

Baylor 35
Arkansas 13
Texas 14
Okla. 20

TCU 13
Indiana 6
Army 21
Michigan 7

California 35
Wisconsin 20
Missouri 21
Okla. A and M 7

Minnesota 21
Northwestern 7
Tech 15
Tulsa 0

Tex. A and M 0
LSU 34
Rice 55
New Mexico 0

H-SU 35
Arizona 0
West Texas 7
Texas Mines 34

FIRE PREVENTION
WEEK
SPECIAL ISSUE

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

30 PAGES
TODAY
Including 6 Pages of Colored Comics

Price 10c Per Copy

VOLUME 2—NUMBER 15

Hereford, Deaf Smith County, Texas, Sunday, October 9, 1949

Local Lettuce Harvest Reaches Full Stride In Next Two Weeks

Lettuce harvest, which started the latter part of last week for Williams Farms and this week on Hereford Farms, will be far enough along for both packers to be going at full speed through the next few weeks. This will amount to about 20 cars daily.

Farms that have already been cut once include Ray, John, George and Ed Paetzold, Ballinger, Cook, Salsey, Cain, Koenig, Ellis and Pickens.

Williams farms reports that they were packing nights and Sundays in the Associated Growers building southwest of town and getting out about 10 cars a day. They expect the bulk of the crop in the next two weeks.

Urges Vets To Make Dividend Claims Now

Frank Smith, Veterans Service Officer, urged all veterans to file their claims for the insurance dividend without any further delay, Wednesday.

Smith said that about 75 percent of the eligible applicants have applied so far, with the others apparently planning to wait or not even apply.

"It is money in the boy's pockets and they are foolish to not take advantage of it," Smith said. He said that the government is employing a huge force of workers to handle the claims. If there is a delay, as there appears to be now, it is a waste of the tax payers money to keep that many workers with nothing to do but handle a few applications each day. If all would file at once the matter would be over with and finished.

The Weather

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

Thursday—High 78, low 54.
Friday—High 85, low 55.
Saturday—High 86, low 54.
No moisture in October.
Total moisture for the year—25.35 inches.

Horned Frogs Win 13-6 Over Hoosiers In Mud

TCU defeated Indiana 13 to 6 Saturday in an intercollegiate game before 15 thousand fans at Bloomington, Indiana.



WAYLAND STUDENTS VISIT HEREFORD—Wayland college students and friends of Wayland are shown here at the home of Alex Thompson during a recent visit. Back row left to right: Cortland Savage, Hereford; Harry Arthur Travis, from the Bible Dept. of Hardin-Simmons; T. D. Carroll, Henderson; Mrs. A. O. Thompson, Hereford; Rev. R. H. Cagle, Pastor First Baptist Church, Hereford; Katsuro Taura, Hawaii; George L. LeGrand, Hereford; Mrs. Bob Lawrence, Educational Director of First Baptist Church, Hereford; Seated left to right: Rev. R. H. Cagle, Pastor First Baptist Church, Hereford; Danny McLallen, Hereford; Mettie Lee Roots, formerly of Wayland, Frontford; Mary Estelle LeGrand, Hereford; Muriel Okamoto, Hawaii; Mrs. George L. LeGrand, Hereford; Cheo Garrido, Mexico; Helen Goto, Hawaii; Mrs. L. L. LeGrand, Hereford.—Photo by Alex Thompson, courtesy Wayland.

Peewee Potatoes Keep Workers Busy On Hereford Cannery Assembly Line

Canning potatoes at the Hereford Cannery is only "small potatoes" in as much as the size of the potatoes being canned are peewee size. Other than that the cannery is big business, with an assembly line moving at a full hour a day.

Deaf Smith county farmers who once counted the smaller sizes of spuds as good only for livestock feed now have a valuable crop on their hands as the cannery processes them at the rate of 1,000 cases a day.

Hereford branded cans of tiny, small, medium or the larger grade of canned "Peeweews" will be served on many a table this year as demand for all grades is good. Worth Ware, president of the recently reorganized cannery says. He has contracted all of one size with one buyer, and it will take a full run for the rest of the season to fill it.

The housewife may wonder and think of all the labor someone has saved in peeling the potatoes, but actually the job is done mechanically and effortlessly, saving thousands of man-hours.

The small potatoes are ready washed as they come from the processing sheds in 100 pound sacks. The sacks are dumped onto a conveyor at the cannery and the potatoes go directly into a steam chamber, where they are held at steam pressure up to 90 pounds for 2 1/2 minutes.

The work room is filled with a white cloud as the steam is released quickly, "popping" the potato skins. Then the small globes go through a compartment where they are washed with a continuous knife spray under 100 pounds pressure as they are kept turning by rubber rollers.

They emerge minus their skins to go over the inspection belt, where a dozen or more women watch carefully to remove all damaged potatoes and any not peeled perfectly. The sizing is done by graduated screens, channeling the four sizes on to separate conveyors. One size at a time goes on to the packing line, where shining clean tin cans gobble up the flowing white stream.

As they move on down the conveyor, a woman drops one compressed salt tablet into each No. 2 can and four into No. 10 cans. Boiling water is added as the cans move under sprays of pure water, and the lids are clamped on automatically by closing machines.

The filled and sealed cans are (Continued on Page 2)

Yanks Can Win World Series By Winning Today

The New York Yankees took what appears to be the most unmountable lead over the Brooklyn Dodgers Saturday afternoon 3 games to 1 in winning the fourth game 6-4.

Yankee sluggers cut loose with three runs in the fourth, and added three more in the fifth. The Dodgers got their four runs with seven singles—five with two men out—in the sixth inning. Allie Reynolds, winner of the first game in the series, came on as relief for Eddie Lopat with men on first and third, two down and pinch-hitter Johnny Jorgensen at bat. He struck Jorgensen out on three pitches.

Reynolds pitched to nine more Dodger batters, setting them down in order to save the Yankee victory. Cliff Mapes hit a two-run double, and Bobby Brown a three-run triple in the Yank rallies.

Manager Burt Shotton of the Brooklyn Dodgers has not named his pitcher, although it's expected to be either Roe or Rex Barney, a wild-armed right-hander. However, Roe usually needs more than two days' rest and that's all he's had since beating Reschi in the Brooklyn win Thursday.

Game time today will be one hour later than the first four games.

Canadian Dam and Highway 60 Are Topics At C-C Directors Meet

A highly improbable but vague possibility that the Canadian River dam might still be located at Tescosa was glimpsed by die-hards Wednesday night in a telegram to the Hereford Chamber of Commerce from United States Senator Lyndon B. Johnson, read at the regular monthly meeting of the Board of Directors.

Senator Johnson's telegram said, "Delighted to tell you Senator Anderson has agreed to suggested

amendment to Canadian River Bill already approved by Texas representatives. And will offer amendment in Senate committee at earliest time possible. Will do my best to bring about Senate passage of bill this session. Location still undecided. Lyndon B. Johnson."

The amendment referred to concerns allocation of water between New Mexico, Texas and Oklahoma, according to Chamber of Commerce manager Pete Cowart.

Directors heard committee reports a discussion of the Hereford House, New York, matter and discussed nomination of new directors to replace those whose terms expire December 31. Directors whose terms will be up are Colby Conkright, S. H. Slagle, Millard Nobles and J. B. No land. Holdover directors are Henry Sears, Will Graham, Guy Lawrence and O. L. Bybee.

Road Bond Report

A report was heard on the work of the Chamber of Commerce had done in helping the recent Road Bond issue carry. They also took under consideration a suggestion that a committee call on the County Commissioners Court in an effort to get the proposed 55.9 miles of paving done at cheaper cost than estimated while maintaining the quality of the work. This would either allow more miles of road to be built for the \$500,000 or fewer bonds would have to be sold.

Directors also heard a report on the recent trip to Austin in behalf of Highway 51 and Canadian River bridge.

Immediate objectives of the Highway 60 committee were reported as accomplished and a long report from Harry Glasser of Enid, Okla., president of U. S. 60 National Highway Association telling exactly why the proposed inspection trip over Highway 60 with American Automobile Association officials has been permanently cancelled.

The report revealed the keen competition between highway associations, particularly in this instance, 66 and 60.

Unpleasant Controversy

Mr. Glasser told of misinterpretation of an association news letter in a Chicago newspaper article with resulting letters from Highway 60 association amounting to a direct assault against the Highway 60 association and finally of AAA officials stating that they did not wish to become involved in an unpleasant controversy and that they would be unable to make the trip, which has been in the planning stages for nearly two years.

Glasser said that the net result will, in his opinion, continue to serve U. S. 40 and U. S. 50 out of St. Louis, as bad road conditions on U. S. 60 and unfinished portions on U. S. 60 have been doing for some time.

He added that now appears that we will have to sponsor our own route map from Norfolk to Los Angeles. In the meantime we will have to rely upon the public finding out the hard way about the superiority of U. S. 60 from Amarillo to Los Angeles. That they surely will do.

Discussion of continuing celebrations next year for the opening of Hotel Jim Hill with the annual Rotary Calf Show and any other celebrations that might be anticipated during that time, completed the meeting.

Commissioners Estimate '50 Budget County To Spend About \$10,300,000

Deaf Smith County will operate with black ink through 1950 if the Budget estimate released this week by County Commissioner's Court holds good on the basis of an estimated valuation of \$10,300,000 from the 1949 tax rolls.

However, County voters automatically boosted their own taxes in

passing the Road Bond issue a week ago by approximately 37 cents. This will place the 1950 taxes at about \$1.32 per \$100 assessed valuation.

Expenditures, other than this additional expense over previous budgets, will be about the same. The Road and Bridge fund received an extra large sum in the current year for the bridge across Tierra Blanca south of Bootleg. County Commissioners also received considerable road equipment for their precincts to help boost the fund. The 1950 disbursement will be more than \$10,000 less than in 1949 to this particular fund.

The Jury Fund estimate remains the same for 1950 at \$2,325.

General Fund disbursements continue to decline, being estimated at about \$500 less than in 1949 and nearly \$5,000 less than 1948.

Other funds that are estimated to come up with disbursement deficits include General Improvement, Hospital District and Sinking Fund, and lateral roads.

Hospital Maintenance will be up about \$300 and Permanent Improvement, Warrant Fund and Officer's Salary will be up slightly.

County Judge Leonard Foster said the \$10,300,000 basis may possibly be low, which could allow the county to show even more of a 1950 balance.

Commissioners Court will meet Monday or some other day early this week to set the rate to be levied to take care of the principle and interest on the Road Bonds, according to Judge Foster.

The 1950 budget is planned on exactly the same rate of assessment per \$100 valuation as was 1949. Of the 95 cents taxpayers will pay on every \$100 assessed valuation which does not include the Road Bond tax, 3 cents will go to the Jury Fund; 30 cents to the Road and Bridge Fund; 6 cents to the General Improvement fund; 6 cents to the Hospital Maintenance fund; 15 to the Hospital Interest and sinking fund and 4 cents to the permanent improvement warrant fund.

Directors heard committee reports a discussion of the Hereford House, New York, matter and discussed nomination of new directors to replace those whose terms expire December 31. Directors whose terms will be up are Colby Conkright, S. H. Slagle, Millard Nobles and J. B. No land. Holdover directors are Henry Sears, Will Graham, Guy Lawrence and O. L. Bybee.

AROUND TOWN

Miss Ann Dougherty is now employed as alteration lady at the Popular Store.

Nothing happening around here this week—people won't even let you talk while the series is on. You might even pun it and say Hereford has gone to the pots.

Sid Lowery will speak at the Legion Zone meeting in Friona Tuesday night. The meeting will be at 8 o'clock in the Legion Home there. Wives and Legionnaires are invited.

Construction started on the new Drive-In Theatre Saturday morning with a crew of 18 men on the job.

This has been one week when a lot of Hereford wives couldn't say a word about the traces of lipstick their husbands were wearing. The stuff didn't come off very easy, according to most of those who participated in the "Parade of Fashions." Any anybody who saw the production and didn't get a real laugh out of it is dead and doesn't know it.

"John Loves Mary" won't be showing at the Star Wednesday and Thursday as advertised, instead it will be "Edward My Son" with Spencer Tracy.

Jaycee-Ettes will meet Tuesday night in the E. S. A. Sorority room at the court house.

PROCLAMATION

KNOW ALL MEN, WOMEN AND CHILDREN BY THESE PRESENTS: WHEREAS, the health, the happiness, life and safety of each citizen are dependent upon existing living conditions, and, WHEREAS, the lives and property of our people are endangered by fire caused by rubbish accumulations in homes, offices, stores, alleys and streets, and, WHEREAS, a city is judged by its appearance, cleanliness and beauty, and, WHEREAS, fires to a very large degree are preventable by proper care and application of education in fire prevention and fire protection: NOW, THEREFORE, I, W. E. Dameron, Mayor of the city of Hereford do hereby proclaim the week of October 10th to 15th as FIRE PREVENTION WEEK during which week I most respectfully urge our civic and commercial organizations, our school officials and teachers, and our entire citizenship as a whole, to cooperate and work with the Fire Chief, Fire Marshall and all other city officials in an effort to control this useless loss of life and property by fire. Every home, office and place of business should be inspected carefully and all fire hazards removed.

WITNESS MY HAND AND OFFICIAL SEAL this 6th day of October A. D. 1949.

W. E. DAMERON, Mayor
City of Hereford, Texas

Postal Receipts Still Over 1948

Postal receipts for the third quarter of 1949 showed a sharp 8.6 percent increase over the same period of 1948. For the 1948 third quarter \$10,474.05 was reported as compared to \$11,380.97 for this year.

Postal receipts for the year of 1948 and 1949 by the month:

MONTH	1948	1949
January	\$4229.38	\$3606.69
February	\$3196.73	\$2841.05
March	\$3843.01	\$3202.46
April	\$3703.63	\$3735.26
May	\$3575.42	\$3117.91
June	\$3443.09	\$3560.65
July	\$4007.11	\$4130.03
August	\$4398.34	\$3328.30
September	\$1975.42	\$3015.64

Arrest And Fine Two For Selling Whiskey

Lorenza Estreda and his wife, Juinita Estreda, who live at the Hereford Labor Camp were arrested by Sheriff J. C. Reese and his deputies October 5 and charged with selling whiskey.

Cooperation of the Liquor Control Board with the Sheriff's office in the case resulted in a fine of \$100 and costs, totaling \$124.30, to each of the defendants. They are in the local jail now pending the payment of the fines.

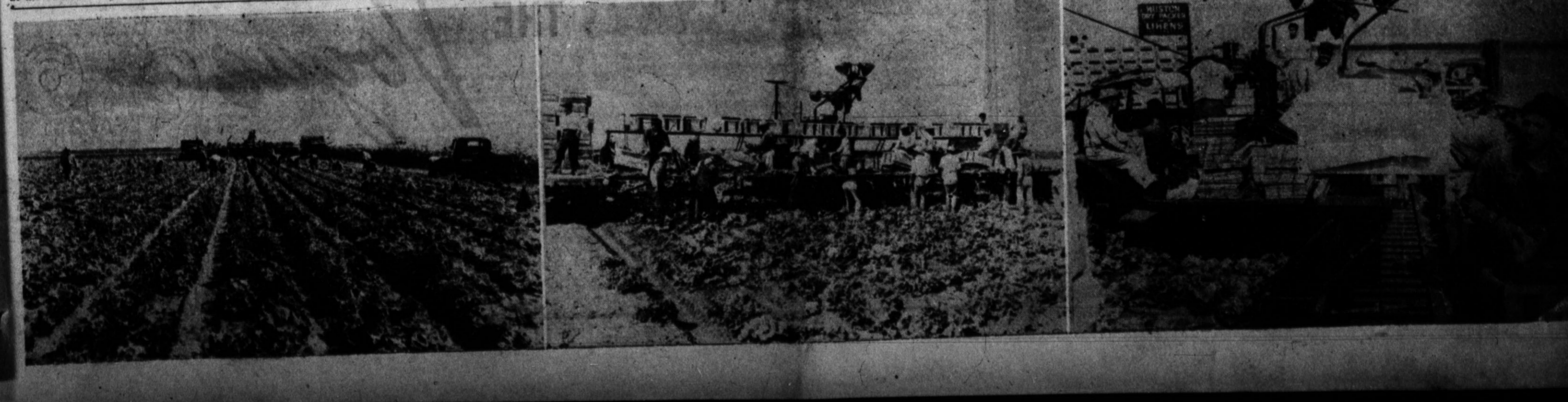
Sheriff Reese accomplished the arrest by sending in people to buy the whiskey. They made four purchases from Estreda and two from his wife.

Red Raiders Box Tulsa In Second Half, 15-0

Texas Tech's Red Raiders struggled through a scoreless first half with the Tulsa Golden Hurricane and then turned a couple of breaks into scores to win 15-0, Saturday night in Lubbock.

The second Tech touchdown was made by tackle Jarrell Price who intercepted a pass in the Tulsa end zone. Tim Hatch converted and that's how it ended, 15-0.

LETTUCE HARVEST IN ONE PROCESS—Lettuce workers are shown here working on the L. Ellis farm three miles east of town with the Huston Dry Packer, as the machine is known. The picture on the left shows experienced lettuce cutters who are a part of the 35 man crew needed in this process ahead of the Dry Packer cutting the lettuce that is ready and leaving out another time. The middle shot was taken behind the Dry Packer showing a truck with empty crates at the left and the truck on which the full crates are loaded at the right. The men in the foreground who are employed through the local TEC office, pick up the cut lettuce and place it on the rack for the packers to handle. The empty crates are up above where the packers can reach one when needed. Also notice the lights which allow the crews to work at night. The picture on the right was taken from the bed of the truck carrying the empty crates looking down the packer line and at the truck on which the dry packer is built. The man underneath and to the right of the sign is putting the lid on a crate. When the packer in the foreground fills the crate he will put it on the rollers that will take it to the middle. The crates go on out the other side on a belt to the truck and on to the railroad where ice is blown into the freight car, and thence to markets over the country east of Hereford.



LAND -- LAND --

LAND OF OPPORTUNITY

WHY SEEK AFAR OFF, LAND TO BUY. The finest land to be had is located right here in the heart of the plains of Texas. Land with a greater possibility, and a greater future. Land that is just beginning to develop. Land of a deep rich fertile soil that is under layed with an abundance of pure water for both domestic and irrigation purposes. Land of a most ideal healthful year round climate for stock as well as people. A most ideal climate for general farming, with a growing season of about 250 days per annum, about 20 inches of rain fall, that falls mostly in the growing season of the year, which is most ideal for both dry farming and irrigation farming. Land that is most ideal for dairy farming, raising cattle, hogs and poultry. Land where cattle raising is profitable both summer and winter. Land that is ideal for growing wheat, grain sorghum, cotton, alfalfa, corn, potatoes, lettuce, and many other crops. Land of diversified farming where you can spread your income over the year. Land where farmers are prosperous as well as the merchant. Land that is profitable as an investment as well as land that is profitable to farm. Land that is the lowest price land to be found any where, when the amount of production, and the cost of production is considered. Land of good roads, good homes, good schools, good churches, fine people and beautiful little cities. Land that is good land to own. Don't miss out by waiting to buy land. Buy land now. Good plains land is more likely to go higher than lower. Land has ever been a good solid investment. We have a large assortment of listings of farms and ranches, large and small, improved and unimproved, irrigated and nonirrigated, high priced and low priced, for terms or cash. We should be able to help you in selecting a farm. Write, wire, or come to see us for further particulars.



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

Calves Loose To Happy

By BOB HAMILTON
The Calves lost 13 to 0 to Happy on the Cowboy's pasture (and I do mean pasture) Thursday afternoon. The locals can chalk that one up to experience because of over anxiousness and lack of game experience. The game was not as much a run-away as it sounds. All the scores were made in the first quarter but it was a different story when the "B" team finally got into swing. The last half was all Hereford, they turned the Cowpokes every way but loose, racking up 165 yards to 15 for the hosts.

All the scores were made by a boy by the name of Tom Mitchum, who played good ball all the way. He made almost all the runs that amounted to anything. His first TD was a 40 yard sprint around his right end. Billy Dean failed to run the extra point. Mitchum's other touchdown was made on a 10 yard drive after which he ran over his left tackle for the extra point.

Ramond DeMent and Alton Brock were standouts for the locals. Ramond did the kicking off, punting and played a sensational game at guard on the defense. Alton was the boy who picked up most of the yardage. He wasn't satisfied at playing a whale of a game at half back though, he played offensive center for a while and threw the opponents for a lose every once in a while by playing defensive end. The rest of the team shows promise of being a first rate team after they have gained a little more experience.

Co-captains for the game were Randolph, Thomas and Jerry Reese. I think the game was fully described by a Happy booster who said, "The ball's centered, the runs made, the tacklers are pulled off and the referee calls time out to hold a conference on every play."

Hereford	Statistics	Happy
11	First Downs	4
172	Yards gained rushing	127
6	yards lost rushing	39
51	Yards gained passing	14
3 for 5	Passes Completed	2 for 3
217	Total yards gained	102
2	Fumbles	0
0	Opp. Fumbles recovered	2
2 for 44	Punts	4 for 122
5 for 45	Penalties and yards	4 for 40

Elementary Teachers And Principals Have Meeting

Canyon, Tex. — Announcement has been made of the second annual Conference for Elementary Teachers and Principals to be held on the campus of West Texas State College, Saturday, October 15.

Main speaker for the meet will be Dr. Harold D. Drummond, associate professor of Elementary Education at George Peabody College for Teachers. His topic will be, "Child Development and the Curriculum." Teachers, and principals from 31 Panhandle counties will be invited to attend. "Last year over 250 attended our meeting," said Dr. Ruth Lowes of the West Texas Education Department, "and we expect over 300 to attend this year."

A luncheon will be held at noon and those intending to attend should notify Mrs. A. B. Holt in Canyon.

Launch Program Of Teaching With Film

Canyon, Texas — Believing that visual aid is one of the most modern trends in education today, the Government Department of West Texas State has launched a new program of film service in the teaching of government courses.

Dr. Stuart H. Condon, head of the department, follows the belief that this method helps the student understand more thoroughly what he reads about governmental practices

whether about this government or foreign systems. Government movies are shown on the average of once a week.

Mrs. W. L. Smith, head of the film service, operates the visual aid section for all the departments of the College.

Bee's wings vibrate 190 times a second.

Both the highest and the lowest points above sea level in the United States are in California.

According to law, a minimum of three persons can create a riot.

Treason is the only crime defined in the Constitution of the United States.



Ask JOHN McLEAN

this question:

I just read where a hired man was burned to death when his tractor back-fired and set fire to the wooden silo he was filling with hay. No amount of insurance can replace a life, but it can ease a little of the pain for a man's family. Will you outline an insurance plan for my hired hand? In any insurance problem consult...

