

## AROUND TOWN SIGHTS, FACES SEEN

Dick Lucas was named "Man of the Month" in a new Jaycee program to recognize the member doing the most for the community and the organization during each month. Lucas was acclaimed for his excellent work in putting over the Christmas Decoration program and parade.

He received a certificate signed by Cliff Cooper, national president and local president Paul Conaway.

Francis Hardwick came up with a novel ad this week. In case you missed it, it made even the most unconscious of us realize how much the government is taxing amusements. His unusual way of presenting it was that if the government rescinded the 20 per cent amusement tax you could have Free Popcorn for the price you pay for your show ticket now. Add that to our letter to our congressmen in favor of the Hoover Commission or vice versa.

There'll be a Zone meeting of Legionnaires at Bovina Tuesday night.

The regular term of District Court will meet January 30 in Hereford, according to County Clerk Robert Thompson.

Thompson said that a new Grand Jury would be empaneled at that time although a list of members was not yet available.

There will be a banquet for the football team at the First Baptist Church Friday evening, at 7:45. The boys and their dads and dates and mothers will serve.

The Explorer Post held its first meeting of the year Monday night. Officers were elected and programs selected for the next three months. The re-elected officers are: Michael Kelly as Post Guide; Alton Brock and Orlin Teed as crew leaders; Neal Lomenick as secretary-treasurer; and Kenneth Brock as Quartermaster.

Ireland Motor Company had a good number out for the new Dodge showing considering the cold weather Wednesday. The 1950 Dodge features larger rear windows, new styling on the grill, new rear fenders and heavier bumpers. They had their show Wednesday, one of the coldest days of the year, so far.

Beaver Brothers will unveil their new DeSoto next Tuesday, January 10. "The car designed with you in mind" can be seen at the Beavers salesroom, 302 East Third Street.

D. C. Kinsey said that a good crowd turned out yesterday for a view of the new Chevrolet for 1950. Everybody was very pleased with the new car Kinsey said. Although exterior changes were slight, there were changes that add to the refinement of the car. Important mechanical changes stepped up horsepower from 90 to 92 on some models and from 90 to 105 on others. "Power Glide" transmission is a new addition which is optional. Although they have none of the Power Glide models in now they expect them next, Kinsey said.

Time limitations caused us to finish this paper up in one regular sized section instead of two, which of necessity caused both the society and editorial pages to be different than usual. Otherwise there would have been the regular 16 pages plus the supplements and funnies.

Dick Lucas said the Jaycees are looking for four wagon wheels or buggy wheels to roll up the light cables for storage. If anyone can help them out, call the Brand and we'll tell Dick.

One DWI Is Filed On In County Court Saturday

Wilbert Earl Carroll, Hereford, was picked up by city police officers Friday night and was filed on in county court Saturday. Carroll is charged with driving while intoxicated and is free on \$500 bond.

## Carmen Cavallero To Play Twice At Formal Opening

Local dance enthusiasts who attend the formal opening of Hotel Jim Hill will be treated to some of the best dance music in the nation when Carmen Cavallero, "The Poet Of The Piano," comes to Hereford for the event scheduled late in February, if present plans materialize, a spokesman said.

The famous pianist will appear here two nights, February 24 and 25, according to plans, the spokesman said. It is pretty certain that the plans would be carried out he said last week.

The opening will climax over two years work that started with ground breaking ceremonies in 1948.

Most of the construction was done in 1949 and it was a major step in the development of Hereford. Almost every citizen of Hereford has been most conscious of its presence from the first.

The person for whom it was named, Jim Hill, had expressed his tremendous desire to see a hotel such as this in Hereford. He was active in its origin and he looked forward to its opening.

## March Of Dimes Starts In Jan.

"Although we had only four cases of polio in Deaf Smith county last year, we want to be prepared in the event our luck runs out in 1950," County Polio Chairman Paul Harvey said Saturday. "Two of the cases of 1949 were temporary," he added.

"There were over 40,000 cases of polio recorded over the nation in 1949, making the year down as the WORST in recorded history of this disease," Harvey said.

