

The Hereford Brand

16 PAGES TODAY

Published Every Thursday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Thursday, December 1, 1949

Price 5c Per Copy

21 SHOPPING DAYS 'TIL CHRISTMAS

49th YEAR—NUMBER 48

AROUND TOWN

SIGHTS, FACES SEEN

The parade of 1950 model cars and trucks continues, with the spotlight swinging from the Pontiac to Mercury and International trucks this week.

Young Inez Brown and Molly Jones were by the office the other day showing off a carrot that had five or six in one. Inez, daughter of Mr. and Mrs. G. A. Brown at 209 Norton, grew the carrots and Molly helped her dig 'em up.

Monday's high temperature of 81 degrees was reported as the highest recorded in November in 18 years. Don't know whether they got hotter, 18 years ago, or weren't keeping records.

Women of the Presbyterian Church will hold a bazaar and cake sale at the Cogdell Motor Building Saturday, December 3, beginning at 10 o'clock in the morning. The sale is being sponsored by the Mary Palmer group. All types of articles suitable for Christmas gifts will be featured in the bazaar and members contributing are requested to take their contribution to Mrs. Frank Gyles, Sr. by Friday. Pies, cakes and other foods will be featured in the bake sale.

Congressman Eugene Worley stopped off for a cup of coffee with County Clerk Robert Thompson in Hereford Tuesday afternoon.

The Lefors-Litfield clash at Amarillo Stadium is at 2:30 Friday afternoon. Tickets are \$1.50 for adults, 60c for students.

Formal opening of the Hereford Creamery Dairy Bar will be Saturday, all-day-long. Cecil Malone says there will be free precursors for kids accompanied by their parents and special prizes on ice cream. The inside is really fixed up nice now with six new booths, etc.

M. M. Ammerman, Deputy Regional Scout Executive from Dallas will be present at the Deaf Smith District Scouters meeting at noon today in the High School Cafeteria.

Mayor and Mrs. W. E. Dameron returned to Hereford Sunday night after almost a month of traveling. He went to Chicago, Cleveland, Pittsburgh, Baltimore, Philadelphia, Washington, D. C., and came back by Ft. Worth where they saw the Rice-TCU and SMU-TCU games. He was accompanied on the trip by his wife.

Delbert Bowles returned home in an ambulance this week safe and sound after a 90-foot, non-stop flight from one of Pitman's elevators to the ground. He is still suffering from a sore back but is out, to tell about it, anyway.

Hereford Ceramic Club show will be in the old Jewelry store building across from Post Office Saturday from 10 a. m. until 8 p. m.

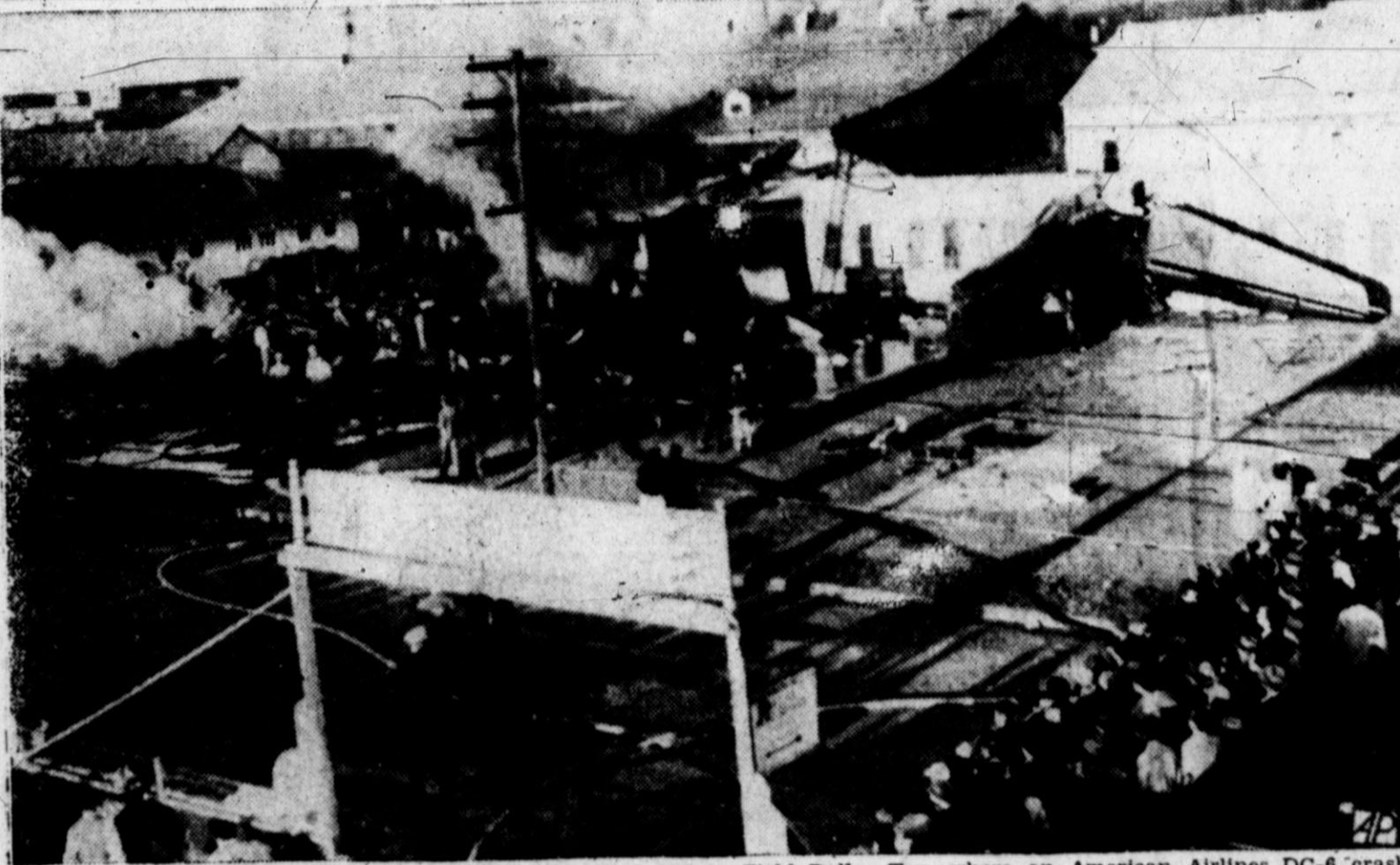
Mrs. Burl Pottoroff who lives on Irving Street in Hereford, has a lonesome Tomcat. Monday, he (the tomcat) left home and returned with four Persian kittens he had stolen to keep him company. Mrs. Pottoroff said the owner came and got them Wednesday so her Tom is lonesome again.

Fire Dept. Makes Two Runs Again This Week

Hereford Fire Department answered two fire calls this week. Both reported little damage. One was a grass fire and one was a hay fire.

No damage resulted Monday afternoon at a grass fire on the west end of Veteran's Park. Fire Chief Earl Phillips said 18 firemen answered the call around 1:30 and stayed an hour and a half until all the flames burned out.

Little damage to some hay was reported Tuesday afternoon after firemen answered a call to Norman Gray's place just off the highway. Norman Gray's place is the old Jess Thompson place. Some hay caught fire and firemen got it out.



AIRLINER CRASH SCENE—This was the scene at daylight at Love Field, Dallas, Tex., where an American Airlines DC-6 crashed and burned as it approached for a landing. The tail section leans against a hanger in the background. At the left are the smoking ruins of the Magnafus plant, one of two buildings which were burned. More pictures inside. (AP Photo)

TIMES ARE DIFFERENT NOW

Attracting Buyers To Used Car Lot Is Harder

By JOHN SCOTT
Used cars costs are settling lower and lower from their peak price of 1945 and 1946. New lines and models and more of same have made it rough on the second-hand car dealers to attract potential buyers like they once did.

You can get a good, clean 1941 Chevrolet for a little over \$600 now in Hereford. You remember this car sold for \$1,200 and \$1,300 just two years ago. You don't even have to argue with the dealers now, either.

It is possible to buy a 1949 Mercury 4-door sedan off the lot now for \$1,800 or \$1,900. Just a year ago a 1946 Mercury 2-door cost almost \$2,000 on a used car lot. It was two years old, too.

Natural cause for decline in price is quantity. Pontiac says they are going to build 500,000 cars in the '50 series. This is going to push the used cars a way back as far as sales are concerned. This new Pontiac is supposed to go at \$1,850. No extra equipment is sold if not wanted by the buyer.

Fords, Mercurys, Pontiacs, Studebakers, Hudson, and soon, Buicks and Oldsmobiles will deprecate used car prices all the more.

Locally, prices are slightly down. Even for the last six months. Six months ago, a 1947 Ford Club Coupe was selling at \$1,395. This week a 1948 Super DeLuxe Ford goes for only a little over \$1,200. These two cars are practically the same. In some cases this car can be bought for \$1,000 on special.

Descending Prices
For the 1941 models the prices are off about \$100. Fords for this year sold for about \$650 six months ago and now they are running at \$585.

Bigger cars are a little lower on the lots. Six months ago the Buick Roadmaster was selling for \$3,250 in the 4-door model with dynamo and radio and heater. Now, on a Hereford used car lot, you can buy a brand new Buick with dynamo and radio and heater—loaded—for \$2,850. This is not the new Special.

You can still buy a 1935 Ford for \$165 just like six months ago. They aren't selling any faster now than then.

Chevrolets are just about \$100 off from six months ago. The new breed of car — the new-used car — is something else again. Take a shiny Mercury convertible with overdrive, radio and heater. This is a brand new car with no miles on it. You can drive this car off the lot for \$2,450. From new car dealers this car sells for around \$3,000.

Sell For Less On Lot
"They call used-car dealers black market dealers," one second-hand dealer said, "but we can sell a car for much less than the new car dealer can." He said this \$3,000 car from the new car dealer had miles on it and his car didn't have any. He said new cars were driven to Hereford and his cars were conveyed in without ever touching the ground. He said his business was legal and that he bought from one of the biggest wholesale dealers in the country.

There are a few used car salesmen around Hereford now working for their business. They are not enjoying the view they had a few years ago when they only had to stay open a couple of hours a day to make a living. Still, most of the sales and trades originate on the lot. They say they don't have to get out and hustle the business but that they are doing it anyway.

Prices are about the same and up for the last 60 days. People as a whole, about 85 per cent, buy with their old car serving as a down payment. Very few buy outright.

Not Older Than '41
If your car is clean and isn't older than a '41 you stand a good chance coming off the deal happy. It is the older car that the dealers hate to see coming because they are so hard to sell. The fellow who wants a new

Annual Presentation Of Messiah Is Sunday

Final and dress rehearsal for Handel's "Messiah," to be presented December 4 in Hereford at the First Baptist Church, was held Monday night at the Baptist Church under the direction of Emil F. Myers of Amarillo. Guy Woods, dean of the piano department of Wayland College, was at the piano.

Miss Nellie Erhardt, Amarillo, was at the organ. Singers from eight other Panhandle cities will participate in the Hereford presentation of the Oratorio next Sunday. Most of the churches will dismiss their regular evening services so that the people may attend the annual pre-Christmas presentation of this Christmas message.

No admission will be charged. An offering to defray expenses will be taken. General public is welcome to attend.

Drivers Urged To Be Careful And Shoppers Asked To Lock Cars

Police Chief F. S. Buckalew urged Hereford drivers to exercise care and caution now that the holiday season is practically on and more people are on streets both in cars and walking.

"Last year, holiday traffic caused more than the usual number of wrecks," Buckalew said. "We expect the accidents to increase again this year, if drivers and pedestrians aren't careful."

For the size, Hereford probably has as much traffic as any city in Texas. There are few night in Hereford when the streets aren't partly filled with parked cars and traffic.

Chief Buckalew also said that Christmas shoppers would have to be careful about locking their cars or thieves would get gifts. He said people had a habit of going shopping and returning to their cars to put their packages away. He said they left the cars, then, with packages in them and unlocked.

"This is inviting car prowlers to relieve you of your merchandise that you paid for," Buckalew said.

fast from this used car dealer as he can from the new car dealer. In cases where the car has undergone a major body change in style they're going to take a beating in price.

To illustrate, a fellow who paid \$2,650 for a 1948 Oldsmobile '98 will lose about \$1,000 when he tries to trade. He will get little more than \$1,450 for his car. This is because the '49 Rocket model Oldsmobile came out with considerable change.

Financing Is Better
Finance companies are getting to where they are almost like the banks when it comes to paying for the car. You find a marked change in interest rates and methods of dealing than there were four years ago.

Most finance companies say (Continued on Page 4)

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Cotton Continues To Pour In As Gin Passes 2,500 Bale Mark

Representing only 60 per cent of this year's cotton crop, about 2,500 bales of cotton have been ginned at Hereford Cotton Gin, manager John McCleskey said Wednesday.

More cotton was in the yards waiting to be ginned, 312 bales, Tuesday than had ever been seen in Hereford before under those circumstances. McCleskey said that the price was ranging about \$100 a bale, now, as the quality of the cotton was sinking gradually.

Some of the cotton farmers

around Hereford have finished out their 1949 crop. Sources at the gin say that F. J. Knabe, Earl Lance and G. H. Whittaker are three who have completed their work. There is still a lot of cotton around Castro county that will come through the gin.

McCleskey said the gin has stood up exceptionally well with no major accidents or difficulties encountered so far. The gin is one of the best in the Plains and could handle more cotton than the record 5,000 bale crop expected for this year.

There was considerable cotton lost to weather in the area of Hereford. Some say that as much as 5,000 bales were lost. This is only the opinion of some farmers and no official figures have been released. It is sure that more than the present expected crop would have come through had it not been for the adverse weather conditions earlier in the season.

Cotton has been stacked up in trucks and trailers for the last two weeks on the yard. Some skeptical farmers, when told earlier in the season that the condition would exist, are seeing proof before their eyes now as truck after truck moves onto the gin grounds only to wait their turn.

Area around the gin resembles a snowland with all the lint. Workers within wear the customary mask to keep from breathing the lint into their lungs. They work 24 hours a day, alternating on shifts, to get the cotton ginned out.

The big trash pile that was erected east of the gin is burning at any time day and night.

Cottonseed is still moving along with PMA rates as the contract with the government was signed by the gin several weeks ago.

It is estimated that the 1949 cotton crop will bring about three-quarters of a million dollars to cotton farmers.

Santa Makes His Checkup Visit On Hereford Boys And Girls Friday

Santa Claus and his reindeer will make their check-up stop in Hereford Friday morning, starting down Main Street from the highway between 9:30 and 10 o'clock. He will go up Main to Fourth and turn east a block and then go a block north, passing in front of St. Anthony's Parochial School for the children there. He will then go west on Fifth Street to Central School where he will go around the block for the grade school kids of Central and Shirley schools who will be on the curbs. Shirley school students will go over to Central in classes.

Hereford Jaycees will complete decoration of downtown Hereford before Santa's first visit here. He will return, with his reindeer, sometime during the week preceding Christmas. Attempts will be made at that time to have high school bands from Friona, Dimmitt, Canyon and Hereford in the annual Christmas parade.

Ed Skypala and Carl Kropff flew over Friona, Bovina, Farwell, Muleshoe, Earth, Dimmitt, Happy and Canyon, and maybe some other towns Tuesday afternoon, dropping handbills advertising

the event Friday. They also extolled Hereford's Christmas decorations and urged people there to come to Hereford and see a gaily decorated town. The letter was done with a public address system mounted in the plane. They also played Christmas records to attract attention.

Date of Santa's second visit to Hereford will be announced soon.

QUESTION of the WEEK

How do you think we, in Hereford, can improve the recreational facilities in our community?

Mrs. J. W. Terry: I don't think we have enough recreational facilities for our children. I think we need more parks and more baseball facilities. I am only concerned for recreational facilities for the children as I think they need them most.

Mrs. Roy Campbell: The only thing we have in Hereford are the shows and a skating rink. The skating rink needs better management if it is to be a wholesome place for the children. We need a good bowling alley. The teenagers need a place where they can dance on the week ends and have soft drinks served there. They need that social adjustment and are really missing something if they don't get it. We don't have it now.

Mrs. W. L. Tomberlin: I think we should have a youth center where the High School kids could have dances and parties under the direction of the qualified persons. We don't have the right recreational facilities for either the adults or the children. I think, for adults, we could use a nice bowling alley. I bowl and I think Hereford would like it. Other cities have youth centers for their teen-agers.

Mrs. F. A. Tucker: I don't think we have the right kind of recreational facilities. I recommend church-sponsored recreation. I hadn't given it much thought but I think we should have some form of recreation for children other than dancing. We could have good clean parks and organized sports. It seems that all recreation ends up in a dance, though.

Chester Wiggins: I think we have enough recreational facilities for children in Hereford now. I think children would be better off if they were working rather than entertaining themselves. I don't think youth centers are what we should have. Children should be kept at home. Boy Scouts should do more to keep the boys working. I like to bowl, a little, and I think a bowling alley would be alright.

Mrs. Samuel Suit: I don't know any children so I don't know whether I would be qualified to speak but I think there is a need for a youth center for high school kids. They need some place to hold weekly or twice-a-month dances. The high school students go out of town to dance. I understand. I think we would profit if we had properly sponsored dances in Hereford. I think recreation for adults is sufficient. It is for us, anyway. We take part in church activities which is enough to take up all the time we have to spend on recreation.

Rev. S. E. Eldridge: I think the park system of Hereford could be improved to an advantage. It could use some good, new tennis courts. We also need a good gym in the High School. Other than that I think sufficient recreation exists in Hereford for both adults and children.

PTA Starting Time Is Moved Up Half An Hour

Hereford Parent Teachers-Association president Mrs. H. H. Caraway announced that P-T-A meeting tonight has been moved up, one half hour, to 7:30 instead of the regular time of 8 o'clock. Tonight will be Grade School night and the program will be in charge of the grade school students of Hereford for the entertainment of the grade school students.

Christmas playlet, directed by Carl Johnson, will be presented and will be followed by three films of special interest to children. Grade School Coordinator Della Stagner will supervise the films. Mr. Johnson is public school music director.

All grade school students are strongly urged to attend with their parents. The meeting time was made earlier for the students to attend on a school night. The entire program won't last over an hour.

THE WEATHER

Temperature readings for Sunday through Wednesday taken at 8 o'clock each morning.

Sunday—High 75, low 36;
Monday—High 81, low 40.
Tuesday—High 82, low 39.
Wednesday—High 66, low 29.
Total moisture for November 2.1. Total moisture for 1949—28.85 inches.

Tierra Blanco SCD Will Be Formed With Help Of State Board

Division of Tierra Blanca Soil Conservation District into five sections and selection of supervisors for each section are the next steps which will be taken in forming the district that Deaf Smith County land owners voted in by overwhelming majority of 129 to 2 in the November 19 election.

The five supervisors will select a chairman, and draw up a conservation program, planning the operation of the district with the assistance of the county agent, PMA, Wind Erosion district and any other agencies they may wish to consult. The program will be submitted to the State Soil Conservation Board for approval.

Action on all of this will be made with the assistance of the state board sometime in the near future.



CANDIDATE—John White, above, head of the agricultural department of Hardin College, Wichita Falls, Tex., announced in Dallas that he would be a candidate for State Agriculture Commissioner in the 1950 election. (AP Photo)

Grand Jury Meets Here Friday In Special Session

Judge Harry Schultz has called a special session of the Deaf Smith County Grand Jury for Friday morning in the courtroom.

It is expected that some of the forgery cases pending and, also, some of the second-offense-driving while intoxicated cases pending will be investigated.