John McLean Agency

Phone 181 or 273
Hereford, Texas

Velvet step SHOES
feminine to the tip of your toes

DAPPER FLATS

All of their young flattery is yours. Pert Lo-heelers... tops in comfort, ease and smartness.

In Your Size and width

RED CALF

BROWN SUEDE

GRAIN CALF

7.95
9.95

We Have Just Received a Shipment of CASUAL SHOES IN BLACK, GREEN, AND BROWN **\$3.98 to \$4.98**

Hereford Shoe Store

X-RAY SHOE FITTING



Fall Topper Fashions that rate cheers from the spectator crowd!

SMART WEATHER WEARABLES THAT WHISK WARMLY THROUGH A DOZEN ACTIVITIES... Take an active life in their casual stride!

Three-Quarter Length
FLEECE TOPPERS
In Natural, Red, Gold Kelly, Blue **29.95 and 35.00**

OTHER TOPPERS IN
FORSTMANS FLEECE
At **75.00**

THE *Vogue*

"For the Lady of Fashion"

All Wool
SCARFS & GLOVES
to match or blend

SUPER SPECIAL!

TODAY IS THE DAY!
Our
MONDAY BARGAIN

1939 PLYMOUTH PICKUP

\$125.00

The Two-Ton Engine in this Pickup is worth \$125.00

1939 DODGE 1/2 TON PICKUP

\$175.00

MOTOR OVERHAULED
OUR LOSS — YOUR GAIN
MONDAY ONLY

Something New Each Monday

IRELAND
MOTOR COMPANY
218 West Third
Phone 180

WANT ADS

FREE

Theatre Tickets

to see

Edward My Son

STAR THEATRE

WEDNESDAY - THURSDAY

OCTOBER 12 - 13

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

Be Sure and Ask for your free tickets!

Notice to Classified Advertisers:

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

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

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

Identical rates will be maintained in both publications.
1st. insertion 4c per word
Each Additional 3c per word
—when paid in advance!

No Blind ads will be accepted in either publication!

I. FOR SALE Miscellaneous

We Have It!
FEED MOLASSES

Any Quantity
FRASER MILLING CO.
B-1-30-tfc

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

For sale: M M G-3 combine 12'.
J. K. Baker, call 589-W.
B-1-11-24-tfc

FOR SALE

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

CUSTOM BALING
Mowing, Raking, Hauling, Bal-
ing with wire or twine.
Phone 183-M
J. T. MATTHEWS
207 Catalpa, Hereford
B-1-51-tfc

FOR SALE SEED WHEAT

Standard Early Blackhull Variety. May be bought through Pitman Grain Co., Packard Mill, Rogers Grain Co., Dawn, and Vega Elevator at Vega.
Price \$2.25 Bu.
when delivered and weighed at elevator and pay for same at said elevator
J. E. HILL
B-1-36-tfc

BUSINESS IS GOOD!
These new model Remington Portables are going like hot cakes! As a result we have 1 Model 1 Remington Portable Typewriter Like New \$47.50
1 Standard Model WOODSTOCK TYPEWRITER In tip-top condition \$55.00
See them at THE BRAND OFFICE
B-1-4-40-3k

BULBS
For Sale: Received assortment of Peonies, Tulips, Hyacinths, and other bulbs from Holland PLANT NOW
Mrs. J. F. Ward 101 East 6th
B-1-13-tfc

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

For Sale: Dempster pump sucker rod type. 80 feet 2 inch galvanized pipe; sucker rod and cylinder complete. Roy Thompson, 503-J.
B-1-21-12-tfc

SEED - WHEAT
EARLY TRIUMPH. WE WILL RECLEAN YOUR SEED WHEAT.
FRASER MILLING CO.
B-1-10-tfc

DELICIOUS HOMEMADE PIES
Baked By Order
Please Call Early
MRS. IDA RICKETTS
or call 692
B-1-15-tfc

For Sale: Winter Barley Seed. Moline One-Way, New 28 inch discs. Guy Newsome, 6 miles Southeast Hereford.
B-1-38-tfc

Announcing the HEREFORD LINOLEUM SHOP
116 West Second (Cave Building)
LINOLEUM
ASPHALT TILE
RUBBER TILE
DRAIN BOARD
See Us for Floor Covering VALUES
HEREFORD LINOLEUM SHOP
B-1-15-tfc

FOR SALE Farm Equipment
FARMERS
Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand.
B-2-30tfs

BEEF FARMERS
FOR SALE: One IHC Beet Harvester, like new, with or without tractor.
One 1940 Chevrolet truck with Beet Bed and two speed axle.
One 14 foot Beet Bed. All at Bargain Prices. Ray Kerschen 6 miles East on Hwy 60
B-2-37-tfc

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

FOR SALE
2150 bushel galvanized Columbian grain bin \$465.
1000 bu. welded steel grain tanks \$285.
3000 bu. bolted tank \$700
JACOBSEN BROS.
B-2-40-tfc

For Sale: One 1946 model '30 Oliver combine. One 1947 model '30' Oliver combine. Norman Gray. Box 822, phone 790-J.
B-2-20-14-6p

1940 model D John Deere tractor for sale. Good condition. Ernest May, Phone 485-J.
B-2-14-40-4p

For Sale: Nearly new 123 self-propelled I.H.C. and one good John Deere broadcast binder. E. C. Reinauer. One mile north Jewel Switch.
B-2-22-15-tfc

For Sale: "F-30" IHC with toolbar and planting equipment. Good condition. Earl Lance, 1 1/2 west Sumnerfield.
B-2-16-15-2p

For Sale: 15 foot self-propelled combine at Shanks Ivy four miles north of Lazbuddy.
B-2-15-15-2p

FOR SALE Automobiles
For Sale: 1946 Chevrolet 1/2 ton pickup and 1930 model 'A' coupe. 1001 East First Street. Pinkert Welding Shop.
B-3-19-40-2c

Leaving Hereford. My home for sale at bargain. Four rooms, nice lawn, trees and immediate possession. 120 Ave. A'. Claude Millsap.
B-3-21-40-4c

GOOD USED CARS FOR SALE
Good '47 Dodge Deluxe 4 Door Sedan
John Wood Equipment Co. East First, Hereford.
B-3-40-2c

1947 PLYMOUTH Special Deluxe 4-Door Sedan Radio, Heater, Seat Covers, Visor \$1225.00
1946 BUICK 4-Door, new tires, radio, heater A Perfect Car \$1235.00

1949 NASH AMBASSADOR 6 All the Extras 7 months old at half of new price!

1937 PLYMOUTH 4-DOOR Heater, new motor and tires Price \$365.00

1938 FORD COUPE Good tires, runs good at \$275.00

BENEFIELD-MOTOR CO. Your Chrysler, Plymouth, Reo Dealer "Honest Values Always" S-3-15-1c

For Sale: Since I am back in college it is necessary for me to sell my car. It is the 1937 Dodge coupe Lan Shore formerly owned. It is in unusually good condition, having good rubber, good paint, good engine. See C. N. Cosby at Adams Realty, 119 W. 2nd St.
B-3-50-15-tfc

'39 Plymouth 4-door for sale. A-1 condition. Will trade for desirable lot. Will pay cash difference. Zesto Store.
S-3-17-15-1p

4. REAL ESTATE For Sale or Trade
E. B. Posey, Realtor
Bus. Ph. 710 Res. Ph. 366-W
338 Main, Hereford, Tex.
S-4-18-tfc

FOR SALE
I have 1 - 5 acre, 9 - 10 acre, 1 - 15 acre, 4 - 20 acre, 2 - 40 acre, 1 - 50 acre tracts of land improved and unimproved, near Hereford, irrigated and dry land, some on paving, some to trade on larger farms. Also some 80's, 160's & 320's. 640 acres in irrigated and dryland at good prices on farms and small acre tracts.
J. M. Hamby
At The Trading Post Station West Hereford
B-4-40-tfc

QUICK SERVICE REAL ESTATE LOANS - AUTO LOANS YOU DON'T HAVE TO WAIT
JOHN McLEAN
Phone 273
S-4-2-tfc

For Trade Five room efficiency in Tulsa, Okla. Four blocks of Tulsa University for house in Hereford. See Wayne B. Stark, 707B Lee Ave.
B-4-24-40-3p

By Owner
24 acres, 7 room house, modern with gas. Double garage, concrete cellar. Other out buildings. One mile South main on pavement.
GUS RULAND
Phone 413-W
B-4-40-tfc

HOUSES FOR SALE
Nice 3 Bedroom Brick Vaneer, 2 lots on paving near school for sale or trade on farm.
3 Bedroom Brick on paving, \$6,500.00.
7 room Apartment and 3 room House near grade and high school, \$6,000.00

4 room House, bath, big lot \$3,500
5 room House bath. On paving \$4,500. Loan \$2,200.

3 room House, 1 lot, \$2,000.00 down payment, \$1,000.00 balance at \$30 month.

Nice 3 bedroom, garage, workshop, on paving, \$9,000.00. Good Loan
Other good buys and trades on houses for small acres and farms.
J. M. HAMBY
at The Trading Post Station Highway 60, West Hereford
B-4-40-tfc

5. FOR RENT
For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC.
B-6-14-2-tfc

For Rent: Bedrooms. 509 Ross phone 847-J.
B-5-7-12-tfc

For Rent: Furnished apartment. 712 on 12th St. Bills paid. Mrs. Gertrude Lisenbe.
B-5-13-15-tfc

For Rent: Bedroom for working lady. 102 B Street.
S-5-9-15-1p

6. WANTED
Wanted: Will do wet washes, rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen.
B-6-18-5-tfc

Custom work: Binding, combine and bundle threshing. Floyd Stivers, corner Texas and Bradley.
B-6-13-14-6p

Wanted to buy land in small or large tracts from owner. R. P. Willis, 718 City National Bank Bldg., Wichita Falls, Texas.
B-6-21-14-3k

Wanted: West wash and dry only. Phone 434-J.
B-6-9-40-2k

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

Wanted: To rent a four room house, preferably furnished. Call 836-W.
B-6-11-15-2p

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

Custom made buttons, belts, buckles, and button-holes. Mrs. Hazel Sparks, 340 Schley. Phone 651-J.
S-7-14-14-tfc

8. WANTED
Wanted: Man for time keeping and payroll work. Apply Chalmers and Borton, Pitman Grain Co.
S-8-15-15-1p

WANTED
Cashier or Pop Corn Girl
No Experience Necessary
Pleasant Conditions
Permanent Employment
Ask for MR. HARDWICK at the STAR THEATRE
B-8-40-tfc

10. NOTICE
SEED WHEAT
EARLY TRIUMPH. WE WILL RECLEAN YOUR SEED WHEAT.
FRASER MILLING CO.
B-10-10-tfc

Whoever took half bushel basket of people bulbs from my back yard please return them and no questions will be asked. Mrs. J. H. Pitman.
S-10-25-15-1c

Any one knowing the whereabouts of Gene Watson contact William W. Worstell at the Hereford Camp.
B-10-16-15-8p

A Very Nice HOME For Sale
Lots of shade trees and shrubbery. 165 ft. front mile avenue. 180 ft. deep to the alley, or will drive sell the house on a 98 ft. lot.
This is the former Borjen home at 827 - 25 mile Avenue corner of 25 mile avenue and Harrison Highway.
PHIL BARKLEY

WE'RE FOR YOU!
Hereford Volunteer Fire Boys
It's Fire Prevention Week!
Cash Buyers of CREAM, EGGS, POULTRY and HIDES
West Texas FEED, SEED and HATCHERY CO.
Jack Wright, Manager
HEREFORD, TEXAS



Woman's Hat

For the modern woman charming new felts designed smartly in larger headsize

1.98 to 6.98

HEREFORD Store Co. D
S. L. HARMAN & SON PHONE 38
WE GIVE S & H GREEN STAMPS

NOTICE

"EDWARD MY SON" will Show at the Star Theatre
WEDNESDAY - THURSDAY
Rather than the picture listed in our ad on page 8, section 3



BROADWAY STAGE HIT... Now Greater on the Screen!
SPENCER DEBORAH TRACY KERR
Edward My Son
LAN HUNTER

To The Hereford Brand . . .

DON'T FORGET TO EXTEND OUR DEEPEST APPRECIATION to the Hereford Fire Department on the occasion of National Fire Prevention Week

Thanks,
LONE * AGENCY
SAM NUNNALLY

CENTURIES of Research and Experience ARE BACK OF YOUR MODERN PHARMACIST



Depend on Haile's
for
PRESCRIPTIONS ACCURATELY FILLED
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WE GIVE
GUNN BROS. THRIFT STAMPS
Double Value Allowed On Prescriptions At All Times
COLLECT THESE VALUABLE STAMPS!

HAILE DRUG
229 Main Phone 99

J. C. PENNEY CO.

For All Kinds of House Frocks

Swing Skirt...

A BRENTWOOD* FAVORITE
WITH A 40 INCH
ZIPPER FRONT!

2.79



Better than ever... this new version of a top best seller! It boasts a nice, 1-0-n-g 40" covered zipper fastening. It's done in that washday favorite, 80 square percale, in fresh new prints, with a great big 120" sweep skirt. And... it comes in sizes from 12 to 40!

M-Sgt. Allen Hallum One Of Top Riflemen

CAMP DRAKE, TOKYO, JAPAN (Special) — Master Sergeant Allen L. Hallum, 609 Lee Avenue, Hereford, Texas, has turned up as one of the best rifle shots in the Far East Command. By eliminating his opponents in tough pre-tournament he represented his organization, 374th Instrument Squadron, 374th Air Base Group, during the Third Annual Far East Small Arms Tournament.

Champion marksmen, including experts from the Army, Navy, Air Force and Marine Corps, competed for the medals awarded at the end of the meet. The tournament, held at Camp Drake, command post of the 1st Cavalry Division, ended in September.

Sergeant Hallum entered the military service at Kelly Field, San Antonio, Texas in January 1942, and is currently on duty with his unit as first sergeant in installations.

Sergeant Hallum is the son of Mrs. F. S. Smith, 609 Lee Avenue, Hereford. His wife, Mrs. Dorothy Marie Hallum, lives at 1821 Partifinia, Northridge, California.

OU Bounces Tex. From Undeclared Ranks 20-14

Oklahoma University matched undefeated records with the University of Texas Saturday afternoon before the largest football turn-out in southwestern history and continued undefeated by winning 20-14.

Seventy-five thousand fans were in the Cotton Bowl and not even a rain storm could drive them to shelter. O. U. scored twice on the ground and once via pass from quarterback Royal to Jimmy Owens. George Thomas and Lindell Pearson scored on the two running plays.

Texas drew first blood, but the big Sooner line kept them from gaining consistently. Paul Campbell passes were the big factor on the Longhorn's side. Randall Clay and Lew Levine scored the T. U. TDs.

Farmers in the Lubbock milkshed area are being encouraged to aid West Texas dairies supply 300,000 pounds of milk to consumers each week.

Peewee

(Continued from page 1)
dumped into huge wire baskets and placed on waiting carts to be rolled to the processing room, a giant version of the home cannery. Two skilled workmen operate the towering pressure canners, where a watchful eye is kept on temperatures to see that each cooking is done just right for the can or potato size being run.

Ware explains that each grade and each variety of vegetable canned requires a different cooking temperature and length of processing time.

Other vegetables on the canning schedule at the Hereford cannery include green baby lima beans, Asgrow variety tender green beans and table beets. Carrots are on the probable list, depending on the supply available from truck crop acreage. Italian prunes, from New Mexi-

co may also be canned here this year. Ware says that the modern buildings begun three years ago and idle since the plant closed a year later, have been built to government specifications for the development of possibilities for the development of the plant in the future are almost unlimited. He added that present facilities will be improved and other buildings added as rapidly as feasible.

DID YOU KNOW.

(Continued from Page 3)
voice. How could things be so lovely everything just right, not a single fisherman had bothered him and he still had the best part to fish, what a day, what a day; he would always remember this one perfect fishing trip. Then it happened. Frank heard a noise behind him, and looked around. There stood that vicious bull, pawing the turf and you could hear his roar a mile, the frown was terrible and he

didn't have a gleam in his eye, he had blood in both of them. Frank didn't look the second time, and he didn't look before he leaped; he just leaped brother, and that old bull frog down the creek certainly learned a lesson in jumping in the creek if he was looking—Frank finally came up, looked over on the hill and that bull was still over there grazing peacefully, he looked on the other side and this self centered narrow minded, fisherman hating bovine stood there ready for battle; fire was still streaking from his eyes and nose, then Frank caught on, there were two bulls in the pasture. He just climbed out on the side the nice bull lived on, walked around the pasture, a perfect day ruined, a perfect fishing day spoiled, he crawled in his car and headed for home, with hate in his heart for that bull, and soaking wet. The moral of this story is—when you find two things look just exactly alike—check 'em—cause they AIN'T.

\$150.00 IN PRIZES

FOR THE MOST PHOTOGENIC

INFANT — Up to 3 Years

CHILD — 4 to 10 Years

TEEN AGER — 11 to 16 Years

FREE PHOTOGRAPH TAKEN

ENTER YOUR CHILD IN THIS CONTEST

And Help Us Celebrate the Opening Of Our New

SMALL FRY SHOP

POPULAR STORE

Popular Store

Use Our Lay-a-Way Plan
for your most important fall purchases

SUITS

FASHIONABLY SUITED TO THE WOMAN OF TODAY

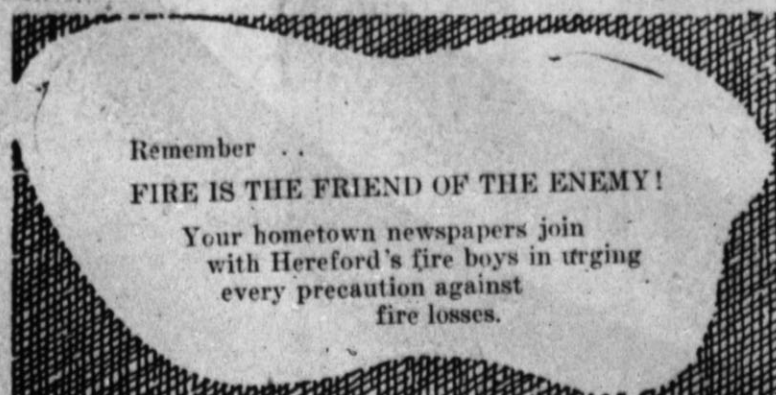


WE CHOSE THEM FOR THEIR SHEER FLATTERY AND GRACE...

SO WELL SUITED TO A WOMANS SOCIAL ACTIVITIES
IN YOUR FAVORITE FABRICS... GABARDINE, BROADCLOTH, WALTHERS,
TWEED, FORSTMANS MILATEEN, TWEEDS, SHARKSKINS... In all the latest Fall
Colors, SIZES, 9-15, 10-20, 16½-24½ \$28.75 - \$150.00

Fashionably Yours
SINCE 1921

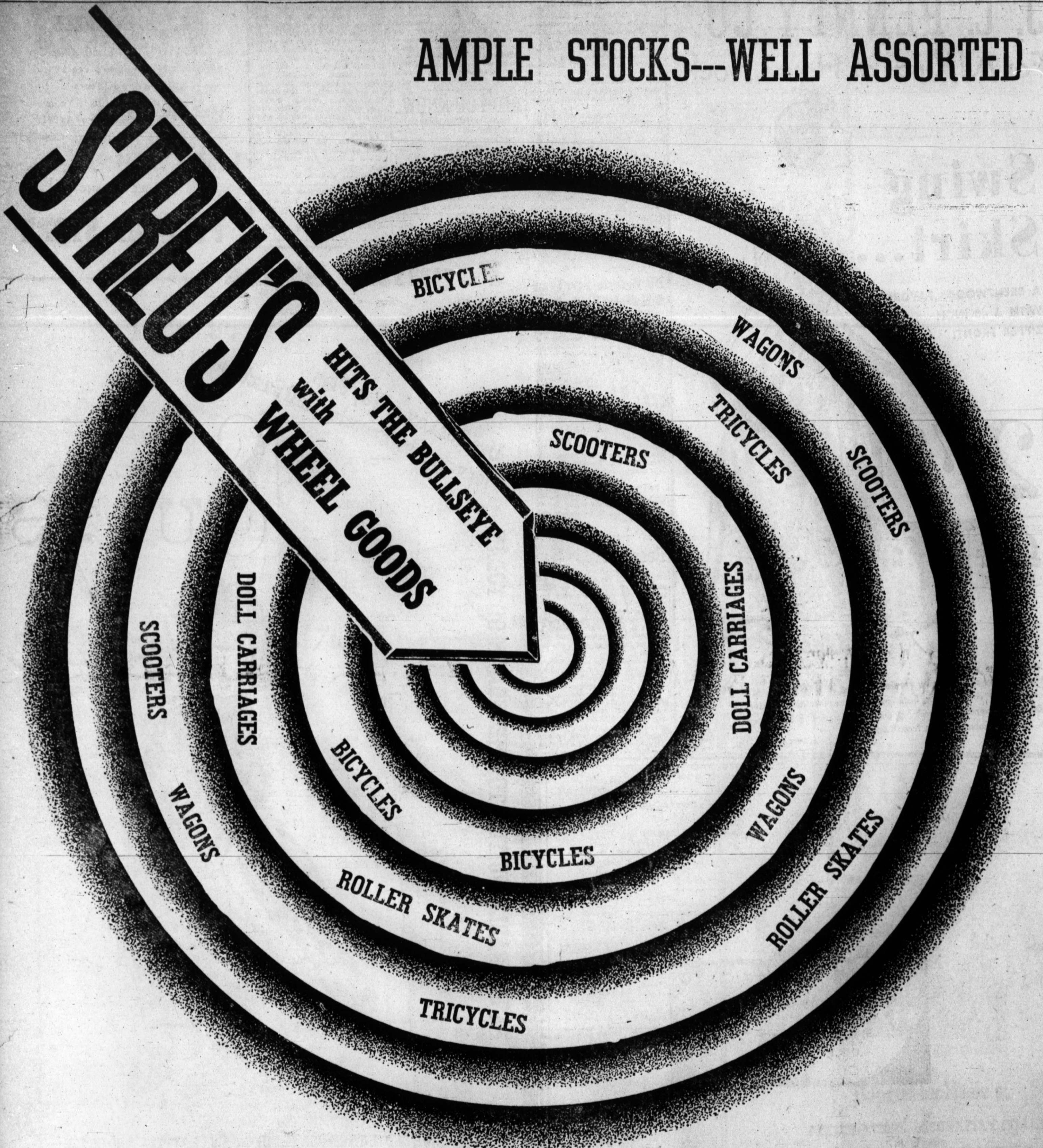
Popular Store



Remember...
FIRE IS THE FRIEND OF THE ENEMY!
Your hometown newspapers join
with Hereford's fire boys in urging
every precaution against
fire losses.

