, Dalhart had three, Canyon had three and Dumas had one.

- First team:**
 E—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:**
 E—Wendell Howell, Dalhart.
 E—L. T. Hawks, Hereford.
 T—Glenn Wilson, Hereford.
 T—George Sweeney, Dumas.
 G—Norris Root, Canyon.
 G—Kenneth Ringo, Dalhart.
 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 States declined in the first half of 1949 for the first time since 1938, the Bureau of Agricultural Economics of the Department of Agriculture has reported.

The agency said in its monthly publication, "Agricultural Situation," that spending in the first six months of this year was at an annual rate of \$346 com-

Jaycees Bounce Vega Five 73-53

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-jerseyed 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.

HEREFORD	FG	FT	PF
Nell	4	3	3
Suttle	4	0	2
Stagner	6	8	2
Stoltz	4	1	0
Barrett	9	4	3
Kelly	1	0	5
Lueb	2	1	2
VEGA	FG	FT	PF
Garrett	2	0	5
Price	0	0	2
Dodgin	0	0	2
Hill	4	0	2
Hammons	0	0	1
Stutz, R.	6	2	5
Linger	1	1	2
Richardson	6	2	3
Bowles	0	0	2
Brents	4	0	3

pared with \$359 last year. This compares with an average of \$119 for 1935 through 1939.

Mrs. Art Crothwait, Mrs. Bruce Woodell, Mrs. Edwin Morrison and Mrs. Dale Tinnin spent Tuesday in Amarillo.

SPORTS



CRUNCH—Notre Dame back Lawrence Coutre (24) is raised off the ground by three hard-tackling Southern Methodist University players after he gained eight yards on a hand-off in the third period of the game in the Dallas, Texas, Cotton Bowl. Notre Dame won 27-29. (AP Photo)

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

Vega popped the Whitefaces, 44-27, in Vega Tuesday night but Hereford roared back to beat Friona, 43-39 in Friona Thursday night as the basketball season went into its second week.

Joe Kerr was overshadowed by Vega's Harwell in the Tuesday game, trailing him 10 points. Kerr got eight while Harwell got 18. This was the second defeat for Hereford. They lost to Hart by one point in the Hart tournament playoff last week. In the Friona game Kerr got 14 points, but Friona forward, Massey, lead with 15 points. Hereford B team beat the Friona B's 38-30 Thursday. High scorer for Hereford Calves was Shirley with 26 points. Shirley scored nine field goals. Hereford 27, Vega 44.

Player	FG	FT	F	TP
Hopson	1	0	1	2
Morton	2	1	2	5

Kerr	3	2	3	8
Brock	0	0	0	0
Houston	0	2	1	2
Engman	0	0	0	0
McBroom	2	0	1	4
Kelly	2	0	2	4
Young	1	1	2	3
Alston	0	0	0	0

22 Boys Letter On Football B Squad

Twenty-two Hereford B squad members 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 district play behind Phillips who was undefeated for the season.

The Calves scoring attack was led by Dale Winget with 19 points closely followed by Stanley Slagle with 18.

Lettermen are Ray London, Alvin Shirley, Ray DeMent, Tim Corbett, Bury Fish, Paul Rettman, Bill Bookout, Jerry Reese, Richard Pickens, Ray Graham.

Charles Hoover Makes All-Conference Team

PORTALES (Special to the Hereford Brand)—Charles Hoover, Adrian, a junior at Eastern New Mexico University has been named to the All-Conference football team of the New Mexico Conference. Hoover won a guard position on the first eleven.

Starting his football career with the Greyhounds of Eastern New Mexico University in 1947, Hoover made the All-Conference second team that year. He has been a regular in the guard position on both offense and defense. During the latter part of this season, he has played a half-

back position while the Hounds were on defense. Hoover graduated from Rosedale, N. M. High School in 1945. In high school he earned basketball letters and was named to the All-District basketball team. While in college, Hoover has played with independent teams of the Portales area. He also has some college boxing experience. Hoover is majoring in business and economics at the University and is carrying a minor in agriculture.

The Liberty Bell was cast in England.

The first women colonists came to Virginia in 1608.



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

GIFT SUGGESTIONS

for FATHER

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\$2.49 to \$6.95

Metatarsal Pad...relieves pressure; prevents tiring!

Cushion Heel Pad...absorbs the jar of walking.

Arch Pad...locks the heel in place; supports the arch!

All Styles \$9.95 to \$13.95

Don't let tired, aching feet get you down. A pair of Arch Helpers will put pep into step with wonderful "at-ease" magic.

Why Worry?
GIVE A GIFT CERTIFICATE

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X-RAY SHOE FITTING

What a Christmas Gift!