Grand Jury is not called unless there is a chance that a penitentiary sentence will result. Other criminal matters will be looked into.

Sheriff J. C. Reese said chances were that two forgery cases and two second-offense DWIs would be gone over by the grand jury. They are W. L. Patton, I. W. Allen, Halsell Suddreth and Yannie Hicklen. Patton and Allen are both forgery cases. Patton is from Friona and Allen is from Hereford.

Being held for driving while intoxicated are Suddreth and Hicklen. Suddreth is from Farmer county and Hicklen is from Paris, Texas. Both are second-time-DWI cases.

Arrested Saturday in Hereford was James L. Smith. He was arrested on a DWI charge and is awaiting the return of Judge Leonard Foster, who is in Austin on county business, to plead guilty. He posted the customary \$500 bond. Sheriff Reese said he was arrested by the Texas Highway Patrol.

All of last Thanksgiving Day's liquor violators have paid their fines and are out of jail except one, Reese said. The one still in jail probably be out as soon as his family can raise the \$328, fine and costs, to pay. The family was in Tuesday raising the money.

Members of the Grand Jury which will meet Friday are B. E. Brumley, T. W. Alderson, E. T. Allred, Noah Ewton, Doyle Ross, W. L. Davis, R. L. Coanougher, C. R. Sowell, Frank Gyles, A. T. Frye, R. G. Lewis and C. C. Acker.

Hereford Shriners Attend Fall Ceremonial Monday

About twenty Hereford Shriners and candidate J. W. Robinson, Jr., attended the Fall Ceremonial during which 86 candidates from the plains area were initiated in Amarillo Monday. Khiva Shrine was headquarters during the day.

Robert Wagoner, Jack Brown and Dub Reeves were on the Wrecking Crew and others from Hereford included: O. T. Vardell, E. V. Gleaton, J. W. Thomas, J. Wallace Robinson, Troy Stambaugh, John Patton, E. E. Robertson, W. C. Hromas, Ernest Medkief, Frank Cogdell, Jim Black, Robert Thompson, Finis Hunter, Sam Hunter, E. B. Hutson, Don Holman, W. S. Pruitt, Carl Frye and Orville Clark.



HANDLESS PALS GET TOGETHER—Harold Russell, who lost his hands in the last war, shows 4-year-old Tommy Herbert of Cleveland, O., how to produce a tune out of a music box with his hooks. Tommy, who attends nursery school and is interested in football and mechanical toys, also does well without hands. They were severed by a switch engine.

Thanksgiving Visiting And Guests Featured In Community Last Week

By MRS. OWEN ANDREWS
Brand Correspondent
Thanksgiving visiting and dinners were featured last week in this community. The E. B. Berryman family were hosts at a supper for the young people on Wednesday night. Chicken and dressing, pumpkin pie, and other traditional foods were featured. Those present were Sherry and Genevieve Benson, Gladys and Oma Ruth Thompson, J. B. Thompson and Wade Thompson, Earl and Don Clark, Clark and James Dobbs, Benny Pierce, Sonya Kay Love, Nellie Jo Simpson, Lyla and Betty Robbins, Lanelle Mobley, Don Mobley, Clark and Glenn Andrews, Veradelle and Frances Andrews, Sue and Lamerias Berryman, Mrs. Mobley, Mr. J. E. An-

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510 E. 3rd St.

Friday — 7:30 P. M.
"The Realities of Heaven"

Saturday — 11:00 A. M.
"One Fold — One Shepherd"

Sunday — 7:30 A. M.
"Armageddon"

- What part will each one have in this last conflict?
- Bible Truths which affect our lives today.
- Bring your Bible and a friend.

Seventh-day Adventist Church
510 E. 3rd Hereford

to bring him home for the holidays. On Saturday the Shannons took him back to Lubbock.

Wade Thompson of Lubbock Tech., also spent the holidays here with his parents, the W. H. Thompsons.

Miss Lyla Robbins of WTSC spent the holidays with her parents, the H. D. Robbins.

Mrs. J. E. Warrick became ill on Sunday night. He was somewhat better on Tuesday morning.

Mrs. T. L. Sparkman, Sr., became ill on Sunday morning and went to the hospital that night. She was expecting to be able to come home by Wednesday.

Little Miss Jana Cole had an attack of pneumonia, and was taken to the hospital on Friday night. She was brought home on Sunday night.

Mrs. Henry Dobbs and Veradelle Andrews both had tonsillitis at the beginning of the week.

Mrs. Robbins was the honoree at a birthday dinner at her home on Sunday. Those present besides the immediate Robbins' family were married children, the Littles and Frank Robbins.

Mr. and Mrs. C. N. McClure went to Sudan Saturday to see her father, who was ill.

Mrs. R. L. Simpson and Nellie Jo went shopping at Amarillo on Friday. Others shopping in Amarillo that day were the H. F. Bensons.

Mr. and Mrs. W. S. Dixon of Dimmitt were Friday afternoon visitors in the Robbins home.

The H.D. Club met on Tuesday in the home of Mrs. Floyd Cole. Roll call was answered with "My favorite holiday food." Mrs. Cole gave a talk on "Freezing Holiday Foods." Members present were Mesdames Henry Dobbs, H. E. Lindley, Frank Robbins, Dayton Chisholm, W. A. Springer, E. B. Berryman, H. F. Benson, Earl Cole, Owen Andrews and the hostess. The next meeting will be the Christmas party, in the home of Mrs. W. A. Springer on Dec. 15th. On that day, Pollyanna friends will be revealed with gifts. The Jumbo H. D. Club will be guests of our club.

Mr. and Mrs. Hollis Roach and family, who have been staying at the W. H. Andrews home during this fall harvest season have returned to California to live.

Mr. and Mrs. T. L. Sparkman, Sr., helped T. L., Jr. with his cattle at Dawn most of last week. On Friday, Mrs. Owen Andrews, Veradelle, Frances and Joe Ed also were visitors in the Sparkman, Jr. home.

Buenos Aires is the largest Spanish speaking city in the world.

New Year's Eve in Scotland is called Hogmanay Night.

Off the island of Mindanao in the Philippines the ocean is the deepest—35,400 feet.



ASK FOR INSPECTED DEAF SMITH COUNTY MEATS

At Your Grocery & Market
"NONE FINER"

we're playing SANTA to your EVERY DAY FOOD Budget

GET THIS NEW FORD FOR CHRISTMAS

Ask for Tickets and Details Available at our Store NOW
"This car can be yours!"

BETTER MEATS

- MIRACLE WHIP Pint 25c
- Pineapple Juice, 46 oz. 36c
- APPLE CIDER, Gal. Jug 59c
- Choc. Covered Cherries 49c
- CATSUP, Heinz, 14 oz. 25c
- RICE, 2 lb. bag 29c
- MILK SUNNY TALL CAN 5c
- VIENNA SAUSAGE Per Can 10c

- Beef Roast Fancy Chuck, lb. 49c
- BACON Armour's Star Sliced, 1 lb. layer 53c
- HAM HOCKS & HAM ENDS Lots of Meat, lb. 35c
- Cheese Longhorn Full Cream, lb. 39c
- BACON SQUARES SUGAR CURED, Medium Size Lb. 29c

- SARDINES, In Oil, Flat Cans, 2 for 19c
- TOMATO JUICE, Shurline, 46 oz. can 23c
- CORN, Kountry Kist, 12 oz. can 2 for 25c
- COCOA, Hershey's, Pound can 35c
- CRISCO, Special Cookbook offer 3 lbs. 79c
- OLEO, Admiral Plain, Pound 25c
- STRAWBERRY PRESERVES, Hunt's, 1 lb. jar 29c

Instant Maxwell House Coffee
2 OZ. JAR 45c

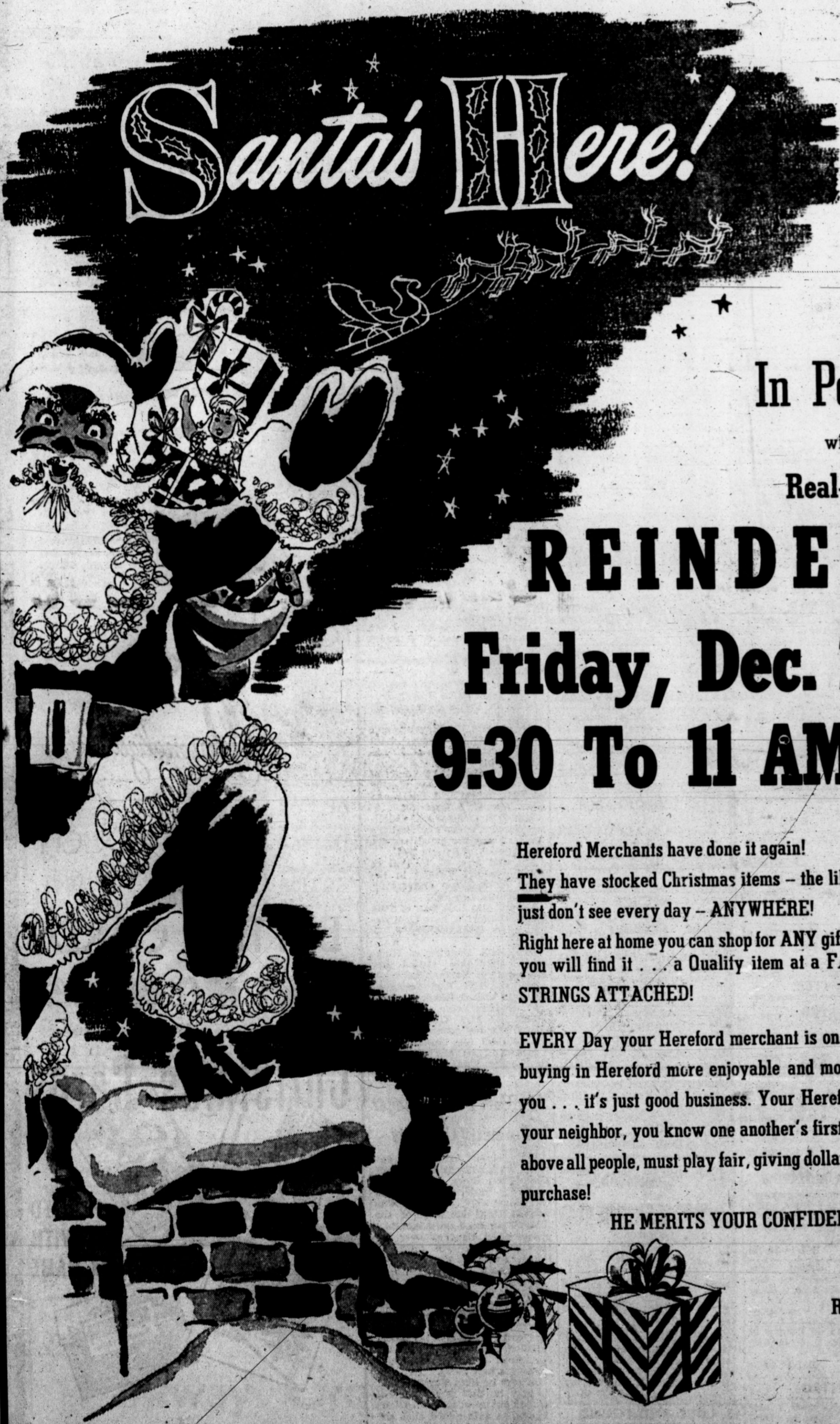
Makes about as many cups as a pound of Coffee!

- ## Fresh Produce
- BANANAS lb. 15c
 - ORANGES 5 lb. bag 35c
 - SQUASH lb. 9c
 - LETTUCE Head 12 1/2c
 - ONIONS lb. 5c

- PEARS, Hunt's Halves, No. 2 1/2 can 35c, 3 for \$1
 - PURE LARD, Armour's Star, 3 lb. ctn. 39c
 - HERSHEY'S DAINTIES, Pkg. 15c
 - ASSORTED BULK CANDY, lb. 25c
 - COFFEE, Bright & Early, 1 lb. jar 52c
 - TOILET TISSUE, Clothlike, 2 rolls 25c
 - YES FACIAL TISSUE, Box of 300, only 19c
 - Shotgun Shells, Remington Express, 20 Ga., Box 1.59
 - CHERRIES, Hunt's, In Heavy Syrup, No. 2 can 29c
- ### Hereford Super Market
- 107 W. FIRST GAYLORD
PHONE 117 NEWELL

HEREFORD

A Good Town To Live In A Good Town To Trade In



Santa's Here!

In Person

with

Real-Live

REINDEER

Friday, Dec. 2

9:30 To 11 AM

Hereford Merchants have done it again!

They have stocked Christmas items -- the like of which you just don't see every day -- ANYWHERE!

Right here at home you can shop for ANY gift, and know that you will find it . . . a Quality item at a FAIR PRICE, NO STRINGS ATTACHED!

EVERY Day your Hereford merchant is on the job to make buying in Hereford more enjoyable and more profitable for you . . . it's just good business. Your Hereford merchant is your neighbor, you know one another's first names, and HE above all people, must play fair, giving dollar value for dollar purchase!

HE MERITS YOUR CONFIDENCE



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to make Trading in Hereford
Profitable to YOU**

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

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STAR THEATRE

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December 4, 5, 6

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

FOR SALE
Miscellaneous
We clean and block hats for \$1.00. Acme Cleaners. Phone 1111 B-1-11-tf

We Have It!
FEED MOLASSES
Any Quantity
FRASER MILLING CO.
B-1-30-tf

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

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

FOR SALE: A few loads of pea-green alfalfa \$25.00 or \$35c per bale. W. D. Nafziger. B-1-16-21-tf

FOR SALE: 50 tons well graded hegarri bundles, \$18 per ton. 13 miles south of Dimmitt, one east of Avenue pavement. W. G. Sanderson. B-1-24-21-4p

FOR SALE: 50 ft army barracks. J. F. Messer. B-1-9-21-4p

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

FOR SALE: 2 Jersey milk cows; Hereford pigs. Andy Kershen. Phone 9006-F-2. B-1-13-22-2p

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

FOR SALE: About 20 tons alfalfa hay. S. S. Dodson, 115 Avenue C. B-1-12-48-14c

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

2. FOR SALE
Farm Equipment
NEW WHITE IRRIGATION MOTORS READY TO GO. JOHN WOOD EQUIPMENT COMPANY B-2-11-38-tf

FOR SALE: 2100 bushel steel grain bins, \$495. each. Phone 667-W, Canyon. B-2-12-48-4p

FARMERS
Protect your valuables in a fireproof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-20-4f

FOR SALE: 1949 Wheatland type Minneapolis-Moline model U7U Used very little. Cogdell Motor Company, 322 North Main. Phone 392. B-2-20-46-tf

FOR SALE: 1949 Co-op 12 foot self propelled combine and 15 foot Krause plow and 20 foot nickel Sheppard combine on rubber and 2336 International tractor on rubber. Phone Jack Welty, 214-W at 914 Union Ave. B-2-26-47-4p

3. FOR SALE
Automobiles
FOR SALE: 1949 Ford Club coupe radio, heater, Sun visor, seat covers. Driven less than 7,000 miles. A real bargain. Call 58 or see at Kirby Sales Company. T-3-28-48-1c

4. REAL ESTATE
For Sale or Trade
ARE YOU PLANNING TO BUILD A HOME?
Select a Choice lot in CHERRY ORCHARD ADDITION
E. B. POSEY, Realtor
Phone 710 B-4-45-tf

FOR SALE: South half of section 30, Township 4, range 3; one half grass one half cultivation. On road to be paved soon. Price \$42.50 per acre. C. R. Smith and Son. B-4-32-47-2c

YOU WANT good Implement Business? Going concern Massey-Harris line and other machinery. Houses, lots in one of the very top grain countries on the plains. Sell or trade for land. Full particulars furnished. Bruce Gerdes, Real Estate, Tulsa, Texas. B-4-40-22-2p

FOR SALE: House—4 rooms and bath, to be moved. Phone 733 or see at 309 West 6th. B-4-18-48-2k

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

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

FOR SALE, TRADE or LEASE
On account of other obligations, I will sell, trade, or lease the Trading Post Station. It has station building, 3 rent houses and bath house and enough land on paving for tourist court and enough land at back for 10 or 12 rent houses, 3 houses on back have been renting for \$90.00 a month clear, could consider trading for 160 acres irrigated and take some debt.
J. M. HAMBY AT
The Trading Post Station
Highway 60, West Hereford
B-4-42-tf

PERFECT 1/2 SECTION LAND
No Johnson Grass
Irrigation well. 3 miles off pavement. 100 feet to water & plenty of it. 150 acres wheat. \$125 Per Acre
Good Terms
SEE GLENN WEIR
Phone 200
Res. Phone 452 W
B-4-47-3c

A good quarter section, close in n highway. Good improvements. For quick sale, \$160.00 in acre.
choice 800 acres! Well located. 90 acres sown wheat goes with acre at \$57.50 per acre.
An EXTRA nice small home in a choice location, on paving—will take a nice trailer house on deal.
ROSE & BARBER
107 East 3rd St.
Phone 45
B-4-22-tf

FOR SALE by owner: 650 acres 550 in-cultivation. Two excellent irrigation wells, shallow water. Ever foot well irrigated. Two stock wells, 160 acres of wheat. Perfect for lettuce or onions. One set of modern improvements. \$140 per acre. \$30,000 will handle. M. A. Cove, Box 1029, Hereford. B-4-47-22-3c

60 Acres good smooth land all in sod, no improvements. Plenty of Irrigation Water. 11 Miles of Hereford.
\$90.00 Per Acre
\$4400. Will Handle
Balance 10 Years at 5%
\$1000. Per Year
GLENN WEIR
Phone 200
Res. Phone 452-W
B-5-22-2c

GLENN WEIR
REALTOR
Houses, Lots, Farms.
10 and 20 acre tracts.
Listings appreciated.
104 MAIN STREET
PHONE 200
Res. Phone 452-W
T-4-45-tf

CHOICE
Irrigated and Unirrigated Farm Land. City Property.
P. O. Box 506 — 338 Main
E. B. POSEY, REALTOR
Hereford, Texas
T-4-50-tf

REAL ESTATE
Irrigated Farms, Dry Land Farms, Homes and City Property.
CHARLES SOWELL
Office Ph. 792 228 Cl. St
Res. Ph. 193-W
T-4-5-tf

FOR SALE
Near Monte Vista, San Luis Valley, Colorado:
160 ACRES with good 8" irrigation well, 125 acres in cultivation, improved with heavy woven wire fence. 90 acres has been especially prepared for potato crop. Potatoes make a fine yield and store especially well. Very special price for a few days. ALSO 640 ACRES pumping area near San Acacio, undeveloped, at very attractive price
JOHN E. HILL
Box 1151 or Phone 3-1756
Amarillo, Texas
T-4-46-3c

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

FOR SALE
Irrigated 160 A. 155 A. cultivation, some wheat. R. E. A. school bus, mail route—seven miles from elevator. \$120 acre \$4,000 down, good terms on bal.
160 acres in good irrigation district. 100 acres wheat, 40 acres grass. Windmill and sheds \$65 acre, some terms.
J. M. HAMBY
At The Trading Post Station
West Hereford on Highway 60
B-4-48-tf

160 acres in good irrigated district all in cultivation. Price \$5 per acre. \$4,000 down, \$8,000 balance payable in 10 years on or before at 4% interest or can pay any amount of principal at any interest paying date.
Other good buys in large and small tracts and city property.
J. M. HAMBY
At The Trading Post Station
West Hereford on Highway 60
B-4-48-tf

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

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

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

FOR RENT: Unfurnished apartment. Call Hereford Motor Co. T-5-8-48-1k

FOR RENT: Two furnished apartments. Bills paid. 712 on 12th. T-5-10-48-1k

FOR RENT: Two 2-room houses, unfurnished. Cheap rent. J. M. Hamby, Trading Post Station, West Hereford. Highway 60. T-5-19-48-1c

FOR RENT: Two room apartment furnished. Also bedroom. Phone 584-W or 815, 25 Mile Avenue. T-5-15-48-1p

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

FOR RENT: 3-room furnished apartment. Couple only. 110 Lake St., Phone 775-J. T-5-13-48-1k

FOR RENT: 3 rooms and bath furnished apartment. Phone 729 or at 210 West 9th. T-5-15-48-1k

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

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

FOR RENT: Two room unfurnished apartment. Close in. Phone 304-M. T-5-10-48-1k

FOR RENT: Garage apartment and bath. A. Peterson, 314 Irving. T-5-10-48-1c

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

WANTED: Job as janitor. Experienced, and can furnish references. Jesse Maxcy, 305 W 6th Street. B-6-15-22-2p

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

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

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

8. WANTED
WHY WORK for wages? Valuable franchise open in Deaf Smith County. Earnings governed only by your ability. Many established dealers earning \$50 to \$100 weekly. Car necessary if between the ages of 25 and 55. Write A. Lewis, care of The J. R. Watkins Company, Memphis, Tennessee. B-8-46-22-2c

Attracting
(Continued from page 1)
they will finance your car just like your bank does. They tell you to go to your bank and find what kind of a deal he will make and they will do the same. Most banks do business for about 6 per cent. Finance companies, when financing new cars, do the same and some do the credit for 8.
Just a few years ago, the finance companies got all the way to 15 per cent in hidden charges. Small finance companies still charge that much if they aren't too big or if they don't have a hook-up some place. Insurance companies usually thrive because they are the finance companies, themselves.
Prices in this story are not official. It isn't meant to be a buyers' guide or anything like that. It is just results of a local on-the-lot survey.
E.S.A. girls are going to sell hot dogs at the Wrestling matches Saturday night.
John Adams was the first Harvard graduate to become U. S. president.
Stadium was originally a Greek measure of length, approximately 600 feet.
Allspice is the dried unripe fruit from the pimento tree.