THE SUNDAY BRAND
THE HEREFORD BRAND

AMPLE STOCKS---WELL ASSORTED



\$4.35 UNION ROLLER SKATES FOR ONLY **\$.349**
 LARGE STEEL WAGON \$9.95 Value ONLY **\$7.79**

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16 INCH HEAVY TRICYCLE Only \$7.49
 26 INCH DELUXE BIKE \$49.95

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Sam Nunnally
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Hereford

Authorized Mortgage Loan
Collector for

THE PRUDENTIAL
INSURANCE COMPANY
OF AMERICA

Plan Your Escape From Fire Now

You can do two things right now which will reduce your chances of becoming one of America's 11,000 yearly fire victims.

First, learn how to turn in a fire alarm. Getting firemen to your home quickly might save your life.

Second, figure out two different ways to get to the ground from your bedroom. (It is unlikely that both escape routes would be cut off by flames, especially in the early stages of a fire.)

The National Board of Fire Underwriters also suggests that you never attempt to jump to the ground if help is on the way, and that you never return to a burning house to save pets or valuables. Think of human life first.

LEGAL NOTICE

Notice is hereby given that the City Commission of the City of Hereford, Texas, has duly passed Ordinance No. 348, prohibiting and here-



WHERE'S THE SALT AND PEPPER?—Michel Bouzy, 68-year-old Parisian chef, who's been making "bouillabaisse"—that's French for fish soup—since he was 13, has the last word on what should and should not be thrown into the pot. If you look at the picture long enough you may come across the same pair of overalls that went into Mrs. Murphy's chowder.

nance No. 348, prohibiting and hereafter making it unlawful for any person, firm or corporation to wash any automobile, truck or other vehicle upon any street, alley or avenue within the City Limits of the City of Hereford, Texas; prohibiting any person, firm or corporation from placing, disposing or dumping any rubbish, trash, dirt or debris upon any street, alley or avenue within the City Limits of the City of Hereford, Texas; prohibiting any person, firm or corporation from placing, disposing or dumping any manure, dirt or noxious odors, providing for a penalty of any person, firm or corporation found guilty of violating said ordinance, to be a misdemeanor and to be fined not to exceed \$100.00, and providing that

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

said ordinance shall become effective from and after its publication.

MABEL BARNHART
City Clerk
(SEAL) S-15-1c

Hereford Men Attend State Education Meet

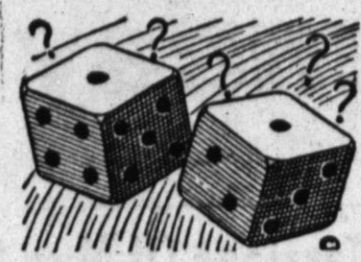
George Graham, superintendent of Hereford schools, and Fred Baird left today for Austin to attend the annual State Superintendents meeting. Principal educational and school problems are discussed in these meetings with important figures in the educational world as speakers. Dr. Jerry Stoddard, superintendent of Los Angeles public schools will be the principal speaker. Also a prominent speaker at this year's meeting is A. M. Aiken, co-author of the famous educational bill. The meeting will last until Monday.

Since Dell Morgan became head football coach at Texas Technological college in 1941, the Red Raiders have participated in two post-season games at the Sun bowl in El Paso.

MASONIC BULLETIN
Stated meeting second Monday in each month school of instruction each Thursday night.
R. L. TOMPSON, Sec'y.
HENRY SEARS, W. M.
Hereford Lodge 849

NOTICE OF MEETINGS

ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night



.. and you can't gamble with fire and win, either



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HEREFORD VOLUNTEER FIRE DEPARTMENT
—Every Week—

PHILLIPS SERVICE STATION
1st and Main



WE WANT TO EXPRESS OUR THANKS TO THE FIRE BOYS AND URGE EVERYONE TO COOPERATE WITH THEM IN THE PREVENTION OF FIRES

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1949

E. B. Black Co.

FURNITURE

Fight Fire

Here's Reason Enough

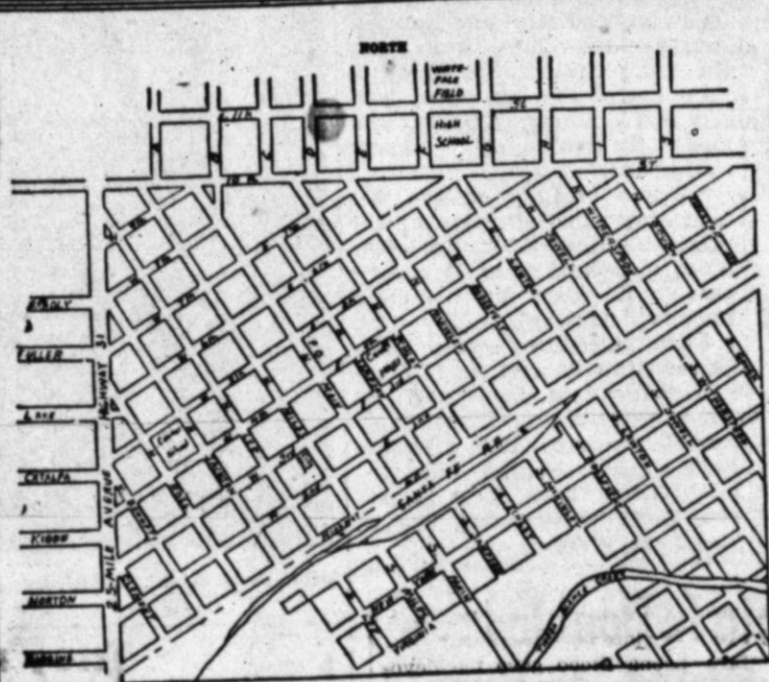
Great American Conflagrations

1871 Chicago, 17,000 buildings	\$168,000,000
1872 Boston, 776 buildings	75,000,000
1904 Baltimore, 80 city blocks	50,000,000
1906 San Francisco, 28,000 buildings	350,000,000
1914 Salem, Mass., 1,600 buildings	14,000,000
1922 Astoria, Ore., 30 city blocks	10,000,000
1923 Berkeley, Calif., 640 buildings	6,000,000
1934 Chicago, Stockyards	5,000,000
1941 Jersey City, Waterfront	11,000,000
1941 Fall River, Mass., Rubber Factories	11,000,000
1942 New York, SS Normandie	53,000,000
1944 Rockaway, N. J., Warehouse	11,000,000
1944 Cleveland, Gas Plant	7,000,000
1945 Richmond, Fla., Air Station	30,000,000
1946 Muskegon, Mich., Business Buildings	2,000,000
1947 Texas City, Tex., Waterfront Explosion	67,000,000



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WITHERSPOON ELECTRIC



STREET MAP OF HEREFORD, TEXAS

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Parts Headquarters for Doctors of Motors
Your Automotive Jobber
Hereford Parts & Supply Co.
DALE TINNIN, Manager Phone 56
217 Main Hereford, Texas

TRIPLE E CAFE
Short Orders...
Steaks a Specialty
A Nicer Place for the Whole Family to Eat
24 Hours Service
ROY and ADA

To Solve Your Transportation Problems, Call
Hereford Truck Line
Daily Service to and from Amarillo, Hereford, and Dimmitt
Hereford Phone 783
Amarillo Phone 2-1469
FOR PICKUP AND DELIVERY SERVICE

Hereford News Stand

Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES
Fountain Service... Drugs... Sandwiches
301 Main Street — Phone 694

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

CAFE HI-WAY 60
WHERE FRIENDS MEET AND EAT
AUNT KATE AND UNCLE FAYE
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REMINGTON TYPEWRITERS OFFICE SUPPLIES
FARM AND HOME
FLOOR AND WALL SAFES
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HEREFORD BRAND

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

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

MOORE'S are
—Open 7 days a week
—Open at 6:30 A. M. and Close at 9:00 P. M.
—Headquarters for good Meats, Fresh Vegetables and a complete Grocery stock.
—Headquarters for Gas and Oil Needs.
MOORE'S GROCERIES
GAS AND OIL
Intersection Hiways
51 and 60
Phone 156
301 E. 3rd Phone 383

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

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

HEREFORD WRECKING CO.
Highway 60
Complete Line of USED PARTS
See us for Expert Repair Work of All Kinds!

PICK-UP AND DELIVERY SERVICE
PHONE 111
ACME CLEANERS
All Garments Insured
308 N. Main Hereford
MADE TO MEASURE CLOTHES

Hereford Students At Hardin-Simmons

ABILENE—Seven students from Hereford are among the 1825 students enrolled this fall at Hardin-Simmons University. Persons from 32 states are represented in the student body. The seven students are Jane Welch, Rosmary Cronin, Mary Estelle LeGrand, Mary Lou Benson, Dorothy Inez Tucker, G. P. Owee, Jr., and Lawrence Owen.

Miss Welch, daughter of Mr. and Mrs. Fred Welch, is a freshman at the university and a member of the Cowgirl Band.

Miss Cronin, daughter of Mr. and Mrs. J. D. Bruner, is a special student.

Miss LeGrand, daughter of Mr. and Mrs. Louis LeGrand, is a junior and member of the Panhandle Club. Miss Benson is the daughter of Mr. and Mrs. H. M. Benson. She is a

sophomore student. Miss Tucker, daughter of Mr. and Mrs. F. A. Tucker, is a freshman.

G. P. and Lawrence Owen are the sons of Mr. and Mrs. G. P. Owen, Sr. G. P. is a senior and member of Alpha Chi, national honor society. Future Teachers of America Club, and president of Ferguson Hall Council. Lawrence is a freshman.

Ronny Durham Rated Near Top At ENMC

PORTALES (Special)—In a freshman class of over 300 at Eastern New Mexico University, five students ranked near the top in a standardized English examination. Those five are La Verne Crume, Portales; Peggy Lou Drake, Clovis; Ronny Durham, Hereford, Texas; Dorothy Dallas, Portales; and Ruth Pretree, Farwell, Texas.

Scott Funeral Held Saturday

Funeral services for Mrs. Sina Ewton Scott of Canyon, mother of Noah Ewton, were held at 10 o'clock Saturday morning in Amarillo at Blackburn-Shaw Memorial Chapel. Rev. T. Edgar Neal, pastor of the San Jacinto Methodist Church, was the officiant.

After the services in Amarillo the body was taken to Sayre, Oklahoma where brief services were conducted in the Sayre Methodist Church. Burial was in the Sayre-Maxie Cemetery.

Mrs. Scott, 79 years old, died Wednesday morning in Neblett Hospital at Canyon. She had been a Canyon resident for the past six years.

Born in Minnesota, Aug. 17, 1870, she moved with her family to Weatherford, Tex., at the age of six. She married William Matthew Ewton at Weatherford, Dec. 30, 1886. Five children were born while the Ewtons were living there.

In 1900, the family moved to Sayre, Okla., because of Mr. Ewton's health. The family traveled to their new home in a covered wagon. At that time the Sayre area was a bald prairie.

Due to her husband's health, Mrs. Ewton shouldered most of the responsibility connected with raising a family. Material for a home was hauled from Mangum, Okla., and Mrs. Ewton did most of the construction work.

When the family first moved to the Sayre region, they had no neighbors within a 20-mile radius.

Sometime later, when the country had become more thickly settled, Mrs. Ewton organized a Sunday school, which later grew into a Methodist Church.

Mrs. Ewton died in 1923. In 1936, Mrs. Ewton married Robert I. Scott in Oklahoma City. Mr. Scott died a few years later.

After Mrs. Scott moved to Canyon six years ago, she bought a home just south of the campus of West Texas State College, and rented rooms to boys attending the college. Because of her sense of humor and her willingness to listen to and advise the youths, she was never forgotten by them, even after their graduations.

Mrs. Scott was a member of the Methodist Church and the Order of the Eastern Star.

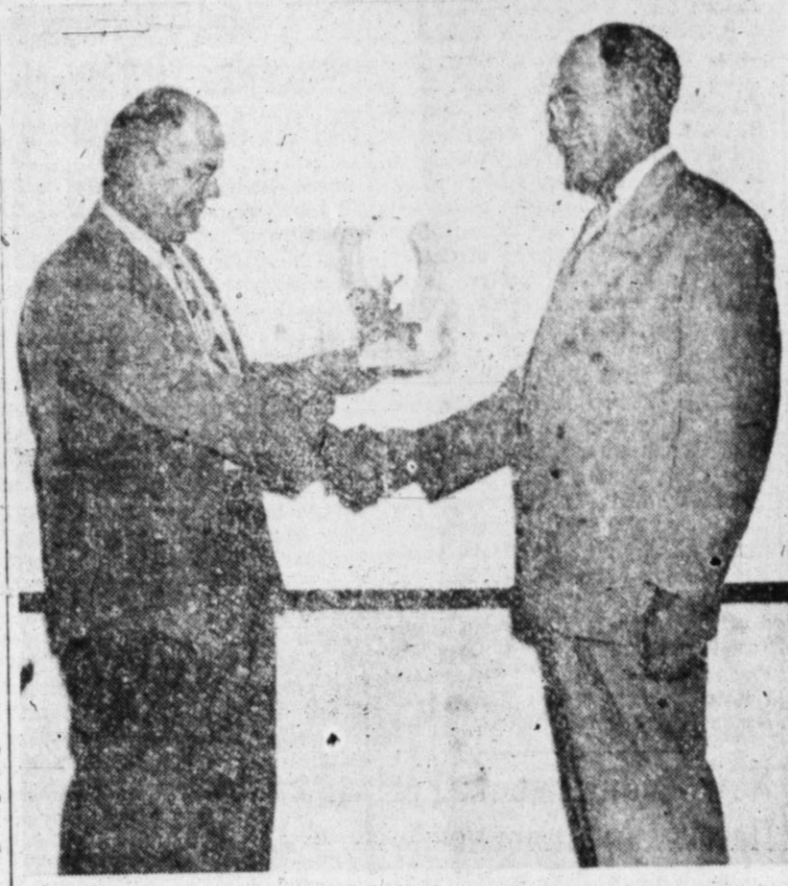
Survivors include three sons, a daughter, three brothers and five grandchildren.

Presbyterian Women Hear Book Review

The Woman's Council of the Presbyterian Church met with Mrs. E. S. Ireland Wednesday afternoon.

Mrs. Leone Blood gave the devotional program on "Friendship" and plans were made for the group to attend the Fall Presbyterian to be held in Amarillo on October 19.

Mrs. Walk Boston reviewed the book "Mission at the Grass Roots" by William F. Shriber and Mrs. Henry Hastings assisted with the social hour when refreshments were served to the group.



ROTARY YOUTH AWARD PRESENTED TO HEREFORD MAN—Lyle Blanton, Hereford Lions Club President, is shown being congratulated by Herman Ford, former Hereford Rotarian, and a member now of the Amarillo delegation. The award was made in recognition of Blanton's outstanding work among boys, girls over the entire Panhandle. Ford recalled Blanton's activities with Boy's Ranch, an organization of which Blanton is now a director, and his association with the Boy's Ranch Farm south of Dimmitt.

Dorcas Circle Has Coffee And Program

Dorcas Circle of the Methodist Church was entertained at a coffee given in the home of Mrs. Don Davidson Wednesday morning. Mrs. Gardner Hendrick was assistant hostess.

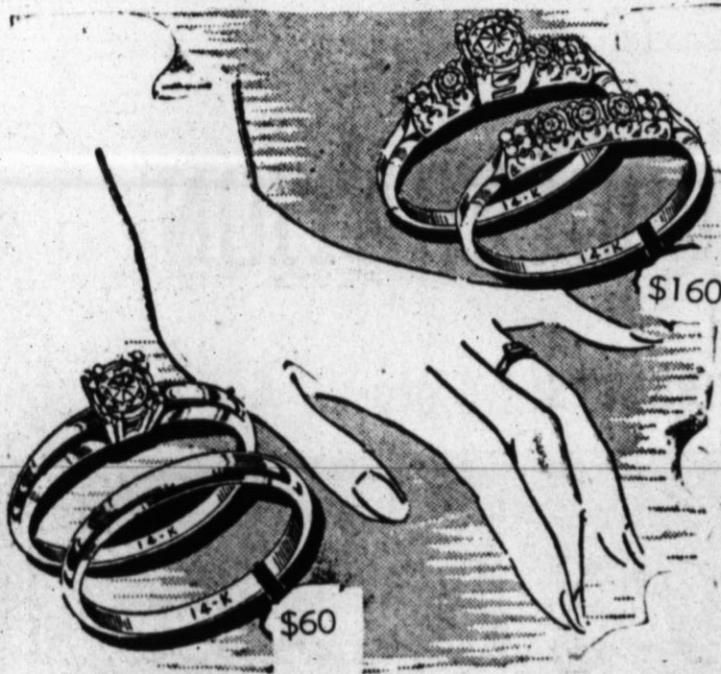
Following the devotional lesson given by Mrs. Davidson, Mrs. Paul Conaway, president, conducted a business session when plans were discussed concerning the bazaar to be sponsored by the group on November 7. Mrs. Glenn Watts showed the scrap book which will be used as a register for guests at a tea at the church on Monday, October 10.

Mrs. Leroy Aven presented the program giving the beginning study of the book "The Academical Church."

Those present were Mesdames Jay Boston, Leroy Aven, Norman Gray, Paul Conaway, Bert Neelley, Glenn Watts, Earl Plank, Richard Barnard, C. W. Edwards, Richard Winget, Howard Gore, Jim Whelan, Herbert Goetsch, C. J. Patten, Chester Shellhouse, Floyd Ross, A. B. Christian and the hostesses.

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

SINCERE
CONGRATULATIONS
to all the
HEREFORD
FIRE
BOYS
from
CITY FOOD
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... reflect the purity of your eternal love. Engagement and wedding ring duos of thrilling blue-white diamonds set in plain or delicately carved 14 kt. gold.

HEMBREE JEWELRY

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

Best Wishes to the Hereford Volunteer Fire Department throughout the Year

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EVEN BETTER - FASTER
RADIO REPAIR SERVICE
at
GENE'S RADIO REPAIR

We have secured the full time services of Mr. S. G. May, a highly qualified radio technician, who will assist us in caring for your radio repair needs

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MEMBERS OF HEREFORD'S FINE
VOLUNTEER FIRE DEPARTMENT
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STUDENT GRAD SUITS



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water-resistant
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crease-resistant

Available in . . .

Boys' Sizes: 6 to 16,
Double Breasted only . . . \$18⁷⁵

Young Men's Sizes: 34 to 40,
Single or Double Breasted . . . \$25⁰⁰

Styled for the young man, yet
suitable for all ages.

THE 2 NEWEST SUITING FABRICS Tailored in popular styles

PACIFIC'S 114
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PACIFIC 114
GABARDINE

Pacific Mills spent a fortune . . .
that we might bring you low
priced suits in crease-resistant
fabric. We've had them tailored
for you in roomy, yet fit-to-
perfection, wear-able styles that
we can price at a very low . . .

Available in . . .

Boys' Sizes: 6 to 16,
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18⁷⁵

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You've told our buyers that you want
suits for year 'round wearing.
Well—C. R. Anthony answers by
purchasing a large quantity of
STEEL-SPUN† Shark Skin Suits
that can be worn any time,
any where, any weather!

FIRE PREVENTION WEEK
Oct. 9-15

Cooperate with our Local Volunteer
Fire Department

Anthony's
THE C. R. ANTHONY CO.
225 MAIN, HEREFORD



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FIRE
PREVENTION
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**GET RID
OF
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HAZARDS**

Get Rid of DRIVING HAZARDS, Also
Have Those Old Worn-Out Tires Replaced With
NEW
**KELLY or SEIBERLING
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SHELTON'S TIRE EXCHANGE

We Service Your Tractor Tires Right On Your Own Farm

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Phone 122 Hereford

Hospital Notes

Patients discharged from hospital: Mrs. Gladys B. Miller, med.; J. F. Messer, med.; Bonnie Ray Craig, med.; J. R. Daniel, med.; Eddie Curstinger, med.; Mary Jo Peters, surg.; Mrs. Seale Stevens, ENT.; Mrs. T. E. Prickett, surg.; Mrs. Rex Denson, O. B.; Katie Johnson, med.; Charles Robert Lemons, T&A; Mrs. S. A. Perkins, O. B.; Mrs. Gladys Click, med.; Mrs. E. N. Johnson, med.; Mrs. Mary Romco, O. B.; Leonard Earl Newcomb, surg.; Harry McCauley, med.; Mrs. Martha Maier, med.; Mary Beth Gilliland, T&A; Cletis Lee Cooper, T&A; Mrs. R. J. Spragins, O. B.

Patients in hospital: Mrs. Sallie Carter, med.; Mrs. A. R. Ratliff, med.; Frank R. Smith, surg.; Mrs. Fred Henry, med.; Charles F. Waiser, surg.; Mrs. E. M. Spann, surg.; Mrs. D. R. Vandever, med.; Mrs. Edward Paetzold, surg.; Mrs. M. C. Denton, med.; David Moya, med.; Don Webb, med.; Mrs. Vernon Roland, O. B.; Mrs. H. D. Blythe, Jr., O. B.; Bonnie Lewis, med.; Mrs. E. R. Roberson, med.; Timothy Gallagher, med.; Mrs. Joe Paetzold, med.

Born to Mr. and Mrs. Vernon Wilson, a boy, Kenneth James.

new provisions are posted on the unit bulletin board in the Unit offices in the courthouse. The Monday night meeting will be at 8 o'clock.

Oklahoma Is Subject For L. A. E. Program

Continuing the study course, "America's Heartland, The Southwest," members of the L. A. E. Club enjoyed a program on Oklahoma at a meeting held in the home of Mrs. Jim Wnelan. Roll call featured topics on education.

Mrs. Bill Jones told of the Indian Nation giving the history of a homesteaded land and how that came about. She described the homes of the Indians and their summer sojourn at Craterville Park. An interesting conclusion to her part on the program was the story of Cynthia Parker.

Mrs. N. D. Bartlett, Jr. told of Oklahoma as a territory, touching on the land and products. She explained the privileges that the Indians enjoy, as now they take advantage of

many of the privileges. The next meeting will be held on October 11 with Mrs. Bill Jones instead of the scheduled meeting place.

Members attending the meeting were Mesdames N. D. Bartlett, Jr., George Benson, Bob Higgins, Bill Jones, Phil Radovich, Sanford Smith, George Suggs, Robert Waggoner, Pat Webb and the hostess.

SPESSOSA MEET
The Tri-City Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America Incorporated are holding their first "Parade of Quartets" on Saturday night, October 22 at 8 o'clock in the Junior College Auditorium in Borger.

Reservations can be made by sending checks or money to Mr. Robert Barnes, 209 W. 9th St., Borger, Texas. Prices are \$1.25 for reserved seats and ninety cents for general admission. Children tickets are forty cents. Taxes are included in the above prices.

Students from Iran, Syria, India, Persia and China are now attending Texas Technological college at Lubbock.

New Requirements For Reservists Announced

Maintenance will be the subject for the Monday night lecture by Lewis Ellison at the first monthly pay period for the Hereford Army Reserve Unit.

