

HELP US CELEBRATE

FURR'S

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Firm Heads
CABBAGE
Purple Top Bulk
TURNIPS
Crisp Sweet Bulk
CARROTS

lb. only **4c**

Texas Juicy Sweet As Sugar
ORANGES 8-lb. bag 47c
Jonathan Firm Juicy 2 lbs. 25c box \$5.19
APPLES 3 lbs. 25c
Golden Delicious Fine For Lunches \$1.59
APPLES 50-lb. bag 15c
Colorado Red McClure 10 lb. bag 45c
POTATOES lb. 10c
California Snowwhite Firm Heads lb. 10c
CAULIFLOWER lb. 10c
Crisp Firm Heads Fine For Salads lb. 10c
HEAD LETTUCE lb. 10c
California Green
PASCAL CELERY lb. 10c

MARSHSEEDLESS Juicy
GRAPE FRUIT 8 LBS. 39c

Alabam Girl
SWEET PICKLES qt. jar 51c
American Beauty
MACARONI or SPAGHETTI 16-oz. pkg. 20c
PEPSI-COLA 6 Bottle Carton 21c
Flour
LIGHT CRUST 25-lb. bag \$1.75

ARMOUR'S LARD
3-lb. carton 71c

Olde Tyme
PIE CRUST MIX 8-oz. pkg. 17c
Swift's Oleomargarine
ALLSWEET lb. carton 39c
Peter Pan
PEANUT BUTTER 12-oz. jar 33c
Milford Whole Golden
CORN No. 2 can 21c
Van Camp's
HOMINY No. 2 can 10c
Bleach
HI-LEX qt. bottle 16c 1/2-gal bottle 27c

Imperial
Pure CANE SUGAR 10 lb. bag 97c
Armour's
MILK 3 tall cans 45c
Whitson's
PORK & BEANS 3 12-oz. tins 25c
Del Monte Boysenberry
JAM 16-oz. jar 28c

Green Giant
PEAS 2 cans 38c
Kellogg's
CORN SOYA 2 boxes 29c
Oscar Mayer
WEINERS 14-oz. tin 49c
Sunshine Crackers
HI-HOS large box 29c

Ocean Spray Strained or Whole
CRANBERRY SAUCE No. 1 Can 21c

KRAFT'S VELVETA 2 LB. LOAF 79c

45th ANNIVERSARY SALE

PRICES GOOD from NOV. 4 thru to NOV. 10th

FANCY BABY BEEF ROUND
SWISS STEAK LB. 83c

BACON Sliced, Sugar Cured lb. 59c
PICNIC HAMS Armour's Star lb. 49c
SAUSAGE Tender Baby Beef lb. roll 49c
LOIN STEAK Armour's Star Light Average, By The Piece lb. 69c
SLAB BACON lb. 69c

BAKERY

Oven Fresh Iced With Creamy Cherry Icing and Topped with Fresh Pecans
Cherry Pecan Cakes

Each 45c

Light Flaky Crusts Fresh Delicious
Cocoanut Cream Pies

Each 45c

Fill That Cookie Jar With These Delicious Cookies
SUGAR COOKIES

2 Dozen 45c

Try These New Delicious Rolls
ANGEL FOOD ROLLS

2 For 45c

Filled With Fresh Raisins and Topped with Creamy Icing
COFFEE CAKES

2 For 45c

Serve Hot Delicious
DINNER ROLLS

3 Dozen 45c

Fluff Shampoo
MODART \$2.50 Jar for only 99c

50c Value Milk of Magnesia
PHILLIPS 33c

50c Value Tooth Paste
IPANA 33c

\$1.00 Lotion
CHAMBERLAINS 57c

Hair Dressing
SUAVE 31c

2-Ring Zipper
Note Book Binder Each \$2.19

ARMOUR'S STAR HAMS

Small Whole 10 to 14 lb. Average	Butt End	Shank End
lb. 59c	lb. 63c	lb. 55c

OXYDOL Large Package 33c
TIDE Large Package 33c
FAB Large Package 33c
VEL Large Package 31c
BREEZE 2 Large Packages 36c
CASHMERE BOUQUET 2 Bars 25c
LIBBY'S CATSUP 14-oz. bottle 21c
LIBBY'S PUMPKIN No. 2 1/2 can 19c
LIBBY'S HOME STYLE PICKLES No. 303 jar 24c
LIBBY'S FRUIT COCKTAIL No. 2 1/2 can 39c
LIBBY'S TAMALES No. 2 can 24c
LIBBY'S RED SALMON Tall can 77c
BESTYETT HONEY 5-lb. jar 2-lb. jar lb. jar \$1.30 59c 32c
LIBBY'S SLICED or CRUSHED PINEAPPLE No. 2 can 32c

BALLARD BISCUITS
2 Cans 25c

Armour's Cloverbloom
BUTTER 1/2-lb. Patties 34c

NABISCO CRACKER RITZ
Large Box 29c

DUNOAN Admiration Coffee
-lb. Tin 51c

BESTYETT SALAD DRESSING
Pint Jar 29c

SWIFT'S PREM 12-OZ. TIN 39c

WHY PAY MORE? SAVE AT FURR'S

The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas — Phone 30

HOLMAN AND GILBERTINE Publishers
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Notice to the Public

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally, at the office.

"DIFFERENT" PANCAKES

Pancakes made with chopped chives are a novel lunch or supper dish. Serve with creamed dried beef or leftover meat for a hearty meal.

Panhandle Old Age Insurance Payments Now Reach \$30,177

Monthly payments in the form of Federal Old-Age and Survivors Insurance amount now to \$30,177 in the Texas Panhandle areas, according to a statement from J. R. Sanderson, manager of the Amarillo Social Security Field Office.

This represents, according to Sanderson, an increase of 20 per cent in total payments and 18 per cent in the number of payees as compared with July 1, 1947.

In the 26 counties served by the Amarillo office including Deaf Smith, there are 1,886 persons drawing monthly payments. 639 of these are retired workers, 192 are wives of such workers, 796 are children of retired or deceased wage earners, and 237 are widows of deceased wage earners.

New Chicken With More Meat Is Sought By Poultry Industry Leaders

Poultrymen in Texas will have an opportunity to win cash awards while working toward improvement of their own flocks by competing in a new three-year, nationwide program launched at a meeting of leaders of the nation's three-billion dollar poultry industry at Lexington, Ky., last week.

The new Chicken-of-Tomorrow contest, announced by H. L. Shrader, senior extension poultryman of the U. S. Dept. of Agriculture, is designed to bring superior meat-type chickens to American dinner tables by encouraging the breeding and development of plumper, meatier birds which can be more economically produced.

"The initial three-year chicken-of-Tomorrow program which concluded last June in Delaware, proved conclusively that definite improvements in meat-type characteristics can be achieved," said Shrader, who is chairman of the contest committee. "Much valuable breeding information has been distributed to the growers, while scientific data compiled by committee officials has proven of the utmost importance to the entire poultry industry."

"Inspired by the success of the initial contest, the nationwide interest created in the development of superior meat-type chickens, the educational value of dressed bird shows, and the opportunity to further improve the product, the national committee agreed unanimously that a new three year program is imperative," Shrader added. "At the request of this committee,

A & P Food Stores have agreed to continue sponsorship of the contest."

Current plans call for a series of state and regional contests in 1949, additional state and regional trials in 1950, and a national championship final in 1951, with a new set of awards offered by the food chain.

Texas activities in the Chicken-of-Tomorrow program have been under the supervision of a hard-working committee headed by F. Z. Beapblossom, poultry marketing specialist at Texas A & M College, College Station. The excellent calibre of the state competition is indicated by the fact that two state contestants, Frank W. Allenson of Brenham and Western Hatcheries of Dallas, were among the 40 entrants throughout the country selected to compete in the national finals last June in Delaware.

Surplus Hangar To Become P. E. Building at College

CANYON—Dismantling of a war surplus hangar destined to become a physical education building at West Texas State College began at Pampa Army Air Field this week. The first section was due to reach the campus Friday, announced Dr. James P. Cornette, president.

Contract for moving the hangar was let to Ira Stephenson of Amarillo. The huge building, re-leased by the Civil Aeronautics Authority to the college through the War Assets Administration, is expected to be ready for use by next fall. It is 212 feet long by 160 feet. Unobstructed floor space amounts to 212 feet long by 140 feet wide.

Dr. Cornette said the hangar would be used for physical education classes and a gymnasium. Exact location for its erection has not been decided, but it will be north of the present athletic field.

IT'S CHILL WEATHER
Don't forget chill con carne now that it is really cold weather. For a change, make a chill pie with a mellow cornbread crust. Serve it with dill pickles, lettuce wedge salad, and a tasty apple torte for dessert.

Colds
To relieve nasal congestion, rub throat, chest and back with comforting VICKS VapoRub.

QUICK RELIEF FROM STOMACH ULCERS
Symptoms of Distress Arising from STOMACH ULCERS
DUE TO EXCESS ACID
Free Book Follow Home Treatment that Must Help or It Will Cost You Nothing
Over three million bottles of the WILLARD Treatment have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid — Poor Digestion, Gas or Upral Stomach, Sourness, Heartburn, Bloating, etc. due to Excess Acid, held on 15 days' trial. Ask for "Willard's Message" which fully explains this treatment—free—31.