10. NOTICE
IF PARTY who took billfold out of house at 12th and "F" will return it and contents no questions will be asked. Identity is known and if not returned will take legal steps. T-10-33-48-1k

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. S-10-35-23-2c

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

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

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

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

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

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

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

ATTRACTIVE letter heads, cards of all kinds. Francis Printing, 706 Grand. B-11-11-22-2p

ALL KINDS LINOLEUMS
Asphalt, Rubber and Ceramic Tile
Loma Loom Carpeting with Built-in Sponge Rubber Rug Cushions
HEREFORD LINOLEUM SHOP
Phone 11 116 West 2nd
B-11-48-tf

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

13. LOST AND FOUND
LOST: Package from Rutherford's on Saturday. Reward. Mrs. J. R. Kendall, phone 232. T-13-13-48-1p

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



SURVIVED PLANE CRASH—Mr. Juan Le Lorier of Mexico City holds his 22-month-old son, Albert, at Parkland Hospital, Dallas, Texas, where they were treated for injuries received in the crash of an American Airlines DC-6 at Love Field. Mrs. Clara Lorier, her face bandaged, sits in the background. (AP Photo)

EASTER NEWS

HD Club Makes Socks For Xmas Tree And December 20 Community Party
By MRS. LEO HALL
Brand Correspondent
Home Demonstration Club met Thursday evening in the home of Mrs. J. H. Burnett with eight members and one visitor present. Roll call was answered with "A Favor Someone Did For You During the Year." Monday evening, December 5, is the date set which all members are to meet in the home of Mrs. Burnett to help make socks for the Christmas tree which will be held December 20. The Christmas party will be at the Community building.
Mrs. Burnett gave a demonstration on clothing.
Refreshments of cake, fruit salad and hot chocolate were served to the following: Mesdames W. A. Epperson, C. M. Smith, Glen LaPlant, J. W. Godfrey, Leo Hall, Olin LaPlant, L. E. Stone, Glenn Godfrey and the hostess.
Mr. and Mrs. Virgil Simpson, Berger, spent Sunday in the home of Mr. and Mrs. Glen Godfrey.
Elwin Denning, Ringwood, Oklahoma, is visiting in the home of Mr. and Mrs. Glen LaPlant.
Mrs. Bob Lofflin, Lamesa, spent the week end with Mr. and Mrs. W. A. Epperson.
Mr. and Mrs. Eiseaman and son of Lubbock visited J. S. Smith last week.
Mr. and Mrs. A. H. Brown and Mr. and Mrs. W. A. Epperson attended the State Convention of the Texas Farm Bureau Federation in Dallas November 21, 22 and 23.
Mr. and Mrs. Ray Hays and son, Charles, of Oklahoma spent Tuesday night in the G. H. LaPlant home.
Mr. and Mrs. C. M. Smith of Binger, Oklahoma are visiting with his father, J. S. Smith and sister, Mrs. W. A. Epperson.
Mrs. J. W. Godfrey and daughter, Carolyn, spent Thanksgiving holidays with her daughter, Mrs. Fred Mermis, of Artesia, NM.
Mr. and Mrs. W. E. Hall of Wellington are visiting in the home of their son and family, Mr. and Mrs. Leo Hall.
Mr. and Mrs. Dale Burr of Long Beach, California, have been visiting her grandfather, J. S. Smith.
Mrs. Neta Denning of Ringwood, Oklahoma visited her brother, G. H. LaPlant last week.
Mr. and Mrs. Earl Young of Amarillo visited Sunday in the Glen Godfrey home.
Mr. and Mrs. Glen Godfrey spent Monday afternoon with Mr. and Mrs. Alin LaPlant.
Mrs. C. L. Whitehead of Hereford spent Thanksgiving with Mrs. Edwin Flood.

New Furr Food Manager
Is Formerly Of Clovis
A 39-year-old former civil engineer took over as manager of Furr Food Store in Hereford upon the resignation of Buck Owens last week. W. R. Ray, who was assistant manager of the Clovis Furr Food until last Saturday when he took over the Hereford store, will move to Hereford with his wife and three children soon.
Ray graduated from the University of Texas in 1934 with a degree in Civil Engineering. He worked for a while at engineering and switched to the retail business when he found he wasn't satisfied. He has been with the Furr Food company for about one and a half years.
He says he likes Hereford and "it may be that you folks will have to put up with me for a long time." His wife added that she would like it much better here if they could find a place to live. They want a furnished house or apartment.
Buck Owens, who managed the store for seven years in Hereford, plans to open a store of his own in Hereford around the first of the year.

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STRICTLY FRESH
LABOR leaders aren't particular how many people jump on their pension bandwagon. They would even like to arrange to retire on a pension their old adversary, Senator Taft.
Washington police were hunting for a swindler who passed a bad check signed with an X. A hot one, that was.
Make friends with your nerves, a medical expert advises. But the trouble is, Doc, they're so dog-gone jumpy.

WANTED
Young Lady
for
Receptionist
Must Be a Stenographer
See
Grant A. Fuller
at
The Hereford Clinic

When your friends are sick-a-bed and feelin' sort o' blue there's nothing like our get-well cards to change their point of view!

Just knowing someone cares is oftentimes better than medicine in helping folks get well. Send cheerful, spirit-lifting greetings to friends and loved ones who are ill. You'll find appropriate selections in our wide variety of quality GIBSON Greeting Cards.

for the
Personalized
touch
Get These
BETTER CARDS NOW
Christmas Cards
PRINTED WITH YOUR NAME
at the
HEREFORD BRAND

TEC Plans To Inform All Insured Workers In Texas Of Their Rights

Tom McFarland, Texas Employment Commission manager in Hereford, said Wednesday that a great many workers have come in with the idea that money is deducted from their checks or wages toward the Employment Insurance Program. This is incorrect says McFarland.

He said: "The money to pay employment insurance to unemployed workers comes from a direct tax on an employer's payroll coming under the provisions of the Texas Unemployment Compensation Act. It is the purpose of this Act, and the Legislature has declared it to be the purpose of the State by this enactment, to provide an orderly system of contributions for the care of the justifiably unemployed during time of economic difficulty, thereby preserving and estab-

lishing self-respect, reliance and good citizenship to those persons who are unemployed through no fault of their own."

The Old-age and Survivors' Insurance Program—social security—provides for a one per cent tax on the worker's salary or wages, which, in turn is matched penny for penny by the employer if he comes under the provisions of the program. This is often confused with, but is not employment insurance, McFarland said.

Unemployment benefits are provided to help tide the qualified worker over between a period of unemployment and employment. Although the money he may receive will be below his former wages or salary when he was full-time employed, it will help him until he is able to find another job either through his own efforts or through the local offices of the Texas Employment Commission.

McFarland also said the Commission is interested in having all insured workers—usually workers who have worked for employers who employ eight or more workers—fully informed on program works, since many appeals are made on claims needlessly. For instance, the Commission points out some workers appeal negative claim decisions because, "I paid my money in and I want it," they say. As already pointed out, the claimant did not pay the money in, and the decisions are based on his own statement which appears on his first claim filed, together with any statements made by his former employers, and what the Law says.

The Law also specifies certain provisions which the claimant or employment insurance must meet in order to qualify and receive benefits. Some of those provisions are: If the claimant left his LAST employment voluntarily without good cause CONNECTED with the employment, then he can be disqualified from receiving either part or all of his employment insurance. If the claimant is discharged for misconduct CONNECTED with his last employment, or if he refuses suitable work during his period of filing claims, he can lose part or all of his employment insurance. These disqualifications call for a money reduction as well as limiting the time to receive employment insurance. Another disqualifying factor is provided if the claimant's unemployment is caused by stoppage of work resulting from a labor dispute in which he is participating or financing. He cannot receive employment insurance for the period of time covered by the stoppage of work.

Claimants who are not ABLE to work, or who are not AVAILABLE for suitable work cannot draw employment insurance so long as this condition exists. No money deductions are made,



DEED TO HAPPINESS—French war bride Jeanne Marie Hayles of Beaumont holds a document in which fellow workers in the county abstract office deeded her "happiness, love and respect" on the occasion of her becoming a United States citizen. Jeanne came to America three years ago as the wife of Rould Hayles, Beaumont paint contractor. The cake shown above also was a gift to mark the day. (AP Photo)

but benefits are withheld, according to McFarland.

Workers who become unemployed and file claims for employment insurance which are disapproved, penalized through disqualifications or ineligibilities, should seek full information on the provisions of the Law before appealing such decisions. This information is readily available through the local offices of the Texas Employment Commission. Hereford unemployed must go to the Amarillo office to file claims, he added.

Courthouse Records

Deeds of Trust
PDQ Automotive to Miller Auto Supply, Lots 13, 14, 15 and 16, Finlan's subdivision, block 27, Whitehead Addition to Town of Hereford, \$1,091.

James R. Coleman and wife to John Hancock Life Insurance Company, W $\frac{1}{2}$ of section 21, blk. K-3, Deaf Smith County, \$3,000.

Irma A. Orr and husband to First Federal Savings and Loan Association of Clovis, Lot 12 and S 10 feet of lot 11, First Christian Church Subdivision of a part of Block 19, Evans Addition to Town of Hereford, \$1,900.

Leslie Neal and wife to Federal Land Bank of Houston, E $\frac{1}{2}$ of section 23, block 3, Adams, Beaty and Moulton Survey, City of Dawn, \$4,500. (516)

Warranty Deeds
Parker Brothers Planning Mill to A. M. Hare, E 45 feet of lot 15 of H. E. Miller's subdivision of W part of tract 18, of section 60, Block K-3, Deaf Smith County.

G. W. Millard to Verle D. Powell and wife, First tract: All of E $\frac{1}{2}$ of lots 5 and 6, block 18, Whitehead Addition to Town of Hereford. Second tract: All of W $\frac{1}{2}$ of lots 5 and 6 in block 18, Whitehead Addition to Town of Hereford.

Gene Brownlow and wife to E. I. Brownlow, All of NW $\frac{1}{4}$, section 25, township 4, north of Range 3, East of Capitol Syndicate Subdivision, \$2,340.

E. I. Brownlow and wife to H. W. Barton, All of NW $\frac{1}{4}$, section 25, township 4, north of Range 3, East of Capitol Syndicate Subdivision, \$5,000.

M. E. Busby and wife to Wallace Shelton, Lot 13 of Miller and Mosley subdivision, block 26, Evans Addition to Town of Hereford, \$1,850.

Charlie Phipps and wife to C. M. Phipps, All of SW $\frac{1}{4}$ of section 68, block K-8, Deaf Smith County, \$18,000.

Ernest L. McGee and wife to H. E. Irvin, S $\frac{1}{2}$ of W $\frac{1}{2}$, section 33, block K-3, Deaf Smith County, \$25,000.

Specify CONCRETE



For the CONCRETE ANSWER to your Building Problems.

BEFORE BUILDING CONSULT A LICENSED ARCHITECT

TEXAS CONCRETE WORKS
WACO AMARILLO
PHONE 2-3421 PHONE 4-2111
BOX 1787 BOX 2105

Amazing PHILCO 3-Speed Radio-Phonograph

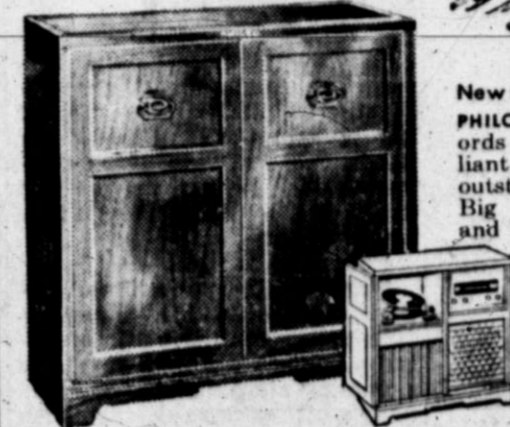


Nothing will bring more lasting enjoyment to family, relatives or friends. Reserve your Christmas Philco now... avoid the holiday rush. Special easy holiday terms.

Plays All Records, All Sizes, All 3 Speeds BETTER than Ever Before!

This handsome new Philco has everything... 3-speed Automatic Record Changer—Super-Tone Reproducer—Supersensitive FM System. Unmatched value at only...

PHILCO 1731



New Luxury, Beauty, Value! PHILCO 1724. Plays all records automatically—brilliant FM-AM radio with outstanding performance. Big value in Mahogany and leather finish cabinet.

Extra Easy Christmas Terms



Philco Table Combination for Console Tone from ALL Records 3-Speed Table Combination plays all records, all speeds automatically. Complete tone. Mahogany plastic cabinet.

PHILCO 1432

HEREFORD FURNITURE COMPANY

NOTICE To HUNTERS

THAT IS.....

If you are Hunting for a New Car of Any Make, or a clean late-model used car.

We have in stock on our lot at present....

NEW CHEVROLETS, MERCURY, OLDSMOBILE, PONTIACS, BUICK, A '50 FORD WITH HEATER AND OVERDRIVE 1/2 TON CHEVROLET PICKUPS

and

Some Good 1941 and Older Used Cars
Shop Our Lot Before You Buy

Sharp-Edwards Motor Co.

439 NORTH MAIN

PARKWAY—PARKWAY—PARKWAY—

WEEK END

food specials

ORANGE JUICE 35c
Adams, 46 oz. can

OLEO 1 lb. 29c
Nu-Mild Colored Quarters

RICE 2 lbs. 33c
Combt Longrain

COCOA 1 lb. 47c
Hershey's Breakfast

SYRUP 16 1/2 oz. 29c
Log Cabin

MEAL 5 lb. bag 29c
Packard's Best

FLOUR 25 lb. bag \$1.59
Packard's Best

SOUP can 11c
Campbell's Tomato

PANCAKE FLOUR 33c
Aunt Jenima, 28 oz. pkg.

CHERRIES 39c
White Swan, Royal Anne
No. 2 1/2 size can

FROZEN FOODS

COD FISH 1 lb. 42c

OCEAN PERCH 1 lb. 42c

Asparagus Spears 52c
12 oz. pkg.

CAULIFLOWER 34c
10 oz. pkg.

ROLLS pkg. 22c
Ballard's Clover Leaf

MEATS

SAUSAGE 1 lb. Cello 29c
PINKNEY PURE PORK

BACON CORN KING 48c
1 lb. layer

PORK CHOPS 1 lb. 49c

SPECIALTY CUTS OF MEAT CUT TO YOUR ORDER
FRESH PRODUCE DAILY

OPEN 6:30 TO 9 EVERY DAY OPEN TIL 10 ON SATURDAY
FREE DELIVERY PHONE 429

Parkway Grocery

ON EAST HIGHWAY 60 — JUST WEST OF HEREFORD OIL CO.
LOTS OF FREE PARKING SPACE

PARKWAY—PARKWAY—PARKWAY—

November Home Demonstration Club Council Meeting Held Saturday

The November meeting of the Home Demonstration Club Council was held at the Court House Saturday afternoon with Mrs. Henry Kinsey, president, presiding. Thirteen clubs were represented with Wyche registering 100 per cent in attendance. Mrs. T. J. Parsons directed the recreational period.

During the business session, Mrs. Kinsey introduced Mrs. Ray Johnson, president of the Deaf South County Federation of Women's Clubs, who made a plea for the club women to get behind the community building now being sponsored by the federation. She stressed the fact that the community house will not be for federated clubs only, but as a community center for all groups. Mrs. Reed Williams,

chairman of the planning committee for the community house, was also introduced and asked that each club appoint a planning committee chairman to work with her.

Annual and monthly reports were given as follows: Yearbooks, Mrs. V. E. Dodson; recreation, Mrs. Merlin Kaul. She announced that the annual Christmas party for all clubs will be held at the Methodist Church on December 10. Program for the afternoon will be directed by the Cultural, Westway and Wyche Clubs. Decorations, Progressive, South Hereford and Bippus Clubs; table decorations, West Hereford; refreshments, North Hereford and Dawn Clubs; serving, Messenger and Sims and Fairview and Heislman Clubs will have charge of the clean-up. Each club will be requested to furnish one dozen fancy cookies and one dozen pieces of candy. Frio Home Demonstration Club and 4-H Club girls will be guests.

Mrs. Ira Ricketts gave the expansion report and Mrs. Ed Cox gave the report for November with Mrs. Joe Landers, Westway, showing crochet work and ceramic art pieces. Mrs. A. E. Frye, A. E. Jury, Raymond Paetzold, J. G. Fortenberry, Ronald Matthews, Clarence Hollabaugh, Fred Salzman, E. L. Brown, Ira Ricketts, Paul Hoff, Tom Draper, C. P. Norton, Henry Kinsey, J. E. Dyer, Hardy Benson, Ed Cox, Reed Williams, Ray Johnson, W. T. Carmichael, L. E. Beene, T. J. Parsons, R. L. Wilson, Merlin Kaul, E. W. Womble, Roy Boyd, Misses Doris Leggett and Doris Mahaffey.

She urged that each member use her song book stating that "singing people are happy people." Those attending the meeting were Mesdames Joe Landers, L. E. Beene, E. W. Womble, R. T. Stewart, Ira Ott, W. T. Kelly, Nolte Elliston, Carlos Vaughn, W. A. Springer, R. N. Cooke, V. E. Dodson, Lowery Walker, R. A. Frye, A. E. Jury, Raymond Paetzold, J. G. Fortenberry, Ronald Matthews, Clarence Hollabaugh, Fred Salzman, E. L. Brown, Ira Ricketts, Paul Hoff, Tom Draper, C. P. Norton, Henry Kinsey, J. E. Dyer, Hardy Benson, Ed Cox, Reed Williams, Ray Johnson, W. T. Carmichael, L. E. Beene, T. J. Parsons, R. L. Wilson, Merlin Kaul, E. W. Womble, Roy Boyd, Misses Doris Leggett and Doris Mahaffey.