New pay and attendance requirements were announced at last Monday's meeting by Senior Instructor Col. V. Gomez from Amarillo.

Specifications now state that pay is authorized to Reservists on an individual attendance basis. A member must attend 5 or 6 scheduled pay drills to maintain minimum quarterly attendance requirements.

Exceptions for authorized absences were included.

No individual will be retained in a unit if he is absent from more than one-third of the annual scheduled pay drills, unless an approved leave of absence is granted resulting from an incapacitating injury etc.

Further information on the

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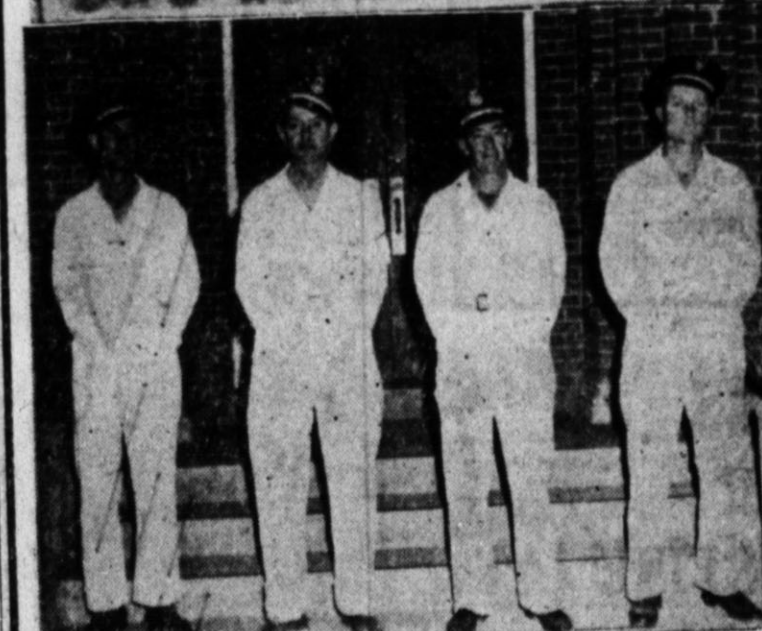
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David Phillips

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Glenn Watts
Debbs Knox
Onias Carroll
Tup Loerwald

UPPER RIGHT
George Jowell
Bud Witherspoon
W. O. Witherspoon
Gene Loerwald

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Arthur Tiesel
Bub Newell
Roger Corbett
Richard Jowell

LOWER RIGHT
Jim Robinson
Clay Angelo
Clarence Strange
Jiggs Hartman

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TWO THOUSAND (2,000 that's right) CHILDREN UNDER 5 YEARS OLD WERE BURNED TO DEATH IN ONE YEAR ALONE! Many more will carry the disfiguring scars of fire through life. Shock has followed shock across the nation -- as one horrible fire disaster has followed another. And the rate of death and destruction continues to rise.

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This is a harsh message, but fire is cruel. It strikes with the force of war. It must be feared and dealt with as an enemy with the power to kill and destroy.

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Forty-eight guns, one for each state, constitutes a national salute. There are 12 silver buttons on the front of a policeman's coat.

Silver and gold coins have a rough edge because if they were smooth it would be easy to file off some of the valuable metal without changing the coin's appearance.

CHDA NEWS

Demonstrations On Rug Making Are Given By Members Of Each HD Club

By DORIS MAHAFFEY
Rug making was in the spotlight this week when demonstrators from each Home Demonstration Club met to learn how to make various kinds of rugs.

Mrs. Joe Wagoner, of Westway Club, demonstrated making tufted rugs. She showed a very pretty one which she had completed and another that she has started. She says that it really doesn't take long to make a tufted rug and that it's very easily done.

Mrs. Jack Higgins of Fairview Club, showed the group how to make braided rag rugs. She says that they are very practical since the only materials needed are scraps which most women already have and some strong thread to sew the braids together.

Mrs. Fred Wolfington, demonstrated hooked rugs. She used a special tool which she also uses to make designs on household linens. Mrs. Wolfington is a member of the Cultural Club.

Mrs. Ira Ricketts, of the Progressive Club gave a demonstration on crocheted rag rugs. This is another way to use up scrap material and these rugs are very pretty.

The group also visited the Ray Hershey home where they watched Mr. Hershey making rag rugs on a loom.

Besides adding color to the room and being very attractive rugs are also very useful. Homemakers can be more comfortable while they work if they place rugs in areas where work must be done while standing.

The folks in the Panhandle area

will have an excellent opportunity to see the State Fair this year at a very reasonable cost and minimum effort. A special train will leave Amarillo Friday night, October 14 and will leave Dallas on the return trip on Saturday night. Tickets for the train may be had at a special reduced rate. Saturday, October 15 is 4-H Club Day at the State Fair.

Gleaners Class Meets In Witherspoon Home

Mrs. Glenn Witherspoon hosted the regular meeting of the Gleaners Class of the First Baptist Church in her home Thursday night. Mrs. Tony Edens assisted.

New officers to complete the roster were elected, including Mrs. J. R. Allison, stewardship vice-president and Mrs. Malcolm Cassels, reporter. Mrs. Carroll Whiteside gave the program which dealt with a Study on Peace, and Mrs. W. A. Medlin gave the devotional lesson on The Six Dispensations.

During the business portion of the meeting members voted to change the meeting date to the second Thursday evening in each month.

Refreshments were served to Mesdames Carroll Whiteside, J. R. Allison, W. S. Rice, W. A. Medlin, Lowell Sharp, Malcolm Cassels, Alwyn Savage, M. A. Bettis, W. O. Witherspoon and a visitor, Mrs. Zora Pope of Sherman, a guest in the Edens' home.

Birthday Party Honors Linda West Thursday

Linda West celebrated her 10th birthday with a party at her home, 309 E. 6th, Thursday, September 29.

Refreshments were served and games were played to round out the enjoyable affair. The tables were decorated with animal figurines which went to the 18 guests as favors. Crepe streamers and balloons added to the gay atmosphere of the backyard affair.

Guests included John Gilliland, Kay Ruth Barnard, Denise Barnard, Martha Ann Bookout, Jane Bookout, Linda Sue Phillips, Clydene Allred, Linda Lou Burkett, Ella Marie Williams, Ann Reeves, Dickie Fellers, Donne Fellers, Jeff Minton, David Brumley, Bryce Kelley, Virginia McDonald, Sally Sue Kirby and Carolyn Kirby.

The first oil well in the U. S. was built in Titusville, Pa., in 1858.

Vanilla, in its natural state, is a long green bean.

John T. Scopes was arrested and convicted for teaching Evolution at Dayton, Ohio.

VA Announces Special Waiver Of Good Health Insurance Requirement

World War II veterans with service-connected disabilities were reminded by Veterans Administration today of an important deadline in connection with their entitlement to requirements for National Service Life Insurance.

Prior to January 1, 1950, such disabilities actually incurred in Service between October 8, 1940, and September 2, 1945, if less than total in degree, are disregarded in determining eligibility under the health requirements for National Service Life Insurance purposes.

This means that veterans who might not otherwise qualify for life insurance for health reasons may re-instate lapsed National Service Life Insurance or buy new or additional insurance up to the \$10,000 maximum if they apply before the end of the year.

A physical examination is required, however, for all insurance applied for under this special provision. Such examinations are made by Veterans Administration without cost to the veteran.

P-TA MEETING IS SCHEDULED

The regular P-TA meeting which was postponed from October 6, will be held in the high school auditorium Tuesday night at 8 o'clock.

Don Martin, high school principal, will direct the program which will be in the form of panel discussions on the theme "Teamwork between the home and school. Discussions will be given by two teachers, Pat Sullivan and Mrs. Guy Herd, two parents, Mrs. L. E. Gross and Robert Thompson and in order that the student's angle may be heard, two seniors will assist in the discussion. They will be Alma Faye Knox and Donna Jean Stagner.

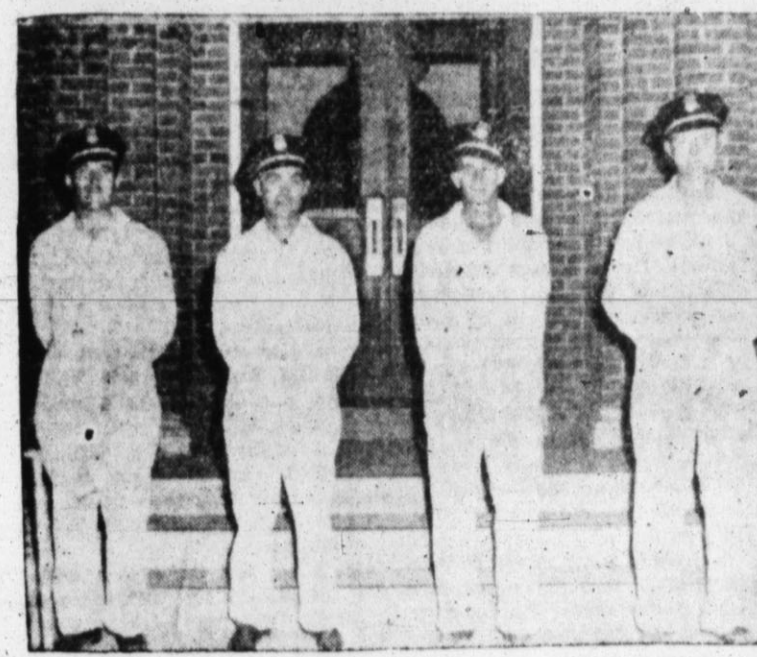
Rainbow Girls To Get New Ribbon Emblems

New ribbons for emblems of the Order of Rainbow for Girls will be provided by the girls, it was decided at the Hereford Assembly of Rainbow Girls' meeting held Monday night at the Masonic Hall.

Gayle Foster, newly elected worthy advisor, presided over the meeting and Mrs. O. G. Hill conducted installation rites for Dorothy Veigel as nature. Dorothy was also presented with a gift for exemplifying the qualities of love.

Plans were discussed for ways and means of financing the trip to the Grand Assembly meeting again this year.

All Honor to the Hereford Fire Boys



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80% OF ALL FIRES ARE PREVENTABLE! DO YOUR PART TO ELIMINATE THAT DANGEROUS 80%

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Jaycee-Ettes Elect Officers Tuesday; Meet This Week

New officers were elected at the organizational meeting held by the Jaycee-Ettes at the court house Tuesday night. Mrs. John Kelly will head the organization as president and named to serve with her were: Mrs. Jerry Stoltz, vice-president; Mrs. Bill Howard, secretary; Mrs. Ivan Block, treasurer; Mrs. R. A. Daniel, Jr., parliamentarian, and second vice president and Mrs. Bill Waldrep, reporter.

The group which has been organized entirely for the purpose of aiding the Jaycees in carrying out their civic program, will operate under a board of directors which will cooperate with the Jaycee board. Elected to serve on the board of directors were Mrs. Darrell Blanton, Mrs. G. C. Hartman, Mrs. O. G. Hill, Jr., Mrs. James Otis Hall, Mrs. Paul Coneway and Mrs. Kenneth Coker.

Members voted to adopt the name "Jaycee-Ettes" as the official designation and the constitution read by Mrs. Jerry Stoltz, chairman of the constitution committee, was adopted.

Officers will be elected once each year and regular meetings will be held on the second Tuesday of each month at the court house. The first scheduled meeting will be held next Tuesday evening, October 11 at 7 o'clock.

A definite program of activities will be worked out by the group which will correlate with that of the Jaycees.



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Texans in Washington

By TEX EASLEY

Washington (AP)—Prompted by the unhappy experience of a West Texas veteran, Congress is moving to correct a technicality which has penalized a small group of valorous soldiers.

The man whose case has come to the attention of the Defense Department and Congress is Orville D. Perkins, Route 4, San Angelo.

Seriously wounded in fighting in the Pacific, he was one of about 50 men who won battlefield promotions to commission rank but can draw only enlisted grade benefits.

On Jan. 22, 1945, he was promoted from sergeant to second lieutenant. Japanese fire had thinned out the officer ranks and the officer in command had ordered Perkins into the gap.

It wasn't until April 6 that his commission was processed through the top command and his pay increased. In the meantime, however, he had been shot in the right leg by a sniper. That was on Feb. 24. The wound was so serious he had to spend the next two and a half years in various hospitals; he now walks with a limp and still requires medical attention.

The irony in existing law came to light after he was mustered out.

Since he had been wounded and incapacitated before formally receiving his commission—even though he actually had been fighting as a second lieutenant—he had to go on the Veteran Administration rolls as a sergeant. That meant his benefits were limited to those provided for that grade.

Texas Senators Tom Connally and Lyndon Johnson and Rep. Clark Fisher went to work on the case.

Secretary of the Army Gray said the army could do nothing to correct the injustice in Perkins' case. But he gave his endorsement to legislation sponsored by the Texas Legislators to make it legally possible for the government to give the West Texas veteran the benefits of a disabled commissioned officer.

Johnson headed a Senate Armed Services subcommittee which promptly approved the measure. The bill passed the Senate and is now in

the House. Fisher, a member of the Armed Services Committee there, plans to push for house approval.

Around the Capital:

Texans dominated the scene at the annual convention of the National Fraternal Congress here last week. In charge as national president of the congress, which is made up of 116 fraternal life insurance associations, was Mrs. Jeanie Willard of Denison.

George G. Kerr of Terrell, president of the Texas fraternal congress, was one of the leaders in the four-day program attended by 1,000 delegates from all 48 states. Carl Biebers of San Antonio also was one of the most active.

Other Texans present were Rex James, Austin; Reuben Young, Dallas, and Mrs. Lena Shugart, Garland.

At a banquet Mrs. Willard introduced as the most distinguished guest her long time friend and congressman, Speaker Sam Rayburn of Bonham.

After the convention, ended, Mr. and Mrs. Kerr took advantage of their first trip East to visit New York. The couple recently celebrated their 52nd wedding anniversary.

Catfishing in the Potomac is okay, says Arthur Perry, administrative assistant to Senator Connally.

The other day the senatorial aide went to Washington's waterfront to go aboard the yacht of his brother, Joe L. Perry, who had just come up from Florida.

"I used to fish a lot around Austin, where I grew up," said Arthur.

"I couldn't resist the opportunity, so I packed up a line there on my brother's boat and looked around for bait. All I could find was some old longhorn cheese, so I put a chunk of that on a hook."

It wasn't long until he had a big one. While he was bringing it in a distinguished-looking group gathered to watch.

"There were some scales here on my yacht," one of the men in the party of on-lookers said, among whom were women in evening gowns. "Let's see what it weighs."

The catfish weighed 18 pounds. The interested spectators were Gov. William Preston Lane of Maryland and his guests.

Arch Underwood, cotton man from Lubbock and Athens, says he's quite satisfied to stay on the ground for a while.

He came here with Sid Richardson, Fort Worth oil man, for the unveiling of the bluebonnet painting which the latter presented to Rayburn and which hangs now in the Speaker's dining room.

Traveling in Richardson's private plane, the pair took off for the return to Texas. The weather was "soupy" and got worse as they circled over Pennsylvania mountains and found they couldn't "let down" in Pittsburgh; finally they came back to Washington and landed.

Arch then took out for home via railroad.

Recent visitors here included Dr. Rupert N. Richardson, president of Hardin-Simmons University at Abilene. He had lunch in the House restaurant with Rep. Omar Burlison of Anson.

Card of Thanks

We want to take this means of thanking our loved ones, neighbors and friends for the beautiful flowers, food and every deed of kindness during the illness and passing of our dear husband, father and brother. May God bless and keep each and every one. Again we thank you.

The J. B. McMin family.



OFFSETTING HER HOMESICKNESS—Elizabeth Loasby, an American who has lived in England for three years, grows her own American vegetables to help cure her homesickness for the U. S. She gathered sweet corn, egg plant, lima beans and pumpkins from her garden to exhibit at the Olympia Flower and Country Show in London.

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FLOYD STIVERS

South Texas and Bradley Street
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Shorter Skirts Club Claims Victory In Battle For Hemlines Below Knee

By MARTHA COLE
Associated Press Staff
Pampa, Tex. (AP) — The determined ladies are happy now.
They are the members of the little below the knee club—that band of intrepid women rebels who swore two years ago that no French fashion designer was going to make them wear long skirts. No siree! or rather, no ma'am.
This year the skirts are shorter—right where the LBK women drew and held that line two years ago, about three inches below the knee.
"Personally, I feel that we won our argument in 1947, and it has taken the fashion industry two years to admit their failure with the 'new look,'" said Mrs. Warren J. Woodard.
Mrs. Woodard was the young, good-looking Dallas housewife who started

ed the revolution and organized the LBK Club in August, 1947. Last spring she moved with her husband to Pampa, on the West Texas plains.
"Three months after the club started it had 300,000 members and we in Dallas had received some 25,000 letters and cards from all over the world," Mrs. Woodard said.
Several hundred women marched up the main street of Dallas in their grandmothers' old pavement sweeping skirts that fall.
"We don't want to look like this," their placards proclaimed.
"In the fall of 1947," Mrs. Woodard said, "the Fashion Association announced skirts had stopped their decline 13 inches from the floor. The club advocated three inches below the knee. But even though skirts went below this length, they did not reach the five inches from the floor length designated by the designers."
"The LBK Club felt we had won our battle."
Mrs. Woodard said the club disbanded the latter part of 1947.
"The Parisian creations have never affected me," she said, "and not once have I felt out of style. I feel safe in saying that my skirts will continue to be three inches below the knee—that's the most graceful look."
Fashion designers concede that skirts most recently are shorter, but they set no arbitrary length this year—just the length most becoming to individual height.
And what does the man on the street think about it?
"I don't like to see skirts so short they show a woman's knees. Still, I don't like to see skirts scraping the floor. Anywhere in between is okay with me."
And the cop on the corner—"One year they're shorter and the next year they're longer. Lady, I just can't keep up with it."



SERIOUS BUSINESS—Chosen queen to reign over National Wine Week, Pat Hall picks a few wine grapes near Hollywood, Calif., in preparation for the event. Taking her new title seriously, Pat is learning the business from the ground up.

HOWEVER
YOU
LOOK
AT
IT
IT'S

160

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THE
ULTIMATE
IN
CLEANING

C&R
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Phebean Class Is Entertained

Phebean Class of the First Baptist Church was entertained in the home of Mrs. R. A. Daniel, Jr., Thursday evening with Mrs. Dennis Baker and Mrs. Lee Fenfro as assistant hostesses.

Mrs. Claude Weathersbee, president, was in charge of the session and Mrs. Jessie Maxie led the opening prayer. Roll call was given as members answered the question "Can your husband cook?"
Points for standard class requirements were read and discussed and names of persons to receive cheer messages for the year were chosen.
After a closing prayer given by Mrs. R. M. Mason, a contest and social hour was featured. Mrs. J. B. Snead was the contest winner.

Refreshments were served to Mesdames Bob Lawrence, J. B. Harlin, Wayne Williams, Jessie Maxie, Neill Young, R. N. Yarbrough, J. B. Snead, C. W. Bordner, Claude Weathersbee, R. M. Mason, Harold Meacham and the hostesses.



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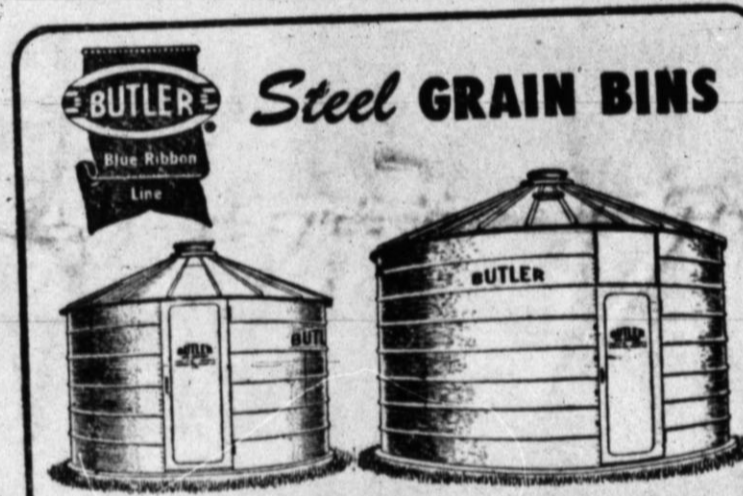
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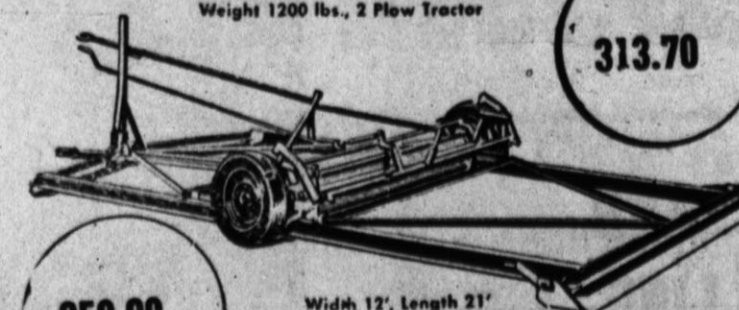
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 models 9PL and 12PL. New efficiencies in manufacturing plus
 some savings in raw materials make possible considerable
 price reductions.



Width 9', Length 21'
 Cutting blade 4' 3" x 16"
 Weight 1200 lbs., 2 Plow Tractor

313.70



Width 12', Length 21'
 Cutting blade 9' 3" x 16"
 Weight 1450 lbs., 3 Plow Tractor

350.00

Hereford Volunteer Fire Department Has Open House All Week

The Sunday Brand

Sunday, October 9, 1949 Section Three

Chief Asks Home Fire Safety Check; Suggests Seven Steps To Fire Safety

A single afternoon or evening will be enough time to rid your home of the most common fire hazards, Fire Chief Earl Phillips said today in urging local citizens to join in the nationwide observation of Fire Prevention Week, Oct. 9 to 15.

"The first step is to clean out the cellar," the chief said. "Most families have stacks of old magazines, piles of discarded clothing, and even pieces of furniture stuck away down there.

"All it takes is a spark from the furnace, or a defect in the wiring, or a carelessly dropped cigarette to start a fire in the cellar. Once it is started, it is particularly difficult to bring under control if those piles of fast-burning paper, cloth, and wood are there to supply fuel."

Cellar Is Danger Spot

The National Board of Fire Underwriters estimates that one out of every three home fires begins in the cellar, the chief said.