"SPEEDY" by Hereford MOTOR CO.

LANDS SARE ALIVE, PAW! YOU'RE LATE FOR SUPPER AGAIN—HIS HAPPENED THIS TIME!
AW, IT'S THESE DURNED MULES, MAW— I MET 'EM MINISTER ON TH' ROAD AND GAVE 'EM A LEFT AND FROM THAT MOMENT ON—
TH' DADGUM MULES COULDN'T UNDERSTAND A WORD I SAID—
MAW SAYS ITS TIME I WAS GETTIN' SMART AND TAKING OUR CAR TO

HEREFORD MOTOR CO.

THEY'LL FIX IT UP SO YOU'LL KNOW YOU CAN DEPEND ON IT WHEN YOU NEED IT. AND IT'LL SAVE YOU TIME, MONEY AND A HEAD OF BROTHERS!

HEREFORD MOTOR CO.
Dudley Green HEREFORD, TEXAS Archie Scott

a FORD Palace

Built for Hereford men, from Hereford materials, by Hereford craftsmen. This practice by owners Green and Scott of purchasing locally the splendid products distributed here brings forth the whole-hearted commendation of all Hereford suppliers.

Our Sincere Congratulations

R. J. RICHARDSON.

TEXACO



Peanut Butter 29c

Peter Pan 12 oz. Jar

TOMATO SOUP Brimfull Red & White 2 Cans 15c	LIMA BEANS Brimfull No. 2 Can 29c	APPLE JELLY Pure Brimfull 2 Lb. Jar 35c
MINCE MEAT Red & White—9 oz. Pkg. 35c	PIE CRUST Brimfull—Large Pkg. 35c	BLACKEYED PEAS Brimfull—No. 2 Cans 2 for 31c
SALMON Our Value Tall Can 59c	ASPARAGUS Brimfull No. 2 Can 37c	TOMATO JUICE Red & White 46 oz. Can 27c
FLAV-R-JELL 7 Flavors—Red & White Pkg. 5c	SPAGHETTI Marco 16 oz. Pkg. 21c	CHERRIES Brimfull No. 2 Can 29c
		WAX BEANS Brimfull No. 2 Can 21c
		CATSUP Tommy Tinker 2 14 oz. Bottles 35c
		MACARONI Marco 16 oz. Pkg. 21c
		PECANS Shelled 8 oz. Pkg. 49c

COFFEE 52c

Red & White Guaranteed To Please Lb.

PEARS Perfect Halves Red & White No. 2 1/2 Can 49c	APRICOTS Dried, Golden Glow 1 lb pkg. 43c	FLOUR ROBIN HOOD For Perfect Baking 25 Lb. Bag 1.95
	SHORTENING Red & White Hydrogenized for Perfect Baking 3 Lb. Can \$1.05	
	SALAD DRESSING Sun Spun Pint 39c	

STEAK Sirloin or T-Bones Lb. 74c	BACON SQUARES Sugar Cured Lb. 44c	CHILI Brick Lb. 54c	HAM Pressed, Wilson Lasting Flavor Lb. 54c	CARROTS U. S. No. 1, Green Tops Bunch 7c	COCOANUTS Fresh Each 19c	APPLES Delicious—Extra Fancy for Eating Lb. 14c	LEAF LETTUCE Fancy, Crisp, large bundles Each 19c
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LAVA SOAP 10c	CRISCO 3 Lb. Can \$1.16	P. & G. LAUNDRY SOAP 2 Bars 17c
CAMAY TOILET SOAP 10c	TIDE Large Box 33c	DUZ Large Box 33c
		WASHO Large Box 29c

HUNTER'S

RED & WHITE FOODS

EASY TO PARK EASY TO SHOP EASY TO SAVE

Complete Stock of
RADIATORS
for
**CARS — TRUCKS
TRACTORS**
Wholesale and Retail
513 W. 6th St. Phone 6666
Miller Radiator Service
Amarillo, Texas

Mrs. Elizabeth Rea attended the West Texas State home coming Saturday at Canyon and was accompanied by her son.

Arthritis Pain

For quick, delightfully comforting help for aches and pains of Rheumatism, Arthritis, Neuritis, Lumbago, Sciatica, or Neuralgia try **Remedol**. Works through the blood. First dose usually starts relieving pain so you can work, enjoy life and sleep more comfortably. Get Remedol at drugstore today. Quick, complete satisfaction or money back guaranteed.

Radio Programs

KFAN — 400 On The Dial
7:15-7:30—Cowhand's Hour
7:30-7:45—Alarm Clock Club
7:45-8:00—U P News
8:00-8:15—Local and State News
8:15-8:30—Quiz Program
8:30-8:45—Easy Listening
8:45-9:00—Morning Devotion
9:00-9:15—Birthday and Anniversary Club
9:15-9:30—Mainly for Women
9:30-9:45—It's Dancetime
9:45-10:00—Treasure Chest
10:00-10:15—U P News
10:15-10:30—Hog Market Report
10:30-10:45—Musical Interlude
10:45-11:00—Announcer's Choice
11:00-11:15—Music by Martin
11:15-11:30—Hymns of all Churches
11:30-11:45—School Program
11:45-12:00—Sons of the Pioneers
12:00-12:05—Texas News
12:05-12:15—Top Tunes of the Day
12:15-12:30—Trading Post
12:30-12:45—U P News
12:45-1:00—Western Roundup
1:00-1:15—Trade Winds Tavern
1:15-1:30—This Rhythmic Age
1:30-1:45—Band Music
1:45-2:00—Western Hit Parade
2:00-2:15—U P News
2:15-2:30—South American Way
2:30-4:00—Echoes of the Opera
4:00-5:00—The 860 Club
5:00-5:15—Jive at Five
5:15-5:30—U P News
5:30-5:45—Musical Interlude
5:45-6:00—Sports
6:00-6:15—Town Topics
Programs differ slightly on Sundays. Religious Broadcasts at 9:15 and 11 a. m. and 1. First newscast on Sunday is at 9 a. m. Local talent programs in afternoon.

SHOWS DELAYED EFFECT
OAK RIDGE, Tenn. (AP)—Proof that the harm done to heredity by radioactivity can lie dormant many generations, and then act like poison, has been found here in the Biology Division of the Oak Ridge National Laboratory. This happened in paramacia, slipper-shaped, single cell creatures that live in fresh water ponds. Paramacia differ from men by reproducing for 20 generations or more without mating.

Carelessness Not Really Cause Of Fires, Says Hall

AUSTIN—"Carelessness is not really the cause of fires," says Marvin Hall, State Fire Insurance commissioner. "It's not that a person doesn't care if he burns his house down or injures himself or others; it's that he is ignorant or indifferent to dangerous practices that cause fires." Ninety per cent of our fires are needless and could be prevented, he continued. This 90 per cent is generally considered to be caused by carelessness, when in the strict sense of the term, they are not. "People who have needless fires either do not know of an existing fire hazard or just don't believe it can happen to them," Hall said.

as last year proved that it does happen to thousands of people. 1947 losses were the highest in the history of this state and they are climbing higher this year, nearly reaching the \$15 million mark through August. Information on fire prevention can usually be obtained at city or county libraries, and local fire departments will inspect houses or places of business free, the commissioner suggested. Fire Marshals will talk with individuals or groups to tell them how to prevent fires.

CRANBERRY FOR VEAL

Veal cutlets cooked with jellied cranberry are an ideal meal for a November day. Brown the cutlets, then add chunks of the jellied cranberry sauce and mash slightly. During cooking, the gel melts, providing a delicious liquid in which to braise the chops. Serve with buttered lima beans.

The \$22 million fire loss in Texas—Shop with the Want Ads

COCKERHAM DOES IT AGAIN

Third Week Of Clearance Sale

MOST ITEMS WILL BE SOLD AT COST OR LESS

BATHROOM HEATERS 5.95
Regular 8.95

OVER 2000 YARDS **LINOLEUM** TO PICK FROM

CLOTHES HAMPERS 4.95
Regular 9.50

TABLE LAMPS 3.95
4 Only — Regular 8.50

ENGLANDER MATTRESSES 28.50
Regular 39.50

UTILITY TABLES 6.95
Guaranteed to hold 250 lbs. — Reg. 9.50

UNFINISHED BED 5.95
4 Only — Full Size, Reg. 9.50

FLOOR LAMPS 15.95
Regular 24.50

SIMPLEX IRONERS 74.50
Regular 99.50

ALL LIVING ROOM SUITES 30% REDUCED

HIGH CHAIRS 2.95
2 Only

COOLERATOR **ELECTRIC DEEP FREEZE** 350.00
15 1/2 ft.—carries 5 year guarantee. Reg. 450.00

USED **NORGE ELECTRIC ICE BOX** 69.50
One Only

CEDAR CHEST 24.95
1 Only

DIXIE RANGE 124.50
Full Size, Robertshaw heat control—Reg. 169.50

WOOD IRONING BOARDS 3.95
2 Only

24 Hour Wrecker Service



KINSEY MOTOR CO.
PHONE 740 — NIGHTS 419-W

Glomerized Fall and Winter PILLBOXES with Feathers and Veils



at Anthony's only **\$3.95**

A little bit of a hat with a big future for you. Fine fur felts in Autumn's gayest tones and blacks. Feather and veil trim adds a bit of sophistication. And Anthony's price saves you dollars.