ESA Has Scavenger Hunt And Tacky Party Monday

Hereford Chapter of ESA had a tacky party and scavenger hunt Tuesday night with headquarters for the hunt on the 4th floor of the courthouse.

Winners of scavenger hunt were Ruth Loerwald, Ruth Pickens and Lola Fay Brunson. They had hot dogs and Cokes after the hunt in the clubroom. Scavenger winners received a box of candy as prizes.

Present were Francis Young, Pot Loerwald, Ruth Loerwald, Gulletta Gunstenson, Lettie Lee Roots, Anne Morgan, Ruth Pickens, Lola Fay Brunson, Virginia Curtisinger, Jolene Curtisinger, Bettye Owen and Pauline Howard.

Red Hands Mystery Solved By Artist

When Hernando G. Villa, pioneer Los Angeles artist and authority on Indian lore, created his painting "The Chiefs" for Santa Fe's Railway's 1950 calendar neither he nor the railroad dreamed it would result in a first class mystery.

But it did.

Shortly after the railroad began distributing the calendar, which shows an Indian Chief riding a white horse and waving to a passing streamliner, the company's offices were deluged with calls from the public asking for an explanation of two red hand prints on the horse's chest.

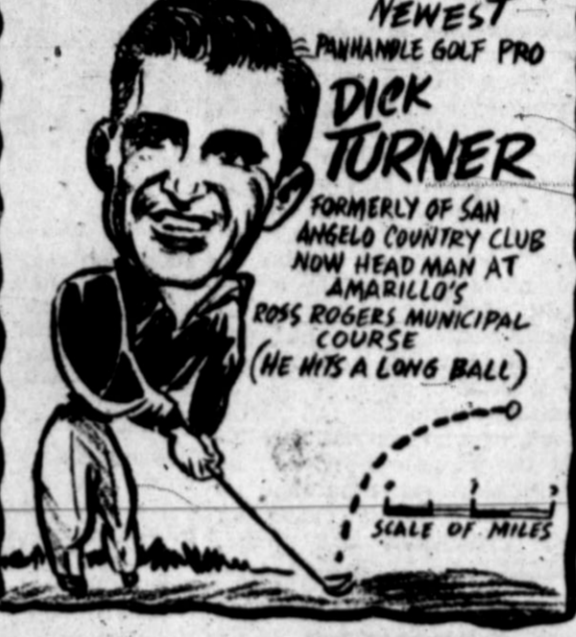
Nobody on the railroad knew the answer to the "mystery of the red hands," and as the calls continued to increase, the company appealed to Villa for assistance.

His explanation: The Arapahoe Indian warrior dips his hand into a special dye and puts a hand print on his horse to indicate the horse is a veteran of battle.

You might call it the Indian version of the "service stripe."

Mr. and Mrs. D. R. Vandever were in Lubbock Sunday visiting their two sons and families who live there.

NEW Memphis HIGH SCHOOL Basketball Coach
FRED WRIGHT
FORMERLY AT CLINT.
HE REPLACES L. McCOLLOCH, WHO LEFT THE 1949 CLASS A STATE CHAMPIONS TO TAKE OVER AT BIG SPRING



Johnny Haney, med.; F. A. May, med.; Mrs. T. L. Sparkman, med.; Mrs. Ruth Alice Lewis, med.; Patients in hospital: Mrs. Dora L. Amth, surg.; William H. Garrett, emerg.; Mrs. Laura Marsh, med.; Mrs. Fred Henry, med.; Mrs. T. H. Davidson, med.; Mrs. G. C. Nobles, surg.; Mrs. Gerald W. Wilson, med.; Betty Jean Roach, med.; Mrs. Juanita Pinkert, med.; Mrs. Clyde Rose, surg.; Mrs. Bertha Pope, surg.; Mrs. Connie Boatman, med.; A. C. Pierce, med.; Jerry Wayne Schuder, med.

Born To: Mr. and Mrs. Claude Rose, a daughter, Wilma Jean.

Joyce McGee was among those attending the Texas Tech-Hard in Simmons football game Saturday.

Cecil Walker and John Arnold of Cleveland, N. M., were in Hereford on business last week.

Mr. and Mrs. George Jowell and family with Mrs. G. R. Jowell and son, Richard, went to Palo Duro Canyon Sunday.

George Washington did not belong to a political party.



We Welcome You CHURCH OF CHRIST
(Sunday)
Radio KPAN.....9:15 A.M.
Bible Study.....10:00 A.M.
Worship.....11:00 A.M.

Evening:
Young People.....6:15
Worship.....7:00

Daily Radio Program
9:30 A. M.
KPAN-860 on Your Dial
We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE and PRACTICE.
Church of Christ

Live Dangerously - Cross On AMBER or RED LIGHT



If you go through an amber or red light you are living dangerously. You can scare the pedestrian and may smash up another car.

We don't advise driving dangerously. We have found that courtesy pays—that the courteous driver is the safe one. We write automobile insurance for courteous drivers.

Insurance and Loans
PLAINS
Insurance Agency
Jno. H. Patton

The Women's Missionary Council of the Assembly of God Church is having a **COMBINATION BAKE AND HANDWORK SALE** At The Cashway Store Saturday, December 10. Featuring all kinds of handwork: quilts, hand-painted pieces, candy, and baked goods.

WHAT TO LOOK FOR IN A... FARM LOAN

DO you own a farm? Do you expect to buy one? In either case, you ought to have reliable, up-to-date information that will help you when you need a loan.

LOOK FOR THESE FEATURES

1. **LOOK for the right to pay any amount at any time.** You get it in the famous Farm Income Privilege.
2. **LOOK for a reserve to tide you over lean years.** You build one for yourself, under the Prepayment Reserve Plan.
3. **LOOK for tailor-made loan plans.** You have a choice of 14 different plans at this bank—all at 4%—suited to your individual needs.
4. **LOOK for extra charges.** You will find none in your loan from this bank. No stock obligations... no fees or commissions to pay—only the usual abstracting or title policy and recording expense.
5. **LOOK for a convenient, time-saving way to make your payments.** You can pay interest and principal on your long-term loan through this bank.
6. **LOOK for prompt, friendly, confidential service.** You can be sure of it at this bank. No red tape. Your loan is made by the bank. You deal with home folks.

Now, through our special arrangement with The Equitable Life Assurance Society, this bank can offer you long-term real estate loans which have all these features. Ask for our free booklet.

40 years
4%

The First National Bank OF HEREFORD

Member:
Federal Reserve System
Federal Deposit Insurance Corporation

Joined for LEADERSHIP in Service

DAWN NEWS

Pie Supper Raises \$130 Toward Buying Piano For Community Use

By MARY A. NEWMAN
Brand Correspondent

The Dawn Study Club had their pie supper Friday night to raise funds to buy a used piano for the community. The pie supper netted \$130.

Mr. and Mrs. Gordon Adams and children of Houston, and Mr. and Mrs. J. H. Adams of Lugert, Okla., spent Thanksgiving with their son and brother, the W. V. Adams family.

Mr. and Mrs. T. H. Doebner, Patsy and Thomas, Jr. of Childress spent Thanksgiving with her brother and niece, the Troy Newman family. They all had dinner in Hereford with Mr. and Mrs. Marvin Sloan and family.

Wesley Cox went to Philadelphia to see the Army-Navy football game.

W. V. Adams attended to business in Amarillo Monday.

Sue Ann Sloan spent the week end with the Troy Newmans.

Mr. and Mrs. Van A. Hicks and children, Mr. and Mrs. Martin Hicks and Georgia Lea of Amarillo and Van B. Hicks of Coleman visited their sister and daughter, Mrs. H. V. McQueen. Mrs. McQueen and family over the week end.

Harroll Robertson went home to Bowie to spend Thanksgiving with his parents. Harroll is a student at West Texas. Mr. and Mrs. Zed Stewart accompanied him.

Mrs. Lloyd Althart, Billy, Dona and Jamie spent the week end in Pampa with their daughter and sister and family.

Miss Rose Mary Cronin who is in Nurse's training in Abilene spent Thanksgiving at home with her mother, Mrs. J. D. Bruner, Mr. Bruner and family.

Carroll Miller was home from Texas A&M College for the Thanksgiving holidays.

The Dawn Baptist Church is conducting a revival meeting this week.

Mr. and Mrs. Floyd Walton, Sr.

Hospital Notes

Patients discharged from hospital: Mrs. L. H. Williams, med.; Nancy Harper, T&A; Mollie Bettis, med.; Milvin Burges, med.; Robert C. Wilson, med.; Jana Ellen Cole, med.; Ray Gene Braxton, med.; Warren Daniel, T&A; Mrs. R. A. Daniel, med.; Mrs. T. C. Wilson, O. B.; Mrs. Clinton Ward, med.; W. J. Wilson, med.; Jimmy Dziuk, med.; Mrs. George Kerns, med.; Delbert Bowles, accid.; Eugene Dowell, accid.; Mrs. R. L. Dowell, Jr., surg.; Billy Wayne Short, T&A; Joyce Cooper, T&A; Marvin Kuper, T&A;

Mr. and Mrs. Charles C. Conden spent the week end in Fort Worth and Dallas.

Mr. and Mrs. Troy Newman visited with Mr. and Mrs. R. B. Robertson and Mr. and Mrs. C. L. Morse at Washburn Sunday afternoon.

Mr. and Mrs. R. D. Baker and Mr. and Mrs. Clemie Baker and Marilyn of Washburn and Panhandle called on the Troy Newmans Monday evening.

Pat Walton was dinner-guest of Marvella Sloan in Hereford Sunday.

Miss Mary Frye spent the week end at home with her parents, Mr. and Mrs. A. T. Frye. Miss Frye is teaching in Roswell, New Mexico.

Mrs. Cecil Payne spent Tuesday in Hereford with her brother Johnnie Haney who is in the hospital.

Mr. and Mrs. John Turner spent a part of Sunday at Palo Duro Canyon.

Doris Jean McGee attended the Phillips-Lefors game at Phillips Friday.

ONLY 21 SHOPPING DAYS LEFT!

AT PENNEY'S

AT PENNEY'S ... A WORLD OF Thrifty Gifts

1.15
51 GAUGE
15 DENIER

C&C THRIFT-GIFT!

60 Gauge - 15 Denier
51 Gauge - 30 Denier \$1.79 98c

NYLONS FROM PENNEY'S WORLD OF THRIFTY

... top choice of millions of fashion-wise, budget-smart women! The perfect gift for every lady on your Christmas list! Penney's wonderful Gaymodels! Full fashioned 51 gauge, 15 denier, luxury sheers with reinforced tops, heels, and toes for extra long wear! In smart winter tones of Acorn, Butternut, Chestnut, Hickory Smoke, and Nut Brown. Sizes 8 1/2-10 1/2.

SEWING MACHINE CHRISTMAS SPECIAL

Convert Your Old Machine to Electric

Portable (Aircraft Luggage)\$34.50
Cabinet (1st class hand rubbed)\$59.50

Included

Sewlight 1/15 H. P. Motor
Carbon Disc Control
Complete Overhaul

Unconditional guarantee
Top Quality Merchandise

J. D. OWEN
At E. B. Black Furniture

SUMMERFIELD NEWS

Noland Family Gets All Together For The First In Last Ten Years

By BOBBIE WALSER
Brand Correspondent

Mr. and Mrs. J. A. Noland had the pleasure of having all their children and families present for a Thanksgiving dinner Saturday at their home. This is the first time that all have been together for ten years. Those present were: Mr. and Mrs. L. B. Lookingbill, Bradley, Mimmie, Billie, Ann and Freddy; Mr. and Mrs. Charlie Noland, Bob and Betty; Mr. and Mrs. Mack Noland, Billie Mack, Joe Don and James; Mr. and Mrs. J. B. Noland, Linda, Jerry Beas, and Larry; Mr. and Mrs. Joe Story, Nancy, Sandra, Joyce, Janice and Garry; Mr. and Mrs. Otha Noland, Nicky and Johnnie of Hereford; Mr. and Mrs. Jim Noland and Joe and Salie of Amarillo. Others present were Mrs. J. L. Lookingbill and Miss Jeanie Holman and Billy Key of Hereford and Mr. and Mrs. T. A. Osborn of Passarables, Calif., and Wiley D. Nance and J. D. Nance of Lockney.

A group met at the church last Thursday and went to the Palo Duro canyon for dinner. The day was spent visiting, hiking and the children played games. Those enjoying the outing were: Rev. and Mrs. A. A. Simons, Mr. and Mrs. Carl Lee, Dorothy, Charlene, Anna and Jackie; Mr. and Mrs. L. H. Lookingbill, Mr. and Mrs. John Winkler and daughter, Mr. and Mrs. Ray Johnson, Mr. and Mrs. J. H. Patrick and Elmer and Sandra, Mr. and Mrs. Jim Clark, Leaton and Richard, Mr. and Mrs. Guy Walser, Wayne, Bobbie, Donald, Betty and Kenneth, Mrs. Curtis Greenan, Betty and Shirley of Dimmitt and Misses Mareo, Shirley and Sue Neil Sumner, Ann Lookingbill, Joan, Carol and Gloria Dee Walser.

W.M.S. met at the home of Mrs. Guy Walser last Wednesday afternoon with Mrs. Earl Lance in charge of the program. Present were Mesdames Jim Clark, C. R. Walser, Earl Lance, J. H. Patrick, L. L. Cannon, Rev. and Mrs. Simons and Mrs. George Sumner and children.

Mrs. Harry Canner was visiting her parents in Amarillo last week and fell, breaking her left arm between the elbow and wrist.

Mr. and Mrs. B. E. Roberson and Gayle spent Thanksgiving in Lubbock.

Mr. and Mrs. Luther Foust and Walter of Plainview spent Thanksgiving in the Lee Curry home.

Mr. and Mrs. Hardy May and children spent Thanksgiving in Oklahoma with relatives.

Guests in the Earl Lance home for Thanksgiving were Conrad Clark, Mr. and Mrs. Garron Wheeler, Mr. and Mrs. E. B. Moeley, Mrs. C. H. Carl and Frank, Mr. and Mrs. Earl Lance, Jr. and Ronnie and Mrs. Wood Vaughn.

Mr. and Mrs. L. J. Clark of Lubbock visited their parents' home in Summerfield and Hereford during the Thanksgiving holidays.

Mrs. J. O. Clark was sponsor to a party for the Home Makers class Friday. Those attending included Rev. and Mrs. A. A. Simons, Mr. and Mrs. S. C. Walser, Mr. and Mrs. Guy Walser, Mr. and Mrs. Carl Lee, Mr. and Mrs. Wayne Lee and Ms. and Mrs. J. O. Clark.

Wayne and Willis DeLozier spent the Thanksgiving holidays with their parents, Mr. and Mrs. George DeLozier and family. They are both attending school in Lubbock.

Mr. and Mrs. Herman Harris of Sanger spent one day last week in the Lee Curry home.

Mr. and Mrs. Neill Jackson of Stratford spent the Thanksgiving holidays with Mrs. Jackson's parents, Mr. and Mrs. Ray Johnson.

Mrs. W. A. Powell is in Dallas visiting her son who is in the hospital there.

Mr. W. G. Harris has gone to Crowley, La., for a visit with his son and family, Mr. and Mrs. L. G. Harris.

Mr. and Mrs. Wayne Lee, Mr. and Mrs. Carl Lee and family, Mr. and Mrs. Pat Patrick and family and Rev. and Mrs. A. A. Simons were Sunday guests in the Moody Stephens home near Hereford.

Mr. and Mrs. J. M. Wright and family spent Thanksgiving in Mr. Wright's parents home in Dimmitt.

Mr. and Mrs. Lee Curry were in Amarillo Wednesday on business.

Mr. Charles Noland returned home Wednesday from Amarillo where she had been in hospital for treatment.

Mrs. Glen Olson's parents of Amarillo spent Thanksgiving in her home.

Several from this community attended the Golden Wedding event.

Miss Ethel Behrends, student nurse of Northwest Hospital in Amarillo spent the holidays with her parents, Mr. and Mrs. Henry Behrends and family.

Mr. and Mrs. T. A. Osborn of Passarables, Calif., spent a few days visiting friends in this community. Mr. Osborn owns the place where the Charlie Noland family lives.

Mr. and Mrs. Doc Newsom visited in the J. A. Noland home Sunday.

Mrs. Sharp visited in the home of her daughter, Mrs. Kenneth Neill and family a few days last week.

A group from the church are teaching a Training Union course at the Avenue Baptist Church in Hereford this week. Those helping are: Rev. A. A. Simon, Mr. and Mrs. Carl Lee and Mrs. B. Roberson, Mrs. J. H. Patrick and Mrs. Ky Lawrence.

Mr. and Mrs. Perry McMinn spent the Thanksgiving weekend in Hereford where Nan's and Abbie's grandmother, aunt and uncle from Fort Worth were visiting.

Mr. and Mrs. Charley Russell,

Mr. and Mrs. Bill Russell, Norma and Kay, spent Thanksgiving day with Mr. and Mrs. Ed Russell and boys.

Miss Jeanie Holman spent the Thanksgiving holidays in the home of Mr. and Mrs. L. B. Lookingbill and family.

Sandra Wright spent Monday night with Dixie Young.

BIRTH ANNOUNCEMENT

Born to Mr. and Mrs. Gene Brownlow, November 28, 1949, a daughter, Barbara Jean, weight 9 pounds, 6 ounces. Both mother and daughter are doing fine.

Football fields are called gridirons because the white lines crossing the field resemble a gridiron.

Sunshine Club Plans Annual Xmas Party

The annual Christmas party which will be held Thursday evening, December 15 at 8 o'clock in the home of J. C. Mays, was planned at a meeting of the Sunshine Club held in the home of Clint Lundry Thursday evening. The meeting was devoted to business and sunshine gifts were exchanged. Mrs. C. E. Shepherd won the Pollyanna gift.

Members attending were Mesdames Oscar Vaughn, D. F. Mathis, D. C. Dement, C. E. Shepherd, J. C. Mays, Helen Watts, L. Miner and the hostess.

In Belgium, pigeon racing compares with our baseball as a national sport.

Noland Family Holds Reunion

All members of the J. A. Noland family were together Thanksgiving for the first time in ten years. The get-together was held at the Noland home near Summerfield and movies of past family affairs were shown as well as made of the group gathered for the day.

All of the seven children and their families attended including Mr. and Mrs. Charley Noland and children, Mr. and Mrs. Mack Noland and children, Mr. and Mrs. J. B. Noland and children and Mr. and Mrs. L. B. Lookingbill, all of Summerfield, Mr. and Mrs. Otha Noland and children and Mr. and Mrs. Joe Story and

children of Hereford and Jim Noland of Amarillo.

Also attending were Mr. and Mrs. T. A. Osborn, Paso Robles, California; Wiley D. Nance and J. D. Nance of Lockney and Mrs. J. L. Lookingbill of Hereford. The couple has twenty-two grandchildren.

Henry Wadsworth Longfellow wrote "There was a little girl and she had a little curl right in the middle of her forehead."

"Sweets to the sweet" was originally said by Shakespeare in the last act of Hamlet.

Rip Van Winkle and Sleeping Beauty slept longer than anyone mentioned in literature.

Women were not allowed to appear on the stage in Shakespeare's time.