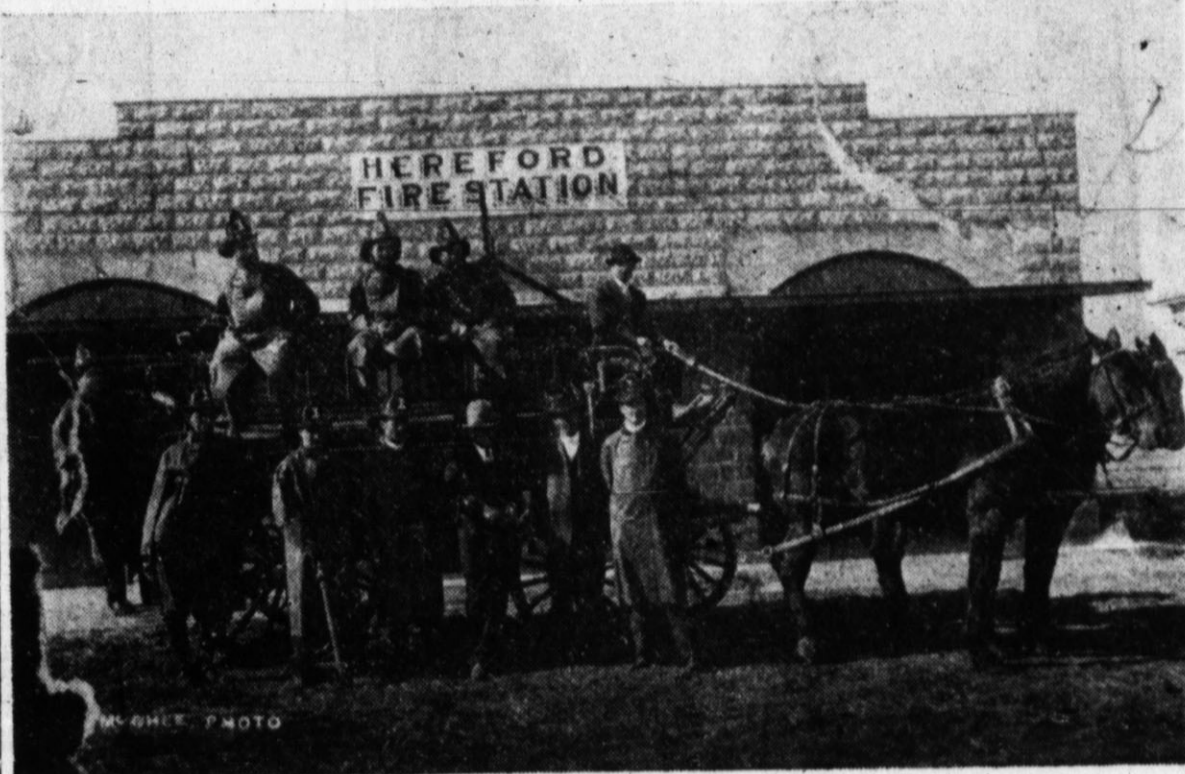
"The next step is to clean out the attic, which is another danger spot," he said. "By cleaning up your home this week, you may keep it from burning up next week."

The chief also suggested these "Seven Steps to Fire Safety":

1. Have the complete heating system inspected, cleaned, and repaired by an experienced repairman.
2. Provide covered metal containers for ashes and trash.
3. Avoid hanging extension cords over bare nails or running them under rugs, as this causes dangerous wear. Replace worn extension cords.
4. Always call in an experienced electrician for necessary home wiring, because "home handymen" have been responsible for many fires traced to faulty wiring.
5. Oil and clean motors of electric appliances, and check to be sure that belts are in proper condition. (This does not apply to refrigerators which have sealed-in motors).
6. Place a metal screen in front of the fireplace, to guard against flying sparks and hot ashes.
7. Never clean with gasoline—it's dangerous. Fire experts suggest that cleaning be sent out; if you must clean at home, use cleaning fluids bearing the U.L. label of Underwriters' Laboratories, Inc.

In addition to these specific steps, the chief emphasized that "careless handling of cigarettes and matches is still the No. 1 fire cause."

He said that the National Board of Fire Underwriters estimates that nearly a third of all fires, in homes, factories, forests, and elsewhere, are caused by careless smokers. "This week and every week, you should make certain cigarettes are out before throwing them away, avoid tossing cigarettes or matches into wastebaskets and especially make certain that no member of your family ever smokes in bed."



1910 VERSION OF HEREFORD FIRE DEPARTMENT—From left to right on the ground is Charles Purcell, Henry Cloyd, John Cummings, Charles Sullivan, Mayor Head and Hugh Witherspoon. On the wagon which was brand new for this picture from the left is Leslie Morman, an unknown fireman, Van Cycle, Earnest Wood and the driver is also unidentified.

Twenty-One Years Experience And The Chief Still Likes It

By JOHN SCOTT

Hereford's Fire Chief, Earl Phillips, started fighting fires as a rookie 21 years ago with this same Fire Department. He had always been fascinated with the fire fighting business and had chased many fires before he was a fireman.

"Fighting fires gets in a fellow's blood," he said. "I guess it's true, that old saying, 'once a fireman always a fireman,' because, even now, when I hear a siren I feel all nervous until I get to the fire and find out what it is all about."

"The worst fire I remember in Hereford was the Fraser fire in 1948. It started in one of the elevators and we couldn't shoot the water to it. We had seven trucks from different towns around here. The damage was enormous, naturally, but we did pretty good with the equipment we had."

He said that the coldest fire was one when he was called out at 7:30 in the morning into weather which was 10 below.

Phillips was born in Hereford, October 3, 1903. He went to school in Fairview, Texas. During World War I he worked on a farm there in Fairview. He marveled, at that time, that he was permitted by his father to take a team and follow the harvests and was able to keep all he made. "I got paid nine dollars a day for my team and nine dollars for myself," he said. "I made \$18 dollars a day and didn't have to pay my father for his team."

Back To Hereford

He worked on road construction for Deaf Smith County until 1926 when he went to work for the Magnolia Wholesale agency in Hereford. After eight years with Magnolia, he went with Fraser Oil Company where he worked until 1946.

From 1946 until now he has been in partnership with Guy Lawrence in the service station at 503 East First Street.

He married Joyce Corbett in 1924 and they now have four children.

Phillips says that he has a full time job running the service station with Lawrence. The chief's job is almost full time with the Fire Department's business than I can afford. If it weren't for Guy Lawrence I

couldn't do as much work as I'm doing now. Lawrence is always here so I can take off to go to the different schools around in West Texas."

He has gone to the fire conference at A&M college for three meetings in 1947-48-49. There the students study various methods of fighting fires with different pieces of equipment.

Helps Get New Ideas

Phillips thinks it is a good idea to go to as many of these meetings and similar meetings as possible. He thinks that the information and data gathered from other methods will prove profitable in the running of the home department.

He doesn't think Hereford can afford a full time paid department. "We could benefit by having a full time chief and two full time drivers. Pampa, a city of about 18,000, has this setup," Phillips thinks that, at least, 10 men would be necessary for a full time department. "At \$200 per man per month the cost would go up in a hurry," he said. He added that salary wasn't the only cost involved. "Of course there is the uniforms and maintenance of the firemen's dormitory." There would be some men who would make more than the \$200 but no one would make under it. "A full time fire department would be too expensive unless the taxes were boosted," he said.

There hasn't been a real bad fire since Phillips has been chief. The Benefield Motor Co. fire was pretty nasty but it wasn't anything like the Pittman or Fraser fire. He is a volunteer fire chief and draws \$1.50 each month from the city. There is a draw of one dollar for a day run and two dollars for a night run but the chief said that he returned these to the fund.

Mask For Smoke

He thinks that Hereford has a pretty good department. They have sufficient gear to deal with a fire if it isn't too hard to get to. Firemen have a gas mask with which to enter a smoking house to get to the source of the blaze.

"There are times when the smoke is so thick that about the only thing we can do is to ventilate the house or building and let things clear up so we can find the fire itself."

The state requires a minimum of two drills each week which the chief attends. In addition to these drills he attends numerous schools and maps out the program that is followed by the department.

Phillips said that there were several on the department who had been firemen for more than 20 years. They are all volunteer firemen and have other jobs. He said that there had been some idea of having a group of single boys to sleep in the fire station, on the second floor, so they could be ready to take one truck out when the calls came in at night.

He said that there were a lot of details to be worked out about the beds and maintenance of the place. He said that the boys might even get breakfast so they could get to work in the morning without any trouble. Phillips said he favored the plan.

Aside from the Fire Department Phillips is president of the Camp Fire Girls' Council and a member of the Rotary Club. He says that those activities are enough for one man to handle.

Parade Monday Afternoon Starts National Fire Prevention Week

Children, Ages, One to Five, Lead Accidental Death Toll From Fires

The most dangerous years for fire are from 1 to 5. More than 2,000 children in that age-group are killed by fires, burns or scalds annually, the National Board of Fire Underwriters states.

The safest year for children from all accidents and disease, according to life insurance statistics, is age 11. Children that age are better able to take care of themselves, are not so susceptible to children's diseases, and yet are still young enough not to wander too far from home. However, children of all ages still must be protected from fire.

Fire continues to lead all other accidental deaths in youngsters 1 to 5, the fire authorities warn, and accidents are still the leading cause of death in young children. One-third of all home accidents of small children are caused by burns.

Great strides have been made in fighting the children's diseases but fire continues to take its yearly toll. The National Board urged parents to use Fire Prevention Week this year to establish these few home rules for their children's safety:

1. Keep children in sight at home. If possible, keep them out of the kitchen.
2. Keep matches out of their reach at all times.
3. Turn pot handles inward on stoves so that children's hands can't reach them.
4. Place a metal screen in front of the fireplace where children are likely to play.
5. Don't dress children in flimsy cottons or net fabrics. Many manufacturers flameproof their masquerade costumes. Look for this information on the label.
6. Don't permit exposed electric cords to go unrepaired. Buy only those electric toys and house hold appliances that bear the Underwriters' Laboratories Inc. "U. L." label.
7. Instruct your baby-sitter on what to do in an emergency. Give her a telephone number where you can be reached during the evening. Show her how to call the fire department. Explain that in case of fire she should get the child out of the house first and then call the fire department.

Old clothes, newspapers, and magazines tucked away in cellars and attics cause many fires in homes, the National Board of Fire Underwriters warns. The fire experts suggest that attics and cellars be cleaned out during Fire Prevention Week, Oct. 9 to 15, and then kept clear of quick-burning cloth, wood, and paper.

Fire Prevention Week which is being observed on a nation-wide scale this week will get off to a rousing start in Hereford Monday afternoon with a parade at 2:20 o'clock. Several local organizations including the Boy Scouts, Camp Fire Girls, Riders Club, B&P, Jaycees and High School band will participate in the event with the Fire Department, which will have all of the apparatus from their present day modern day fire fighting equipment down to the first wheel cart Hereford ever had.

Other Monday features will be the judging of fire posters Hereford school children have entered in the poster contest and a drawing of numbers for inspection by Boy Scouts.

This drawing will consist of assigning a number to every business house in the city, drawing out 5 of the numbers and then checking those establishments for fire hazards by Tuesday and time for the Thursday Brand to go to press. A complete report of the findings will be published by the Fire Department.

A representative from the State Fire Board in Austin has tentatively agreed to be here for the inspection. If he is unable to attend, some other out-of-town inspector will be present.

A fire prevention movie will be shown at 8 o'clock Thursday night at the City Hall. An announcement of presentation of awards to the contest winners will be made at that time.

The Fire Department will maintain Open House at the Fire Station through the week, Monday through Friday from 9 o'clock to 10 o'clock each day.

Veteran Fireman Says Urge To Answer Alarm Just As Strong Now As It Was 37 Years Ago

John H. Patton has been with the Hereford Fire Department longer than any other man.

Although he was only 12 he vividly remembers the fire in 1903 that destroyed what was then half of Hereford. The buildings, for the most part, were frame and most conducive to the disaster that struck.

Patton was a fireman long before he was old enough to sign the roster. He worked when the Hereford Fire Department had a two-wheeled push cart. Later, he recalls, they got a horse-pulled truck. "We had a big bell where the city hall is now. When we would have a fire we would just ring that bell and everybody would come." He said that the fire house consisted of a small tin building.

The veteran fireman, who doesn't look his 58 years, was born in Breckenridge on February 16, 1891. It was not until he was nine that his family moved to Hereford in 1900.

Chief Eleven Years

He officially started with the local fire department in 1912. He has a long and good service record which included a lengthy stretch as chief when he succeeded Dow Mercer who was killed in 1937. For the next 11 years until January, 1948, Patton headed the department.

The worst fires while he was chief, he says, were the Fraser fire and the Pittman fire.

"The Fraser fire was the hardest to fight and to get to," he said, "but that Pittman fire the following year in 1947 was bad too." He didn't know which was the worst, financially, but they both cost huge amounts.

He likes fighting fires and chasing fire engines. He wouldn't estimate the number of fires he has fought or seen. "I've seen quite a few. I couldn't begin to estimate the number. There was a lot of them, though."

Honorary Member

"When I hear the fire whistle, I can hardly hold myself," the former firefighter said. "I don't let myself go if I can help it but sometimes I can't help it." He is an honorary member of the fire department now and doesn't take part in the actual fighting any more.

In 1917 Patton married Virginia Lisle of Kentucky. They were married in Kansas City.

He has one son who is in business with him now in Hereford.

Since 1926 he has been in the insurance business for himself here in Hereford.

Before that he was with Rockwell Lumber Company from 1924-26. From 1916 until 1924 he farmed west of Hereford.

He is a member of the Rotary Club, a 32nd degree Mason, and a Shriner. He has been a member of the Odd Fellows since 1914.

Patton doesn't think that the Town of Hereford can afford a full time fire department. The cost would be too high he says. He does think that they could have four or five full time firemen to man the first trucks out, though.

Four, Full Time Members

"With the volunteers we have, we don't need more than four full time members," he said. "This town just doesn't warrant a full time department."

He doesn't regret his work with the department. He didn't think that the job as chief hampered him. Most of his office work was routine and that left time to fulfill the duties of chiefing the cities fire fighters.

He plays golf twice a week, shooting a "rotten score." He still goes to a fire, occasionally, as does any fire-dog who has quit the game. He's got lots of ideas on the prevention of fires. The one main cause of fires, in his estimation, is the piling up of trash in out of the way places. "I'll have to practice what I preach, though, because my office is always messed up with paper that is just right for a nice expensive fire."



FIRE FIGHTING EQUIPMENT HAD PROGRESSED TO THIS NEW ENGINE IN 1928—A. B. Busbee, American LaFrance representative, is seated on the bumper, Chief Dow Mercer is seated next to W. C. Pittman who is at the wheel. The rest of the 28 group from the front to the back is R. D. Morton, Lon Boyd, Willard Witherspoon, Sank Ramey, Haskell Runtun, Charles Burkett and Glenn Witherspoon.

"THE ROW" BURNED IN JANUARY 1903 Fire Changed Site of Downtown Hereford

(Editor's Note: The following story taken from the January 28, 1903 file of the Brand describes the first serious fire in Hereford history. As a result of this fire the downtown section moved to its present location.)

At about 1:30 a. m. Tuesday, January 28, 1903, the citizens of this city were awakened from their usually peaceful slumbers by the rapid firing of pistols and terror-stricken cries of Fire! Fire! and the clanging of the different church bells which rang out in the still night, tolling, as it were, the death knell of the city.

The startled citizens rose from their peaceful couches, and glancing from their windows, saw that Dewey Avenue was afire. It is needless to say that they wasted little time in donning their wearing apparel—many of them leaving their homes in a half-dressed condition—and hurrying to the scene of the conflagration where they commenced the first fire battle in the history of Hereford.

The origin of the fire is not positively known, though it is thought that it started in the rear of G. W. Dale's barber shop, or more properly speaking, in the furnace used for heating the water for the bath room. Probably the first intimation that there was a fire in progress was received by Charles Orr and S. Johnson, who occupied sleeping

quarters in the rear of the former's store building, which adjoined the barber shop, they being nearly suffocated with smoke when awakened, and it was with some difficulty that they escaped from the building. In the emerging process, Mr. Johnson was severely cut on the wrist from breaking a window.

By this time several people had gathered on the ground carrying the stock out of the and were soon busily engaged in different buildings which had not yet been ignited by the fire. The contents of the Orr, Miller and Britian buildings were totally destroyed, but in the other buildings burned most of the stock had been removed before the fire had gained headway therein.

It was soon an evident fact that all of the buildings in what is known as the "row" were doomed to destruction and all hands went to work with a will to try to save the adjoining buildings. By hard work the Cogdell racket store building was saved, notwithstanding the fact that it was but twenty-five feet from the burning buildings on the north. It shows grim evidences of the disaster, however, as the north side is badly scorched and was on fire several times.

During this time the fire fighters were busily engaged in throwing water and wet blankets on the buildings on the opposite side of the street, which also caught fire several times,

but were as quickly extinguished. When the fire had reached the building occupied by Guy Gemble's saddlery and harness shop, some very hard work was done to save the Hereford Mercantile building on the north and the G. R. Hay building on the east. Their efforts met with success in the former case, but were without avail in the latter, as it soon became known that the Hay building was doomed to destruction. The fighters' Loveless and Black Furniture stores were then turned to the store and the warehouse of the Hereford Mercantile Company. Just about the time that it was conceded that no efforts would save these buildings—and consequently all of the buildings north—the wind changed enough to carry the flames to the south-east and the danger on that score was over. Another hard fight was then in progress to save the buildings south of the Hay building. But for the building adjoining—owned by W. M. Sullivan—being of corrugated iron their efforts would have been unavailing.

The following buildings were totally destroyed: F. B. Fuller building occupied by Lee Gilliland as a meat market; B. W. Miller's, occupied by the T. H. Collins real estate office; S. Johnson's bicycle shop and Wolford and Reid's City Cafe; Charles Orr's, occupied by Mr. Orr as a confectionary store and W. D. Robinson's Hereford Res-

taurant; George W. Dale's, occupied by his barber shop and J. A. Canterbury's boot and shoe shop; F. H. Britlan's, occupied by B. T. Hinton's confectionery store and W. C. Green's bakery; D. T. Blainship's, occupied by L. S. Smith's jewelry store; Basham's and Sym's barber shop and John Wyatt's confectionery store; Mr. Hill's, occupied by Guy Gemble's saddlery; G. R. Hay's, occupied by Garrison Bros.' hardware store and Williams and Harrison's gent's furnishings goods house; the Masonic Temple, being the second story of the G. R. Hay building, but owned by the Masonic fraternity.

(Total losses amounted to \$27,000 in the fire to the above concerns.)

Fire Notes

Ed Dyer, in his efforts to save the W. M. Sullivan building, became overcome from inhaling smoke, and was carried to a place of safety and Dr. E. W. Tinsley called. For a few hours it was feared that he would expire from the injuries sustained to his lungs, but at last accounts was recovering.

S. T. Davis, while passing water from the ground to the fighters on the Hereford Mercantile building, was struck on the head by a falling water bucket, but sustained no serious injury, aside from the shock.

While engaged in removing a barrel of Beaumont oil from the

(Continued on Page Three)



1937 FIRE DEPARTMENT—This photo was taken on a sorrowful occasion, the day of Chief Dow Mercer's funeral. Chief Mercer's picture is inset above the group. Front row, left to right, is Mack Pittman, Roger Corbett, Bud Witherspoon, Glenn Witherspoon, Gaylord Newell, Richard Jewell, Onias Carroll and John Patton. Second row: William Russell, Jiggs Hartman, Arthur Tiesel, Willard Witherspoon and Clarence Wright. Back row: Ed Johnson, Earl Woods, J. W. Robinson Earl Robinson, W. C. Pittman, and Orland Newell.



LOOK OUT, FERDINAND—Although soccer has replaced the traditional bull-fight as Spain's national sport, crowds still flock to cheer and jeer the fighters at Madrid's arena. This pleader, his feet and calves well protected by steel and leather, inflicts painful wounds on the bull to weaken and madden him. Then the matador takes over.

JUMBO NEWS
Spinning Wheel Club Has Party

By MRS. GLEN MAY
Members of the Spinning Wheel Club enjoyed a garden party at the home of Mr. and Mrs. Martin Fulcher Friday night, September 23. Those attending were Mr. and Mrs. Ed Mauck, Mr. and Mrs. Wayne Dyer, Mr. and Mrs. Bob Pinckert, Mr. and Mrs. Fred Axe, Mr. and Mrs. Glen May, Mr. and Mrs. Kester Duran, Mr. and Mrs. Anderson Axe and Mr. and Mrs. Emzy May of Claude. Mr. and Mrs. Fred Axe, Mr. and Mrs. State Home Demonstration meeting at Mineral Wells Friday night.

Mr. and Mrs. Wayne Dyer took Judy to Amarillo Sunday morning to visit Uncle Jay. While there, Judy fell, cut her arm and had several stitches taken.

Mr. and Mrs. Ed Mauch were Amarillo shoppers Wednesday.

Mr. and Mrs. E. L. Lewis returned to their home in Kule Friday after spending several days at their farm here.

Mrs. Emzy May and sons of Claude were week end visitors of the Glen May family.

Mrs. Fred Axe, Mrs. Howard Bishop and Mrs. Glen May were in Happy Friday to visit Mrs. Clayton Devin and to attend a demonstration on "Leathercraft."



LOOKING THINGS OVER—President Carlos Prio Socarras of Cuba gets into a jeep driven by his recently appointed chief of staff, Gen. Ruperto Cabrera, to inspect the grounds of the Cuban Military Academy at Managua.

Mrs. F. E. Clowds underwent a gopher operation Monday morning. She was brought home Saturday and is reported doing well.

Mr. and Mrs. Henry Hastings and Mr. and Mrs. J. T. Glibreath, Jr. and Royce Ann were inampa Sunday. They were guests of Mr. and Mrs. Myron Marks. Mrs. Marks is the former Betty Hastings.

Mr. and Mrs. Sam Jolly, Amarillo, visited Mr. and Mrs. Bill Brady this week. Mrs. Jolly is Mrs. Brady's sister.

Mr. and Mrs. J. H. Williams, Chihuahua, Mexico, visited Mrs. E. J. Williams in Hereford over the week end. Mrs. Williams is the mother of Mr. Williams.

Mr. and Mrs. Frank Smith have returned from their two week vacation.

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



WRITES OF WEST—This is a late picture of Louis Nordyke of the Amarillo Globe-News. Nordyke is the author of a new book, "Cattle Empire," which tells the story of the famed XIT ranch. (AP Photo)

Why Play with Fire?



You needn't wear a fireman's hat to fight fire! Do your part now! Eliminate all fire hazards in and around your home.

Insure Your Home & Belongings

ROSE & BARBER
107 EAST THIRD



We Salute Every Member

of the local

VOLUNTEER FIRE DEPARTMENT

1
MATCH CAN DESTROY
1,000,000.00

ONE DOLLAR WILL BUY TEN THOUSAND MATCHES

ONE MATCH WILL DESTROY ONE MILLION DOLLARS

1. Use only metal containers for hot ashes and rubbish.
2. Have your smoke BEFORE you go to bed.
3. Keep matches away from small children.
4. Do not use kerosene to start ANY fire.
5. Keep all heating appliances in good repair.
6. Repair defective electrical equipment.