'50 FORD

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.

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 "Life-guard" Body adds to the quiet. But drive it yourself and see why no other car delivers so much for your money.

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-Goil" 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.

There's a Ford in your future...with a future built in!

SEE... FEEL... and HEAR the difference at your FORD DEALER'S

Hereford Motor Company

Dudley Green Hereford, Texas Archie Scott



Buying *In* Hereford *Means* DOLLARS FOR YOU!

and here are seven good reasons why this is so:

- 1** You save the cost of travel, the cost of transportation.
- 2** You save time necessary in distant transactions.
- 3** You save in the PRICE OF MERCHANDISE, Hereford stores being geared to low overhead.
- 4** Your money spent in Hereford provides better jobs for the people who work in Hereford stores.
- 5** Your money spent in Hereford stores reflects itself in still greater selection, higher quality and lower prices.
- 6** 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.

Trade With Your Hereford Merchants

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| CITY FOOD STORES | HEREFORD MOTOR COMPANY |
| OSWALD'S FIRESTONE STORE | DAVIS-McCACKEN
Minneapolis, Moline |
| MILLER AUTO STORE | THE HEREFORD BRAND |
| HEREFORD HARDWARE COMPANY | LANDRUM HARDWARE |
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| HEMBREE JEWELRY | SUITS AUTO SUPPLY CO. |
| KINSEY MOTOR COMPANY | HEREFORD NEWS STAND |
| HAILE DRUG | HEREFORD STATE BANK |
| COMMERCIAL OIL COMPANY | QUALITY FOOD STORE |
| THE POPULAR STORE | GREEN & SCOTT |
| J. C. PENNEY COMPANY | D & S VARIETY STORE |
| HUNTER'S FOOD STORE | LITTLE FASHION SHOP |
| STREU HARDWARE CO. | |
| IRELAND MOTOR COMPANY | |
| FOX MAN'S 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



SUMMERFIELD NEWS

Special Services Held Sunday For Water Scene Presentation

By BOBBIE WALSER Brand Correspondent
A special service was held Sunday morning at the Summerfield Baptist Church when Mr. and Mrs. B. E. Roberson and Mrs. Gayle presented a water scene for the new Baptistery which has recently been built.

was painted by Mark Fong, a Chinese student at Wayland College. Visitors present were Mr. and Mrs. Owen Stranger and Dona Jean and Wayne Stranger, Mr. and Mrs. Kinsley and son, Mr. and Mrs. S. L. McLallen and daughters, Mr. and Mrs. Tucker and son and Mr. and Mrs. Howard Gault and Mrs. B. C. Roberson, all of Hereford.

Maxine McCathern, Hereford, spent the week end with Marco Summer. Mr. D. W. Holland and Miss Betty Holland spent the week end in Dallas with relatives. Mr. Holland remained for a longer visit.

Mrs. C. R. Walser was a host to a WMU party Tuesday, Mrs. Jim Clark had charge of the games. Each member bought a story book which was wrapped and will be sent to the Mexican Orphanage at San Antonio. Mrs. A. A. Simons served punch. The following mesdames were present: J. B. Noland, Earl Lance, Wood Vaughn, Pat Patrick, Ky Lawrence, Carl Lee, Jim Clark, Guy Walser, A. A. Simons and the hostess, Mrs. C. R. Walser and Mrs. Earl Lance.

Attending the Federation meeting at Hereford Tuesday were Mesdames B. E. Roberson, L. H. Lookingbill, Ray Johnson, C. R. Walser, D. C. Walser, Guy Walser, L. L. Cannon and Mabel and Lee Curry.

Mr. and Mrs. J. G. Noland spent the week end in Lockney visiting relatives.

Mr. and Mrs. Dock Newton and Mr. and Mrs. C. B. Roberson were in Brownfield one day last week.

Mr. and Mrs. L. F. Lookingbill, Ann and Freddy, were Saturday visitors in Amarillo.

There is an addition being built on the Fifteen also here. It is said that it will be done by January.

Attending church services Sunday morning were 90. Attending Sunday evening were 62.

Miss Betty Walser spent Tuesday night with Judy Kay Farmer of Hereford.

Mr. and Mrs. J. M. Wright and family were in Amarillo on business one day this week.

The WMU met in the home of Mrs. Jessie Patch all day Wednesday with each member bringing a covered dish. Mrs. Ray Lovett had charge of the program. The following mesdames were 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 Vaughn, Hereford, spent a few days visiting in the home of Earl Lance, Sr. and Earl Lance, Jr.

Mr. and Mrs. Jack Clark and son and Dorothy Lee are visiting relatives in Gatesville this week.