HURRY HURRY

You Still Have Time To Get Your DISTINCTIVE CHRISTMAS PORTRAITS

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

COLE STUDIO

112 West 3rd Phone 782
FAMILY GROUPS - PORTRAITS - CHRISTMAS CARDS

We Give GUNN BROS. THRIFT STAMPS With Every Purchase

Why make Shopping a Chore?

WHEN IT'S SO EASY Shopping AT FURR FOOD STORES

BARGAINS GALORE AT Your FURR FOOD STORE 117 WEST THIRD

DEL MONTE PEACHES IN SYRUP No. 2 1/2 Can 29¢

HEINZ KETCHUP 4-oz. BOT. 25¢

SOAP DEAL SURF 2 large Pkgs. 27¢

CRANBERRIES 19¢

IDAHO POTATOES 5 LBS. 27¢

LIBBY'S TOMATO JUICE 3 No. 2 TINS 25¢

MEAT SPECIALS THURS. - FRI. - SAT. PLENTY OF HENS & FRYERS

BABY BEEF, TENDER LOIN STEAK lb. 65¢

Individual Cut Baby Beef CLUB STEAK Lb. 61¢

Medium Cut Baby Beef T-BONE STEAK Lb. 69¢

LOIN OR END CUTS PORK CHOPS Lb. 39¢

RED PERCH FILLETS FISH Lb. 29¢

SUGAR CURED, Hickory Smoked BACON SQUARES Lb. 25¢

Armour's Columbia Sliced BACON LB. 39¢

Golden Bantam CORN LB. 15¢

YELLOW SQUASH LB. 19¢

FRESH COCOANUTS Lb. 10¢

Chocolate Syrup 16 oz. can 17¢

HERSHEY 17¢

Clean 5 lb. bag PINTO BEANS 45¢

Heinz Cider Qt. Bot. VINEGAR 29¢

Asst. Flavors 2 pkgs. Jello Puddings 15¢

Kellogg's 8 oz. pkgs. CORN FLAKES 14¢

Kellogg's box RAISIN BRAN 16¢

Dromedary 14 oz. box Devils Food Mix 29¢

New Recipe! More Delicious than ever. Quaker 1 1/2 lb. pkg. YELLOW MEAL 15¢

Furr's 1 lb. pkg. JELLY BEANS 34¢

Furr's Candy 1 lb. pkg. Chocolate Drops 35¢

Furr's Candy 1 lb. bag ORANGE SLICES 27¢

Hunt's 2 No. 300 cans APRICOTS 25¢

Libby's No. 900 can Fruit Cocktail 19¢

Hi-C 46 oz. tin ORANGEADE 35¢

Armour's 20 oz. can PORK & BEANS 18¢

Rose No. 2 can GREEN BEANS 15¢

Mayfield Cream Style 2 No. 2 tins CORN 25¢

Libby's No. 2 can SPINACH 18¢

Ma Brown 2 lb. jar APPLE JELLY 40¢

Del Monte Preserves 16 oz. jar APRICOT 21¢

C. H. B. Country Style 12 oz. jars PICKLES 23¢

Blue 5 lb. can KARO-SYRUP 53¢

Delicious Served With Fruit Salad & Your Favorite Ice Cream

WINE LOAF CAKE Ea. 20¢

Delicious Thick Creamy Chocolate Fudge Keating Chocolate Bar Ea. 25¢

CAKES 25¢

Chucked Full of Raisins & Topped With Thick Creamy Icing Coffee Cakes, Ea. 20¢

Furr's Old Fashioned Buttermilk loaf BREAD 15¢

Chucked Full of The Finest Ingredients, Raisins, Glazed Fruits and Nuts Lb. 89¢

FRUIT CAKES 89¢

SAVE GE Xmas Tree Light, 8 Series set 69¢

BULBS 80c Val. Cream Oil & 60c Value both for 49¢

WILDROOT 75c Val. Milk of Magnesia 47¢

PHILLIPS 60c Val. Syrup Pepsin 37¢

DR. CALDWELL'S 37¢

FOR CHRISTMAS GIVE FOR THE HOME

Attractive and comfortable homes require furniture that is both attractive and comfortable as well as useful.

We invite you to visit our store and see the large stock that we now have. Compare the prices with the quality of the bed room, living room and dining room furniture that you find on our floors.

Dollar Day Special (Monday Dec. 5th)
All platform rockers with Tapestry and Velour coverings we are offering for this one day for \$10.00 less the regular price.
Dollar Day Offering

1901 1949
E. B. Black Co.
FURNITURE

Bestyett SALAD DRESSING Quart Jar 39c	Green Giant PEAS No. 303 tin 2 for 25c	Fresh Corn off the Cob NIBLETS 12 oz. tin 19c	Bleach CLOROX qt. 16c 1/2 Gal 26c	Sunshine Crackers HI-HO 1rg. pkg. 29c	Purity OATS large pkg. 29c
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PERSONALS

Mr. and Mrs. N. C. King, Panhandle, and Mrs. Ross Wilmeth and two daughters, Ione and Ear, Ft. Sumner, had Thanksgiving dinner with their mother and grandmother.

Mr. and Mrs. Fritz Christman and family visited in the Lorin Greitz home at Adrian recently.

Mr. and Mrs. Overton Harris visited Mr. Harris' parents, Mr. and Mrs. Hardy Harris of Adrian recently.

Mrs. Fed Euman is visiting her parents, Mr. and Mrs. Miles Milligan at Wildorado. She is recuperating from a recent pneumonia attack.

E. B. Posey, Jr., Sweetwater, visited Mr. and Mrs. E. B. Posey in Hereford over Thanksgiving.

Mrs. Lloyd Sharp and sons, Phillip and Leslie, spent the week-end in Clovis with Mrs. Sharp's mother, Mrs. Cora Williams, while Mr. Sharp made a short business trip to St. Louis.

Cub Scout Leaders met in the home of Mrs. Lloyd Sharp Monday night to make plans for their Cub Pack Meet Friday night. Attending were Mrs. Ed Cox, Mr. and Mrs. Jason Luck, John Hicks, Coy Patton, Walter Seed, and Mrs. Sharp. Urilin Streu came in later and made a short talk.

Mr. and Mrs. W. L. Davis, Jr. went down to Bryan Wednesday and stayed over Thanksgiving visiting Mrs. Davis' parents and seeing the Aggie-TU game.

Reunion of G. W. Brumley family was held Thanksgiving in the home of Mr. and Mrs. Louie Olson. Attending the annual affair were Mrs. G. W. Brumley, Mr. and Mrs. G. W. Duncan and

children, Mr. and Mrs. Elvin Wilson and children, Mr. and Mrs. Libburn Hamilton and daughter, Mr. and Mrs. George Robertson, Roger Brumley and Mr. and Mrs. Homer Brumley. This family gets together every Thanksgiving and Christmas for a big reunion.

Thanksgiving Get-To-Gether

Mrs. J. M. Boone's entire family was united Sunday when her two daughters, Mrs. Leta Barnett of Wichita Falls, and Mrs. Hugh Earthman of Plainview were in Hereford. Mrs. Barnett had spent the Thanksgiving holidays with her mother and accompanying Mr. and Mrs. Earthman to Hereford Sunday were her children who included: Mr. and Mrs. Donald Barrow and sons, and Mr. and Mrs. P. I. Ferguson and daughter Sylvia of Plainview and Mr. and Mrs. David Treadaway and daughter LaMoine of Lamesa.

Mr. and Mrs. J. T. Gilbreath, Jr. and Royse Gilliland returned from Dallas where they had been visiting New Gilliland.

Mr. and Mrs. Marvin Knox and daughter Cynthia Ann of Hereford celebrated Thanksgiving with Mrs. Knox's parents, Mr. and Mrs. W. L. Ewing of Amarillo. Mr. and Mrs. Ewing had all

been his sister, Mrs. S. E. Fiser of Lamesa and his niece, Mrs. O. W. Hester and daughter Sara Kay of Amarillo.

Mr. and Mrs. Carlos Vaughn spent Thanksgiving Day in Elda, N. M. with his sister, Mrs. John Anthony. They were accompanied by his mother, Mrs. Ida Mae Vaughn, who remained for a longer visit with her daughter.

Mrs. Tom Howard and family spent Thanksgiving holidays and week-end with Mrs. Howard's mother and father at Gainesville, Texas.

Mrs. Clyde and Lee Renfro of Hereford and Mrs. Mobley from near Dimmitt were Christmas shopping in Amarillo Monday.

Copernicus, the famous astronomer, was a Pole. His real name is Koperlnik. "Nespotism" means favoritism to relatives. The word "girl" appears twice in the King James version of the Bible.

of their children present including Mr. and Mrs. Chesler Ewing and children of Alamosa, Colo. Mr. and Mrs. E. L. Ewing and Dan of Phillips and Mrs. T. A. Thomas and sons of Ft. Worth.

Mrs. R. T. Adams and father, E. R. Williamson were shopping in Amarillo Monday.

Marvin Knox returned from a trip to Colorado this week. While there he visited the sugar refinery in Rocky Ford.

Mrs. Clyde and Lee Renfro of Hereford and Mrs. Mobley from near Dimmitt were Christmas shopping in Amarillo Monday.

Copernicus, the famous astronomer, was a Pole. His real name is Koperlnik. "Nespotism" means favoritism to relatives.

The word "girl" appears twice in the King James version of the Bible.



Hey Everybody
It's the
FORMAL OPENING
of the
Hereford Creamery's
NEW DAIRY BAR
Saturday

DECEMBER 3rd

IT'S ALL NEW!

6 Big Comfortable Booths!

All the Delicious Milk Drinks!

INTRODUCTORY SPECIALS ALL DAY SATURDAY

Free Popsicles For Children

When Accompanied by Parents

QUARTS	30c	MALTS	20c
PINTS	20c	MILK SHAKES	15c
GALLON	\$1.00		
1/2 GALLON	55c		



HEREFORD CREAMERY
HOME OF
Cream O' Plains
DAIRY PRODUCTS

- | | | | |
|------------------------|----------------------|-------------------------|-----------------------------|
| MALTS | FUDGSICLES | POPSICLES | Coca Cola |
| ICE CREAM SODAS | SUNDAES | Ice Cream Dishes | CONES |
| MILK SHAKES | FROSTED COKES | 400's | Banana Splits |
| | | | Ice Cream Sandwiches |

KEEP YOUR EYES ON THE BEST FOOD BUYS!

- | | | |
|--|-------------------|------------------|
| PINEAPPLE, Del Monte, | No. 2 can | 29c |
| <small>Sliced or Crushed</small> | | |
| PINEAPPLE JUICE, Del Monte | 46 oz. can | 42c |
| | No. 2 can | 18c |
| PEACHES, Del Monte, Sliced or Halves | | 28c |
| <small>No. 2 1/2 can</small> | | |
| CHERRIES, Stokely's | No. 2 can | 31c |
| BLEACH, Hilex, | 1/2 Gallon | 26c |
| PORK & BEANS, Diamond, No. 303 cans | 3 for | 29c |
| VEGETABLE JUICE, v-8, | 12 oz. can | 2 for 27c |
| COFFEE, Bright & Early, | 1 lb. jar | 67c |

New Crop Nuts

- | | |
|--|-----------------------------|
| PECANS, Paper Shell | 37c |
| WALNUTS | 29c |
| BRAZIL NUTS | 29c |
| ALMONDS | 27c |
| APRICOTS or PEACHES | No. 2 can 26c |
| <small>For Homemade Pies, Ready to Use</small> | |
| SPINACH, Stokely's | No. 2 can 2 for 35c |
| CORN, Concho Cream Style, | No. 2 can, 2 for 31c |
| SHORTENING, Crustene, | 3 lb. carton 59c |
| OLEOMARGARINE, Nu-Maid | 1 lb. 23c |
| KRISPY CRACKERS, Sunshine, | 2 lb. box 43c |

Produce

- | | |
|---------------------------------------|-------------------|
| ORANGES, Texas, 5 lb. mesh bag | 35c |
| CARROTS, Large Bunch | 9c |
| YAMS, Maryland Sweets, | 3 lbs. 29c |
| ONIONS, Yellow Spanish Sweet, | 3 lbs. 23c |
| TURNIPS | 1 lb. 3c |

SO MANY GOOD WAYS TO SERVE

MEAT

PORK SAUSAGE

Country Style Cloth Bag

1 lb. bag 34c

SLAB BACON

Morrell's Small Average

1 lb. 52c

WE GIVE
S & H GREEN STAMPS

BEEF ROAST

Chuck

1 lb. 49c

PROK CHOPS

Center Cuts

1 lb. 55c

CITY FOOD STORES

No. 1 at Second and Main, Phone 15
No. 2 on East First, Phone 430



HIGH STEPPER—Texas Christian University fullback John Morton (39) plows through Southern Methodist University line for a gain of five yards in the game played in Fort Worth, Tex. Play carried to the SMU 14 yard line where he was dropped by SMU back I. D. Russell (40). No. 84 is SMU back Bob Folsom. TCU won 21-13. (AP Wirephoto)



Digging Divots
With Hank Fore

Urlin Streu and Paul Coneway played the first ladder match last week. They ended up all even and Streu is still in 15th position. Coneway can challenge again, though.

Eleven golf balls were handed out as 22 players entered the weekly ball sweepstakes and handicaps really came down some. Sunday was, incidentally, the biggest day since back in September, with 88 divot diggers signing the roster to play. It was a nice day, and believe it or not, pretty hot out on the links.

Harold Loerwald and Bill Howard led the sweepstakes shooters with 67's. Loerwald had a 64 minus 27 handicap for 67 and toward 78 minus 11. The other

winner was Roy Boyer 97-29, 68; Deward Roberson 78-10, 68; John Patton 85-16, 69; Homer Owens 90-21, 69; John Channer 79-10, 69; Ted Young 76-6, 70; O. F. Lange 85-12, 73; Edward Young 105-31, 74; J. M. Posey 82-8, 74.

Other contestants fired rounds as follows: Wendell Burdine 95-15, 80; Claude Weathersbee 98-20, 78; Urlin Streu 87-11, 76; Oliver Streu 117-33, 84; Junior Rothwell 94-17, 77; W. W. Gilbreath 88-13, 75; Stan Barrett 87-9, 78; J. A. Pitman 89-11, 78; Tom Howard 94-13, 81; Shackelfore 95-17, 78; Henry Lewis 89-13, 76.

W. W. Gilbreath fired a sizzling 34 on nine holes last week. He came back a couple of days later primed for another subpar-round, but it didn't work out that way as his card tallied 44. But he could still say he broke par once anyhow.

Golf Association directors have okayed a three planting program and Jim Terry plans to start planting as soon as trees are ob-

tained. The trees will probably be cedar. Anyone advocating moving some of the maples or poplars from along the creek would change their mind if they had to hunt for a ball along those fairways where the leaves have fallen. You can lose a ball in the middle of the fairway.

The trees will be placed on the right side of number one fairway from the teat up to the intersection with the right side of number two fairway then they'll go back down the right side of number two for a hundred yards or so. Then they'll be planted on the right side of number four fairway from the tee box almost to the green.

Five will a tougher hole as the trees will be planted from the left edge of the tee down the left side of the fairway to the dog leg; this will stop a lot of shooting across the dogleg and really catch a heeled shot.

Trees will be planted in the "V" where seven and eight fairway edges touch and back down each fairway a little and in the

The Hereford Brand SPORTS

Thursday, December 1, 1949

Section Two

Strangler Lewis Referees Wrestling Here Saturday Night At Bull Barn

Ed "Strangler" Lewis, who is to wrestle what Jack Dempsey is to boxing, and who was World's Heavy-Weight Wrestling Champion longer than any other man in America, will referee the bouts at the Bull Barn Saturday night.

Lions Club wrestling committee chairman Guy Lawrence said it was really a break for local wrestling fans to have Lewis here. He said the name was magic to any fan who really knew his wrestling.

On the card for Saturday is George Overhuls from Amarillo against Jack Pappenheim from Troutdale, Oregon in the first bout.

The fabulous "Grey-Mask," so far undefeated and unknown because he hasn't found any wrestler man enough to take his mask off, will go against Andy Tremaine of El Paso. This bout should be as usual, a breeze for The Mask.

Both bouts will be the best two out of three falls with a one-hour time limit.

Wrestling has come along in

Second Guessing

By JERRY STOLTZ

Second guessing the Cotton Bowl choice of North Carolina to meet the Owls is easy... it was punk. The opinion seems to be held by every other sport fan in town. But the Cotton Bowl Athletic Association is defending itself. They say "Dallas will have a fine bowl game. Choo Choo Justice is a terrific football player and Rice is one of the sounder teams of the nation." How one player can make a good game against the Southwest Conference champs I don't know.

They say they tried to get Army and Oklahoma up until about Thursday. That only left Virginia, Kentucky, North Carolina, College of Pacific and either Tulane or LSU. Kentucky has already been beaten in Dallas this year by SMU. College of Pacific had a minor league schedule, LSU was the only team that beat Rice during the season. Tulane, if it lost to LSU, would have two defeats and a tie. So it seemed, they say, logical to look for the winner of the Virginia-

Whiteface Basketball Season Opens With Only Two Returning Lettermen

Coach Douglas Groom has 16 men, including footballers who didn't do much work until this week, out for Hereford High School's 1949 basketball season.

Only two lettermen, senior Bob Patterson at forward and sophomore Bill Kelly, remained of the 1948 squad.

Expected to add strength to the 1949 squad are B team members Ted Houston, Nathan Hopson, James Young, Orlin Teed, Joe Kerr, Bill Engman and Wendell Morton.

From the junior team come Jackie Stanton, Ray Graham, Bob Mathers, Kenneth Brock, and, with no experience at all, are Johnny McBroom, Gerald Shirley and Devon Thompson.

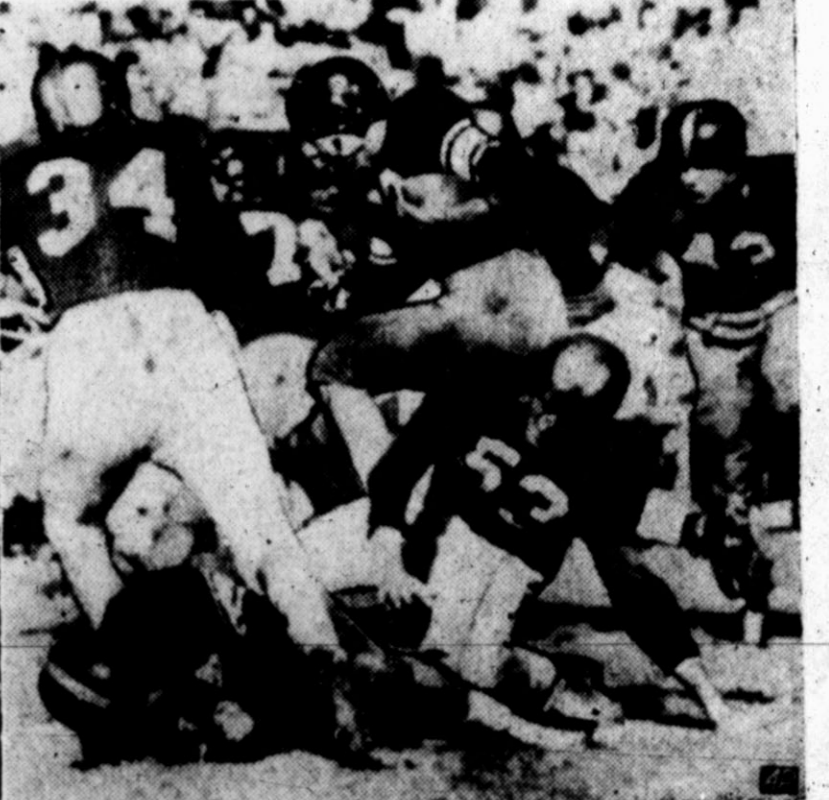
Starting lineup, forwards—Bob Patterson, and Nathan Hopson; Ted Houston at center and James Young and Johnny McBroom at guards.