Anthony's
THE G.A. ANTHONY CO.
HEREFORD

At Anthony's SHEARLING LINED SHOE EVENT

WOMEN'S SLIP-IN EVERET... **\$5.50**



This everet is easy to slip on and it stays on. Shearling lined assuring warm winter comfort, kid finished uppers assuring good looks. All leather sole and heel. At Anthony's it's priced right. 4 to 9.

MENS SLIP-IN OPERA... **\$5.50**



Men's good looking warm comfortable opera style slip-in. Full shearling lined, kid leather finished upper on durable all leather sole and heel. If you want the utmost in comfort, good looks, too, buy this slipper. 6 to 12.

MENS ZIP-UP CHUKKA... **\$6.50**



So nice to slip-into on cold winter mornings. Full shearling lined assuring you of warm foot comfort. Tops are kid-finished leather and sole is all leather with rubber heel lift. Zipper-front closing. Sizes 6 to 12.

Anthony's
THE G.A. ANTHONY CO.
HEREFORD

COUPON POCKET COMB 5c

HAILE DRUG
229 Main Phone 99
Walgreen Agency Drug Store

BICARBONATE 17c
SODA—FULL POUND PKG. USP (Limit 2)

PHILLIPS MILK OF MAGNESIA 33c
50c Size

100 ASPIRIN 39c
PURE 5 GRAIN TABLETS

COLGATE DENTAL CREAM 39c
Giant Size

ELECTRIC BUYS!

- Heavy Chrome Finish **IRON REDUCED!** 3.19
Balanced for easy ironing. With heat indicator.
- Heats in a Hurry—**HOT PLATE PRICED LOW** 2.19
Now ONLY. Cool handles and feet.
- Home-Maker's Bargain **EXTENSION CORD SET** 59c
With 3-way outlet. Only Standard 5-ft. size.
- 3-Speed Master's **ELECTRIC HEAT PAD** 7.50
Now, only All rubber cord set.

Chamberlain's **HAND LOTION** 79c
\$1.00 Size

HOUSEHOLD VALUES!

- 50c Size **BARRASOL SHAVE CREAM** 39c
- 2 for 33c **ORLIS TOOTH PASTE** Our Very Finest!
- 2 for 39c **Giant PG-90 SHAVE CREAM** Lather or Brushless
- Smart 8-oz. Glass **COFFEE MAKER** 5.75
Easier to use
- 4.89 Value **MIXING BOWLS** 3.49
- Sunbeam **Electric Toaster** 22.50
- Ideal for Shampoo **98% BATH SPRAY** 89c
Fits any faucet
- 6-oz. Size **VASELINE HAIR TONIC** 69c
- Tests in Guaranteed **IRONING BOARD PAD** 3.98
Thick and resilient
- 50c Size **MENNER SKIN BRACER** 43c

Walgreen Agency Drug Store

Prices Of Stocker And Feeder Cattle Sell Sharply Lower On Markets; Eggs Go Up, But Fall Again

Unchanged to lower price trends prevailed at most south-west farm markets during the past week, the U. S. Department of Agriculture's Production and Marketing Administration reports.

Stocker and feeder cattle and calves sold sharply lower for the week ending Monday at Houston and San Antonio, and shared the general weakness of all cattle classes at Denver. Prices netted little change after daily ups and downs on other classes and at other southwest

terminal. Cows showed particular stability. Common and medium cows moved at \$16 to \$18 at Houston, \$15.50 to \$17.50 at San Antonio, \$16 to \$18.50 at Wichita and \$17 to \$18.75 at Kansas City.

Hogs lost mostly \$1 to \$1.50 during the week. Top butchers brought \$24.50 at San Antonio, Oklahoma City and Wichita Monday, \$25 at Fort Worth, and \$24.75 at Kansas City. Sows moved in a spread from \$22 to \$23 in Texas and Oklahoma and \$21 to \$23 at Kansas markets.

Stocker and feeder pigs ranged from \$21 to \$25.

Citrus fruits and fall vegetables drifted to lower price levels during the past week, as market supplies continued a seasonal increase. West Texas lettuce sold lower at Fort Worth and began to arrive on the New Orleans market. Most truck shipments at New Orleans came from Mississippi, since heavy rains seriously damaged Louisiana crops. Colorado potatoes and onions found very slow demand and dull markets at principal shipping points.

Yellow corn dropped 5 to 20 cents a bushel for the week, to sell Monday at \$1.70 to \$1.80 a bushel in bulk carlots at Texas common points. Yellow corn fell one to two cents to bring \$1.54 to \$1.56 for No. 2 grade. Wheat declined two to three cents to close around \$2.41. Sorghums moved two cents a hundred pounds lower. No. 2 yellow milo brought \$2.55 to \$2.60. Oats and barley gained 2 to 2 1/2 cents.

Wheat millfeeds, oilseed meals and alfalfa meal sold higher for the week, while other feed-stuffs sold unchanged to lower. Top quality hay remained firm, but undesirable types took sharp discounts. Peanuts moved at support prices.

Prices of good fresh eggs went a little higher last week but eased slightly around the week-end. Fryer and broiler markets held a much firmer tone most of the week but lost some of it, firmness toward the close. Demand slowed for more liberal receipts of hens. Turkey marketings remained on a very light scale.

Local Baptists To Attend Church Centennial Celebration At Houston

Among the 10,000 Texas Baptist who will meet in Houston November 7 to 11 for their centennial will be Rev. R. H. Cagle, Mr. and Mrs. Bob Lawrence, and Mr. and Mrs. J. C. Allred of Hereford.

Separate meetings for the men and women are scheduled for Monday and Tuesday with the general meeting beginning Wednesday through Thursday. At the general meeting business and plans will be carried out along with approval of budgets and other plans pending for the state convention said Rev. Cagle Monday.

Woman's Missionary Union will meet in its annual convention in the historic First Baptist church in Houston. The Brotherhood meeting will open in the city music hall. The closing sessions of the pre-convention meetings will open the Baptist General convention in the city auditorium.

In the opening session a pageant featuring 100 years of organized Baptist work in Texas will begin the day with Dr. Wallace Bassett of Dallas delivering the president's message.

Out-of-staters include Mrs. W. C. Tyler, Blue Mountain, Miss.; Dr. Arnold Ohrn, Washington, D. C.; Dr. John Caylor, Atlanta, Ga.; Dr. T. L. Holcomb, of Nashville, Tenn.; Dr. R. G. Lee of Memphis, Tenn.

The annual sermon for the convention will be preached Wednesday noon by Dr. Forrest Freezor, pastor of the First Baptist Church of Waco.

"Looking Forward 100 Years in Texas" will be the theme of the address made by Dr. W. R. White, Wednesday evening. Dr. White is the president of the oldest school in Texas, Baylor University. His address will follow the report of the survey committee which will recommend to the convention a budget for the coming year of ten million dollars.

The convention will come to a close Thursday evening with the address from the Southern Baptist convention, Dr. Lee.

Nearly one billion metal cans are used annually to pack seafood in the United States.

Automatic can-making machines produce as many as 21,000 cans an hour.

Blitz Tragedy Still Echoes
LONDON, (AP)—One of the worst bombing disasters of the London blitz was recalled when the S. Pancras borough coroner, W. Bentley Purchase, held four inquests without bodies. A direct hit killed 154 persons in a public shelter in 1940. Ten of the

victims were unidentified. When preparations for a memorial were started recently relatives sent in the names of four presumed victims. The Home Office ordered an inquest. The coroner ruled that the four died in the wreckage as a result of war operations.

U. S. scientists estimate that at least one-third of the fertile U. S. top soil in the nation has been washed away and lost since white men came to America.

Folding-box machines can glue and fold up to 105,000 boxes per hour.

SPECIAL NEW SHIPMENT RECORDS

Capitol, Decca, Etc.
55c Each

LIGHT FIXTURES
25% OFF

ELECTRIC BLANKETS
\$29.95 Values for \$27.95

YOU NEED THESE!
WATER TROUGH DE-ICERS
The Famous Westinghouse

KELTON

ELECTRICAL APPLIANCE

Where We Mail The Brand

Change of address:
Neil Downing, R. R. 1, Box 500, Amarillo.
R. E. Tynes, 2318 20th St., Lubbock.
J. F. Hickman, Rt. 1, Hereford.
J. E. Hill, 1702 Lamar St., Vernon.
W. F. Lawrence, 3428 Hilltop Rd., Fort Worth.
J. D. Minton, Fountain, Colo.

TO THE LADIES!
Here's an ideal menu for a ladies' day luncheon: cold diced veal salad on pineapple rings or jellied cranberry slices. Accompany the salad with hot rolls, hot speeded tea or coffee, and add a vanilla cream puff for dessert.

CAST YOUR BALLOT EVERY DAY

AT HEREFORD SUPER MARKET

for These



GOOD BUYS—EVERY ONE!