Harvey went on to say that it is regrettable that some people hesitate to give to any organization if they aren't absolutely sure the money won't stay in Hereford. He said that in the three years he has been working with polio in this area, enough money hasn't been collected to pay the medical bills of all who, from Hereford area, have received treatment. He said that this chapter was still indebted to the National Polio Foundation in the approximate amount of \$4,000. "Any money that you give to the March of Dimes campaign will certainly be handled in a local manner in so far as re-payment of our debt to the National Foundation," he said.

He said he hoped for the cooperation of every individual this year.

The Annual March of Dimes drive will be opened January 15.

## Hereford Men Attend State School Meeting About Transportation

School Board chairman A. J. Schroeter and Superintendent of Schools George Graham attended the Thursday meeting of a State School meet which lasted two days.

They heard speakers Dr. L. A. Wood, state superintendent of schools and Dr. E. V. professor of education at University of Texas. Dr. E. V. presented his philosophy on education.

Interesting aspect of the meeting, according to Graham, was the speech on transportation problems by L. H. Griffin. In East Texas, according to Griffin, some children had to be transported to school in a wagon pulled by mules, at least part of the way. When a state maintenance aid estimate was made, fuel for the mules in terms of hay and oats had to be taken into consideration. It was decided that it would require 50 bales of hay to maintain the transportation in that case.

Another section offered motorboat facilities as their means of transportation for children going to school.

Graham, Schroeter, Fred Baird and Leonard Foster attended a Tuesday night school meeting at Clarendon, where transportation problems were discussed.

Baird and Foster did not attend the Austin meet.

On the way back to Hereford, Graham spoke to vocational teachers at the Plainview Vocational and Agricultural Teachers bi-area meeting. Areas one and 11 participated. The areas cover territory from Graham north to the state line and from there west to Mexico.

Graham spoke to the group Friday night at the Hilton Hotel in Plainview.

## Thieves Enter Hardware Store

Thieves entered the back room of Landrum's Hardware, 136 West Third in Hereford, through a window and took what owner W. E. Landrum estimated to be between \$400 and \$600 worth of merchandise Wednesday night. Landrum said that it was a rough estimate because he had not ascertained the extent of the thieves take.

According to Police Chief F. S. Buckalew, missing was three 12-gauge shot guns, a 30-30 rifle and two 22 Winchester. Buckalew said the window was located in an off-set position of the building in the alley, making detection chances slim at the time of the entry.

All the merchandise was new, according to police. The theft was discovered by the owners when they opened for business Thursday morning. It was the first time Landrum had ever had anything stolen he said.

Police are investigating the case.

## Police Jail Man For \$71 Theft At Cafe

Willie A. Smith, Hereford, is in the county jail after being filed on in District Court for theft over \$50. He is charged in connection with the December 27th \$71 theft from Edith Spann, employee at Green Hedge Cafe.

The money was stolen out of Mrs. Spann's coat. Smith was arrested December 30 by officers A. M. Duncan and Earl Pittman. Smith has been in Hereford about a year, according to Chief Buckalew. Buckalew added that Smith had signed a statement admitting the theft.

He was placed in jail after failing to post \$1,000 bond.

Smith, formerly from Lawton, Oklahoma, had previously served 36 months and 22 days of a five-to-ten year statutory rape charge in Colorado. The crime was committed in Colorado City. He was paroled.

## Hereford Boy Is Shot In Eye With B-B Gun

Edsell Roe, 7-year-old son of Mr. and Mrs. M. S. Roe, Hereford, is in Amarillo Northwest Hospital receiving treatment for a serious eye injury resulting in a BB-gun shooting accident at his home, December 27.

He was playing with the gun, a Christmas present, when the accident occurred. Several friends were playing with him at the time.

Dr. L. B. Barnett said young Roe was sent to the Amarillo hospital to receive treatment from an eye specialist.

## THE WEATHER

Temperature readings for Wednesday through Friday taken at 6 o'clock each evening.

Wednesday—High 32, low 2.  
Thursday—High 44, low 9.  
Friday—High 47, low 7.