Mesdames B. E. Roberson, H. H. Langerford, L. H. Lookingbill, Sr. and Ray Johnson were in Amarillo on business Wednesday.

Mr. and Mrs. J. B. Nolan and family were in Amarillo on business Saturday.

Mr. and Mrs. Thurman Atchley and children spent Thanksgiving with her relatives in Kansas. While there, Thurman took sick and was operated on. He is getting along alright now.

WSSC Has Luncheon Program Wednesday

Women's Society of Christian Service of the Methodist Church held its December luncheon program at the Church Wednesday. Hostesses were Mesdames Joe Poindexter, A. B. Christian, J. J. Durham, Homer Brumley and Tom Carter, who arranged the luncheon tables in a Christmas motif in keeping with the seasonal holiday.

Mrs. Lee Benefield directed a program built around a Christmas theme. Mrs. Carroll Whiteside, a guest, reviewed "The Lost Star" by Grace Livingston Hill, a timely story of the Star of Bethlehem which became lost between World War One and the present time. It is the story of a man who searched for the star and contacted people in all walks of life, and his reward when he found the Star in the gospels of

Matthew and Luke.

Edna Marie Turner gave a musical reading "The Littlest Angel" with Christmas carols played as the musical background.

Mrs. J. F. Ward told of the supply work done by the local organization during the last year and took the group on an imaginary tour in the presidential plane "The Sacred Cow." In her description of the home work the plane stopped in Texas, Arkansas, Georgia and at the Farmington Girls School in Farmington, N. M. Then crossing over to European lands they visited several countries where money, clothing and other supplies were sent.

Study Club Hears Discipline Talk

Mrs. Eugene Bagwell gave an interesting discussion of the topic "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 in to a self reliant adult, and 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". Complimenting the theme of the first discussion. Mrs. Howell warned parents not to expect too much

too early because statistics prove that a child is usually 12 or 13 before he shows much sportsmanship. Parents should be good sports themselves and then they will be able to guide the child who will cheat, fight or quarrel to win. She concluded by advising that a child be taught to face defeat with calmness and to look ahead to another chance. "Don't over protect and seek to make the child realize that the fun in companionship is well worth the effort, thought he is not always a winner.

During the business session plans were made for the Christmas party which will be held on December 19 in the home of Mrs. Larry Summers.

Members attending were Mesdames Eugene Bagwell, Roy Boyer, Elton Brooks, Dick Gholson, Howard Gore, Ray Howell, W. D. Jones, Robert Lemons, Jimmy Mercer, Larry Summers, Jim Terry, R. N. Yarbro, Forrest Marshall, Monroe Parker, Bob Hoffman and the hostess.

Bob Wear Speaks To Hi-Y Meeting

"You may not have been born with a silver spoon in your mouth, but you were born to the richest heritage that this world has to offer," said Bob Wear in his address before the Hi-Y meeting Tuesday evening. The Hi-Y is a character building organization composed of High School boys. Jack Reynolds, president of the group presided and introduced the speaker.

Using as his subject: "Your Heritage As Young Americans," Mr. Wear said, "You were born

with the right to life, liberty and the pursuit of happiness. This is your birthright. Your inheritance as intellectual, social and spiritual. You must learn to appreciate it for what it is, and because of what it cost. You must realize that you claim this inheritance only as you prove yourselves worthy. You must make it your business to be informed. You must be actively interested in doing the things necessary to preserve and maintain the American way of life. Your heritage is being endangered by socialism; communism; the movement to unite church and state; and the general attitude of indifference which characterizes the thinking of many people."

The speaker discussed the fundamental principles of Americanism and said, "The American Public School System has proven to be the bulwark of democracy. You must use your ability and energy in helping to protect, improve and preserve it. Underneath and supporting all of your efforts there must be strength of character. Unless you are strong morally and spiritually you will fall in the task of proving yourselves worthy of your heritage."

Mr. Wear concluded his address by saying, "I believe that you and others of your generation will meet this challenge with intelligence, energy and courage."

ENLISTS IN USAF Don J. Jeter, 17, son of Mr. and Mrs. Carl Jeter of Hereford, enlisted in the United States Air Force December 8 and was sent to Lackland Air Force Base, San Antonio for basic training. Recruiting officer H. M. Riddle said Jeter joined for four years.

Visitors in the J. W. Alexander home last week end were his sister, Mrs. C. C. Loving and Mrs. John Carter of Amarillo and Mrs. Ollie Richardson of Plainview visited there Sunday morning.

Rough-up the soles of a baby's new shoes with sandpaper before they are worn. It will help prevent slipping and falling.