ROUND STEAK, BEST GRADE BEEF	lb. 79c
LOIN STEAK, TOP QUALITY BEEF	lb. 75c
RIB ROAST, BEST QUALITY BEEF	lb. 45c

COFFEE
Schilling's Drip or Regular..... 1 lb. can 51c

SHORTENING
Armour's Star..... 3 lb. ctn. 85c

PRESERVES
Pure Plum..... 2 lb. jar 35c

TUNA
Treasure, Solid Pack, Light Meat..... Can 43c

VIENNA SAUSAGE
Red Crown, Whole..... Per can 15c

NEW CROP SORGHUM AND RIBBON CANE SYRUP

ORANGES
Texas, Sweet and Juicy..... 5 lb. bag 29c

GRAPES
Red Emperor, Fresh Shipment..... 2 lbs. for 25c

PECANS
Large George Paper Shells..... per lb. 35c

GRAPEFRUIT
Texas Ruby Red, Large Size..... 4 for 29c

ONIONS
Small White Home-grown..... 10 lb. mesh bag 49c

TOMATO JUICE
C. H. B. No. 2 Cans..... 6 for 59c

PINEAPPLE JUICE
Dole's, 12 oz. Cans..... 2 for 29c

BLACKEYED PEAS
Fresh Canned, 15 oz. Cans..... 2 for 25c

PORK & BEANS
Otoe, 15 1/2 oz. Cans..... 2 for 19c

OATMEAL COOKIE MIX
3 Minutes, Makes 40 Cookies..... Box 29c

MINCE MEAT
Branded..... Full Quart 39c

CHERRIES
Sturgeon Bay, Red Pitted..... No. 2 Can 29c

GRAPE JUICE
Taft's Pure Concord..... Quart 39c Pint 21c

POTTED MEAT
Regular Size..... 3 Cans 29c

PURE PLUMS
In Heavy Syrup, No. 2 1/2 Cans..... 2 for 35c

PAPER TOWELS
Soflin, Handy Rolls..... 2 for 35c

CHICKEN FRICASSEE
Swanson's Ever-Fresh..... Lb. Can 59c

OLEO
No-Maid, Table Grade..... Lb. 35c

BOUILLON CUBES
For Gravy, Soups, etc. Beef, Chicken, and Vegetable..... 9c

GINGER ALE
or Tom Collins..... 12 oz. Bottle 9c

VEL
Large Box..... 31c

BREEZE
Large Box..... 31c

LIFEBUOY SOAP
Regular size..... 3 for 25c

DREFT
Large Box..... 31c

TREND
2 large boxes..... 38c

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PHONE 117

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KINSEY MOTOR Co.

223 E. 3rd HEREFORD Phone 740

Formal Opening New Hereford Motor Co. Scheduled Saturday

British Built Cars Expected By Dec. 25

The formal opening of the new Hereford Motor Company at the intersection of Second and Miles Streets, Saturday at 10 a. m. represents the culmination of a ten year old dream and the product of a combined total of 34 years of experience in the Ford business for partners Dudley Green and Archie Scott.

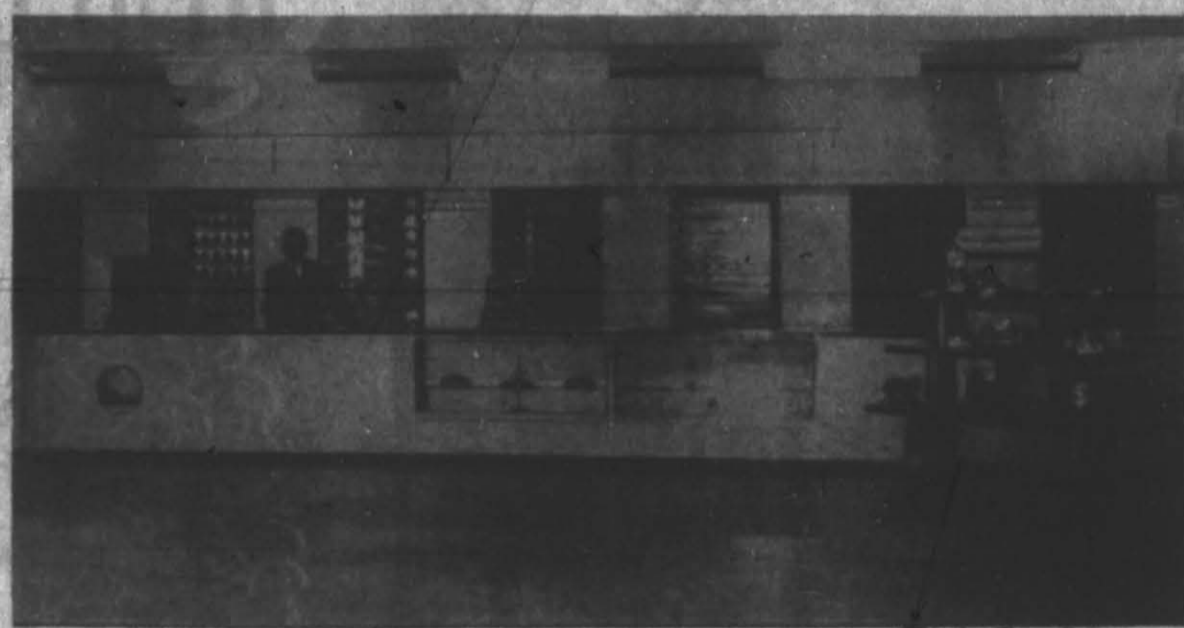
Construction of the new modern brick building was begun last spring as an anniversary note celebrating the decade of development since the two men took over the agency in May, 1938. The headquarters were then located on Main Street, site of the company until completion of this building.

The cream colored brick structure is 100 per cent the idea and plans of the two men. It was detailed architecturally to incorporate modern principles of comfort and convenience, but the emphasis was on fulfilling the needs which their experience had taught them would occur. They have been planning the actual construction of the building for two years.

Completely Departmentalized
One hundred and forty feet long and 70 feet wide, the \$75,000 structure is completely departmentalized. There are 13,000 feet of work, display and storage space, which more than quadruples the space in their former building. The entire place is scientifically heated and air conditioned.

Show room, offices and parts department occupy the front of the building. Decor concentrates on a color scheme of aqua, blonde

New Parts Department Of Hereford Motor Co.



Archie Scott poses behind the counter in the new parts department of the Hereford Motor Company building which will hold its formal opening Saturday, beginning at 10 a. m. This shot of the interior shows the south wall of the modern chrome and leather decorated display room.

and chrome. The ceiling is soundproofed and the walls are painted pale aqua. Two sides of the show room are glass paneled windows running 70 feet on the front and a 30 foot corner on the north. The plate glass door was planned to blend in with this glass footage.

Sunlight is combined with artificial light in the shaded fluorescent tubes in the display room. Green and Scott were so in favor of correct lighting all over the building they have installed fifty sets of fluorescent tubes in the plant.

Single Panel Doors
The terrazzo floor blends with the blonde used in decorating. The linoleum topped counter of the parts display and the structure fronts are covered in blonde colored synthetic leathers. This fabric is also used on the display

case. Modern decorating highlight is the rose colored lucite lettering atop the parts department signifying genuine Ford parts.

Single panel doors in light oak are used as accents against the

Dudley Green Tuesday was informed the Ford Motor Company at Dearborn, Mich. was shipping a rollover cutaway passenger car for display at the Hereford Motor Company. The vehicle is scheduled to arrive in time for opening day ceremonies Saturday at the local agency.

walls and glass surfaces. Show room lounge furniture is gay with red and blue leather on chrome based chairs. Water cooler and ash tray conveniences have been provided and there is

a huge rubber plant in the corner.

The three-office series provide private offices for Green and Scott and the accountant, Mrs. Edna Lee Collier. Glass wall surfaces and mahogany furniture add to the comfort of these rooms.

With Company 5 Years
Mrs. Collier has been with the company for five years. She has her certificate qualifying her as a Ford senior accountant. Born and reared in Hereford, she received her business training in wholesale and advertising centers for 15 years in Dallas.

Jeff McCrowhan, service manager, has an office in the Service Department. Afton Williams is the parts manager. There are 16 men employed by the Hereford Motor Company as mechanics, lubrication experts.

Junior Red Cross Goal In 2 Weeks Seen

The 1948 Junior Red Cross campaign which began Monday in the Deaf Smith County schools expects to reach its goal of 100 per cent in a two week period said Mrs. Cecil Lady, chairman of Junior Red Cross.

Continuing their contribution to the Junior Red Cross international program, a goal of 150 gift boxes containing school and health supplies, has been set.

Since the close of the war American Junior Red Cross members have sent \$5,442,710 worth of basic health and educational supplies to children in war devastated countries—all paid for with money they earned, saved, and contributed themselves.

Committees appointed to carry on the campaign are Mrs. Phillip Barclay, Mrs. Clyde Cave, Mrs. Roy Calvert, Mrs. W. C. Hromas, and Miss Madeline Bell as the executive committee.

Teacher sponsors are Mrs. F. G. Collier for the Central School.

(Continued on Page 8)

Head Officials Of Motor Company



DUDLEY GREEN



ARCHIE SCOTT

Dudley Green, senior member of the Green and Scott partnership, has been connected with the Ford Motor Company distribution for 24 years and these years of experience have convinced him of the quality of the product which he sells.

Green was instrumental in forming this Hereford Motor Company partnership with his brother-in-law ten years after a fourteen year old association with W. S. Irvin, Ford dealer in Amarillo.