HUNTER'S
RED & WHITE STORE

WE THOUGHT EVERYBODY KNEW REDDY!

A recent national survey showed that 20% of business-managed electric company customers either think their electricity comes from a government operation, or don't know what kind of company serves them.

That came as quite a surprise! One out of every five customers didn't know who Reddy Kilowatt works for! We thought everybody knew that wherever you see Reddy you see the symbol of business management... free enterprise... in the service of all the folks in the community.

Yes, and that's what your Public Service Company is... a home-operated company... business managed... ever striving to bring more and more dependable, low-cost service for better living—electrically—to everyone.

Hear "HYMNS OF THE WORLD" each Sunday at 12:45 P.M. on YOUR PUBLIC SERVICE COMPANY NETWORK

SOUTHWESTERN PUBLIC SERVICE COMPANY
66 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



"Very good, comrade professor—now if we could only duplicate the State Fair of Texas!"

The Row...

(Continued from page 1) side of the Hill building, the barrel overturned, the contents of which thoroughly saturated J. P. Snyder. It was at first thought that Mr. Snyder was injured, but it turned out that only his clothes were injured, being ruined.

Many of our citizens are sore and lame from their hard work of Tuesday morning.

The great need of hooks and ladders and other fire fighting apparatus was easily seen Tuesday morning. Perhaps we will get them now.

Incorporation and a water works system was the general

topic of Tuesday, and a petition to the county judge, requesting that officials order an election in the near future, was readily and gladly signed by most of the citizens.

The sight of the ladies engaged in carrying water, to the lighters and in carrying goods from the burning buildings was an inspiration to the men for the valiant service which they performed.

Only a Divine Providence in changing the course of the wind and the proper moment, saved the entire business thoroughfare from total destruction.

At one time it looked as though the buildings on the east side of Dewey Avenue were bound

to go and the owners of the stores therein lost no time in removing their stocks of goods. As a result everyone's goods were piled promiscuously together and required no little effort to sort and replace them.

Lee Gilliland has opened his meat market in the rear of the Sullivan building.

The T. H. Collins Co. are located for the present in the Roberts building.

Williams and Harrison are temporarily quartered in the Sullivan building.

Bassham and Syms are in A. P. Murchison's office in the Hereford Land and Abstract Company's building.

G. W. Dale has opened up in

Ricketts and Raynor's office in the Hereford House annex.

STRICTLY FRESH

EVERYBODY talks about the weather, and along about this time of year, some people begin to swear at it.

Ladies' hemlines will go up a bit this fall. As far as the men are concerned, it's a nice little lift.

The U. S. now has a nine-year supply of eggs, bought to keep the price up. Oh, well, there's always an election coming along next year.

ELECTRICAL CONTRACTING
FREE ESTIMATES
 LIGHTING FIXTURES—APPLIANCES

NIPPER ELECTRIC

PHONE 154

307 MAIN HEREFORD



Standing: George Rock, Jack Golly, Doodles Weaver, Eddie Metcalf
 Seated: Spike Jones and the Slickertettes
 SPIKE JONES' MUSICAL DEPRECIATION REVUE



We Salute the

HEREFORD VOLUNTEER FIRE DEPARTMENT

on this . . . the National
FIRE PREVENTION WEEK

KNOW YOUR LOCAL FIRE FIGHTERS

- EARL PHILLIPS
- GLENN WITHERSPOON
- DAVID PHILLIPS
- W. O. WITHERSPOON
- BUD WITHERSPOON
- GEORGE JOWELL
- J. W. ROBINSON, JR.
- ONIAS CARROLL
- GLENN WATTS
- DEBBS KNOX
- "TUP" LOERWALD
- GENE LOERWALD
- ARTHUR TIEFEL
- BUB NEWELL
- ROGER CORBETT
- RICHARD JOWELL
- JIM ROBINSON
- CLAY ANGELO
- CLARENCE STRANGE
- JIGGS HARTMAN

We Urge

YOU,

FELLOW CITIZENS

To Use

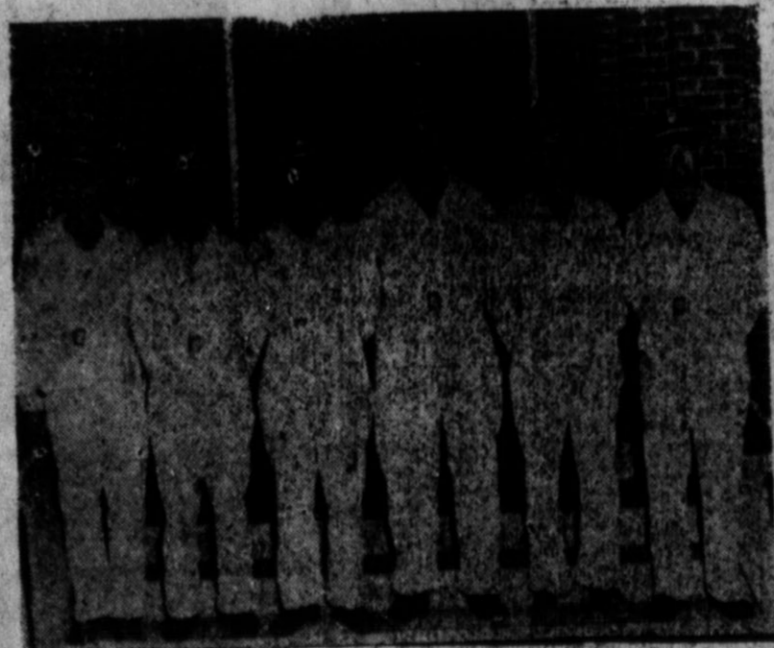
EVERY PRECAUTION

Throughout the Year

BRING BACK A LOWER FIRE RATE FOR HEREFORD



In Texas, the annual death toll from fires for the past five years is estimated to be 520 persons. Of this number, it is estimated 350, half of them children, lost their lives in fires that occurred in dwellings.



PUBLISHED IN THE PUBLIC WELFARE BY

The City of Hereford

TRY **Cramer** POSTURE CHAIRS AND BE SURE

INVERTED BEARING

ADDS YEARS OF SERVICE

"The more it bears--the better it wears"

Focal point of swivel-efficiency, the Cramer Inverted Bearing sheds wearing abrasives . . . dust and grime simply fall away. Housing and bearing maintain a progressively closer grip as seated pressure is exerted throughout the years. Because this bearing is directly beneath the seat, the wobble factor is further eliminated. Consider the advantages of the Inverted Bearing AND consider the comfort and scientific posture-wise seating of Cramer Posture Chairs—the chairs that are ENGINEERED . . . Not just built!

FREE Five Day Demonstration in your office.

THE HEREFORD BRAND

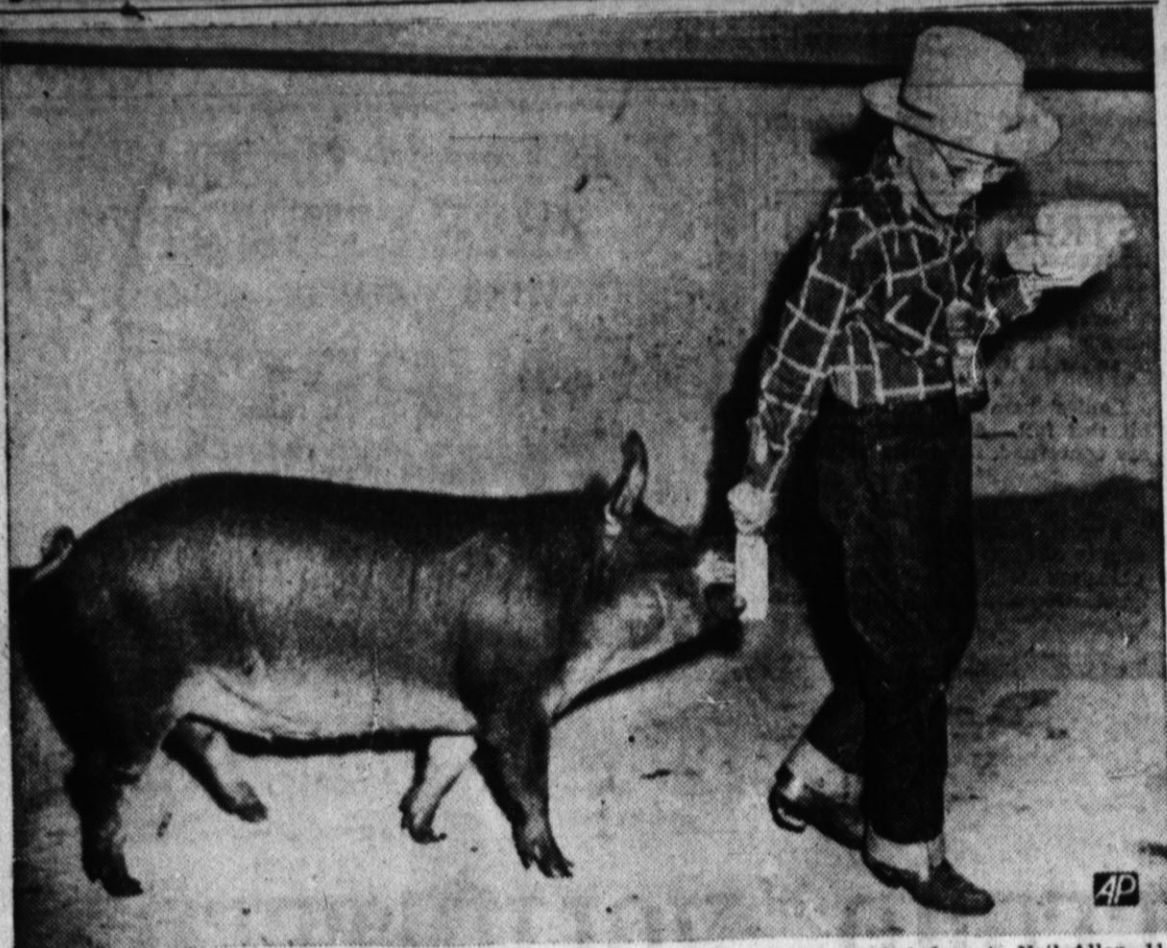
YOUR GRAIN MEANS MONEY IN THE BANK!



Assure '49 profits by taking full advantage of government support programs—store grain on your farm in a **QUONSET**

- All-steel Quonsets meet all C.C.C. requirements for grain storage facilities!
- You get a fire-resistant, wind-resistant, all-purpose building that's ideal for equipment storage, animal shelter and general storage.
- Financing available through your local bank or Commodity Credit Corp.

SEE or WRITE
Orville Groneman
 Rt. 4, Hereford



THREE WINNERS—A prize winning hog nibbles prize winning corn and they both belong to Neil Allen, 11, a sixth-grader in Florence Hill, Tex., school. Neil won two of the eight blue ribbons given in a Dallas county swine and corn show this fall. (AP Photo)

DAWN NEWS Construction On New Field Building Belonging To David Rodgers Starts

Dinner guests in the Floyd Hereford and Mrs. Myrtle Smyth, Walton home Sunday were Mr. Mrs. H. H. Miller and Mrs. and Mrs. Monroe Palkin and David Rodgers shopped in Here- children. Miss June Heck of ford Tuesday afternoon.



J. C. RICKETTS, REALTOR
Irrigated farms, Wheat land, Ranches
Your business appreciated!

Mr. and Mrs. H. V. McCabe and Mr. and Mrs. Floyd Walton went to the Tri-State Fair in Amarillo Wednesday.

Mr. and Mrs. L. D. Box and children and Mrs. John Baize of Abilene were dinner guests of Mr. and Mrs. A. C. Hershey Tuesday. Mrs. Box and Mrs. Hershey are sisters.

Mr. and Mrs. Alfred May and Mr. and Mrs. Melvin May were at the fair Tuesday.

Mrs. Iley Barton returned home from the Deaf Smith County hospital Monday evening where she had undergone an operation. We all hope for Mrs. Barton a speedy recovery.

Mr. and Mrs. V. C. Hager and Mr. and Mrs. J. Enne Haney and son, Jimmie, attended a drive-in theatre in Amarillo night.

Mrs. Cecil Payne gave a birthday dinner Sunday honoring her sister, Mrs. L. E. White of Hereford. Those present were Mr. and Mrs. L. E. White, Billy, Mr. and Mrs. Jonnie Haney and son, Jimmie.

Mr. Lloyd Bentley left Friday afternoon for a visit to Musko-

PERSONALS

Mrs. Zora Pope recent guests of Mr. and Mrs. J. E. Turner were Mr. and Mrs. A. C. Walker and daughters, and Mr. and Mrs. Tom Newton of Amarillo and Conway.

Visitors in the C. W. Dixon home during the past week were Mrs. Emma Duncan, Mr. and Mrs. Wayne McIz of Assumption, Ill., and Mr. and Mrs. W. S. Dixon of Dimmitt.

Mrs. Frank Lucas returned from Brownfield Thursday after spending several weeks away from Hereford.

gee, Okla.

Mrs. L. G. Allen and son, Dale, shopped in Amarillo Wednesday.

Mrs. C. C. York of Amarillo visited friends here on day last week.

Another new building is going up here. It will be used as a field mill when it is complete. David Rodgers is putting up this building.

Mrs. Charles C. Carder surprised her husband with a birthday party in his room at school Wednesday afternoon. A beautiful birthday cake with one large blue candle was the center of attraction. They played a guessing game as to Mr. Carder's age with the candle going to the one guessing his age. Walter Martinez got the candle.

Birthday cake and ice cream was served to Mrs. Walter Beavers, Mrs. J. D. Bruner and Mrs. Goodman and the students in Mr. Carder's room, Irlene Galley, Willie Mae and Ruby Wilcox, Murel Southern, Walter Martinez, Bobbie Miller, Gywendyn Beard, Travis McGaughney and Doris Harriman.

Mr. and Mrs. A. T. Frye were at the fair Wednesday. Mr. and Mrs. Zed Stewart and Mr. and Mrs. Puck Anderson went Wednesday night.

Mrs. J. D. Bruner entertained the 29 students in her school room last Friday to celebrate all the children having birthdays in September. Refreshments were served to all.

Mrs. Cecil Payne entertained friends Wednesday afternoon with a Stanley party. Mrs. Dorba of Hereford was demonstrator. Refreshments were served to Mesdames Zed Stewart, Buck Anderson, C. C. Stewart, Larry Loerwald, Tony Burris, Bob Lowry, H. T. Drake, H. G. Fuller, W. W. Wilcox, W. V. Adams, Johnnie Haney, Palmer Norton, Loyd Airhart and L. E. White and Ma Jennings of Hereford.

Mr. and Mrs. L. Gallen and son, Dale, drove to Baileys Bara Sunday to visit with their daughter and sister, Mrs. A. G. Smilper and Mr. Smilper.

The Dawn Junior Music Club will meet Monday night with Miss Dona Airhart. All members are urged to attend.

How Are Things on Your Range?

ROUGH?

Well, pardner... there's no need for you to have trouble in your "Chuck Wagon"... no, mam... not as long as wonderful new modern automatic gas ranges are available to you.

Let's stop riding herd on that old cook stove and learn what a pleasure automatic gas cooking can be—SEE YOUR GAS RANGE DEALER TODAY.

... and here's some extra good news. If you purchase one of these time-saving, money-saving, good-to-look-at natural gas ranges during the Old Stove Round Up (October 1 to November 30 inclusive) you will receive a beautiful set of Libby-Owens Chip-Proof "Blue Flame Glasses", absolutely FREE. This offer applies only to retail sales!

West Texas Gas Company
HELPING BUILD WEST TEXAS SINCE 1927

ITS TIME TO SEE THE LIGHT!

JOIN YOUR FARM BUREAU
OCT. ORGANIZATION WEEK 21-28

TODAY'S QUESTION

... for Farmers

1. Shall Farmers Continue to Let Organized Pressure Groups Dominate Government and Pass Laws Contrary to the Interest of Farmers and the General Public.
2. Shall Farmers Organize to Protect, Promote and Secure Their Business?

--ANSWER--

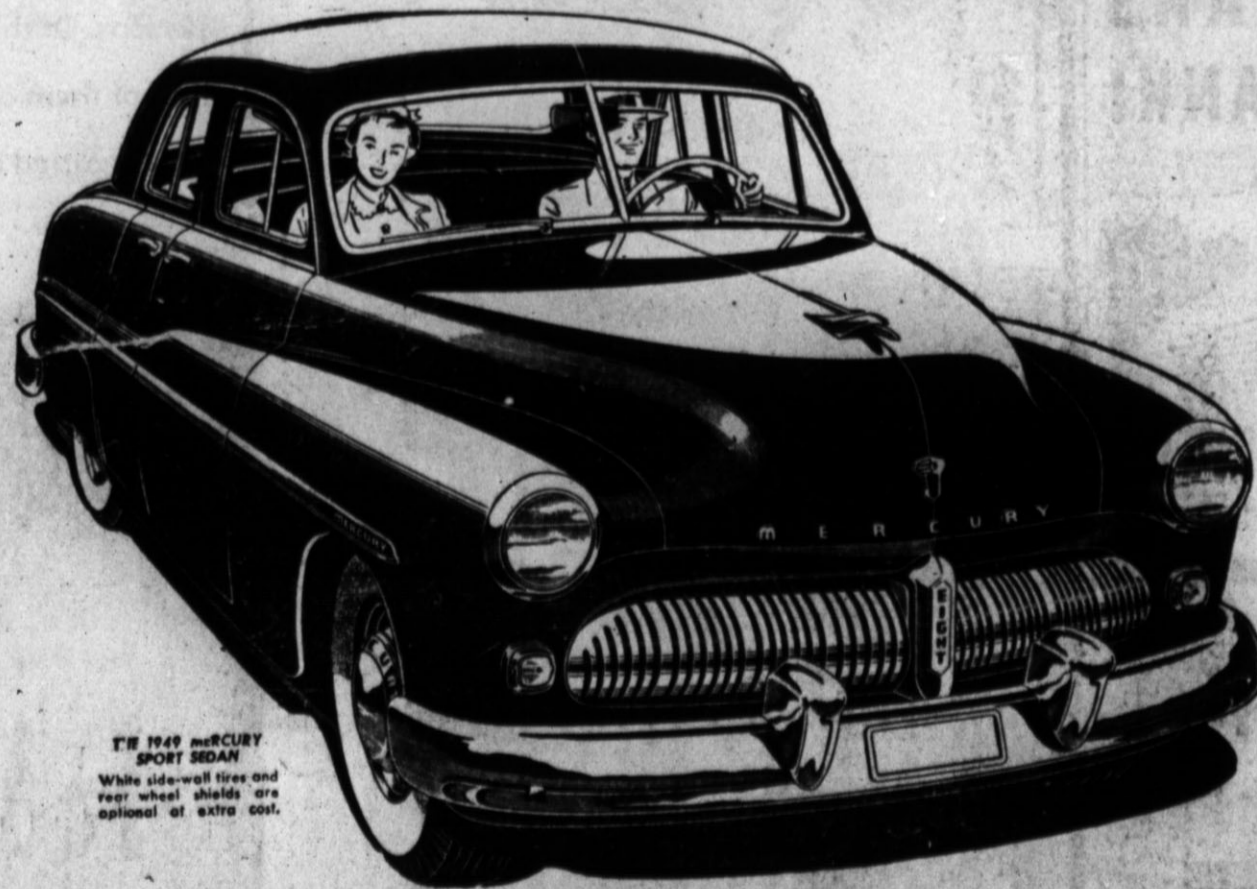
Join The Deaf Smith County

Farm Bureau

State - Wide Organization Week, October 21-28

"Yes-MERCURY now has more owners than ever!"

AND "BETTER VALUE IS THE REASON WHY!" SAY OWNERS



THE 1949 MERCURY SEDAN
White side-wall tires and rear wheel shields are optional at extra cost.

What's made MERCURY so mighty, popular today?

Better value is the answer!

Big and massive as it is, the handsome new MERCURY is the *thriftiest* car in its class! The *liveliest* performer! New front coil springing and a "comfort-zone" ride make it the *smoothest* traveller, too! And increased all-round visibility plus "super-safety" brakes give you *safety* no other car at its price can surpass.

And when you consider MERCURY's *smarter styling*... *greater dependability*... *higher resale value*, there's just no question about it.

You'll find it *pays* to make your next car MERCURY, too! Come in and drive the MERCURY today!

Hereford Motor Company

Dudley Green

Hereford, Texas

Archie Scott

Fires annually destroys enough timber and lumber to build 85,000 five-room houses. The shortest route between buyer and seller, is a classified ad in the Hereford Brand.



Don't Just
Read
about
FIRE PREVENTION WEEK

Do
SOMETHING ABOUT IT
... INSURE

ELIZABETH WOMBLE



John McLean

AGENCY
Phone 181 or 273
Hereford



"I'M NOT SO SURE I WANT THE JOB"—Poquita, in the hands of his master, Xavier Cugat, looks as though he doesn't give a hoot over his honorary chairmanship of National Dog Week. On the contrary, the rhumba king's familiar pet looks as though he'd be more comfortable on New York's good old terra firma and the firma the terra the better.

From The Grandstand...

By WILBUR MARTIN
Associated Press Staff

Don't disregard the youngsters! You may find one or more sophomores on the All-Southwest Conference football team this year.

That's a large statement, but there's a large crop of flashy first year varsity players. To name a few: Paul Williams, Joe Arnold and Byron Townsend of the University of Texas; Glenn Lipman, Bob Smith and Bob Shaeffer of Texas A&M; Stan Williams, Larry Isbell and Bobby Heid of Baylor; Don Wilde, Tommy Moorman and John Morton of Texas Christian; Bill Howton, Teddy Biggs and Bill Burkhalter of Rice; Don Logue of Arkansas; Dick Hightower, Pat Knight and Henry Stoltenwerck of Southern Methodist.

Williams and Arnold have nailed down first string line positions for the Longhorns and Townsend is seeing lots of action. Lipman and Smith are two of A&M's most potent backs. While Logue is scheduled to be the No. 1 "man under" in Arkansas' T formation.

Morton's already a source of joy at Texas Christian. Most of Southern Methodist's better sophomores are backs—and it's practically impossible to break into the starting lineup. But they'll see plenty of service.

The University of Texas and Texas A. and M. are depending more on sophomores than the other schools. Sophomore stars are not unusual in the Southwest Conference. But this season there seems to be more than the usual number.

Enough good sophs can win a championship. Remember the 1947 Southern Methodist team? Doak Walker, Dick McKissack, Frank Payne, etc were in that classification.