The 1949 basketball schedule for Hereford is fairly rough ending up with a district tournament February 16, 17 and 18 at Dumas.

November 29—Tulia, here
December 1 and 3—tournament at Hart
December 6—Vega, there.

December 8—Friona, there.
December 13—Canyon, here.
December 16—Tulia, there.
December 19—Adrian, there.
January 3—Friona, here.
January 5, 6 and 7—Tournament at Dalhart.
January 10—Vega, here.
January 17—Price at Amarillo.

January 19, 20 and 21—Tournament at Tulia.
January 24—Canyon, there.
January 27—Adrian, here.
January 31—Price at Hereford.
February 7—Happy, here.
February 14—Happy, there.
February 16, 17 and 18—District tournament at Dumas.



SCORES FOR RICE—Billy Burkhalter, Rice back, steps through center of Baylor line as he starts on a 12-yard gallop for a touchdown for his team in the second period of the game played in Houston. Rice back Gordon Wyatt lies on ground after opening hole for his teammate. Other players are Baylor back Frank McKinney (34), center Harold Attaway (53) and Rice fullback Bob Lantrip (43). Rice won 21-7. (AP Wirephoto)

lor was leading Rice... season over three champions, Rice of the Southwest, Tulane of the Southeast and North Carolina of the Southern. If they beat Oklahoma they will have beaten four champions and still didn't win their own conference.

We're losing half the Brand staff this week end for the SMU-Notre Dame game. If somehow or other the Mustangs would come out on top Bert and I figure we'll still be here by ourselves for another week. But there's not much use worrying on that one is there?

Co-Captain Dale Doaks is pictured in the Hut and Harry cartoon this week.

Did you read this about the TCU-SMU game Saturday? "The Christians were playing the Methodists but one of the day's big cheers came from the Baptists when it was announced Bay-

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the sale of heavy-duty trucks (16,001 pounds and over, GVW). Cost-conscious men who buy these trucks buy on a basis of performance proved by cost records.

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new model in the new International Truck line.

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HEREFORD IMPLEMENT COMPANY

MEMBER OF AMERICA'S LARGEST EXCLUSIVE TRUCK SERVICE ORGANIZATION

Long Time Ago

24 Years Ago
Miss Hubbard, supervisor of Deaf Smith County Hospital, entertained the hospital board and their wives with a real old fashioned Thanksgiving dinner in the dining room of the sanitarium November 26, 1925. Honored were Mr. and Mrs. George L. Muse, Dr. and Mrs. Floyd W. Gabbert, Dr. and Mrs. J. W. Kicks, Mrs. L. R. Brady and D. F. Ashbrook.

Large delegation of Hereford people went to Amarillo to hear John Phillip Sousa's band. Attending from Hereford were Mr. and Mrs. H. L. Broadwell, Mr. and Mrs. Will W. Smith, Mr. and Mrs. L. F. Borden, Mesdames C. A. Skelton, G. A. F. Parker, W. R. Steckman, C. C. Acker, Homer Fox, S. B. Holman, Miss Grace Skelton and E. D. Fox and Oscar Easley. 4,500 people heard Sousa.

Stork specials were to Mr. and Mrs. L. M. Applegate, November

25, a girl and to Mr. and Mrs. Elbert Fallwell, November 29, a girl.

J. P. Wood, Hereford, claimed to have plowed the longest furrow in the world and challenged any man to show records where a longer one had been plowed. He said in 1906 he plowed the fire guard for the Santa Fe Railroad from Canyon City in Randall County to the sand hills in New Mexico, a distance of 87 and a half miles. Wood said that he was compelled to take the plow out of the ground only once—to cross the Tierra Blanca stream just west of Hereford—and used a 35-horsepower engine to do the work. The fire guard he plowed ran right through the City of

Priona.

C. C. Bowman and partner, Mr. Davidson, sold the Sunshine Bakery to T. E. Wall and son, C. C. Wall, from Hale Center.

Orien J. Sharp, 24, died December 2, 1925 after a short illness. Rev. J. T. Ross conducted funeral at home of Sharp's parents, Mr. and Mrs. O. L. Sharp, in Hereford. Body was then shipped to Vernon for burial. Sharp was a teacher in Westway school.

J. S. Roderick, 81, died on the same day in Hereford. Rev. W. R. Hill of Baptist Church conducted final rites.

Another new modern residence was completed by John Mosier and C. C. Rockwell in Hereford. It was located across the street from Mrs. J. M. Boone. Four rooms and a bath made it one of the most modern on the Plains.

In District Court the State of Texas found Robert Thompson guilty of bigamy and sentenced him to three years in the State Penitentiary.

Will Smith returned to Hereford after living in Dallas for over two years. He moved his family back and planned to take his old job at Williams Brothers Grocery.

Another new citizen in Hereford was Anton Redder from Vega. Redder bought the E. C. Carter home near the old sanitarium. Mr. Carter moved to the Mat Gilliland place.

Summerfield correspondent to Brand said Summerfield was still on the map even though it hadn't been seen in Brand lately.

School page in Brand was called Pow-Wowing.

Dr. John Overton was notified that he had been made city chairman of Stone Mountain Confederate Memorial Campaign. Efforts were being made to raise half a million dollars by the U. S. Government for the purpose of having the image of General Robert E. Lee carved on the side of a solid granite cliff as a tribute to the great leader. Overton said he would start work immediately.

Miss Velma E. Read spent 1925 Thanksgiving with her sister in Amarillo.

Comedy drama in four acts was presented by Fellowship Class of First Christian Church entitled "Her Step-Husband." New \$125,000 High School of Hereford (which was nearing completion) was to be scene of play.

1925 was the year Texas Highway Department enacted law that every car or truck driven on highways have a head-light that would pass state inspection.

Dawn school had 52 students. Four new students added after Thanksgiving in 1925 were Ussula, Mary, Alban and Rita Bezer.

In Dawn school the honor roll consisted of Effie Christian, Leona Frye, Margaret Bengel, Lois Smith, Jake Barnes, Doyle Christian, Mignon Greer, Anna Marie

Straub and Lois Harris. With perfect attendance records were Lois Smith, Syble Smith, Inez Miller, Mignon Greer and Alim Miller.

Plans were being worked out by City of Hereford Commission for paving and improvements on streets in residential areas of Hereford. Larger bond issue than \$150,000 was thought needed to do the job.

Rain and snow was falling steadily in Hereford.

Dr. P. W. Horn, president of Texas Tech was scheduled to speak to Chamber of Commerce meeting of December 7, 1925.

Miss Lula Wear, daughter of A. Wear and nurse in Dallas, married Jefferson W. Kelley of Dallas. They were to make their home in Dallas.

New passenger schedule went into effect for the convenience of the traveling public. Two trains left Hereford going west and two left going east each day.

We Urge...

DO YOUR CHRISTMAS BUYING LOCALLY...



Patronize your local merchant. His shelves are filled with high quality merchandise selling at economically fair prices. When you buy from him you are buying from someone you know — someone whose reputation in the community is dependent upon the quality of the products he sells. Your local Hereford merchant has stocked his store with goods for your convenience. He deserves your business.

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- 5 Gift Tags
- 5 Gift Cards
- 6 Sheets (20 x 30 in.) Gift Wrapping Paper
- 4 Sheets (20 x 25 in.) DeLuxo Gift Wrapping Paper
- 2 Sheets (20 x 30 in.) Red Tissue.
- 1 Sheet (20 x 30 in.) White Tissue

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Buy Now — Pay Later **4⁹⁸**
No little girl could resist her. She has a crying voice, sleeping eyes with long lashes, soft body and latex arms and legs stuffed with foam rubber. Dress and bonnet made of nylon and trimmed with lace.

TORNADO RACER
Has air compressor-type motor. Speeds along at about 15 MPH — runs 125 to 150 feet. Sounds like a real motor.
3⁹⁸

TYPEWRITER 3⁹⁸
It actually types. Has realistic type and space bars, roller type selector, paper roll. Self-inking.

Truck and STEAM SHOVEL 5⁴⁹
Crank draws steam shovel up ramp. Steam shovel cab is on turntable... boom can be raised or lowered.

PERSONALS

Melba Mason, niece of Mrs. R. Bickford, has arrived at Mrs. Bickford's home from Childress. He will make her home in Hereford.

Mr. and Mrs. Carl Oldham are from Woodward, Oklahoma, visiting Mr. and Mrs. L. Z. Oldham and Mrs. C'ora Cockrell.

Mr. and Mrs. F. M. Kester and Mr. and Mrs. Nester Gass are visiting in Marlin, Texas.

Doris Jean Smith, freshman at West Texas and daughter of Mr. and Mrs. F. S. Smith of Hereford, spent Thanksgiving holidays with her parents at home. She left Sunday.

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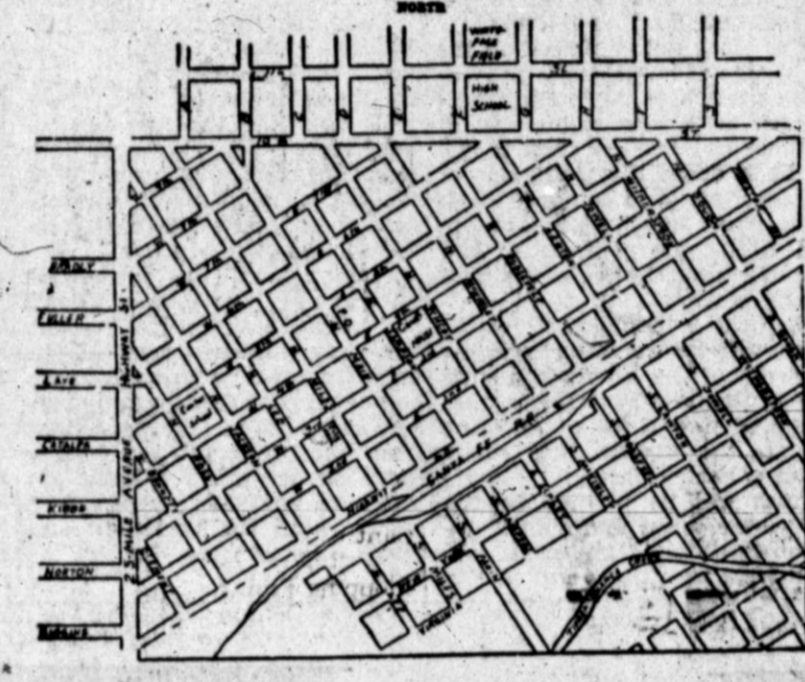
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<p>CARGAY Butane & Propane GASES</p> <p>Complete service on all Butane & Propane systems. Appliances of all kinds Ensign Carburetors</p> <p>BLANTON BUTANE GAS CO.</p> <p>Highway 60 — Phone 551</p>	<p>A. O. Thompson Abstract Co.</p> <p>Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.</p>	<p>HEREFORD PLANING MILL</p> <p>SCOTTY BUCKNER</p> <p>"We Build Anything"</p>	<p>THIS SPACE FOR SALE</p>
<p>PARKER BROTHERS PLANING MILL AND CONTRACTORS</p> <p>We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.</p>	<p>McRight & Smith Garage</p> <p>AUTOMOTIVE and TRACTOR Supply and Service</p> <p>WELDERS</p> <p>211 East 3rd Phone 23</p>	<p>THIS SPACE FOR SALE</p>	<p>THIS SPACE FOR SALE</p>
<p>PICK-UP AND DELIVERY SERVICE</p> <p>PHONE 111</p> <p>ACME CLEANERS</p> <p>All Garments Insured</p> <p>308 N. Main Hereford</p> <p>MADE-TO-MEASURE CLOTHES</p>	<p>THIS SPACE FOR SALE</p>	<p>THIS SPACE FOR SALE</p>	<p>THIS SPACE FOR SALE</p>

OSWALD'S FIRESTONE STORE
226 Main HEREFORD Phone 59

Sixty Herefords Purchased For Tech Cottonseed Hull Fattening Tests

LUBBOCK — Sixty yearling Herefords have been purchased by Texas Technological college and will be used in a re-

search experiment to determine the cattle fattening qualities of cottonseed hulls.

The sixty yearlings have been placed into six feeding lots and with the exception of one lot will be fed a uniform ration of milo chop, cottonseed meal and alfalfa hay. The only variation in the rations will be in the kind and amount of roughage fed to the yearlings.

The feeding schedule calls for the following roughage rations: Lot one—sorghum silage. Lot two—cottonseed hulls. Lot three—sorghum silage (75 per cent) and cottonseed hulls (25 per cent).

Lot four—cottonseed hulls (75 per cent) and sorghum silage (25 per cent).

Lot five—sorghum silage (50 per cent) and hulls (50 per cent).

Lot six—cottonseed meal, hulls and alfalfa hay for the first 52 days, after which milo chop will be added.

The experiment is being conducted by Jess Robinson, Tech graduate student from Wellington, under the supervision of Dean W. L. Stangel. Robinson recently was awarded the Texas Cottonseed Crushers' Association Graduate Fellowship.

Hulls used in the experiment are the residue left from cottonseed after oils have been extracted. Dean Stangel said the present market value of hulls makes them an inexpensive roughage supplement for cattle.

D. C. Kinsey and Bruce Wooddell went to Oklahoma City on a business trip this week.

Mrs. D. C. Kinsey and Mrs. Bruce Wooddell visited Mrs. Kinsey's mother in Amarillo Sunday. They picked up Mrs. Kinsey's son, Robert Charles, and brought him home. He had been visiting there.

Among those attending the Tech-Hardin Simmons game from Hereford were Mr. and Mrs. Wayne Evans, Paul Dishman, Bill Phillips, Phyllis Radovich, F. A. Tucker and son Richard, and Mr. and Mrs. Rex Lee.

Evelyn Ford has returned from Baltimore, Maryland where she has been visiting her sister, Mrs. A. C. Jones. Miss Ford also visited friends in Washington, D. C. and attended modeling school there.

Gov. Proclaims Better Health For Texans Week

Governor Allan Shivers, by official proclamation, has designated the week between December 4-11 as Better Health for Texans Week, emphasizing venereal diseases.

The purpose of the week-long drive, according to State Health Officer George W. Cox, is to acquaint all segments of the population with true facts concerning this most serious group of illnesses, thus providing a weapon of knowledge which all persons can use in their own protection.

Cox indicated that the health department informational campaign would be a year to year project from now on, with a different phase of public health being the subject each year.

Highlights of this year's drive will be a state-wide radio address by Governor Shivers, and a short motion picture trailer featuring the Governor and the State Health Officer. Informational packets have been prepared for distribution throughout the State by city and county health units.

The official proclamation reads:

"One of the most important factors that will influence the future of Texas is a healthy citizenship. Public health has many phases, all contributing to the welfare of mankind.

"One of these is the campaign to eliminate the venereal diseases. Methods of diagnosis and treatment are at hand to prevent the unnecessary suffering caused by these diseases. All that remains now is to induce our citizenship to take advantage of the present day knowledge.

"In recognition of these facts and the vital importance of health in our everyday lives, I, as Governor of the State of Texas, designate the week of December 4-11 as Better Health for Texans Week."

Principle appeal of the campaign is directed to leaders of individual communities. Dr. Cox believes that the "final solution of the venereal disease problem will be forthcoming only when it is tackled on a community basis."

Mr. and Mrs. Victor Elliston spent the Thanksgiving holidays at Tucumcari visiting in the home of Mrs. Elliston's parents, Mr. and Mrs. John Pharis.

Mrs. Nick Chatfield, Mrs. Geo. Cantrell and Mrs. C. P. Grimes and children were in Amarillo shopping Friday.

Marie Denton visited in San Angelo and Odessa over Thanksgiving holidays with her sisters.



TEXAS STEER AT SHOW — Mr. and Mrs. David Largent at Merkel, Tex., groom one of their Hereford steers at the International Amphitheater in Chicago as they get it ready for competition in the international livestock show. (AP Photo)

Grand Opera Will Come To Lubbock Dec 7-8

First Grand Opera Company ever to present productions in Lubbock, will be sponsored by Allen Brothers Post No. 148 of the American Legion, according to Wayne Groce, Lubbock Legion commander.

The company is the metropolitan Boston Grand Opera Company, known nationwide for their outstanding performances of opera.

The operas "La Traviata" and "Carmen" will be presented December 7 and 8, Groce said.

"La Traviata" is to be presented at 8:00 p. m. in the Senior High School auditorium on December 8 is based on the romantic story of the Lady of the Camellias by Alexandre Dumas.

Advanced tickets are now on sale at the Lubbock Legion Hall at 910 Texas Avenue. Orders will be promptly filled.

splendor that grand opera has to offer, plus music that will send music lovers "out of this world," directed by Francesco Fottl, will be added to the production.

"Carmen," to be presented at 8:00 p. m. on Thursday, December 8, is the story of love, passion and jealousy; sung to the beautiful music of Bizet.

"We of the Lubbock American Legion believe the two operas to be presented by the Boston Grand Opera Company are absolutely the highest forms of entertainment. The educational value of each performance is more than worth the moderate price of admission. We are at least bringing grand opera to our own South Plains," Groce declared.

Advanced tickets are now on sale at the Lubbock Legion Hall at 910 Texas Avenue. Orders will be promptly filled.



It's a good feeling to sit down at the end of the day with a book or newspaper... and really relax. And you'd be surprised to know how important proper lighting is to relaxation. Certified Lamps bring scientific illumination, free from glare or unnecessary brightness, yet give 50% to 100% more light with the same size bulb.

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If you suffer from **B-VITAMIN DEFICIENCY** symptoms like **"NERVES" FATIGUE BACKACHE UNDERWEIGHT CONSTIPATION WEAKNESS**

new **BEXEL SPECIAL FORMULA** may do wonders for you

Lots of people who have no diseases, no infections in their body, still cannot seem to toe the mark, cannot pull themselves out of a nervous, over-fatigued "out-on-your-feet" slump. Is this your trouble? Your condition may be due to the simple fact that you do not get enough B-vitamins and Iron in your food. Of course, your condition may be due to some other cause, so it is wise to consult your doctor. But mild Vitamin B and Iron deficiencies are the origin of your miseries, then Bexel Special Formula may do wonders for you! Everybody knows the importance of B Vitamins. Everybody knows the importance of Iron in your diet to help your body maintain rich, red blood. Well, just one capsule of Bexel Special Formula a day (that's all you take) gives you not only the important B vitamins, but also 5 times the minimum daily requirement of Iron. Bexel is a scientific product and is offered with a money-back guarantee! Take Bexel Special Formula for 30 days and if you don't feel definitely better, you may return the bottle and we will refund your money.

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Nothing will bring more lasting enjoyment to family, relatives or friends. Reserve your Christmas Philco now... avoid the holiday rush. Special easy holiday terms.

Plays All Records, All Sizes, All 3 Speeds BETTER than Ever Before!

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Philco Table Combination for Console Tone from All Records 3-Speed Table Combination plays all records, all speeds automatically. Console tone. Mahogany plastic cabinet.

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Dollar for Dollar-You Can't Beat a Pontiac!

You can't beat it because... It's wonderful in every way... size, appearance, performance and appointments!

You can't beat it because... It's rugged, tough and dependable... built to last 100,000 miles!

You can't beat it because... Each of the 18 beautiful models is priced to please you!