In 1938 the two men moved to Hereford with their families. Both Mr. and Mrs. Green are native Texans. She was the former Ola Mae Scott of Vega. The couple were married in Amarillo. They have three daughters, Virginia, who is a graduate of Hereford High School with the class of 1946; Louise, who was graduated from Hereford High School last year, and nine year

(Continued on Page 8)

Archie Scott is the junior partner in the Hereford Motor Company. This decade-long partnership was first formed on the basis of a long acquaintance for the two men have known each other since Archie Scott was "a little shaver" and Green was going with his older sister.

Scott was born in Vega and grew up in that area attending schools there. His early day interest was not in automobiles; in fact, he was working in the grocery business in Hot Springs, New Mexico, when the two men worked out their partnership and decided to move here and take over the Ford agency.

Glad that he shifted from groceries to machinery, Scott is proud of the product which the company retails to its customers.

In fact, his business and his family are the two main concerns of his life. His wife was

(Continued on Page 8)

Personal

Mr. and Mrs. Nolan McWhirt of Goodwell, Okla., spent the weekend with her parents, M. and Mrs. Amos DeWolf. McWhirt is with the Panhandle A & M of Goodwell and acts in the capacity of curator for the museum.

Mr. and Mrs. H. C. Angel spent the weekend in Lubbock visiting Mr. and Mrs. Leon Taylor and son, Gary.

Mr. and Mrs. Floyd Ross and daughter, Cynthia, were weekend guests in the home of his mother, Mrs. Dorothy Ross.

Mrs. Gene Loerwald and son went to Sunray Tuesday to visit her mother, Mrs. Clem Shumaker. They returned home Sunday.

Mr. and Mrs. C. Cirano were in Hereford last week visiting Mrs. Ida Orr. She is the former Vida Bell Orr and is now living in New Orleans where she is a chemist with the Southern Research Laboratories. The couple stopped here during a three week tour of the Southwest.

Mr. and Mrs. Stan Barrett and daughters, Patty and Lynn, and Mr. and Mrs. Fred Barrett left last week end for Idaho. The men are planning a pheasant hunting trip and will visit relatives in Wendall and Paul, Idaho and also in Salt Lake City.

Among those attending the homecoming game at Lubbock last weekend were Mr. and Mrs. Marshall Formby, Mr. and Mrs. Hilton Higgins, Mr. and Mrs. Jack Bradley, Mr. and Mrs. Sylvester Slagle and Patsy, Bill Phillips and Raylan Evans.

Billy Sires is visiting in Odessa this week with friends.

CONGRATULATIONS

TO

DUDLEY GREEN

ARCHIE SCOTT

CO-OWNERS OF HEREFORD MOTOR COMPANY

We are indeed glad to congratulate you on your achievement -- your success in planning and completing this building offering better service to Ford owners, and contributing to the growth and progress of Hereford's business.

We are proud of our part in the supplying of major construction materials for the job. Thank you for your selection of our resources to get the job done.

CARL McCASLIN LUMBER COMPANY

1 Block East of Courthouse

Phone The Lumber Number 7

BECOMES A HABIT
VIENNA. (AP)—Two wars and resulting border changes in two generations have made citizenship in any Central European country a very temporary possession. For instance: employee of the Vienna bureau of The Associated Press was in Bodenbach in what is now Czechoslovakia in 1906. Since then at that time was part of the Austro-Hungarian Empire, he was an Austrian citizen until 1918. At the end of World War I, his residence made him Czech. In 1938, when the Sudenland was ceded to Hitler, he became a German citizen. In 1945 he became a stateless person because he had moved to Vienna to work, and could no longer return to Czechoslovakia. At year he regained his original Austrian citizenship—through naturalization.

COURTHOUSE RECORDS

Warranty Deeds
 J. H. Wild to Calvin Flowers, all S 7, Bk 8.
 John P. Dennison and wife, Olyse Dennison to G. K. Horton, SE 1/4, S 28, T 5 N R 2 E.
 Ruth B. Lambert to Carl J. Mountz, a part of Bk 52, town of Hereford.
 L. L. LeGrand and wife, Louise LeGrand to Earl Johnson and Wayne Johnson N 1/2 S 7, Bk K-8.
 D. R. Holt and wife, Irene Holt, to J. M. Brownlow, S 80, Bk K-3.
 C. C. Acker and wife, Mary Acker to Hereford Community Hotel Corporation 1st tr. lots 5 and 6 Bk 17; 2nd tr. all of west 2d tr. along and off lots 5 and 6; 3rd tr. E. 80 ft. lots 5 and 6, Bk 17.

Deed of Trust
 Jim Cross and wife, Maude Cross to First Federal Savings & Loan Assn. of Clovis; lot 18, Bk 3 of Burk's Sub. of Bk 17, Mabry Add.

Quit Claim
 J. H. Wild to Calvin Flowers, S 7, Bk 8.

Release
 Southwestern Life Insurance Co. to A. A. Friemel, 480 acres, S 1/2 and NW 1/4 S 57, Bk K-5.

Birth Registration
 Javier Aquire, son of Mr. and Mrs. Eugenie Aquire, October 13.

Marriage Licenses
 J. B. Cheaper and Josie Wilson Plunk.

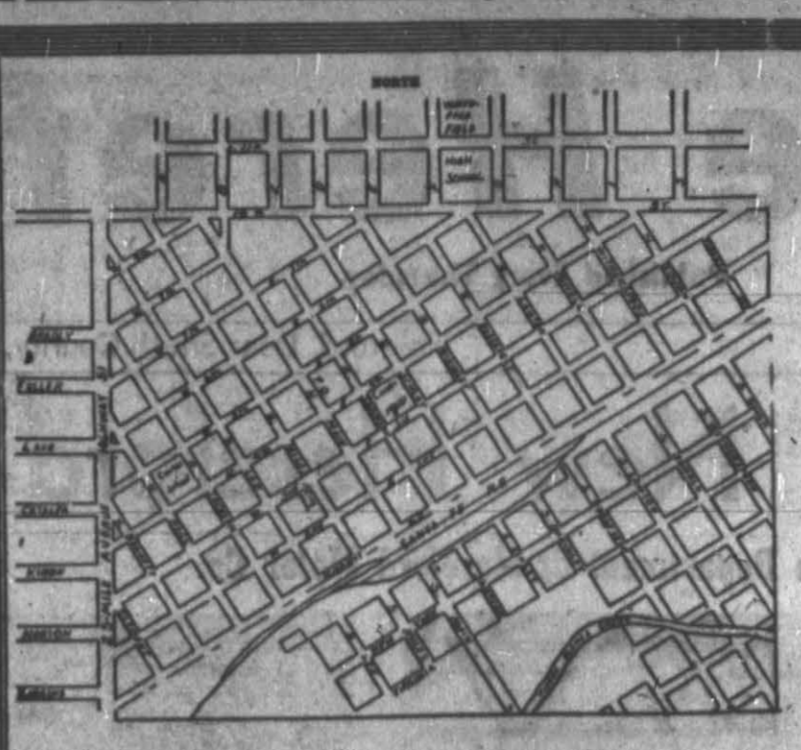
FUN IN COOKING

By CECILY BROWNSTONE
Friday Fare
Tuna Fish Puff* Tomato Sauce
 French Fried Potatoes
 Tossed Green Salad
 Bread and Butter
Apple Raisin Roll Tea or coffee
 (Recipe for starred dish follows)
TUNA FISH PUFF
 Ingredients: 2 tablespoons cornstarch, 1/2 teaspoon salt, 2/3 cup milk, 1 seven-ounce can (about 1 cup) tuna fish, 3 eggs (separated), 1 tablespoon lemon juice, 1/2 teaspoon cream of tartar.
 Method: Put the cornstarch and salt in a saucepan and add the milk gradually, stirring until smooth after each addition. Place over moderate heat and cook, stirring constantly, until mixture is very thick. Remove from heat; add tuna fish, including oil from can. If the fish is not already flaked, separate it into flakes with a fork. Beat the egg yolks until they are thick and lemon-colored and add to mixture with lemon juice; mix well. Beat egg whites until frothy; add the cream of tartar and beat until just stiff enough to hold a peak. Fold into fish mixture. Turn into a greased 1 1/2 quart casserole or a 10-inch glass heat-resistant berry pie plate. Bake in a slow (325F.) oven about 1 hour for casserole, and 1/2 hour for berry pie plate. Serve immediately. 4 to 5 servings.

Sunday Dinner
 First Course Salad
 Boned Shoulder of Lamb
 Browned Potatoes
 Buttered Carrots, Celery and Onions
 Bread and Butter
 Applesauce with Meringue*
 (Recipe for starred dish follows)
APPLESAUCE WITH MERINGUE
 Ingredients: 2 1/4 to 3 1/4 cups sweetened applesauce (if may be home-cooked, thawed quick-frozen, or canned), 2 egg whites, 1/2 teaspoon salt, 4 tablespoons granulated sugar, 1/2 teaspoon vanilla.
 Method: Put the applesauce in an 8-inch pie pan. (If available use a pie pan that can be brought to the table.) Beat the egg whites and salt until foamy; gradually beat in the sugar, sprinkling a little at a time over the whites. Continue to beat until mixture holds a peak. Add vanilla and beat in. Drop in about 6 mounds over applesauce. Bake in a slow (325F.) oven for about 20 minutes, or until meringue is lightly browned.