Plumbing fixtures are very heavy and strong supports are needed under the bathroom floor to support them.

Prevention is the best and by far the cheapest method for controlling mastitis in the dairy herd.

HURRY HURRY You Still Have Time To Get Your DISTINCTIVE CHRISTMAS PORTRAITS by Cole, if you see us this week. FAMILY GROUPS - PORTRAITS ... the most appreciated gift you can give, and the least expensive! COLE STUDIO 112 West 3rd Phone 782 FAMILY GROUPS - PORTRAITS -

Finest in Farm Machinery H. E. MILLER OLIVER CO. YOUR OLIVER DEALER HIGHWAY 60 PHONE 195

Do You Like To CRUMPLE FENDERS? If you do, this is an easy stunt: 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 we talk to you? Insurance and Loans PLAINS INSURANCE AGENCY Jno. H. Patton Wm. H. Patton

GIFTS FOR THE CAR are best by far. SKYWAY Anti-Freeze PERMANENT \$3.50 Per Gallon. Casco Defrosters 9.45. Miller Special Batteries 7.95 Auto. Lite Batteries 14.95 to 29.95. Hot Water Heaters 19.95. Vanity Mirrors 85c. Locking Gas Caps 1.50. Casco Pistol Grip Seal Beam Spotlights 17.50. Hinson Seat Cover Plaid & Plastics 14.95 to 59.95. Jubilee Horns 11.15. Miller Auto Supply Co. 310 MAIN ST. Hereford, Texas - Phone 72

GIFT-WISE ACCESSORIES FOR THE MR. STETSON HATS CURLEE SUITS CURLEE TOPCOATS FREEMAN SHOES SAMSONITE TWO-SUITERS HOLLYVOGUE TIES HOLEPROOF SOCKS BORSALINO HATS ARROW SHIRTS HICKOK BELTS & JEWELRY KINGS MEN TOILETRIES

Feminine PREFERENCES HOLEPROOF LINGERIE CLAUSSNER HOSIERY SEAMPRUFE SLIPS SAMSONITE LUGGAGE DANIEL GREEN HOUSE SHOES DOWN COMFORTS ST. MARYS BLANKETS BRINY MARLIN COATS & SUITS TABLE CLOTHS CANNON TOWEL SETS BATH SETS COLORED SHEETS AND PILLOW CASES

Rutherford & Company Gift Wrapping GUNN BROS. THRIFT STAMPS

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, misery, regulations and, to some, a new way of life. They brought thousands of new people, new industry new ideas. They took a heavy toll of human 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 the beginning of a new era. The "Thirties" with their terrible de-

pression became a part of history. This was to be a bright new decade, with the brand new comforts of an industrial world geared to science. Tomorrow was to be secure. Today, most Texans look to 1950 and the years beyond with a feeling akin to apprehension. Tomorrow is far from secure. The people, their cities and their times felt the first touch of the fantastic Forties early in the decade. The nation's first peace-time draft was really the beginning of a mass change in a way of living and its values. You can think back to yesterday, and the day before and back to 1940 and the days, months, and years between and remember. 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.

This was a period of record crops, bank deposits, high employment. 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 outlying 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 national 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 inflation offsets higher wages, but the average worker doesn't ever want to go back to his 1939 salary, in that period where there was no inflation. Where there were fewer salaries. "Higher pay," is what one white collar worker thought was the biggest economic factor that had happened to him. "An easier chance to get a better job and show I can hold it," said another. Stronger unionization became evident in Texas industry during the Forties. More unions, too. The decade was a period where sports boomed, where bitter political battles were fought from El Paso to Texarkana. Where history flew—a B-50 bomber that made the first non-stop flight around the globe, Fort Worth to Fort Worth. It was a period where music, art and drama flourished and where Texas' state fair mushroomed to the biggest in the



MAKES LITTLE ALL-AMERICA—Charles (Rough-House) Williams, 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 months. (AP Photo)

land, with atomic energy taking its place among the exhibits. It was a time of many worries and far removed from the fan-

cy 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 A&M Student Senator

COLLEGE STATION (Sp1) — Lloyd H. Manjeot of Hereford has been elected Student Senator of Dorm 12 at Texas A & M College.

Manjeot, a junior in A Company, entered A&M in February, 1948. He is 22 and is majoring in business. He is a member of the Business Society, the Sul Research 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 corn tests show that Texas 24, 26 and 28 may generally be expected to produce from 5 to 10 per cent more corn than the hybrids now available.