THERE'S one and only one word that does justice to the new 1950 Pontiac—WONDERFUL! And there's one and only one way for you to learn just how wonderful it is—come in and see for yourself! Please accept our cordial invitation to pay us a visit as soon as you possibly can. We're sure you'll be impressed with what you see. We're sure you'll agree that no car—so big, so beautiful, so obviously stamped with quality through and through—was ever offered at a price so low. So come in and see the great new Pontiac—America's finest low-priced car!

- 1. Only Car in the World with Silver Streak Styling
- 2. America's Lowest-Priced Straight Eight
- 3. Lowest-Priced Car in the World with GM Hydra-Matic Drive
- 4. Thrilling, Power-Packed Performance Choice of Six or Eight
- 5. World Renowned Road Record for Economy and Long Life
- 6. Super-Safe, Super-Silent All Steel Bodies by Fisher
- 7. Smoother, All-Cushioned "Travelux" Ride
- 8. Distinctively Beautiful Sleep-Stream Rear Fender Ensemble
- 9. Spacious, Luxurious Interiors Featuring Arm Rests, Assist Cords and Quality Floor Coverings
- 10. Wide, Comfortable Seats with Restfully Contoured Cushions
- 11. Wide, Easy-Access Doors
- 12. Better, Safer Driver View with Extra Wide, Curved Windshield
- 13. Ultra-Styled Dial-Cluster Dash
- 14. Hand-Grip Parking Brake on Dash
- 15. Finger-Tip Starter Button
- 16. Full Chromium Windshield and Rear Window Moldings
- 17. Twin Duct Outside Air Heating and Ventilating System
- 18. Extra Large, Fully-Lined Trunk for Extra Luggage
- 19. Counter-Balanced Self-Locking Trunk Lid
- 20. Smoother, Safer Riding Low Pressure Tires on Broad Flaps

Palo Duro Sales, Inc.
605 WEST FIRST HEREFORD, TEXAS



NEW WATER SOURCE FOR THIRSTY LAND—Water discovered last April under a valley in Culberson county south of Van Horn, Tex., had led to irrigation and cotton farming on a large scale. Irrigation ditches and lines are shown above. Literally scores of wells have been completed. Water is 90 feet from the surface and goes to a depth of 375 feet in the huge sub-soil reservoir. Wells pump from 1,500 to 1,800 gallons per minute and irrigate an average of 300 acres each. Culberson county was the last of Texas' 254 counties to grow cotton. This was made possible by the new water supply. (AP Photo).

Church of Nazarine will begin at 7:00 o'clock instead of 8 o'clock from now on. Wednesday evening Prayer Meeting will begin at 7:30. Rev. R. L. Bickford is pastor of Hereford Church of Nazarine.

"The realities of Heaven" will be the subject of a series of meetings to be conducted at Seventh Day Adventist Church, 3rd and Lawton, by R. E. Reiger, District Pastor of the Church. Meetings will start at 7:30 Friday evening. For the 11 o'clock hour Saturday the subject will be "One Fold and One Shepherd." Elder Reiger received his Christian education at Pacific Union College in California. Majoring in Bible, he finished in 1943. He served one year as Bible instructor in Arizona Academy and had four years in the Ministry in Arizona before taking the pastorate in Amarillo and its district.

Monthly Associational Workers Conference of Baptist Church will be held today at Oklahoma Lane Baptist Church. On the planned program is a theme entitled "A New Testament Church."

First Baptist Church music school will begin Sunday, December 4. J. D. Riddle will conduct. Everyone is invited.

Next Sunday First Baptist Church will pledge the 1950 budget.

Christian Science Services will be held every Sunday morning at 11 o'clock in the Star Theatre.

Subject of the lesson-sermon is "God, The Only Cause and Creator." Golden Text is from Psalms 75-1, unto thee O God, do we give thanks! For that they name in near thy wondrous works declare.

All who are interested are cordially invited to attend.

Mr. and Mrs. G. W. Brumley returned home from Dallas Thanksgiving Day.

Mr. and Mrs. Ernest May are vacationing in Hot Springs, NM for a couple of weeks.

Mrs. Mildred Adams and Bobby June Adams were guests of Mr. and Mrs. Jack Pickens over Thanksgiving. Mrs. Adams and Bobby June are mother and sister of Mrs. Pickens.

Mr. and Mrs. J. W. Flynn, Idalou, were week end visitors in the home of Mr. and Mrs. George Cantrell.

Rev. and Mrs. Paul English, Amarillo, visited Rev. and Mrs. R. L. Bickford in Hereford Sunday afternoon.

George Washington owned a set of the third edition of the Encyclopaedia Britannica.



"LA TRAVIATA"
High School Auditorium
Lubbock, Texas

Wed. Dec. 7



BOSTON Grand Opera
BRILLIANT CAST-SYMPHONY ORCH.
High School Auditorium
Lubbock, Texas

Thur. Dec. 8

Write 910 Texas Ave.

or

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CHURCH ANNOUNCEMENTS

Annual Congregational dinner and business meeting of First Presbyterian Church will be held tonight at 7:30 at the church. Main speaker will be Rev. Benjamin E. Bollman of Presbyterian Church of Canyon. He will speak about his experiences as a missionary and as a prisoner of war in the Philippines.

First Methodist Church Calendar shows their program for the week including a social in the Church basement on Monday evening for the Friendship Class. A meeting of the Wesleyan Service Guild will be held Monday evening at 7:30 and a District Conference for Woman's Society of Christian Service held at Earth Wednesday to which local officers were delegates. Regular mid-week Bible Study was held Wednesday at 7:30. Choir is working now for special music for the first service to be held in new sanctuary on December 11. Announcement will be made next week about the plans for

the services for that special occasion. Plans are underway to organize a youth orchestra to be used in the worship services of the division in church school and at other appropriate times. Rev. Davidson will preach Sunday morning but no services will be held Sunday evening because of the interest in Messiah to be given at the Baptist Church at the same time.

Next Sunday is Woman's Day at First Christian Church. The Woman's Council will have charge of the services. Mrs. L. H. Hickinbotham will be guest speaker. Mrs. Hickinbotham is district secretary for Woman's Work in First Christian Church. The service will be broadcast over KPAN starting at 10:50 Sunday morning. Sunday night services will be dismissed for Messiah which is being presented at First Baptist Church in Hereford.

Wednesday, December 7, there will be a Luncheon of Women's Council at the church basement. Mrs. Roy Ford will have devotional and Mrs. Ray Suit will hold mission study.

Plans for a new Sunday School Class for young adults are in the making at First Christian church. Mrs. Roberta Dyar will teach. No further plans have been announced.

Missionary Society of Hereford Church of Nazarine which is called WFMS meets the first Thursday in each month. Today, the meeting will be in the church 341 West 4th in Hereford. Meeting time is 2:30. Sunday evening services of

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PRICES GOOD THURS. - FRI. - and SATURDAY

OYSTERS Brimfull, Fancy can	43c	SUNSPUN SALAD DRESSING PINT JAR.	29¢	
VIENNA SAUSAGE, Red & White	2 cans	35c	KELLOGGS ALL BRAN LARGE BOX	23¢
CORNED BEEF HASH, R & W	Lg. can	39c		
TAMALES Marco. Large Can		23c		
TUNA, Tommy Tinker Can		33c		
SPAGHETTI & MEAT Armour's Lg. can		25c		

PEARS MELBA HALVES RED & WHITE HEAVY SYRUP No. 2 1/2 Can **31c**

RED & WHITE MALTED MILK 1 LB. JAR	43¢	PINEAPPLE, Brimfull, Crushed, No. 2 can	28c
BRIMFULL PURE PREPARED MUSTARD QUART JAR	19¢	Green Beans, Whole Vertical Pack, No. 2 can	33c
SILVER BELL OLEO Colored Solid Lbs. LB.	33¢	BEETS, Brimfull Cut,	2 No. 2 cans 25c
CRUSTENE SHORTENING 3 LBS.	54¢	KRAUT Brimfull	2 No. 2 1/2 cans 31c
Palmolive Soap - Bath size 10c	2 Reg. bars 15c	BLACK EYED PEAS, B. F.	2 Tall Cans 19c
CASHMERE BOUQUET	2 bars 15c	Macroni or Spaghetti, Marco, 1 Lb. Pkg.	21c
SUPER SUDS or FAB Large Box	25c		
VEL Giant Box	59c		
CRYSTAL WHITE SOAP	2 bars 15c		
AJAX CLEANSER	2 cans 21c		

RED & WHITE PEANUT BUTTER PINT JAR	29¢
BATH SOAP - TOYS FREE WASHO 2 LARGE BOXES	45¢

Tomato Juice Extra Fancy Heavy 46-Oz. Can **23c**

Pinkneys - Sliced BACON Lb.	45¢	Choice Chuck STEAK LB.	54¢	Pressed, For Lunches HAM LB.	49¢
Hamlin Sweets ORANGES Texas - 5 lb. bag	33¢	HAM SHANKS Lb.	38¢	CAULIFLOWER Fancy Large Head	23¢
Fancy Yellow SQUASH Lb.	9¢	Pascal Sweet CELERY Lb.	9¢	10 Lb. Mesh bag SPUDS RED	39¢

RED & WHITE STORE HUNTER'S RED & WHITE STORE

Mr. and Mrs. W. L. Davis, Sr., attended the Texas A&M-Texas game at College Station Thursday.

Height of the Rock of Gibraltar is almost 1,500 feet. Tennessee means "river of the great bend."

Texas Mental Hospital Low Pay Scales Have Caused Them To Be Seriously Understaffed

AUSTIN, TEX. (Special) — Low pay for long hours of hard, distasteful work keeps Texas mental hospitals seriously understaffed.

Texas newspapermen, on their recent tour of the mental institutions, got figures to this effect from hospital officials. They saw the facts for themselves.

The newsmen visited 913-patient ward in San Antonio, cared for by one attending physician. They saw women attendants doing the work of registered nurses for \$80 a month.

The newsmen talked to men attendants who work 72 hours a week for the same \$80 wage.

"How on earth can we attract anyone when other hospitals pay three times as much," exclaimed Dr. T. A. Hanretta, superintendent of the Austin State Hospital.

Most doctors in the State system are paid \$425 a month. Some receive as low as \$325, and the top salary is \$500.

The Austin hospital houses 3,200 patients. According to minimum standards of the American Psychiatric Association, the institution should have 30 doctors and 133 registered nurses. It has 10 doctors and 4 nurses.

The shortage of doctors and nurses was prevalent in every institution the tour covered.

Dr. R. C. Rowell, superintendent of the Abilene hospital for epileptics, says he needs 8 doctors instead of 4, 12 nurses instead of 2.

Dr. A. D. Patillo's 2,000 patients at Terrell have no registered nurses and only eight doctors. The State allows the hospital 5 more doctors, but no more will agree to work for the salaries the State offers.

Rusk State Hospital's superintendent, Dr. C. L. Jackson, gave the newspapermen a different angle.

"I could hire some more doctors, but I just can't accept most of the ones our kind of salary attracts," he said.

Mental hospital work, he explained, requires active, vigorous physicians with psychiatric training.

"We're losing one of our youngest and best doctors," Dr. Jackson added. "He's going into town and practice on his own."

The newspapermen learned that maintenance (food and quarters) is the only advantage work in State hospitals offers. This advantage they found, is blotted out by the type of quarters the institutions have to offer.

Some attendants are living in the wards with their patients, others in "sweat box" rooms above the hospitals' bakeries and laundries. For other attendants there are not even these kind of accommodations, and they are given \$12 monthly to "pay" for room and groceries outside.

Dr. Paul Rease, of the Rusk

hospital staff, emphasized that overworked doctors are unable to devote enough time to patients who could be sent back to society.

"The main thing in the rehabilitation of mental cases is to do the right thing at the right time. Unless this is done, a hopeful case may become perpetuated."

This point again will be emphasized when hospital representatives carry their needs before the special January session of the Legislature. The hospitalmen will be asking for "decent" wages and living quarters for hospital employees.

They will point to the San Antonio State Hospital which hired 300 new employees last year and lost 286 of them before the year ended.

As a pretty, middle-aged attendant at San Antonio put it: "There's just some intangible something about helping these people that keeps me working here."

New 1950 Mercury Has First Showing In Hereford Tuesday With Good Crowd

A good turnout of Herefordites greeted the New 1950 Mercury Tuesday as it was put on display at Hereford Motor Company.

Refinement and smart styling, with emphasis on passenger comfort, are hallmarks of the 1950 line of Mercury cars, according to Dudley Green, Hereford Motor Company, at the public showing of the car Tuesday.

Green said the new Mercury "carries on the tradition of fine craftsmanship which has won it first honors in its price class."

Describing the major changes in the new Mercury, Mr. Green said: "The Mercury has improvements in appearance and comfort which range from a new front end treatment and improved new door locks to a new instrument panel, customized interior trim and dozens of mechanical changes. Throughout the 1950 Mercury the emphasis is on quality workmanship."

The Mercury retains its distinguishing front end appearance while emphasizing its horizontal lines by tying in larger, oblong chrome parking lights. Instead of the name being mounted in separate letters, a new nameplate has been brought down into the grille area and placed on a chrome strip.

Other styling features include a new, ornamental deck lid handle which embodies the Mercury insignia, and distinctive new bumper guards with a cross bar bearing the name Mercury.

Latest developments in engine design give the 110 horsepower Mercury engine added performance, economy, and quietness unequalled in previous models.

He said Mercury engineers and stylists have given careful thought to every phase of the car's construction. Outstanding

chrome section which contains the other control buttons, placed to minimize the chance of pulling the wrong button. The starter button and light switch are off to the left by themselves. Like all the controls they are clearly labeled with letters which illuminate at night.

The heater and air control have been made a part of the new instrument panel with the two vertically moving handles placed parallel and close together. Three positions of the air control permit the driver to supply the car with fresh air, to send fresh air through the heater or to divert it to the windshield defroster vents.

Blower, wiper and lighter buttons, the ignition switch and the ash tray also are part of this chrome panel, with the radio speaker inserted behind the panel.

At the right of the control panel is a new glove compartment — one-third larger than formerly, with the name "Mercury" mounted over the glove compartment door.

features are the attractive new "Safe-T-Vue" instrument panel and the rich harmony of the customized interior trim.

For the first time in any car, all the dials — speedometer, gauges, clock and even the radio dial — are placed behind a single clear plexi-glass panel running the length of the control section.

The lettering is large and easy to read with a large, well-placed speedometer directly in front of the driver.

Sweeping downward from the instrument panel is a ribbed

chrome section which contains the other control buttons, placed to minimize the chance of pulling the wrong button. The starter button and light switch are off to the left by themselves. Like all the controls they are clearly labeled with letters which illuminate at night.

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Here's How To Get EXTRA XMAS GIFTS That Don't Cost You One Cent!

Here's a simple, sensible, easy way to secure those extra things you'd like to give this Christmas. Starting today, save every Gunn Bros. stamp you can get your hands on. Do as much of your everyday shopping as possible at stores which give these stamps — and fill those books FAST!

- THESE FIRMS GIVE GUNN BROS. STAMPS FREE WITH EVERY PURCHASE
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Ask your dealer for a free premium catalog or visit Gunn Bros. Thrift Stamp Department, 310 W. 7th, Amarillo, Texas.

Dr. A. D. Patillo's 2,000 patients at Terrell have no registered nurses and only eight doctors. The State allows the hospital 5 more doctors, but no more will agree to work for the salaries the State offers.



CHRISTMAS ENDEARMENTS

High on her Wish--List!

GIFTS...she'll reach for first

You'll love to give them, long to keep them!

Shoppers for exclusive gifts for women will still find an exciting array of beautiful gifts at the Little Fashion Shop... the store of her own preference! A Little Fashion gift means so much -- yet costs no more. Lingerie... accessories... robes... dresses... suits, such adequate selections!

Of the many lovely ways to say "Merry Christmas" to a lovely lady... we think there is nothing quite so endearing as that special gift with a personal touch. Here are highlights from a sparkling collection... earmarked for very special persons!



Ready-to-wear is topping the list of "what I'd like best" this Christmas. Looking ahead, months ago, the Little Fashion Shop decided to be prepared and have a complete stock of better dresses for Christmas giving... and we have just that! There's a frankly feminine, smartly dramatic air to this collection of luxurious dresses... every one a perfect gift! From Klafner & Sobel, Paul Sachs, Marlene, Doris Dodson.

Loveliness at its utmost! Chokers of golden glitter to match the merry sparkle in her eyes! Gleaming strands of gold or silver for smart accent to any costume. A wonderful selection of costume jewelry for the fine feminine preference!



Dreamy Gowns, Panties and Slips... Nylons, Crepes, Knits by Carters, Pandora, Miss Swank, Nu-eve.

Nothing quite so personal, so wanted, as this season's initial hankies.



She'll love the splendor and comfort of our new robe selection. She'll feel so "all dressed up" for leisure!... throughout the year.

Handbags with a wonderful future for all her favorite ensembles. Calf, suede, and others, everyone superbly beautiful. Some long and sleek, others with wide luxurious proportions.

On Building a Sound and Lasting Credit Reputation...

Credit is more than a convenience. Credit is a Trust; credit is the confidence someone has placed in your word. And accounts paid promptly as promised, without exception lay a sound foundation for your financial well-being in any community. And credit, properly used, increases in value just as a friendship becomes stronger through close association! Your credit transactions when properly conducted puts you on record as being a person of known worth.

GUARD THIS VALUABLE ASSET... Pay by the 10th

HEREFORD CREDIT ASSOCIATION

CLEARING HOUSE FOR LOCAL CREDITS

The Little Fashion Shop

"Smart Clothes for Smart Women"

Build Safety Into Your Farm Buildings And Make Sure of Plenty Storage

COLLEGE STATION — Thousands of new farm homes have been built in Texas during the past few years and several times as many have been remodeled and plans were needed for all. If you are planning on building a new house or remodeling the old one, you'll want to give serious consideration in your plans to building safety into the safety into the structure, says W. S. Allen, extension agricultural engineer-buildings of Texas A&M College.

person at the wash basin or in the tub. You need a medicine cabinet in the bathroom and it is a good idea to put one in that can be locked, especially when there are small children in the home.

Your plans should include good lighting for every room as well as around the farmstead. Be sure that you have planned for plenty of electrical outlets throughout the entire house — it is much cheaper and easier to install them during construction than later. Injuries from shock and fire hazards can be minimized by proper installation of electrical equipment that is kept in good repair. Allow in your wiring plans for the use of more electrical labor saving equipment, and this means an adequate wiring job for the farmstead.

Very few homes have ever provided too much storage space, says Allen, but in many the lack of storage or closet space contributes to over-crowded closets, stairways and cluttered-up rooms and these create many accident hazards.

The heating system should be installed according to the Board of Fire Underwriter's specifications. If you are putting in a liquid petroleum system, "butane," to most of us here in Texas, make sure that it is installed according to the American Gas Association and National Board of Fire Underwriter's specifications and local regulations, says



One of the outstanding features of the new 1950 Mercury now on display is the attractive "Safe-T-Vue" instrument panel shown here in the six-passenger convertible. The new dash treatment incorporates all instrument dials, including the radio dial, behind a single clear plexi-glass panel running the length of the control section. Lettering is large and easy to read. Sweeping downward from the instrument panel is a ribbed chrome section which contains the control buttons, carefully placed to minimize chances of pulling the wrong button. All controls are labeled with easy to read letters and are illuminated at night.

Personals

Hugh Cleaman and Colby Conkright were in Lovington, NM the first of the week on business.

Mr. and Mrs. Rex Lee visited Mr. Lee's folks, Mr. and Mrs. Albert Lee in Artesia, NM over Thanksgiving.