DROP RED RIGHTS
 SHANGHAI (AP)—More than 1,000 Russians in China have renounced the Soviet citizenship they recently obtained, the China Press says. They took out the new citizenship papers when Moscow announced by-gones would be by-gones and these Russians who fled the Communist regime more than two decades ago would be welcome back home.

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Saturday Night Buffet Supper
 Tomato Juice and Cracker Tray
 Chopped Beef Stroganoff*
 Mashed Potatoes
 Green Beans
 Avocado and Celery Salad
 French Dressing
 Hot Buttered Rolls
 Fruit Compote Beverage
 (Recipe for starred dish follows)
CHOPPED BEEF STROGANOFF
 Ingredients: 2 small onions, 2 tablespoons fat, 1 pound lean ground beef, 1 teaspoon salt, freshly ground pepper, 1/2 teaspoon (about) oregano, 1 three-ounce can chopped mushrooms, 1/2 cup sour cream, 2 teaspoons catchup, parsley sprigs.
 Method: Peel, slice and finely dice onions, there should be about 2/3 cup. Melt the fat in a

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If you're an eye for solid value, you'll like what you see when you take a look at today's big feature-rich Dodge.

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FREE Scientific Weight Chart. Call for yours. Or send free with mail or phone orders. No obligation.



Teaching Your CHILD

By DAVID TAYLOR MARKE
AP Newsfeatures Writer

"The forgotten years of childhood."
That's what Clara Lambert, Director of Teacher Education at the Plays Schools Association, calls the ages between 6 and 12. These are the forgotten years, she explains, "because Johnny and Mary have lost the charm of babyhood and have not yet acquired the bloom of the 'teen-ager.' Children of this age are

not so lovable as they were at three, nor so exciting as they are in adolescence."
The inner world of the 6-to-12-years-old is hard to get at. And because they are elusive years and at times baffling, she has just written a 32-page illustrated pamphlet, "Understanding Your Child—Ages 6 to 12," issued by the Public Affairs Committee, Inc., of New York.

For dealing with children in this difficult phase of growth, Mrs. Lambert offers the following suggestion to be used, not as an infallible guide for on-the-spot emergencies, but for long-term guidance in helping your child to develop fully.

1. Know what to expect beforehand. Be prepared for questions about sex, "shockers," tall tales, lies, or stealing.
"Shockers" are best handled with humor and a light touch, and a simple, direct, honest answer without a display of shame, confusion, or anger.
When a child lies, he may be afraid of punishment or of losing your love. Relax your demands, make him feel sure of your love and understanding, no matter what happens.
Stealing is usually brought about because there is not enough adventure in your child's life. Give him more things to do and more attention.

2. Keep talking things over together. Reading stories is one way to have little "talk fests" which lead to understanding.

3. Encourage dramatic play, even though it is often a noisy, dirty, highly emotional activity, for it is through play that children work out their own problems.

4. Share experiences with your child. Experiences shared with you provide richer play material than a closetful of toys.

5. Don't make too many rules and regulations. Your children want rules, laws, and regulations, but they like the "rubber band" type which can be stretched a little but not broken. You must know how to comprise gracefully, be firm without rancor, be fair, and even look the other way sometimes to sidestep an unimportant issue.

Wayland College Prexy With Chinese Beauties



President J. W. "Bill" Marshall of Wayland College at Plainview, is pictured here among five Chinese students of his whose home churches he hopes to visit during December. They are, from the left, Mark Tong of Tung Shan Baptist Church, Hongkong; Peter Chen of Grace Baptist Church, Shanghai; Rachel Fong of Sallee Memorial Church, Shanghai; Lucy Zia and Rose Wang, both of Grace Church.

Dr. Marshall Plans Christmas Trip To China For Visit With Churches

PLAINVIEW — A Christmas trip to China is being planned by Dr. J. W. "Bill" Marshall, president of Wayland College, who announced today his intention to visit the home churches of several Chinese students now enrolled here.
He is going to Shanghai to accept an invitation to conduct a special revival meeting in the Grace Baptist Church, of which the Rev. Charlie Chi is pastor. Dr. Chi expects to return with Dr. Marshall to conduct a south-wide evangelistic conference for Southern Baptists.

Dr. Marshall also plans to visit such south China cities as Canton and Hongkong and north China centers like Peiping. The Shanghai visit will be something of a repeat performance, because he conducted a revival at Grace Church in 1940.

Christian leaders are being invited to join the China-bound party, which is due to leave by plane the second week in December, with stopovers in Honolulu and Tokyo. Orientation lectures are planned for the travelers.

Dr. Marshall plans to return to the United States about the first of January, but other members of the party may stay on longer. Details for transportation are being arranged through Thomas Cook and Sons. Those interested in going may write Dr. Marshall.

He also announced that preliminary plans are being made for Wayland students to attend

FIND LANGUAGE ALL GREEK

ATHENS, (AP)—So you want to learn Greek?
It's very easy, the Greeks declare. Especially, if you know whether you wish to write your girl friend or a diplomat, or whether you want to discuss philosophy or order apples from the corner grocery.

You simply must know these things, they say, to keep from being crossed up on such everyday items as your shoes and bread. If you're asking for bread, you call it "psomi." If you write it, it's "artos." If you mail an order to your shoemaker, your shoes are "ypomidama." If you telephone him, they're "papistais." (English characters substituted for the strange Greek alphabet.)

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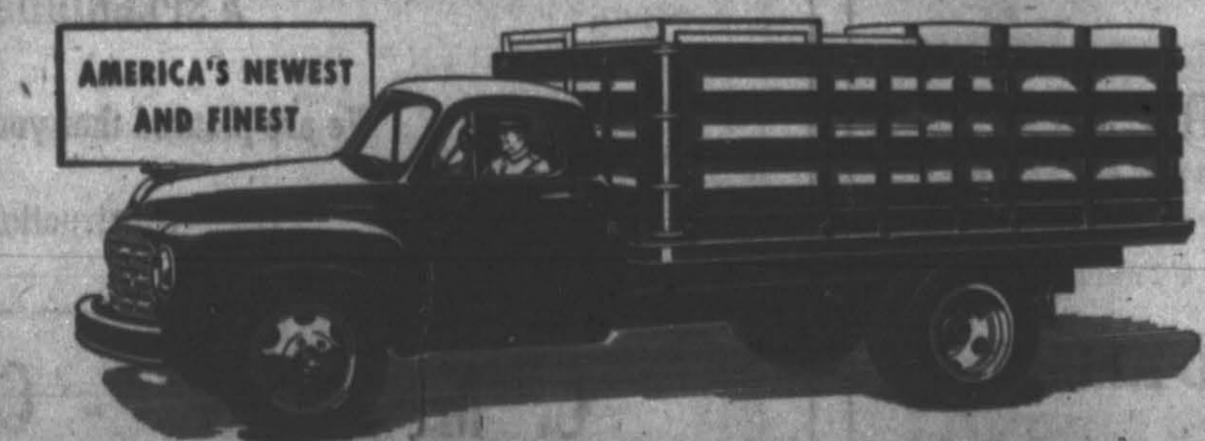
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There's a reason why it works so well for so many folks—it's controlled to give you high level performance, cold weather or not! Get a tankful of Phillips 66 today and see for yourself.

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JIM WHELAN
Manager

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HEREFORD MOTOR COMPANY

FROM

**JOHN McLEAN
INSURANCE**

MORE POWER

TO

DUDLEY AND ARCHIE

Progress in Hereford has been forwarded by the erection of the new Hereford Motor Company Building.

Heartiest Congratulations

FROM

**HEREFORD
HARDWARE**



This Miles Street front of the Hereford Motor Company embraces making the entire show room, offices, etc.

CONGRATULATIONS

THE HEREFORD MOTOR COMPANY BUILDING

A SPLENDID ADDITION

We are pleased that you selected

construction of

C. M. HICKS - - CON

BEST, MOST MODERN and TRUCK CENTER

Phones 38 and 39

FRIDAY, NOVEMBER 6th 10 A.M.

will witness the grand opening of Hereford Motor Company with the
ed in Hereford. Here you'll see spacious new car showrooms and
keep your car running in the best of condition. Here you'll find
re personally for a check-up. Remember, we give everything from a
ously, centrally and economically. When your car needs service,

More of Everything You Want in
AER — MERCURY
ARMOTOR CO.