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

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

MRS. DOROTHY PARKER

Announces OPENING of NEW NURSERY Keeping Children by Hour, Day, Night and Week WHOLESALE MEALS — ADEQUATE PLAYROOM FACILITIES VERY REASONABLE RATES Phone 864-J 107 Catalpa

Christmas PHOTOGRAPHS

LAST CALL

Be Sure and Have Your Christmas Photographs Made By The 17th . . . our last day Enabling Delivery By Christmas

OUR PHOTOGRAPHS ARE GUARANTEED TO PLEASE YOU

We have been in business in Texas for over 26 yrs.

MAKE YOUR APPOINTMENTS AT YOUR EARLIEST CONVENIENCE

Littlejohn Studio

401 North Main — Opposite the Post-office Phone 823

Farm Loans



LONG TERM LOW RATE NO FEES STOCK GUARANTEED

LONE STAR AGENCY

Sam Nunnally 144 N. Main Phone 424 Hereford



FOR YOUR MOVIE ENTERTAINMENT COMEDY ACTION

Movie advertisement for 'I Was a Male War Bride' featuring Gary Grant and Ann Sheridan. Text includes 'AND THIS IS HOW GARY GRANT TOOK ANN SHERIDAN' and 'I Was a MALE WAR BRIDE'. Also mentions 'WAIT TILL YOU SEE FLORENCE!' and 'Marion Marshall Ready Stuart'.

Movie advertisement for 'Lust for Gold' featuring Glenn Ford and Ida Lupino. Text includes 'True Story of \$20,000,000 in Gold!' and 'GLENN FORD LUPINO LUST FOR GOLD'. Also mentions 'EDGAR BUCHANAN WILLIAM PRINCE GIG YOUNG'.

Advertisement for 'Merry Xmas Theatre Gift Book' featuring a cartoon character. Text includes 'Daint so goofy I don't know the perfect gift for a' and 'MERRY XMAS Theatre GIFT Book'. Also mentions '50¢ Gift Book for \$4.25 Gift Book for \$2.25'.

Star Theatre advertisement for 'Foot Headliners of 1949 Just Released' featuring Ray Milland and Nick Beal. Text includes 'Star SUNDAY MONDAY TUESDAY FOOT HEADLINERS OF 1949 JUST RELEASED'.

Congratulations advertisement for wedding anniversaries. Text includes 'Congratulations, Anniversaries from Sunday, December 11, through Wednesday, December 14, Mr. and Mrs. L. Calpepper Mr. and Mrs. A. W. Hembree Mr. and Mrs. Don R. Combs Mr. and Mrs. H. E. Wester Mr. and Mrs. E. Ward Mr. and Mrs. Henry N. Benson Mr. and Mrs. Grant A. Fuller Mr. and Mrs. Ollie Forbus Mr. and Mrs. Ira J. Foster Mr. and Mrs. V. S. Elliston Mr. and Mrs. W. E. Scheihagen, Sr. Mr. and Mrs. J. C. Williams Mr. and Mrs. H. B. Reaves Mr. and Mrs. Elton G. Houston'.

Movie advertisement for 'Alias Nick Beal' featuring Ray Milland. Text includes 'HE WAS A DANGEROUS INFLUENCE ON MEN AND WOMEN ALIKE!' and 'RAY MILLAND ALIAS NICK BEAL'. Also mentions 'Thomas MITCHELL Audrey TOTTER GEORGE HACHEADY DORELL HICKMAN A PARAMOUNT PICTURE'.

Movie advertisement for 'Manhandled' featuring Dan Duryea and Dorothy Lamour. Text includes 'Too Much Beauty... too Many Jewels... SHE WON'T KEEP BOTH!!' and 'Dan DURYEA Dorothy LAMOUR MANHANDLED'. Also mentions 'STERLING HAYDEN HELEN HERVEY'.

WEDNESDAY STAR THURSDAY

WEDNESDAY TEXAS THURSDAY

Let Us Show You the Advantages of the HARKINS IRRIGATION PUMP

Manufactured Right Here in Hereford! GUARANTEED FOR ONE YEAR Against Material or Workmanship Defects

- OIL LUBRICATED • BEARING EVERY 5 FEET • AMARILLO JOHNSON GEARHEAD • HIGH GRADE TUBING and SHAFTING • EITHER OPEN OR CLOSED TYPE IMPELLER

We Have Connections Enabling a 15 YEAR FINANCE PLAN 4 1/2% Interest

Let The Pump PAY FOR ITSELF!

WE SPECIALIZE IN REPAIR WORK ON Any Make Pump Machinery and Equipment All Here in Hereford Assuring a Speedy & Satisfactory Repair Job

DARREL HARKINS

LOCATED EAST OF HEREFORD ON HIWAY 60