## Possibility Of Shrine Hospital Enhanced

By JOHN SCOTT

When Hotel Jim Hill is opened next month it won't be just a Hereford hotel adding to the skyline in the minds of a few forward thinking people around town, including doctors. It will open the way for one of the most important steps forward for this community in its fifty-odd year history.

For when Hotel Jim Hill is complete and operating Hereford will have fulfilled one of the major requirements for receiving a 100-room, maybe more, Masonic Crippled Childrens Hospital that will serve 42 counties in this part of Texas.

And, according to local physicians, Hereford is sitting in the driver's seat for the deal if politics are left out and if certain research now being carried on, proves successful.

The great hospital, still a remote possibility but a definite one, will be the added facility in making Deaf Smith's children the most fortunate anywhere in the medical care they will receive.

Case For All

Right now, any child in this county can get any kind of medical treatment he needs regardless of his economic status. He has, at his command, the Red Cross, The National Polio Foundation, the Welfare Agency in Hereford, The Panhandle District Crippled Childrens Clinic in Amarillo, and the Texas



FIRST BABY IN 1950—Baby boy, David Peters, son of Mr. and Mrs. A. J. Peters, was born at Deaf Smith County hospital at 6:55 a. m. January 1. He won the honors in the annual Baby Derby, is pictured with his mother.

## Jaycees Are Seeking To Save Each Family \$110 A Year With Project

The Hereford Junior Chamber of Commerce wants to help save your family \$110 a year.

Thus spoke John D. Aiken to the Rotarians Friday, outlining points of Operation Economy, the No. 1 national project of the United States Junior Chamber of Commerce.

Aiken said that an investigation of the executive branches of the government showed that the present 65 bureaus could be cut to 23 and still operate, saving 42 billion dollars. He said that proper legislation could cut out the evils of government spending. There will be 15 re-organization bills presented to Congress at this session.

Aiken added that the last concentrated effort at reorganization was in 1912. He urged all citizens to write their congressmen and endorse the Hoover Commission's Operation Economy.

Dr. J. W. Davis, head of the Government Department at Texas Tech, spoke to an audience of 300 at the High School Friday night, presenting his views on the plan and the background of government.

The Hereford Junior of Commerce joined more than 150,000 Jaycees from coast to coast in the job of selling the Hoover Commission proposals to America. Aiken is chairman of Operation Economy in the Hereford Jaycees.

Basic goal of the program is to get at least ten per cent of the residents of Deaf Smith County to write letters to Texas congressmen supporting the Commission proposals, according to Aiken.

## Sylvester Slagle Is Candidate For Commissioner

Sylvester Slagle this week authorized The Brand to announce his candidacy for the office of Commissioner of Precinct 1, subject to action of the Democratic Primary in July.

In making his announcement, Mr. Slagle said that he has given the proposition considerable thought and having been solicited by numerous friends has decided to run. He is president of the Hospital Board and has served on the board for six years. In addition, he served four years and has been active in community and county affairs during the 12 years he has lived in the community.

"This is the first time I ever ran for office," Mr. Slagle said. "If elected, I believe I am qualified to fill the office and I will try to serve the county and the precinct to the best of my ability, working at all times for the interests of all."

## Tax Situation Is Under Hand

Deputy Tax Collector Worth Covington said Friday that he expected about 93 per cent collections on charged taxes for 1949 which is just about average for the county.

Up to December 31, 1949, \$152,645.70 or 81.8 per cent of total taxes had already been paid. In 1948 at December 31, 81.1 per cent of the collections were in.

This is the tax picture as it is today.

	Charged	Collected
State	\$ 64,929.09	\$ 53,611.31
County	101,786.88	82,711.51
School	19,879.92	16,322.88
TOTAL	\$186,595.89	\$152,645.70

Firemen said it could have been disastrous because of the dried up condition of the grass around the area. They had no idea how the fire started. The alarm was turned in about 2:30.

## Grass Fire Saturday In NW Part Of Town

Almost all firemen answered the Saturday afternoon fire call at the intersection of Knight and Harrison Streets. It was a grass fire and no damage was reported.