ARCHIE SCOTT



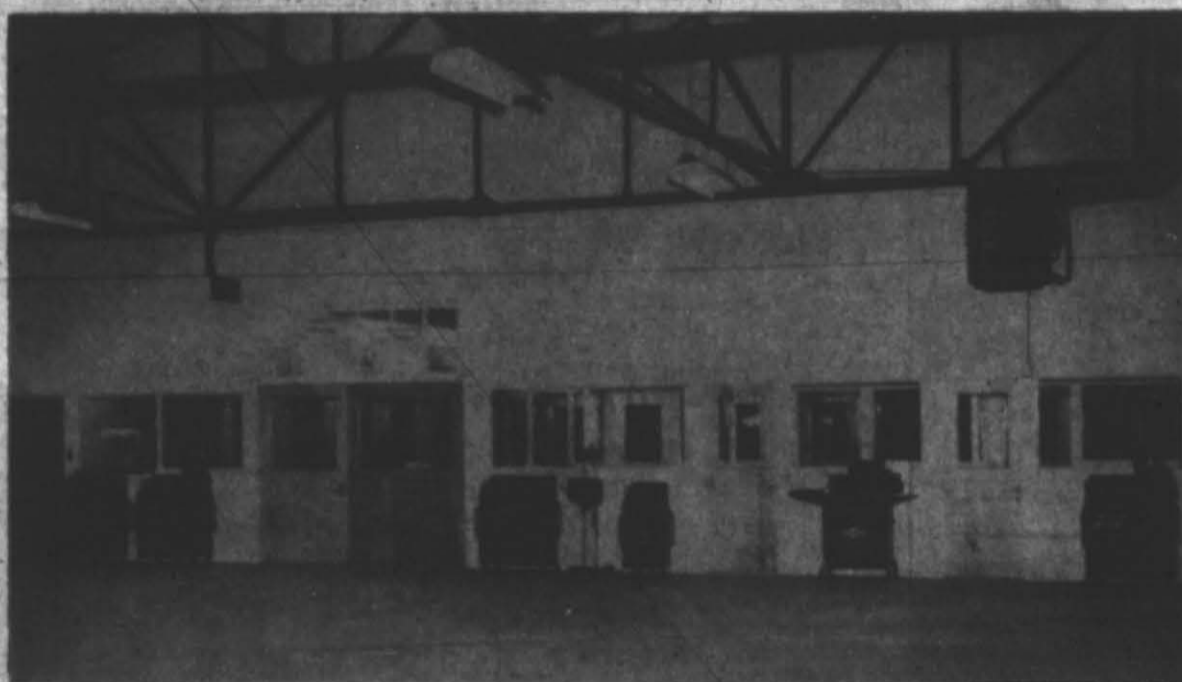
Embodiment, most modern functional use of window designing,
offices, and apartment a giant window display!

CONGRATULATIONS

BRING CREDIT TO THIS OR ANY COMMUNITY; IT IS
ADDED TO HEREFORD.

You select work with you in the
construction of your building.

CONTRACTOR And BUILDER



View of Hereford Motor Company's testing and tune-up equipment showing the latest devices
and tools for a precision service job.

Good Things Are Worth Waiting For

1949 FORDS

"ALL-NEW MERCURY"

ANGLIA AND PREFECT CARS
THAMES TRUCKS

English-Made Models

Best Wishes

TO

Dudley Green

AND

Archie Scott

HEREFORD MOTOR CO.

We are proud to have had a part
in the building of this fine addition
to Hereford's Business Section.

LOERWALD BROS.

WE'RE PROUD OF YOU!

Congratulations

FROM

STREU'S

330 N. Main Street
HEREFORD

COMPLIMENTS

TO

HEREFORD MOTOR COMPANY

FROM

NIPPER ELECTRIC

WE APPRECIATE

the privilege of supplying and installing
the electrical equipment, fixtures, and
wiring, in your building; good luck to
you, Dudley Green and Archie Scott.



This view shows the spacious interior of Hereford Motor Company's modern garage, including
motor hoist and equipment for any kind of auto service.

OUR OPENING GIFT TO YOU:
FLOWERS and SOUVENIRS

WE JOIN
ALL OF HEREFORD
IN
Congratulations

TO

HEREFORD MOTOR COMPANY

Your Investment
in this
Modern Building

Represents Your Interest and
Faith in a Growing Community.

Accept Our
BEST WISHES

HEREFORD LUMBER COMPANY

KEEP TUNED
to
Hereford's Own Radio Station
KPAN
860 ON YOUR RADIO DIAL
SUNUP TO SUNDOWN
Marshall Formby, Manager

SPECIAL NOTICE!

We would like for all of our Income Tax Clients to begin bringing in their statements for 1948, so that we may start working up 1948 work sheet of their income and expenses.

W. L. & BEVERLY ALEXANDER
Room, 4, Buckner Bldg.

WOODY The Builder's Friend

WHEN I TOLD HIM A FUR COAT WOULD KEEP ME WARM THIS WINTER HE SAID SO WOULD INSULATION FROM **HEREFORD LUMBER CO.**



HEREFORD LUMBER CO.

Jumbo
By MRS. GLEN MAY

Mr. and Mrs. J. H. Brock and daughter Linda Darlene of Floydada were week end guests of the T. E. Brock family. Both families visited the Leonard Pope family in Friona Sunday.

Mr. and Mrs. Fred Axe were Amarillo visitors Monday.

Flomot and Mr. and Mrs. J. N. Henry of Fort Worth visited in Mr. and Mrs. Chester Wiggins were called to the bedside of her father, Rev. Brewer, in San Angelo, Friday. They have not yet returned.

Mr. and Mrs. Lene Brock of the Howard Bishop home last weekend.

Mr. and Mrs. T. E. Brock and family returned last week from Winsboro where they were called by the death of his mother, Mrs. John Isaac Brock.

Mr. and Mrs. Glen May made a business trip to Coleman over the weekend.

A farwell party for Mr. and Mrs. Marvin Spencer and family was held at the school house Monday night. Those attending were Messrs. and Mesdames Steve Glenn, Fred Axe, Lynn Axe, Andy Axe, L. A. Matthews, Bob Baird, H. C. Baird, M. L. Simpson, M. L. Simpson, T. E. Brock, Fins Hunter, Howard Bishop, Clyde Renfro, Addison Hunter, Merle Mathews, and the honor guests, Mr. and Mrs. Spencer will make their home in Cheyenne, Wyo.

The Jumbo H. D. Club met Tuesday for an all day meeting in the home of Mrs. F. A. May. The program theme was "Refinishing furniture," and was conducted by Mrs. Mattie S. Seale. Officers were elected for the new club years as follows: president, Mrs. Fred Axe; vice-president, Mrs. Glen May; secretary-treasurer, Mrs. T. E. Brock, Council delegate, Mrs. Sam Maynard and recreation leader, Mrs. Chester Wiggins.

Mr. and Mrs. Howard Bishop were Amarillo visitors Thursday.

Mrs. Emzy May and sons of Claude were overnight guests of Mr. and Mrs. F. A. May Wednesday night.

Mrs. Fred Axe visited her family in Happy Wednesday.

Shop with the Want Ads!

LEGAL NOTICE

THE STATE OF TEXAS
TO: James Harp and the unknown heirs and legal representatives of James Harp, deceased, Defendants:
You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after expiration of forty-two days from the date of the issuance of this citation, same being the 13th day of December A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 25 day of October A. D. 1948, in this cause, numbered 3103 on the docket of said court and styled K. L. Jackson, plaintiff vs. James Harp and the unknown heirs and legal representatives of James Harp, Deceased, Defendants.

A brief statement of the nature of this suit is as follows, to wit: For the title to all of Block No. 45, Evans Addition to the town of Hereford, Deaf Smith County, Texas, based upon the fact that James Harp has heretofore executed and delivered a deed of conveyance inuring to the benefit of this plaintiff but that the same has been misplaced; and further upon the Five and Ten Year Statutes of Adverse Possession and Limitation of the State of Texas and for general relief in law and in equity; as is more fully shown by Plaintiff's Petition on file in this suit.

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

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this the 25 day of October A. D. 1948.

Attest:
R. L. THOMPSON, Clerk, District Court, Deaf Smith County, Texas.
By LILLYE LONDON, Deputy.

(SEAL) 44-46

THE STATE OF TEXAS

TO: ALEJANDRA CRUZ Defendant, Greeting:
You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 29th day of November, 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 11 day of June, 1948, in this cause, numbered 3069 on the docket of said court and styled Eugene Cruz Plaintiff vs. Alejandra Cruz Defendant.

A brief statement of the nature of this suit is as follows, to wit: For divorce on the grounds of cruel treatment as is more fully shown by Plaintiff's Petition on file in this suit.

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

Issued and given under my hand and Seal of said Court, at office in Hereford, Texas this the 14th day of October 1948.

Attest:
R. L. THOMPSON, Clerk, District Court, Deaf Smith County, Texas.
By LILLYE LONDON, Deputy.

(SEAL) 43-49

BABY'S NECK BROKEN
WEST WITTERING, England, (AP)—Three-year-old Beth Gray tried to follow a kitten through the posts of a wooden fence. Her head got stuck and she struggled to free herself. She was found dead, wedged in the fence with a broken neck.

Local Calves Overwhelm B Team Of Dalhart 25 To 0 Here

The Hereford Calves, high school B squad, overwhelmed the Dalhart B Team, 25-0, here Thursday afternoon.

All scoring was made in the first half although the young Calves made a successful determined effort in the last half to hold on their lead.

Hereford won the toss and elected to receive. Dalhart kicked to the three yard line where Walterscheid, behind good blocking, sprinted with the pigskin down to the 45 yard line.

Forbus, on an off tackle play, carried the ball to the 50. Walterscheid hitting guard, went up the center field, again behind good blocking, and goes 80 yards for the first score. The extra point was made from scrimmage.

Morton's kickoff for Hereford was short and the ball was returned to the 30 yard line. From single wing Dalhart lost one yard on an end run to the right and lost another yard on the same procedure to the left. The visitors punted the ball to Hereford's 38 yard line, where it was fumbled and recovered by Dalhart.

After three unsuccessful attempts to gain, Dalhart punted into the end zone. From the 30 yard line, Hereford carried the ball to the visitor's five-yard line where they intercepted a pass.