Paul Dishman was home from school at Texas Tech for the Thanksgiving holidays, visiting his parents, Mr. and Mrs. P. L. Dishman.

Jack Kassahan, visited his parents, Mr. and Mrs. Frank Allen.

Safety should be an important consideration of every member of the family, continues Allen, and the home and other buildings on the farm should be made into safe places in which to live, work and play. Allen suggests that you visit your county extension agents for bulletins and material pertaining to planning farm homes and farm buildings from the safety standpoint.

Gyles Thanksgiving. He is now living in Plainview where he is working with the Farm Security Association.

John Estes was home from Plainview over the weekend.

Mary Ollie Frye spent the holidays at home with her parents, Mr. and Mrs. A. T. Frye. Mary Ollie is teaching in Roswell, NM.

Mrs. Phil Radevich, Phyllis Radevich and Bill Phillips visited relatives in Tucumcari Thanksgiving Day.

Combat films taken by U. S. Army Signal Corps during W W II were shown members of Here-

ford Army Reserve members Monday evening in the reserve meeting room of the courthouse. Films covered all theatres of operations, both air, ground and sea operations.

Captain Pete Cowart was in command in the absence of Major Don Zimmerman who was ill.

Mr. and Mrs. Lester Wiggins and family, Hooker, Okla., are visiting Mr. and Mrs. Chester Wiggins in Hereford. They arrived Monday.

C. T. Guseman returned from a week in Denver where he spent Thanksgiving with his daughter Cecilia, who is a junior at Denver University.

Mr. and Mrs. H. A. Close went to Denver to spend Thanksgiving Day with Miss Linnea French and their son Fred. Miss French is a Denver University student and engaged to Fred who is a student at Wyoming University. Mrs. Close's mother and brother of Laramie returned to Hereford with them. They will visit Mrs. Close and her sister, Mrs. Voltz.

Mr. and Mrs. Lowell Sharp drove to Roswell Saturday night to take Mrs. Sharp's 3-month-old niece, Robin Robinson, home to her parents, Mr. and Mrs. E. H. Robinson. Robin has been here in care of her aunt for the last two weeks.

Mr. and Mrs. J. B. Sneed, Jr., and children spent Thanksgiving at Littlefield with J. B. Sneed, Sr. They went to Lubbock for the week end to visit in the home of Mrs. Sneed's sister, Mrs. O. R. Ashmore. Relatives of Mrs. Sneed and Mrs. Ashmore visiting there Sunday included their parents, Mr. and Mrs. J. J. Redwine and sisters, Wanel and Billie Rae Redwine, Mrs. T. W. Brooks and brothers, Mr. and Mrs. J. L. Redwine and family, Mr. and Mrs. J. E. Redwine and family, Mr. and Mrs. J. C. Redwine and family and Homer Lee Redwine.

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CHERISHED MEMORY

Such Famous Fragrances as
 Heaven Sent
 Command Performance
 White Magnolia
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 From \$1 up

The Selection is Complete
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ELECTRICAL CONTRACTING
FREE ESTIMATES
 LIGHTING FIXTURES—APPLIANCES

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PHONE 154
 307 MAIN HEREFORD

ANNOUNCING

The Parsons Electrical Repair Shop
 Has Been Purchased by
J. V. HOLLINGSWORTH
 and
DICK WALKER
 Effective Thursday, December 1st

Your friend, Oren (Johnny) Parsons will continue as an employee and welcomes your business in

ELECTRICAL REPAIRING
 SPECIALIZING IN

- ELECTRIC MOTORS
- GENERATORS
- STARTERS
- MAGNETOES

I deeply appreciate the trade and friendship of my customers while I operated the Parsons Electric Repair Shop, and I invite the continued patronage of each of you. The new owners, with myself, will be on the job to give you the superior service you expect and deserve.

Sincerely,
 Oren Parsons

Figure It Out Yourself...

Money is available
FHA and GI Loans
 take care of that!

Material is available
CARL McCASLIN LUMBER
 sees to that. and we DO have the materials, the plans and the "know how" ...
 so that YOU can

BUILD NOW

PHONE THE LUMBER NUMBER 7



A DOC'S LIFE—"It shouldn't happen to a dog" thinks this mournful-looking Great Dane as he stares gloomily from his box at the Kennel Association Show in London. The dog, whose name is Champion "Frost of the Wide Skier," looks as though he doesn't care if he ever sees another show.

MESSENGER NEWS

Home Demonstration Club Meeting Held In Earl Monroe Home Friday

By **MRS. BOB WYLY**
Brand Correspondent

Messenger Home Demonstration Club met in the Earl Monroe home Friday, November 25. Opening exercises was a game directed by Mrs. Earl Monroe.

A demonstration of tufted rugs was given by Mrs. N. A. Brown and Mrs. Eldred Brown. Alumnum for making trays had arrived and members present received theirs. A motion was made and passed that each club member bring a pound of coffee next club meeting and give it to the secretary. Coffee will be used at the "42" parties and other entertainments held at the Bootleg Community Center.

An all-day meeting was planned for December 9. Meeting will be in the Jim Monroe home where those with aluminum will make their trays. This will also be the day for the Christmas party. Each one is to bring their dish and gift.

Refreshments were enjoyed by Mesdames Roy Pruitt, Wilson Wylie, Jim Monroe, T. J. Poindexter, L. E. Beene, Eldred Brown, L. D. Chiles, N. A. Brown, Bob Wylie, the hostess and one visitor, Mrs. A. R. Hoover of Portales, NM.

Mr. and Mrs. Roy Pruitt and girls spent Thanksgiving Day with Mr. and Mrs. Herbert Hoover of the Bippus Community. Visitors in the Wilson Wylie



JOHN McLEAN
this question:

Suppose I have an accident, and am totally and permanently disabled. Would my Accident Insurance Policy pay me weekly or monthly benefits as long as I live? Or would there be some limit as to the number of payments or the total aggregate amount of the payments?

On any insurance problem consult.

John McLean Agency
Phone 181 or 273
Hereford, Texas

R. L. Dowell was in Hereford over the week-end visiting his wife who is in Deaf Smith County Hospital.

The Carl McCasins and Harry McCauleys left for Dallas Sunday night. Mr. McCauley will undergo more surgery. The McCasins will visit friends and be with Mr. McCauley.

Mr. and Mrs. D. R. Vandever spent Sunday in Slaton with their sons and wives, Bill and John Hampton.

Mr. and Mrs. Aubrey Smith, Gene and Junanne spent Thanksgiving in Shamrock with Mrs. Smith's parents, Mr. and Mrs. T. E. Burkhalter and other relatives. Mr. Smith and Gene returned to Hereford Thursday night, accompanied by Mr. Burkhalter. Mrs. Smith and Junanne went on to Dallas where Mrs. Smith purchased materials for the A Cappella Choir. They returned home Sunday night.

Mr. and Mrs. Wayne Phillips went to Bryari for the Texas A&M - Texas game Thanksgiving Day.

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



Your Best Gift Shirt Buy!

BROADCLOTH
With Rayon Dobby Thread

\$2⁵⁹ for \$5

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

SUITS MAKE IDEAL GIFTS!

100% ALL WOOL GABARDINES - SHARKSKINS

Sizes **\$39⁷⁵**
For All

Smooth looking gabardine and sharkskin, beautifully tailored into good looking single or double breasted model suits. They fit well and wear well. In colors of blue, brown, grey, and tan. Sizes 34/46.



A SMALL DEPOSIT HOLDS YOUR GIFTS

Your **Christmas Store** IN FULL SWING



LAY-AWAY A GIFT A DAY



CHENILLE ROBES

For the Big and Little Miss

Women's Sizes **\$5⁹⁰**

Girls' Sizes **\$3⁹⁸**

Women's 12 to 20
Girls' 8 to 18

Soft-warm pinwale chenille with the feathery look. Wrap models with self belts and shawl collar. Chenille applique trim.

He'll Appreciate a New Robe!

CONTRASTING TRIM GABARDINE

All rayon gabardine in two-tone colors. Contrasting light and dark colors. Three patch pockets. Wrap style with tie belt. S, M, L. **\$8⁹⁰**

All Over Brocade Robe

Unlined all over brocade robe with self belt. Inset pockets. In smart new colors. Sizes S, M, L. **\$6⁹⁰**

Satin Trim Brocade Robe

Brocade rayon body with satin collar, cuffs and pocket trim. Satin belt with fringe ends. Full rayon lined. S, M, L, Ex L. **\$10⁷⁵**



Women's **NYLON Brief Panty**

Sizes 5-6-7-8 **98^c**

All nylon tricot knit brief. Soft pastel shades. Beautifully fitting, so comfortable to wear.



"Coro" **JEWELRY Sets or Pieces**

Gift Boxed **98^c**

Coro sets and individual pieces. Beautifully finished metals and rich appearing stones.



Women's **GLOVES All Fabric**

Sizes 6 1/2 to 8 1/2 **98^c**

Washable fabric gloves in light or dark colors. Tailored or novelty styles.



Men's **GLOVES Unlined Deerskin**

Sizes 7 1/2 to 10 1/2 **\$3⁹⁸**

Washable unlined deerskin dress gloves. Side slit slip on style. Strong stitching.



Men's **NEW TIES Silks and Rayons**

1.49

Loud ones, subdued ones, solid colored ones. In silks and rayons. Hand-made.



Men's **SHORT-SHIRT Holly Band Wrap SHIRT SHORTS**

49^c 59^c

100% knit cotton shirt. Sanforized vat dyed pastel shades boxer type shorts.



Stuffed Animal Assortment
Gift Boxed **\$1.49** ea.

Six different animals to choose from. Transparent glassine box. Plush coverings.

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Presented To John Doe
With Best Wishes From Mary Doe
Redeemable Only At Your Town your State
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GENUINE HORSMAN DOLLS

A—15-inch Sleeping Eye Voice Doll **\$2⁹⁸**

B—17-inch Sleeping Eye with Wig and Voice **\$4⁹⁸**

C—15-inch Sleeping Eye Arms, Legs of Vinylite **\$3⁹⁸**

Ladies' **FALL HATS**
Received Late Shipment

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

1/2 Price

Black Brown Red Wine Green



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Grapes Top Experiment Station List Of Fruits For Home Planting Here

COLLEGE STATION — An experimental orchard and vineyard have been maintained at the Big Spring Field Station since 1935 chiefly for the purpose of testing varieties of fruits that could be used for home use in the area. Particular attention has been given to the varieties which bloom late. Often, a few days difference in the date of blooming means the difference between failure and success so far as fruit production is concerned.

F. E. Keating, superintendent of the Big Spring Field Station, points out in progress report 1186, released by the Texas Agricultural Experiment Station, that soil moisture and spring freezes are the chief factors controlling fruit production in the area. Soil moisture is especially important in grape production because they flower late enough to escape the late freezes. Grape yields are high in years of high rainfall and low during years of low rainfall.

The Sand cherry-plum hybrids bloom late and usually escape the late spring frosts. The recommended varieties include Sapa, Opata and Compass. The fruit is small and is used chiefly for preserving and canning. Trees are small, require less space than usual and are generally regarded as rather short-lived. They come into bearing at an early age and produce well.

Some cherries grow and produce well, but birds usually get most of the fruit. Good varieties are Early Richmond, Montmorency and Dyehouse. Figs can be grown for home use but should be irrigated. Ramsey or Ever-bearing is the best variety tried. Eleven varieties of peaches have been tested. None was found to be a consistent bearer because of the late spring freezes. Elberta (yellow free) and Mamie Ross (semicling white) have made the best record of those tried. The Douglas pear is the only one recommended for that area.

Jujubes or Chinese date is a fruit that rarely misses a good crop, although the fruit has limited use. Keating says the grafted varieties of Lang, Li and Sulmen are among the best yielders and one or two trees might be worth a trial.

Grapes top the list of all the fruits tried. They are consistent producers, are adapted to dry-land culture and they bloom late. Forty-one varieties have been

tested and the following are recommended by Keating: Lenoir, Extra, Beacon, Armalaga, Manlio, Heriberto, Black Muscat and Golden Muscat. Grapes require some care. They should be trellised and special pruning is necessary for the best production. They should be cultivated to control the weeds and occasionally may need to be sprayed for controlling the leaf hopper.

Keating suggests that if you are interested in starting a home orchard that you visit your local county agent or home demonstration agent for more information on the subject. They'll be glad to assist you.

MOVIE FANS WILL STILL HEAR 'EM

LUBBOCK — There's an outside chance that South Plains farmers may be able to cash in on the current pop corn "boom" which has theatergoers planking down dime whenever they enter a movie.

The landfall to West Texas farmers may come through the development and use of "pop sorghum"—it's just like pop corn only smaller, more tender and has no husks. In other words, all the joy of popcorn eating—without the husks between the teeth—is in store for kernel-munchers.

The plant industry department at Texas Technological college reports that the pop sorghum has been developed by the Texas Agriculture Experiment Station and might catch on with the public. Observers say the texture of pop sorghum is better than pop corn's. Furthermore, it has a good "Expansion coefficient."

Simply told, it expands the kernel about as well as pop corn. South Plains farmers could grow the cross-bred sorghum without using irrigated lands.

87 NEW INTERNATIONALS OFFERED



CHICAGO—Nov. 30—New truck engineering and design providing advances in performance, safety and comfort mark the 87 new L-Line basic truck chassis models introduced by the motor truck division of International Harvester Company. Light, medium and heavy-duty trucks from the L-Line are shown here. The new line features shorter overall lengths, greater maneuverability, better load distribution and more economical operation. A new cab design offers greater all-around visibility and provides more interior roominess, comfort and convenience. International Harvester also introduced with its heavy-duty-engineered L-Line new, improved power plants, transmissions.

Pop corn is ordinarily grown in areas with consistent rainfall or irrigation facilities. Some farmers in West Texas are planning to grow small amounts of pop corn for local consumption because of the "boom" it was pointed out.

Texas State, visited his family in Hereford for four days. He went back Sunday.

Mr. and Mrs. T. C. Covington visited relatives in McLean over the Thanksgiving holidays.

Mr. and Mrs. John Campbell and son, Robert, Crosbyton, visited Mr. and Mrs. B. C. DeMont and Mr. and Mrs. Roy Campbell for the week end.

Mr. and Mrs. W. L. Tomberlin spent Thanksgiving with Mrs. Tomberlin's mother, Mrs. Lillian Costen, in Amarillo. Their son, Huell, remained in Amarillo until Sunday when he was brought home by Mrs. Costen.

Inez Tucker, freshman at Hardin-Simmons, visited her parents, Mr. and Mrs. F. A. Tucker, in Hereford for Thanksgiving. She returned Sunday.

PERSONALS

Austin Rose, Jr. was home from Texas Tech for the Thanksgiving holidays; he returned to Lubbock Sunday.

J. A. McWhorter and Joan Booth attended the Hardin-Simmons—Tech football game Saturday afternoon.

Helen Pitman returned to Austin Sunday after being home for the Thanksgiving holidays from the University.

Ray Terry, sophomore at West

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All North Dakota certified seed potatoes are tested in the South. Careful, comparative observations are made. Only seed of proven superiority is grown and shipped with official North Dakota certificate tag.

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I don't so goofy I don't know the perfect Gift for a

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DEATH RACE!
...with a FORTUNE AWAITING THE WINNER!!

ARCTIC MANHUNT
MILTON CONRAD
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FRIDAY **Star** **SATURDAY**

Wakely
...ROARS INTO ACTION IN...
ROARING WESTWARD
"CANNONBALL" TAYLOR
A MONOGRAM PICTURE

FRIDAY **Star** **SATURDAY**

OMOO OMOO
with RON RANDELL
Devora Burton—Michael Whalen
A SCREEN GUILD RELEASE

UNDER THE SPELL

HE'S A WIZARD with His Whip!
WHIP WILSON
RIDERS OF THE DUSK
with ANDY CLYDE

FRIDAY **Texas** **SATURDAY**

Congratulations,
Anniversaries from Thursday, December 1, through Saturday, December 3...

Mr. and Mrs. W. J. Taylor
Mr. and Mrs. Tom J. Carte
Mr. and Mrs. B. D. Luck
Mr. and Mrs. Joe L. Hamilton
Mr. and Mrs. Joe Henderson
Mr. and Mrs. Hardy M. Benson
Mr. and Mrs. Ira W. Ott

upon the occasion of your wedding anniversary. If you have married, or moved to Hereford in the last year, please call 363.

COME and GET US!
The West's Most Notorious Holdup Pair

JOEL McCREA
VIRGINIA MAYO

COLORADO TERRITORY

Dorothy MALONE
Henry HULL

Star NEWS OF THE WEST
CARTOON
SUNDAY MONDAY TUESDAY

ALAN LADD
A GREAT GUY ...but stay out of his way!

THE GREAT GATSBY

Macdonald CAREY
Shelley WINTERS
Berry SULLIVAN
Betty FIELD
Burt HUSSEY

Texas SUNDAY MONDAY TUESDAY

"Better than ever!" NEW 1950 MERCURY

● Mercury was a great car last year—outstanding in everything! Today—the big, beautiful new 1950 Mercury is better than ever in every way—in styling...performance...economy...comfort and value! Come in and see it today!

SEE TRY THESE "BETTER THAN EVER" FEATURES OF THE NEW 1950 MERCURY!

- ★ New advanced design plus luxurious new "Customized" interiors make the 1950 Mercury better than ever in styling!
- ★ "Econ-O-Miser" Carburetor makes Mercury economy better than ever, too!
- ★ "Hi-Power Compression" makes Mercury performance better than ever!
- ★ "Stedi-Line" steering makes Mercury better than ever to handle!
- ★ "Super-Safety" brakes make Mercury safety better than ever!
- ★ "Hi-Wide" visibility makes Mercury better than ever in all-around road vision!
- ★ "Safe-T-Vue" instrument panel makes Mercury driving ease better than ever, too!
- ★ "Cushion-Coil" front springing makes Mercury riding comfort better than ever!
- ★ "Lounge-Rest" foam-rubber cushioning makes Mercury seating comfort better than ever, too!
- ★ Fiberglass insulation makes Mercury better than ever in summer or winter!

BETTER IN ECONOMY!
Last year, many Mercury owners reported 17, 18, 19 miles per gallon! This year, the 1950 Mercury's better than ever in economy—with new improvements in Mercury's gas-saving "Econ-O-Miser" Carburetor! Mercury's thrifty Touch-O-Matic Overdrive, optional at extra cost, adds even more miles to Mercury's unusual gasoline economy!

BETTER IN COMFORT!
Smooth-riding Mercury now rides smoother than ever—thanks to improved "Cushion-Coil" front springing...new "Lounge-Rest" Foam-Rubber Seat Cushions! Steers easier, too, with improved "Stedi-Line" steering. Warmer in winter with new, faster-heating "Merop Therm" heating system, optional at extra cost, plus Fiberglass insulation!

BETTER IN PERFORMANCE!
For day-in, day-out dependability, there's no car like the 1950 Mercury with its improved, new "Split-Second" starting plus "Hi-Power Compression"! It's got "get-up-and-go" to spare! And Mercury's smoother, livelier 8-cylinder, V-type engine is built to go farther with less maintenance!

BETTER IN VALUE!
Every way you consider it, the new 1950 Mercury is better than ever to own! Better in comfort! Better in performance! Better in economy! And because Mercury popularity is growing so fast, its resale value is better than ever, too. Get the new 1950 Mercury—and get 1950's "better than ever" new car value!

IT'S "BETTER THAN EVER" TO MAKE YOUR NEXT CAR **MERCURY!**

Hereford Motor Company
Dudley Green Hereford, Texas Archie Scott