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## Deaf Smith Bank Deposits At End Of Year Clear Eight Million Mark

Bank deposits in the two Hereford banks combined went over the eight million mark according to the end of the year statements, for the first time in 1949 and they also went out ahead of the 1948 year end total by almost \$300,000.

Total deposits were \$8,180,542.14 as of December 31. This figure was \$1,191,875 more than the November statements showed.

Loans and discounts amounted to \$2,294,586, off somewhat from the November figure of \$2,822,657, indicating the nationwide

downward trend is also present in Hereford.

Both banks announced increased capital stock holdings in the last two months of the year. First National increased Capital Common Stock from \$50,000 to \$100,000 by payment of a 100 per cent stock dividend voted by the Directors and approved by the Stockholders. Total capital account of the bank, including surplus, undivided profits and reserves amount to \$377,626.59.

Hereford State Bank increased the surplus account \$20,000 to \$70,000. Giving the bank a total

capital structure of \$50,000 capital and \$70,000 surplus. Total capital account of the bank, including surplus, undivided profits and reserves amounts to \$162,659.72.

V. O. Hennen, First National Bank cashier reported total deposits there at \$6,375,542.74 and William B. Phillips, Hereford State Bank cashier, state total deposits there at \$1,804,725.53.

The rise is considered normal in that deposits and assets normally reach their peak somewhere around the first of the year, followed by normal seasonal drops.

Bank assets at the end of the year reach \$8,700,556.58 for the two banks combined. This figure is well above the \$7,429,162 reached in November which was up from the preceding months.

## P-TA Takes Stock Of Team Work Employed In Local Youth Program

Wayne Evans acted as chairman for a panel discussion on "Team work among local organizations in a youth program" at the January meeting held by the Hereford Parents-Teachers Association Thursday night at the high school.

"The American public is always ready to respond to an emergency—but the everyday opportunity to do something for the young people of the community may be overlooked," Evans said in introducing the subject for discussion.

Hugh Clearman, county agent, told of the cooperation between the FFA group and the 4-H Club boys and mentioned the Junior Livestock show scheduled in February. He said there were 70 boys working in 4-H Clubs.

Bill Stanford, head of the agriculture department of Hereford High School, told of the FFA program, giving the number of boys in the program as 60. He spoke on the Annual Stock Show sponsored by the Rotary Club.

Bob Brummel told of the Boy Scout program which is sponsored by the Lion's Club saying that there are 61 adults working with 132 boys in this program.

Mrs. Elmer Patterson told of the Camp Fire program which has approximately 150 girls enrolled with 45 adults working through the council and guardians association. She also spoke of the 4-H Girls Clubs sponsored by the Home Demonstration Clubs of the county.

W. J. Reeves said practically every organization in the city cooperated with the Jaycee Christmas decoration program, announced Saturday that all but \$541.557 had been collected to pay for the 1949 Christmas lighting program. This figure represents less than the two major paid-for items on the expense list, \$845.02 for wiring, permanent cable, sockets and bulbs and \$828.03 for the outdoor street decoration.

All donations from individuals or merchants will be cheerfully accepted by the organization Lucas said. There is no deadline on donations.

The Jaycees Christmas decoration program, in its entirety, was a success as it made Hereford one of the most decorated and

lighting program at Christmas-time, and cited other instances of cooperation for the good of the community such as the Lion's Club sight conservation program, Red Cross, support of school cafeteria when needed, and others.

Mrs. H. H. Caraway, president of the P-TA, told of the emphasis being placed on delinquents and stated that a plan to place all agencies into one coordinated group was recommended.

In summing up the total membership in youth organizations in the city, Mrs. Elmer Patterson said there are 472 in Camp Fire, Boy Scout, 4-H Club work and the FFA and FFA of Hereford High School, and suggested the need for spreading the program to include all young people.

In conclusion of the program Mr. Evans announced that the ceiling projector to be used by the patients which has recently been purchased by the Lion's Club, is available to all, and that the projector may be taken into homes where people are bedfast.

After the panel program, Mrs. Caraway gave a report on the recent state convention of P-TA in Waco.