Midway in the second quarter Hereford blocked a Dalhart punt which was recovered by Austin, Brock and Forbus made three yards each, then Harold Morton went off tackle three more yards for a first down.

The final score came two minutes before the half when Bill Forbus intercepted a pass behind blocking of Sub-end Bob Wilson who returned it 35 yards for a score. The extra point failed.

Dalhart gained its yardage in the second half and managed

INVESTIGATE
Our
HOME LOANS
PERSONAL LOANS
FARM LOANS
INSURANCE
ABSTRACTS

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

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

PITMAN CONOCO MAIN STREET & HIGHWAY 60
Service Stati Phone 588
"WE FIX FLATS"

BEST WISHES

Our greatest pleasure has been in serving you fine people at the Hereford Motor Company. Your patronage and spirit of cooperation has made our association a happy one indeed.

As you and ourselves look back in later years to the erection of Hereford Motor Company Building in 1948, we'll probably recognize it as a major step in bringing to the people of this region a complete—honest—efficient automotive service.

THANK YOU
FOR YOUR
SPLENDID
PATRONAGE

Amarillo Metal Products Co.
Distributors for Chrysler Airtemp
Sheet Metal Fabrications
1023 W. 5th Phone 2-2208 Amarillo



- FRAME
- STRAIGHTENING
- WHEEL BALANCING
- FRONT END ALIGNMENT

KINSEY
Motor Company



A sweetheart for a winter start!

Want to get off to a good start? Then let your nearest Conoco Mileage Merchant steer you right . . .
He'll tell you that when it comes to fast, smooth winter starts, a lot depends on having the right kind of oil in your engine. He'll tell you, too, the right oil is winter-grade Conoco Nth Motor Oil.
First, because Conoco Nth winter-grade Motor Oil is specially refined for cold-

weather performance. It's lighter . . . free-flowing. Saves wear on your battery because it gives you faster starts.
And second, Nth oil extra-protects against "dry" friction starts . . . saves wear on engine parts . . . because it contains a special added ingredient that actually OIL-PLATES metal surfaces.
So, if you want to start off right—and right off—on the next wintry morning . . .



Make a date to Oil-Plate!

Smyth Auto Supply

EXTENDS

Heartiest Congratulations

TO

DUDLEY GREEN'S ARCHIE SCOTT'S
HEREFORD MOTOR COMPANY

WE APPRECIATE THE PRIVILEGE

OF WORKING TOGETHER

WITH YOU TO PROVIDE

A BETTER AUTOMOTIVE

SERVICE FOR HEREFORD FORD OWNERS

SMYTH AUTO SUPPLY

206 Taylor

Amarillo

Hereford Girl In Who's Who Among Students Of U. S.



Eight Mary Hardin-Baylor college seniors are among the students who will be listed in the 1948-49 edition of Who's Who Among Students in American Colleges and Universities. Seated left to right are Miss Ethel Brust, Paige; Miss Dorothy Minten, Falfurrias; Miss Julia Ann Smith, Heame; Miss Doris Goldston, Hereford; and Miss Jacqueline Bramwell, Fabens. Standing are Miss Sue Quesenbury, Waxahachie; Miss Bernia Marie Miles, Minden, La.; and Miss Martha Lucille Herring, Eagle Pass.

Average Book Contains One Mile Of Reading Matter, Says Dr.

"It is said that the average book contains one mile of reading matter," said Ralph Barstow, Director of Ethics and Economics of the Optometric Extension Program, who is speaking at a meeting of the Panhandle and New Mexico Optometric Study Group being held at Amarillo. "Of course a detective story or a romance is read quickly and without much effort but a non-fiction book or a school textbook about which he has to think, slows the reader down considerably. The question is, how many miles of reading does the average student in high school or college have to do in the course of a four year term?"

According to Dr. Barstow, the ability to read either words or figures is a skill which can be taught. He points out the large number of people who move their lips while they read indicate the actual nervous and muscular effort they put into the job. He says that the people who move their lips while they are doing mathematical calculations are considerably greater in number largely because these people have not been trained in the visual skills that would enable them to read and comprehend quickly. He quotes Dr. Samuel Renshaw, of Ohio University, on an experiment in training people to read words and figures and to remember what they have read with almost unbelievable rapidity and efficiency. Dr. Barstow says that in his laboratory at Ohio State University, using the tachistoscope as a training device, Dr. Renshaw was able to increase the ability of the mathematical marvel, Salo Finkelstein, considerably. In the beginning, Finkelstein had to study a 21-digit number—that is, a number with 21 figures in it—for 9.23 seconds but, after training, Finkelstein did it in 3.17 seconds. Thinking that this might be some special faculty enjoyed by Finkelstein alone,

Dr. Renshaw tried it on some of his students in the college and found one student who read and reproduced a 12-digit number in .75 seconds or three quarters of a second. This is supposed to be a world record and beat anything done by Finkelstein. When this same idea of training was applied to reading, the same remarkable increase was found. Before training, one student who read at an average of 418 words a minute (which is much higher than most people read the same material at the rate of 1073 words a minute after training or about two and one-half times as fast as previously, with the same degree of comprehension. Pre-cooked full meals are being packed in frozen form. About 22 billion quarts of fluid milk and cream will be sold at retail this year in the United States.

SWISS FIND A LIVE BOMB
SCHAFFHAUSEN, Switzerland, (AP)—An unexploded bomb believed to be of American origin was found embedded in the bank of the Rhine river here recently. Swiss army engineers believed the bomb was dropped

during the American air attack on Schaffhausen on April 1, 1944, during which more than 30 persons were killed. The Schaffhausen raid, caused by a navigational error, was the heaviest suffered by neutral Switzerland during the war.

666 GIVES FAST RELIEF
LIQUID OR TABLETS when COLD MISERIES STRIKE

C. B. McMillan Co. INC.

1015 WEST MAIN OKLAHOMA CITY L. D. 714

DISTRIBUTOR FOR STEEL SHELVING, DISPLAY PANELING

AND SHOP EQUIPMENT

EXTENDS

CONGRATULATIONS

HEREFORD MOTOR COMPANY

A WORTHY ACCOMPLISHMENT

The erection of the new Hereford Motor Company Building is a major milestone, in your progress and in Hereford's progress, and we appreciate your leadership in the erection of this building.

You have provided a very pleasant atmosphere in which to service our automotive needs, and we appreciate it.

We thank you for the part you called upon us to play in completing this service establishment; we like the way you do things!

McDonald Auto Supply Company

Second at Polk

Amarillo

One look!... One ride!... You'll know it's...

the modern design for '49 new Hudson



Come in, see the car that's years ahead—drive the New Hudson—experience the amazing roadability, comfort and safety of the only car you step down into!

Here's your chance to get the thrill of a real discovery—to see and feel what one of the great advances in motor-car history offers you.

You'll see a Hudson of distinguished, streamlined beauty and low-built silhouette that is instantly recognizable because it is the natural result of a basically new design principle—a principle that puts this car so far ahead it is a protected investment in motor-car value! The key to this new design principle is a recessed floor. The New Hudson is the only car you step down into!

By using a "step-down" floor in an exclusive, all-steel Monobilt Body-and-Frame, Hudson achieves the lowest car on the highway—only five feet from ground to top—while maintaining more head room than in any mass-produced car built today!

But no amount of looking at this amazing car—beautiful as it is—can equal the thrill of a Hudson ride! And you are invited to enjoy that ride today! Hudson has a smooth, lug-the-road way

of going in cross-winds and on every conceivable kind of highway. When you see the way it takes even the sharpest curves, you'll know once again that this car has "The modern design for '49"—and for years to come!

Hudson's remarkable ride is largely due to the fact that its "step-down" design provides the lowest center of gravity in any American stock car—yet road clearance is ample! It is a widely recognized fact that the lower to the ground a car can be built, the more stability it will have and the safer it will be.

You sense a delightful conformity to the road the minute you begin your ride, and this stability, plus the protection of riding encircled by a sturdy box-section steel frame, is a grand experience in serene, safe well-being.

This grand feeling is further heightened by the remarkable ease with which this car is controlled. You enjoy this generous roominess in complete relaxation as the New Hudson glides smoothly along.

We cordially invite you to see and drive the New Hudson, to thoroughly enjoy the ride that comes only with "The modern design for '49"



HUDSON FLOORS are recessed down within the frame (see above), seats are lowered, so you get more than ample head room in this car with the new, lower center of gravity.

YOU STEP DOWN into a huge frame (see above), and your seats are positioned ahead of the rear wheels so that full body weight becomes available for wonderfully roomy seats. Box-section steel girders completely encircle and protect the passenger compartment.

THE AUTOMATIC GEAR SHIFTING in forward speeds is provided by Hudson's Drive-Master transmission—by the contact of all ways to drive. You can accelerate as long and as fast as you like to pick-up your drive! Your foot automatically, and smoothly, shifts into high gears only when you are ready. Hudson control on the instrument panel provides instant change to conventional driving if ever desired. Drive-Master transmission is optional on all New Hudsons at small extra cost.

The only car you step down into

NEW Hudson

WE INVITE YOU TO COME IN FOR A THIRTY-MINUTE DEMONSTRATION OF THE NEW HUDSON

Hereford Hudson Company

1220 EAST 1st

HEREFORD