Sophomores played a prominent part when Texas won the title in 1928 and 1930. Three Longhorn sophs—Townsend, Carl Mayes and Bobby Dillon—scored touchdowns the first time they handled the ball from scrimmage

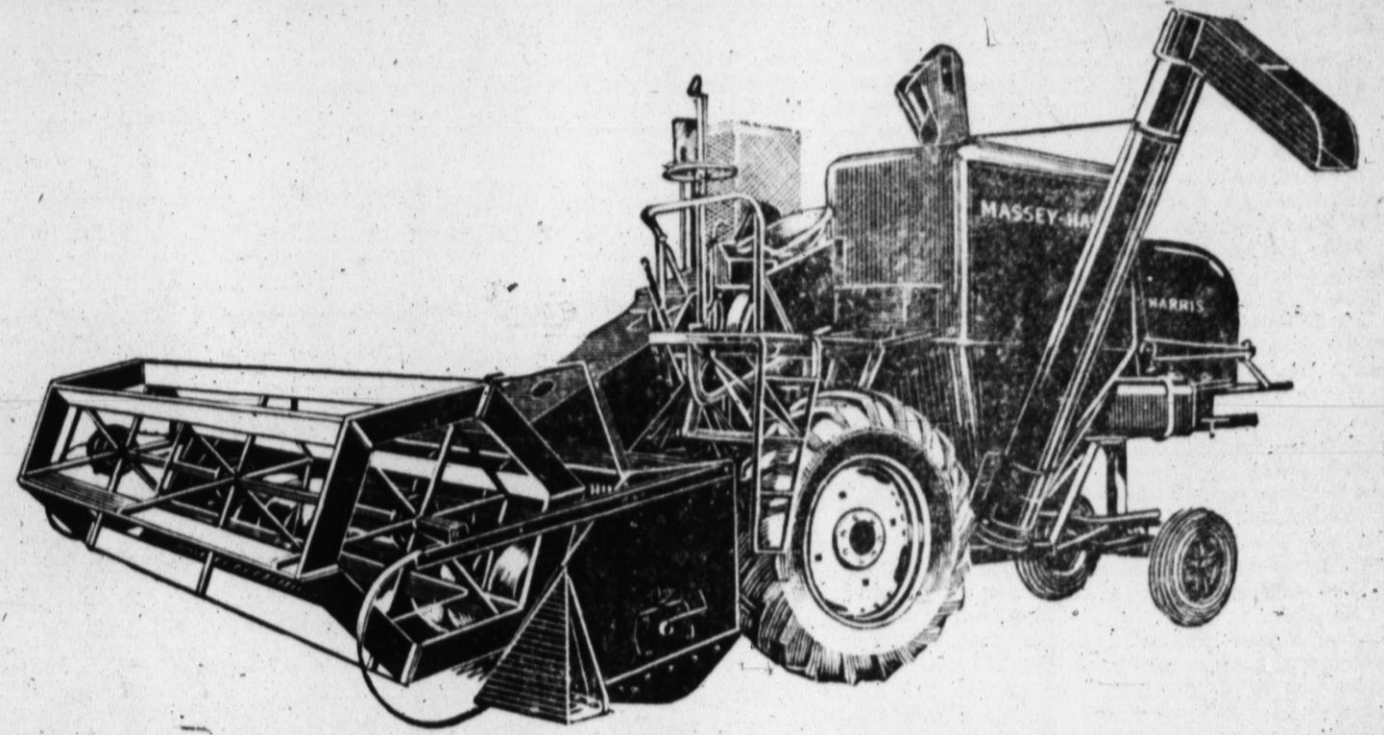
this season. A penalty nullified Townsend's effort.

One sophomore that had been expected to run high, wide and over goal lines this year was Gilbert Bartosh, the ex-granger flash. Rumor has it, however, that Texas Christian will hold him out of action this season.

Thousands of tons of badly-needed food are laid waste by fire. Annually fires occur in 2,000 flour mills and elevators, 200 packing plants, 900 bakeries, 10,500 restaurants, 20,000 barns, 500 creameries and dairies and in thousands of groceries, warehouses and farms.

Each year 175,000 forest fires, of 575 per day, burn over 25,000,000 acres or an area the size of the state of Virginia. Fighting these fires requires a million man days of labor, or the equivalent of 100 crews of 100 men each working for 100 days.

An army of more than 800,000 municipal fire fighters is maintained throughout the United States on a full-paid 24-hour basis to guard against fire. This is 150,000 men larger than the entire United States Army in 1940.



NEW MODEL 27

16 Ft. MASSEY-HARRIS COMBINES

A Few Available

**JOHN WOOD
Equipment Co.**

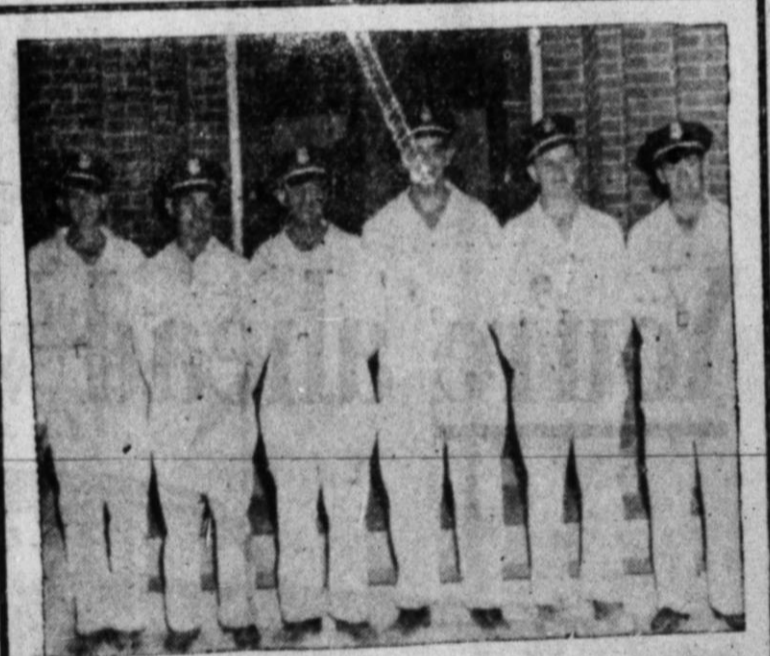
**FIRE PREVENTION WEEK
October 9-15**

**SAVE LIVES AND
PROPERTY**

Fires cause 10,000 deaths annually;
47,000 serious injuries annually; \$45,000,000
property loss annually.

**WE CAN CUT THESE
FIGURES THROUGH
CAREFULNESS**

We urge everyone in this community to help
stamp out all fire hazards — in Fire Prevention
Week and Every Week.



PUMPER CREW, HEREFORD VOLUNTEER
FIRE DEPARTMENT

WE SALUTE

These Members, and Every Member
of our
HEREFORD VOLUNTEER FIRE DEPARTMENT
and we ask you to join with us
in lending every cooperation
throughout the year

**YOUR BUTANE DEALER IS ON THE ALERT - ALWAYS
GUARDING AGAINST FIRE HAZARDS FOR YOU FOR US.**

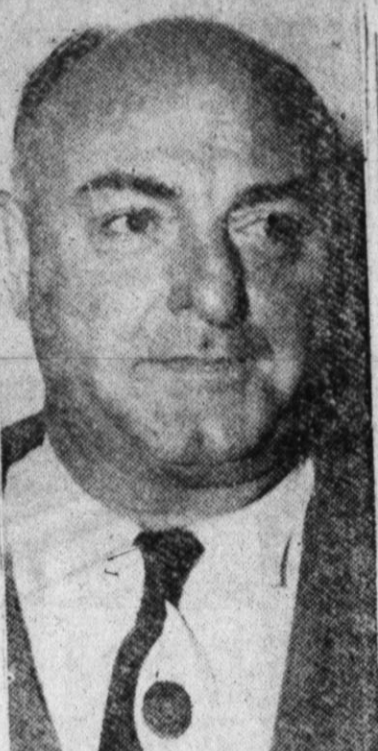
BLANTON BUTANE, INC.

COURTHOUSE RECORDS

Deeds of Trust
 M. J. Noel to L. H. Shore. The 161.9 acres of the E 1/2 of section Block K-3, less 4 1/6 acres of the W corner thereof. \$6,400.
 Leslie Daub and wife to First Federal Savings and Loan Association of Clovis. The W 3/4 of the E 200 feet of the S 150 feet of block 76, town of Hereford and Additions.
 Thomas L. Crone and wife to E. I. Brownlow. The E 64.355 feet of the W 1/2 of the N 150 feet of lot 6, block 4, Womble Addition to Town of Hereford. \$3,625.
 Thomas L. Crone and wife to First Federal Savings and Loan Association of Clovis. The E 64.355 feet of the W 1/2 of the N 150 feet of lot 6, block 4, Womble Addition to town of Hereford.
 Otis Leroy Foster and wife to Farm and Home Savings and Loan Association. Lot 34 of Ralph Smith subdivision of part of block 4, Ma-

try Addition to Town of Hereford. \$6,000.
 G. W. Johnson and wife to Farm and Home Savings and Loan Association. W 100 feet of E 200 feet of N 1/2 of block 76, to Town of Hereford. \$6,000.
 Henry Brorman to Federal Land Bank First tract: 160 acres of NE 1/4 of survey 37, block K-3, S K and K certificate 333, abstract 286, patent 537, volume 28. Second tract: N 120 acres of E 1/2 of survey 36, block K-3, S K and K, certificate 332, abstract 978, patent 357, volume 46. (Page 356) \$12,700.
Warranty Deeds
 Bruce M. Rose to Bob Wilson and wife. Lots 5 and 6 of Thompson's Subdivision of NW part of block 10, Evans Addition to Town of Hereford. \$2,750.
 M. J. Noel and wife to L. H. Shore. The S 20 feet of lot 13 and N 40 feet of lot 14, Turrentine's Subdivision of E 1/2 of block 10, Evans Addition to Town of Hereford. \$10,000.
 Clara Shore and husband to M. J. Noel. S 161.9 acres of E 1/2 of section 21, block K-3. \$11,400.

Barney F. Bock and wife to Leslie Baub and wife. W 50 feet of E 200 feet of S 150 feet of block 76, Town of Hereford, and additions. \$4,125.
 Ella Lorens Foster to Delbert Bainum. The S 53.75 feet of N 103.75 feet of lot 6 in block 21, Evans Addition to Town of Hereford. \$10.
 Laurence J. Fitzsimon to J. A. Pitman. All of block 53, Evans Addition to Town of Hereford. \$10.
 Chet W. Williams and wife to J. C. Perrin and C. S. Perrin. All of section 18, Township 5 N of range 4 E of a Capital Syndicate Subdivision. \$28,800.
 Milton C. Adams and wife to G. W. Edwards. N 18 feet of lot 3, block 31 of original town of Hereford.
 W. D. Johnson and wife to Harry Brorman. W 1/2 of section 77 and the NE 1/4 of section 84, both in blk. K-5. \$31,200 (page 102).
Releases
 S. E. Burleson to L. J. Johnson. Part of block 5, Welsh Addition to Town of Hereford.
 Kansas City Life Insurance Company to T. F. McCrary and wife.



SPECIALS SCHOOLS CHIEF — Moyan Kelly, 48, above, is the new executive director of the Texas State board for hospitals and special schools. He will help the new state board run 22 eleemosynary institutions and hospitals which have 4,000 employees. (AP Photo)

Deed of Trust listed in volume 52, page 273, Deaf Smith County Records building.
 First National Bank to Herman Neff and Oje T. Peters. All of blocks 33 and 34, Whitehead Addition, Town of Hereford.
 Pearl Harrison to H. M. Thomas et ux. SE 1/4 of section 63, block K-8.
 J. H. Sears to George D. Funk and Lester A. Funk. Part of block 25 Ricketts Addition, Town of Hereford.
 Land Bank Commissioner and The Federal Farm Mortgage Corporation to D. R. Grimes and wife. Deed of Trust.
 Maud E. Hackworth to Wallace C. Cox. E 70 feet of N 75 feet of block 9, Evans Addition to Town of Hereford.
 L. H. Shore to P. J. Rose and Bruce Rose. Deed of trust. (page 102).
 Marriage Licenses
 Bill Hapton to Patsy Jean Hammock.
 Richard Ireland to Patsy Ann Slagle.

Every 36 seconds fire breaks out in the United States. Every 1 1/2 minutes an American dwelling catches fire. Every 50 minutes a person dies in a fire or from burns.



TOTAL LOSSES FROM FIRE Are Still Common ON THE FARM

And we, as farm machinery dealers, are aware of the many precautions you and I must consider the year around, Fire Prevention Week, and every week. We Note These Basic Precautions:

- DON'T FUEL TRACTOR WHILE MOTOR IS RUNNING
- USE CARE IN STORING AND HANDLING FUELS
- DON'T STORE OR RUN TRACTORS INTO BARN'S FILLED WITH HAY OR DRY FEED

INSTRUCT ALL FARM HANDS IN FIRE PREVENTION

We Send Greetings and Sincere Appreciation to the Members of the Hereford Volunteer Fire Department



We extend special thanks to these boys, for we know, that our entire business would have burned at one time had it not been for the promptness and efficiency of these men of the Hereford Fire Department.

H. E. MILLER OLIVER CO.

THIS IS NATIONAL FIRE PREVENTION WEEK



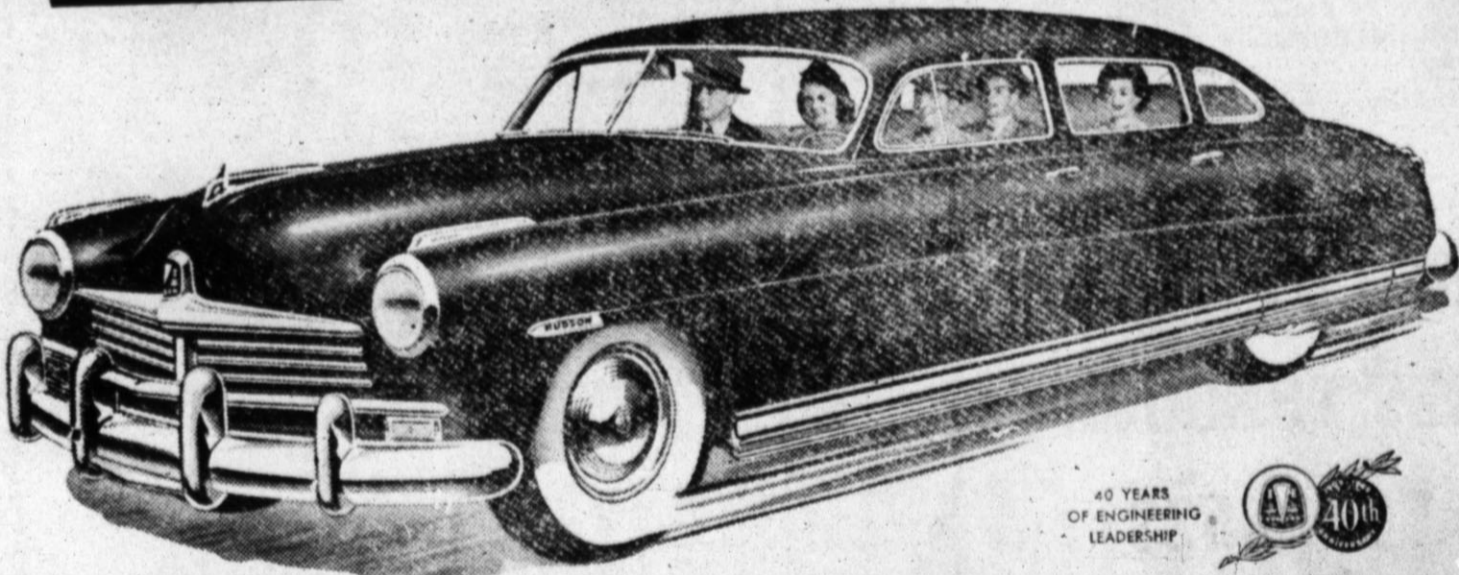
DEATH STALKS When YOU Clean Clothes At Home
CALL US AND PREVENT CALLING THE FIRE BOYS!

PICK UP AND DELIVERY SERVICE
PHONE 111

ACME CLEANERS
 ALL GARMENTS INSURED

308 NORTH MAIN STREET
 MADE-TO-MEASURE CLOTHES
 HEREFORD

HUDSON STYLING IS AHEAD...
HUDSON STEP-DOWN DESIGN IS AHEAD...
HUDSON SALES ARE AHEAD!...
You're ahead with Hudson



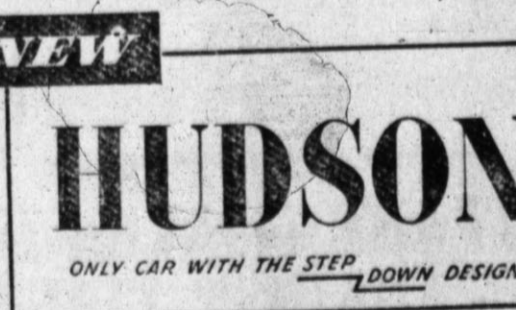
WHAT a car! And what a royal welcome it's getting from value-wise Americans! Already, of the more than quarter-million owners of New Hudsons, over 120,000 are motorists who switched from other makes to own a "step-down" designed New Hudson—and as a result, sales so far this year are over 30 per cent ahead of last year's glorious record! Yes, alert motorists have been quick to discover that Hudson's exclusive "step-down" design brings, not just more, but the most of the four things people want most in a motor car—beauty, roominess, road-worthiness and all-round performance!

Let's take road-worthiness for example! It's a fact that the New Hudson—thanks to "step-down" design—achieves the lowest center of gravity in any American stock car, yet there's full road clearance! Result: the safest, steadiest, hug-the-road ride ever known!

One Revelation Ride will show you that the "step-down" designed New Hudson is not only ahead—but years ahead! Indeed, the New Hudson is so advanced in design it's a protected investment for your motor-car dollars!

Why not come in for that Revelation Ride today, while we're offering the best deals in a decade!

HUDSON A LEADER IN RESALE VALUE!
 Come in today and ask us to show you the latest Official Used Car Guide Books of the National Automobile Dealers Association. You'll see that "step-down" designed New Hudsons command top prices in the nation's used-car markets!



HERE'S WHERE TO GO FOR BETTER DEALS

Hereford Hudson Company
 1220 E. 1st. PHONE 723



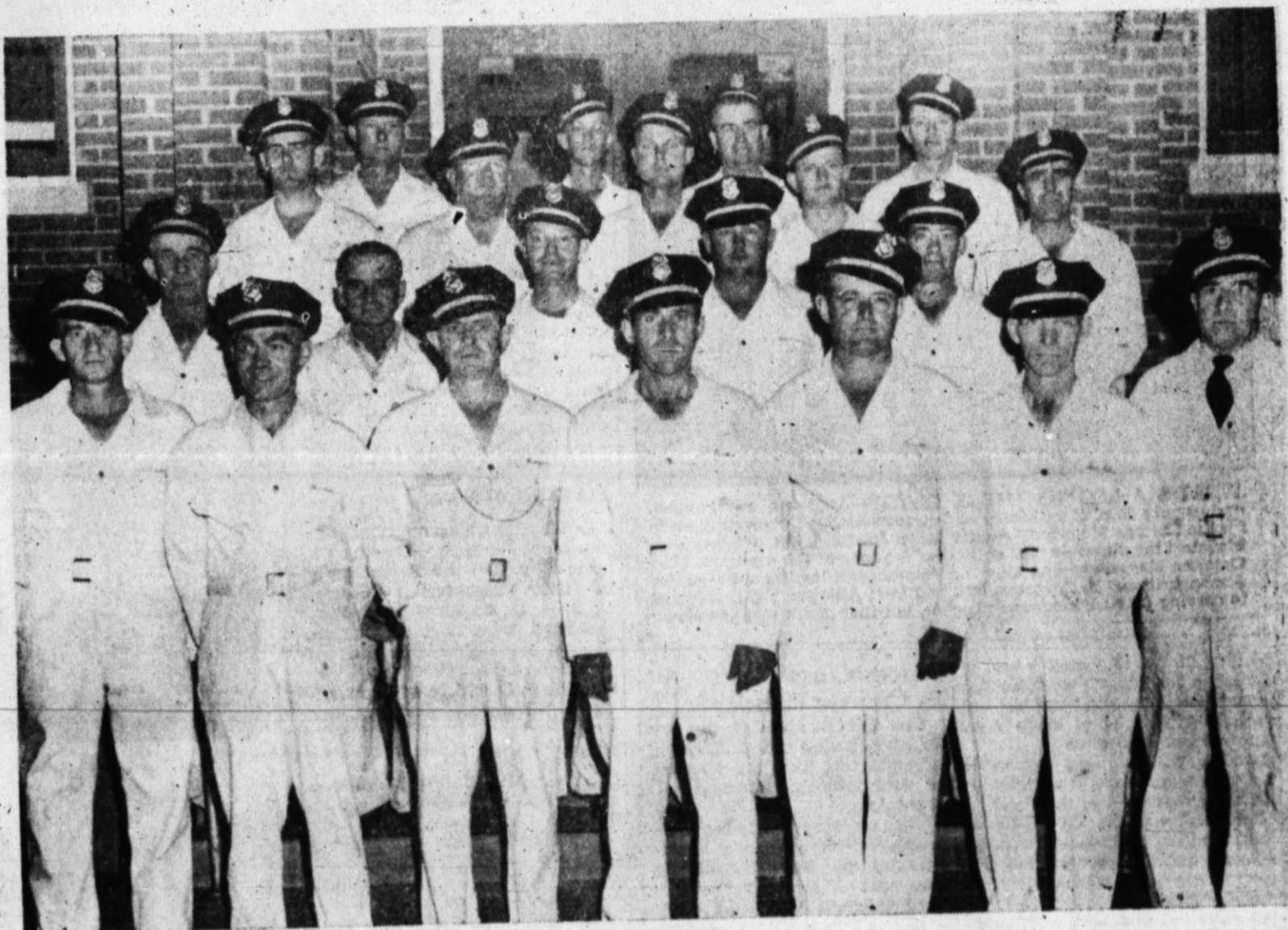
WE URGE YOU... WE BEG YOU...
CHECK AND DOUBLE CHECK YOUR WIRING AND APPLIANCES

This week while the whole nation is conscious of the costly price we pay for negligence... why not check your electric wiring and appliances. Be sure every appliance in your home is in A-1 condition to answer the heavier call of winter on most home appliances.

DON'T OVERLOAD YOUR OUTLETS, PLEASE, FOR YOU'RE GAMBLING WITH HUMAN LIFE!

NIPPER ELECTRIC

Member of National Electrical Contractors Association
 Let's All Cooperate with the Local Fire Boys — Every Week of the Year



On the occasion of National Fire Prevention Week we pay special tribute to our own Fire Department
 we have many reasons to be appreciative to each member.