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\$541.57 SHORT ON FUNDS

## Annual Christmas Decoration Program Costs Total \$3,158.58

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The Jaycees Christmas decoration program, in its entirety, was a success as it made Hereford one of the most decorated and

Christmas-like town of any town it's size in Texas. Favorable comment is still in the air on how Santa Claus and his reindeer pitched children and grown-ups into the Christmas spirit.

Along with the Jaycees in receiving praise is the generous donations that helped them pay.

Clubs Donated Liberally

Such donations as \$35 from Hereford Rotary Club and \$100 from the Lions Club was received with appreciation by the Junior Chamber. Other generous donations came from the Calliope Club, Les Meres Study Club, American Legion Auxiliary, B & PW, Hereford Riders Club, La Plata Study Club, Jayceettes, Beta Eta, Bay View Club, El Nino, Eastern Star, American Legion, Beta Sigma Phi, and the North Hereford Home Demonstration Club helped make the program a success.

Hereford merchants donated in sums ranging from three dollars up to \$75.

Individual donations came from G. W. Brumley, M. L. Steele, George Muse, Dr. Lingenfelter, R. L. Thompson, Mrs. M. C. Murry, Glen Weir and many others.

Permanent Installations

The financial state of the Christmas program as reported by chairman Lucas shows that such heavy items as wiring and cables costing over \$800 has been paid before Christmas month was over. Santa Claus and his reindeer which cost \$400 dollars are also on the paid-up list. Permanent items such as the \$328 outdoor street decoration is paid for as well as is \$80 worth of peanuts and a \$52 parade.

All paid expenses reach \$2,436.79 according to an itemized list just released by Lucas.

On the other side of the ledger, the outstanding bills as of January 1, are \$102 owed on evergreens, \$162.50 worth of oranges and apples, 157 worth of candy, \$85.50 in advertising and hand bills and \$62.50 spent on expansion shields, tools and bolts for permanent cables.

Outstanding bills total \$685.20, Lucas said.

Incidentally plans to take the decorations down this week were postponed because of the weather.

## FAMILY AT WORK—The Japanese family of Nobel Prize-winning physicist, Dr. Hideki Yukawa, likes to work together in their New York apartment. In the foreground is the Columbia University professor's wife, Sumi, who answers letters as sons Taka-aki and Harumi do their homework. The physicist is at his desk in the background.



FAMILY AT WORK—The Japanese family of Nobel Prize-winning physicist, Dr. Hideki Yukawa, likes to work together in their New York apartment. In the foreground is the Columbia University professor's wife, Sumi, who answers letters as sons Taka-aki and Harumi do their homework. The physicist is at his desk in the background.

## ANNOUNCEMENT

The Hereford Garden Club will meet Friday afternoon, December 20 in the home of Mrs. Leroy Ayen, 308 W. Eighth St. at 3 p. m. An executive board meeting will be held at 2:30.



# WANT ADS

## FREE

### Theatre Tickets

to see



**STAR THEATRE**

WEDNESDAY - THURSDAY

January 11, 12

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!

#### 1. FOR SALE Miscellaneous

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

We Have It! FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-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 at Pitman Elevator: 400 bushels seed rye, re-cleaned and sacked. \$1.75 bushel. G. W. Brumley. B-1-16-24-tfc

FOR SALE: A few loads good alfalfa. W. D. Nafziger. B-1-11-50-tfc

FOR SALE: Alfalfa hay. Inquire Green and Scott, 209 Miles, Phone 9. B-1-12-1-2c

FOR SALE: Two Quarterhorse mares, 1 filly colt, 1 horse colt, 3 Black Angus Bulls 2 1/2 to 3 years old. May be seen at Wilson Bros. farm, 25 miles northwest of Hereford. Call 522-W or contact Bill Waldrep. B-1-38--1-2c

FOR SALE or TRADE FOR IRRIGATION FARM NEAR HEREFORD

TUCKING BUSINESS Located at Artesia, N. M.