JOIN WITH US IN MAKING FIRE PREVENTION AN INTERGAL PART
 OF OUR BUSINESS THROUGHOUT THE ENTIRE YEAR

U. S. Fires That Have Caused Greatest Loss Of Life	
1908	Collinwood, Ohio, School 175
1911	New York City Shirtwaist Factory 145
1918	Minnesota Forest Fires 559
1929	Cleveland Hospital 125
1930	Columbus, Ohio, Prison 320
1934	SS Morris Castle 125
1937	New London, Texas, School 294
1940	Natchez, Miss., Dance Hall 207
1942	Boston Night Club 492
1944	Hartford, Conn., Circus 168
1944	Cleveland Gas Plant 130
1946	Chicago Hotel 81
1946	Atlanta, Ga., Hotel 122
1947	Centralia, Ill., Mine Explosion 111
1947	Texas City, Tex., Waterfront Explosion 468
1949	Effingham, Ill., Hospital 74

PITMAN GRAIN COMPANY

Long Time Ago

45 Years Ago
The editorial writer had just returned from North Texas in October, 1904. He said that the people in other parts of Texas had never had the opportunity to breathe a good, clean breath of real fresh air. They had to keep all their vegetables in from the outside and it was hot 24 hours a day there. He sure was glad he lived in Hereford.

He took sides for labor against capital in the Houston street car strike of that year. He said that if all of labor stuck to their guns and side by side they would not have to take the dictates of the capitalists.

E. A. Wasson, pastor of the Baptist Church was holding a reunion of all members of the church.

E. Renfro, Hereford, had gathered 1100 pounds of cotton in Castro county near Arney and wanted to have it ginned in Hereford, provided the people intended building a gin. Otherwise he was going to Tulla.

Another article said that the gin proposal was not dead or useless. It assured the collection of the money and promised that "soon Hereford would be entertained by the humming of the gin."

The honorable J. H. Davis failed to convince the Brand that that it was his duty to vote for the Prohibition Party as a political party. The Brand writer said that it was wrong to bring the cause of prohibition into politics because women are the strongest champions which prohibition has and are the bitterest enemies the open saloon has. They

(the women) would necessarily be drawn into politics, a condition which would not be at all conducive to the best interests of our society for it takes the woman to care for and keep the home. It said that the affairs of the state and nation necessarily belong to the men.

The home of Rev. Jesse B. Haston was invaded by friends who left so many gifts that the crowd could not be accommodated.

The Commissioners Court of Deaf Smith County let the contract for the new \$6,200 fire-proof jail. The structure was described as "elegant for Deaf Smith county's prisoners for years to come."

F. Herron withdrew from the office of Treasurer's race.

The four-room ranch house of Dr. G. H. LeGrant, northwest of town, was destroyed by fire.

A silhouette party was given at the residence of Mr. Alex Shipley and wife in honor of Mr. Sam Sparks who departed for Mississippi. Dr. A. D. Miller entertained with guitar music.

Mrs. J. C. Newman and children left for Grandwood, Indiana to spend some time with Mrs. Newman's relatives.

George Burns and son, Charlie, left for Dallas where Mr. Burns bought holiday goods.

G. L. Abbott of Unbarger was in Hereford looking after the gin proposition.

Tom Witherspoon went to Goodnight in response to a message that his sister, who was attending school there, was ill.

Dr. W. E. Robertson had gone to Montana to look after his interests in cooper and gold.

Sam F. Dunn and E. F. Connell



WHAT'S A LEG TO THESE BOYS?—Anything can happen, and usually does, at a Chicago restaurant which is the meeting place for the Chicago Magicians' Round Table. Joe Berg, left, demonstrates his latest invention—a "leg gullotine"—at one of the meetings. Miss Caroline Mayes, giggling over the shenanigans, thrusts out a leg for demonstration. E. C. Jester, left, and Bert Allerton, right, objected to carving up such a curvaceous gam, but that didn't stop the show.

Went to Bovina to inspect a load of cattle the Spade outfit was shipping. The Callens Bargain Store had just received a new lot of men's dress shirts priced at 45 cents.

George W. Eagle said that would have his apples here as soon as the bridge is repaired over the Pecos.

The Ladies of the Home Mission Society of the Methodist Church announced that they would serve dinner in some business house on Main Street on election day.

A baby girl was born to Mr. and Mrs. M. O. Meeks of Hereford.

Just before the paper went to press the news came out that the contract for the cotton gin was let to Tucker and Jacobson.

START SUNDAY SCHOOL

Regular Church of God Sunday School classes start Sunday morning at 10 o'clock. Other services will continue to be at 11 o'clock Sunday morning and 7:45 Thursday evening according to Maudie Neighbors, minister.

Dyalthia Brady had as a house guest Mrs. Marguerite Beuson, of Borger, Monday and Tuesday.

Dorcas Class Meets In Church Tuesday

The Dorcas class of the First Baptist Church met in their regular meeting Tuesday afternoon at four o'clock. Thirteen were present.

The meeting opened with a prayer by Mrs. Suggs and a devotion by Mrs. Naylor. The club was sorry to report that their teacher, Mrs. H. F. Miller is in the hospital.

With the exception of Mrs. Allred, officers are the same as last year. Mrs. Allred is taking Mrs. Roberson's place as fellowship chairman.

The meeting closed with a prayer by Mrs. Lee Lambert.

Attending a sub-district meet held by the Youth Fellowship group of the Methodist Church held in Tulla Sunday were Rev. Don Davidson, O. L. Click, Reece Whittington, Milton Newell, Dale Doak, Audrey Hood, Colline Brown, Katherine Davis and Nellie Jean Brown.



TEXAS AUTHOR—Wayne G. A. R. D. editorial writer for the Dallas Morning News, is the author of a new book, "Frontier Justice" which offers a fresh and sometimes startling view of the taming of the West. White Guard sticks to facts, he tells many stirring episodes. (AP Photo)

ATTENDS SYNOD

D. H. Alexander returned Friday from Denison where he has been attending the Texas Synod of the Presbyterian Church U. S. A. as commissioner. Joint meetings were held in Denison of the U. S. A. Synod and the Texas Synod of the Presbyterian Church U. S. which was convening in Sherman at the same time.

Mr. and Mrs. Gregory E. Hodges of Kansas City, Missouri visited from Sunday until Thursday in the home of Mr. Hodges' sister, Mrs. Noli Elliston and family. They spent some time at the Amarillo Fair but liked the Buffalo Lake fishing best of anything they did while here.

Mrs. R. L. Dowell, Jr., and daughter of Amarillo are spending the week with her mother, Mrs. Doyle Rose in Hereford. Mr. Dowell has been sent to Plainview to audit that county's books.

Former Resident's Father Succumbs

A. G. Lobdell, father of Mrs. Travis Dameron formerly of Hereford, died Tuesday at his home following a heart attack. His relatives were notified here Tuesday.

Funeral services were held in Franklin, Louisiana where the family had lived for years. Besides his widow he leaves five daughters and four sons.

Mr. and Mrs. Dameron who now live in Amarillo, were at his bedside at the time of his death.

Mrs. Zora Pope of Sherman is visiting her cousin, Mrs. Tony Edens.

ROSE & BARBER

Realtors

Real Estate

Insurance

Loans

Phone 45

104 East 3rd St.



Jim Robinson

Clay Angelo

Clarence Strange

Jiggs Hartman

Very Few People Ever "MEANT" to Start a Fire!

THINK - USE CAUTION

Hereford Motor Company

142 MILES

PHONE 38 and 39

Congratulations,

Anniversaries from Sunday, October 9, through Wednesday, October 12.

- Mr. and Mrs. Harvey Lindsey
- Mr. and Mrs. Woodrow Garrison
- Mr. and Mrs. F. L. Pinkert
- Mr. and Mrs. D. R. Holt
- Mr. and Mrs. Grady Wilson, Jr.
- Mr. and Mrs. Johnny Dowell
- Mr. and Mrs. Charles W. Owens
- Mr. and Mrs. Bob L. Wilson
- Mr. and Mrs. Ernest L. Wade
- Mr. and Mrs. Luther Griffen
- Mary Anna Whitaker

We of the Star and Texas Theatres congratulate you.

upon the occasion of your wedding anniversary

If you have married, or moved to Hereford in the last year, please call 363.

Red Skelton • Esther Williams

TECHNICOLOR

The CLOWN PRINCE of PARIC and the QUEEN of MERMAIDS in the year's ALL-OUT MUSICAL FUN RIOT!

Neptune's Daughter

with KEENAN WYNN • BETTY GARRETT RICARDO MONTALBAN • XAVIER CUGAT and HIS ORCHESTRA

CARTOON NEWS

The COMEDY, KISS HIT OF THE YEAR!!!

Jack CARSON

John Loves Mary

with RONALD REAGAN WAYNE MORRIS Edward ARNOLD • Virginia FIELD and introducing PATRICIA NEAL

POLICEMAN HOLIDAY MARCH OF TIME

SUNDAY • MONDAY • TUESDAY **Star** WEDNESDAY THURSDAY

Written in Brutal Honesty!

BOGART

Knock on Any Door

A TRUE CASE HISTORY OF A JUVENILE DELINQUENT

John • Ann • Pat GARFIELD SHERIDAN O'BRIEN

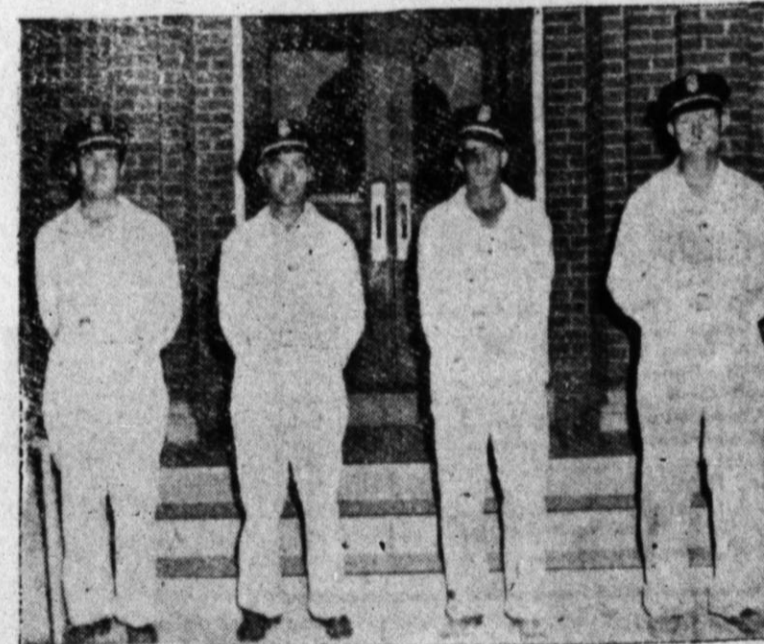
SOFT, TENDER ROMANCE

CASTLE ON THE HUDSON

with BURGESS MEREDITH

SUNDAY • MONDAY • TUESDAY **Texas** WEDNESDAY THURSDAY

HELP OUR FIRE BOYS PREVENT FIRES



DO'S

In Fire Prevention

1. Be sure there are no gas pipe leaks that may cause an explosion.
2. Be sure all electrical wire cords are well insulated.
3. Don't permit oil rags to gather unkept from source of ignition.
4. Always be sure machinery bearings are well oiled.
5. Keep matches away from small children.
6. Use only metal containers for all ashes and rubbish.

DON'TS

In Fire Prevention

1. Don't allow careless use of extension cord.
2. Don't allow light bulbs to contact combustibles.
3. Don't permit oil rags to gather unless protected in metal container.
4. Don't smoke carelessly - never lay a cigarette on or near combustibles.
5. Never throw a lighted cigarette from a car.
6. Never clean clothing with gasoline or flammable liquids.
7. Don't use oversize fuses.

Remember....

FARM BUILDINGS ARE EASY FIRE VICTIMS

..... Use Every Precaution

Davis-McCracken

YOUR



DEALER

2nd & MILES

HEREFORD

★ AP NEWSFEATURES ★ COMICS ★

WOODLUST
 M-A-GAZINES
 DENTAL
 FLOSS
 by
 JAY
 ALAN-
 107

"I MET THE CUTEST DENTIST TODAY, I CAN HARDLY WAIT TO HAVE A TOOTH PULLED!" //



"OH, NO, I DON'T NEED ANY DENTAL WORK, I JUST DROPPED IN TO READ THE LATEST MAGAZINES!" //



"DOCTOR COBBLESTONE'S GOING TO MAKE ME A NICE NEW BRIDGE FOR A BIRTHDAY PRESENT!" //



"BUT DOCTOR NORMAN, I CAN'T PUT THE VEIL BACK ON THIS HAT, I'LL LOOK SIMPLY AWFUL!" //

"NOW WILL YOU PLEASE ASK ME ALL THE QUESTIONS YOU'RE GOING TO BEFORE YOU STICK ALL THAT STUFF IN MY MOUTH?" //



The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, OCTOBER 9, 1949





AMERICA HAS TAKEN KRYPTARZI TO HER HEART, AND KRYPTARZI LOVES AMERICA, BUT...

WHEW! I AM EXHAUST! THIS IS TAKING IT EASY? I SHALL GO BACK AND FIGHT IN THE UNDERGROUND TO REST UP!



WHY DOES AMERICA TREAT ME SO NICE?



AND THERE IS THE SOFT DRINK COMPANY AND-- WELL, ALL MONEY THEY ARE PAYING ME WILL HELP MY PEOPLE --



MEANWHILE--

TAKE IT EASY, GIRLS! THE AUDITORIUM'S OVER CROWDED!

WE'RE ALL MEMBERS OF 'SPAMBGFG'-- WE HAVE OUR RIGHTS!

LET US THROUGH!



INSIDE THE CROWDED AUDITORIUM, THE SPEAKER SPEAKS--

GIRLS! FELLOW MEMBERS OF SPAMBGFG! IF EVER THERE WAS A TIME IN HISTORY WHEN ACTION WAS DEMANDED, THE TIME IS NOW!



ARE WE THE 'SOCIETY FOR THE PREVENTION OF AMERICAN MEN BEING GRABBED BY FOREIGN GIRLS' GOING TO SIT BY AND LET THIS KRYPTARZI MAKE FOOLS OF US?



WELL, WHAT ARE WE GOING TO DO ABOUT IT?

ON TO HER HOTEL!

YES!

BEARD HER IN HER OWN LAIR!

WE'LL SHOW HER!

DOWN WITH KRYPTARZI, THE WOMEN'S ENEMY!



AT THE HOTEL--

I THINK IT IS JUST WONDERFUL HOW EVERYONE TREATS ME WITH SUCH FRIENDSHIP HERE!

YIPEE

I'LL JUST LEAVE MY PISTOL ON SHERIFF STAR'S DESK WHILE I GO HOME FOR DINNER.

ZZZZZ SNORE!

QUICK! SHERIFF STAR! DANGEROUS DAN MEHEW JUST HELD UP MY DRUG STORE!

STEADY, JERRY! I'LL GRAB MY SHOOTIN' IRON AND—

HUH—WHAS AT?

STOP, MEHEW; OR I'LL BLAST YA!!

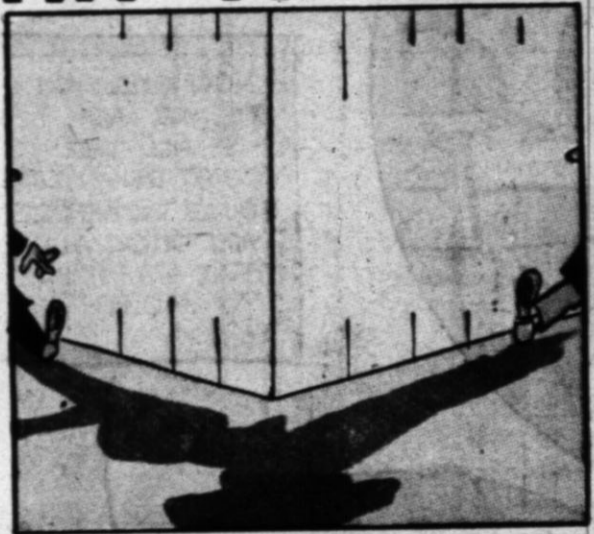
OH, YAH!

SS-SQUIFFO!

BANG

CLARK
MARRS
10-9

HIT N' RUN



HOWARD TOWNSHIP RACE

AP Manufacturing
ingham 10-5

SPORT SLANTS

— ON ENTERTAINERS



Art
WAVER

— THE BANDEADER AT NEW YORK'S LATIN QUARTER WAS A HIGH SCHOOL SHOT-PUT CHAMPION

10-9-49



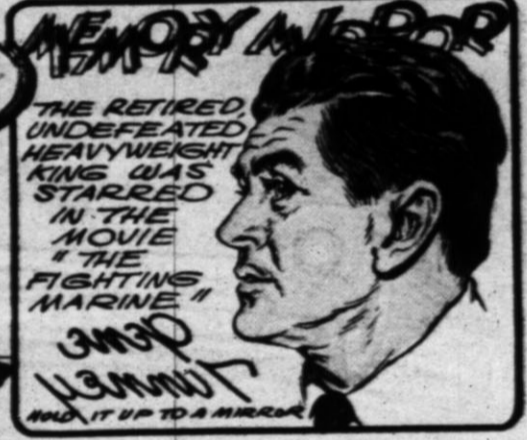
Ruth
HARMONS

— TWICE WINNER OF THE WORLD TABLE TENNIS CHAMPIONSHIP, SHE NOW BOOKS TABLE TENNIS ACTS AS WELL AS OTHER THEATRICAL ATTRACTIONS



Leo
DE LYON

— THE COMEDY MADCAP SCORED 680 POINTS AS A MEMBER OF BROOKLYN'S FRANKLIN LANE HIGH COURT TEAM



MEMORY MIRROR

THE RETIRED UNDEFEATED HEAVYWEIGHT KING WAS STARRED IN THE MOVIE "THE FIGHTING MARINE"

and Hammit

HOLD IT UP TO A MIRROR

MOVIE MOOSE by RAND TAYLOR

EVERYBODY WHO'S GOING TO THE MOVIES TONIGHT BETTER SHAKE A LIMB, LADIES.

OH, DEAR, I MUST HAVE LEFT MY COMPACT ON THE DRESSER.

I MIGHTA KNOWN IT!

WHILE YOU'RE UP THERE YOU'D BETTER CLOSE THE WINDOWS IN CASE IT RAINS -

AND SEE, THAT THE BATHROOM SPIGOTS ARE SHUT OFF TIGHTLY -

AND TURN OFF ALL THE LIGHTS EXCEPT THE ONE IN THE HALL -

AND CLOSE THE DOOR TO MY CLOSET - I THINK I LEFT IT OPEN -

DID YOU CLOSE MY CLOSET DOOR, HOOPEE?

YES, MA!

WHERE'S MY COMPACT?

IT'S EASY TO SEE WHO ALWAYS MAKES THIS FAMILY LATE!



BECAUSE OAKY HAS BEEN IMMUNE TO HER MAGIC SNEEZE VAPOR, MAXINE MYSTERIA WANTS TO MAKE HIM HER ASSISTANT...

I'LL EVEN GO FARTHER, SIR OAKY... I'LL MAKE YOU MY PARTNER! AND WHEN KING CORNY SENDS A MILLION BUCKS TO MAKE ME STOP MAKING PEOPLE SNEEZE, WE'LL SPLIT THE TAKE!

NOT WITH ME YOU WON'T!

KING CORNY SENT ME TO MAKE YOU STOP MAKING PEOPLE SNEEZE, AND I'M GONNA DO IT! GIMME THAT SPRAY-GUN!

STAND BACK! OR I'LL LET YOU HAVE IT... RIGHT IN THE PUSS!

SAID GIMME...!

YOU ASKED FOR IT!

HAW! IT DOESN'T BOTHER ME A BIT! BUT IT WILL... I HOPE!

OAKY OAKS, OCT. 9

ATCH... ATCH... ATCH...!

HA, HA! HERE WE GO!

ATCHOO!

EVERYTHING'S R-RUINED! MY C-CASTLE... MY MAGIC RECIPES... MY HOPES FOR A MILLION B-BUCKS!!

DOGGONE IT! IT SERVES YOU RIGHT, MISS MYSTERIA!

SHE WAS THE ONE WHO SNEEZED, NELLIE... NOT ME!!

THINGS TO COME

AN ATOMIC ROBOT SMELLER THAT ACCURATELY IDENTIFIES ALL COMPONENTS OF ANY SUBSTANCE BY THEIR ODORS.



CHEER UP, OL' HOUND, MAYBE THE ATOMIC BEAR WILL CATCH COLD SOME TIME.



WHY NOT TRY IT, SISTER? Y MIGHT CATCH YOURSELF A ROBOT ANYWAY.

NOW SHOWING

SQUALID SPLENDOR

MONA DESPAIRE IN PERS

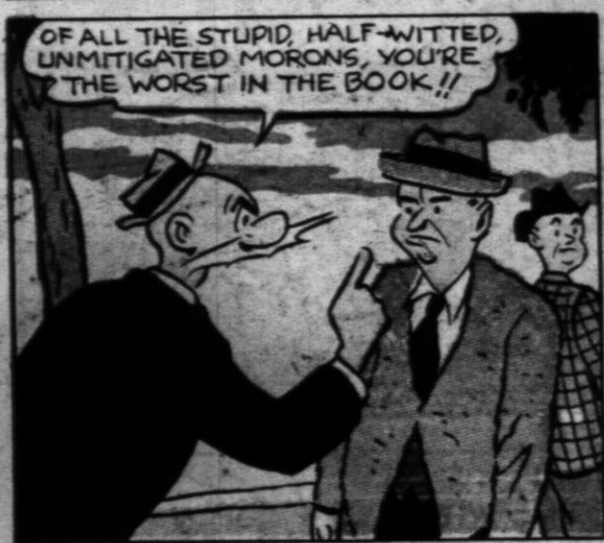
WHAT HAVE WE HERE, MISTER CRITIC? CAN I LET YOU IN WITH THAT?

CERTAINLY! THIS TIME I WANT TO KNOW IF THIS OPENING SMELLS IMMEDIATELY!

SOLD OUT



NEIGHBORLY NEIGHBORS BY MORRIS



OF ALL THE STUPID, HALF-WITTED, UNMITIGATED MORONS, YOU'RE THE WORST IN THE BOOK!!



POSITIVELY THE LOWEST GRADE JERK IN THE COUNTY!!



JUST PLAIN DUMB!! DUMB, DO YOU UNDERSTAND!!



THANKS, PETERS!

DON'T MENTION IT, CHARLIE!!



FOR THE LOVVA MIKE, PETERS--WHAT GOES?

OH, CHARLIE HAD TO LEAVE FOR WORK THIS MORNING IN THE MIDDLE OF AN ARGUMENT WITH HIS WIFE--



HE JUST WANTED TO GET BACK IN THE MOOD TO CARRY ON!

PATSY

in
Hollywood
by Bill Dyer

Reg. U.S. Pat. Off.
All Newsletters