Hauling Crude Oil and Water for Drilling NMSCO Permit No. 711, covers Artesia, Carlsbad, Hobbs, Roswell and surrounding territory. Business showing good profit. Equipment includes: 947 GMC Truck 947 KB-7 International Truck 565 Gallon Tank & Trailer 2595 Gallon Tank & Trailer

See Ray Downey 235 Ave. C - Hereford, Texas or write Lloyd Downey Box 313, Artesia S-1-4-27-2c

FOR SALE: Two piece sectional bed type divan, beige. Two cut-form rockers. Five piece dinette suite, blond. All in very good condition. Mrs. Doyle Rose, Phone 177-W, after 5. B-1-29-28-3c

FOR SALE: 700 bales German millet hay, 55c. Also 2,000 bales alfalfa. Ten miles West of Hereford. J. E. Stengel, Sumnerfield, Texas. B-1-22-1-3p

FOR SALE New HOUSES TO BE MOVED

2 and 3 Bedroom

Interior ready to be finished in your own color scheme.

Priced from \$2150 up for 2 Bedroom \$3550 up for 3 Bedroom

See these on 1200 East First, Texico Highway CLOVIS, NEW MEXICO Builders Supply & Manufacturing Company. B-1-26-tfc

FOR SALE: Bargains, closing out on all furniture at The Trading Post Station, west Hereford Highway 60. B-1-17-51-tfc

FOR SALE: Excellent cane bundles at 7 cents, Davis Farms, 22 west on Harrison and 2 1/2 north. See R. B. Nixon or write Box 807, Hereford. B-1-24-28-2p

FOR SALE: Whole milk, have 2 to 3 gallons per week, by the quart or gallon. W. E. Uselton, last house on Ave. A. B-1-24-28-2p

FOR SALE: 17 Weiner size pigs. Contact Mrs. Harold Saltzman at Telephone Office. B-1-13-28-1c

#### 2. FOR SALE Farm Equipment

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

FOR SALE: 1949 Wheatland type Minneapolis-Moline UTS tractor. Used very little. Cogdell Motor Company, 322 North Main. Phone 352. B-2-20-46-tfc

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

#### 3. FOR SALE Automobiles

1950 BARGAINS

1949 Ford 2 Door 1948 Ford 2 Door 1941 Ford 2 Door 1937 Ford Coupe 1941 Chev. Club Coupe 1950 Ford 2 Door

MILBURN New and Used Cars

225 N. Sampson Phone 16 S-3-28-1c

FOR SALE: 1948 Roll-Along trailer house. Accommodates three. Butane system and electric brakes. See at Green and Scott, 209 Miles, Phone 9. B-3-23-1-2c

FOR SALE: 1949 Willys Station Wagon, four wheel drive. Excellent condition. Green and Scott, 209 Miles Ave. B-3-17-1-2c

FOR SALE: 1948 Chevrolet, two door. Low mileage. Radio, heater and spot light. \$1275. J. C. Reese. S-3-17-28-1c

#### 4. REAL ESTATE For Sale or Trade

FOR SALE

Have some good buys in irrigated and dry land farms from 80 acres to 640 acres also small tracts irrigated and dry improved and unimproved from 10 acres to 40 acres near Hereford.

J. M. HAMBY The Trading Post Station Highway 60 - West Hereford B-4-27-tfc

FOR SALE: Choice residence lots 3 blocks of Main, 2 of school. Pavement, trees. Phone 80-W, Frances Dameron, owner. B-4-19-52-tfc

FOR SALE 6 room house. Bath, garage and workshop on paving. \$6,000.

1 room house, 1 lot \$3,000. Also some small businesses in Hereford and business lots.

J. M. HAMBY The Trading Post Station Highway 60 - West Hereford B-4-27-tfc

#### HEREFORD FARMS

Perfect 320 - 2 Irrigation wells 2 houses - Grade A Barn - Sheds - Granary Price \$185.00 THIS IS A BARGAIN

Unimproved 160 on pavement. In irrigation belt. Price \$75.00

Unimproved 160, 9 miles North 3 Miles West 1/2 North New Irrigation Well Price \$18,000.00

SAM NUNNALLY 144 MAIN B-4-1-2-c

#### QUICK SERVICE

REAL ESTATE LOANS - AUTO LOANS

YOU DON'T HAVE TO WAIT

JOHN McLEAN Phone 273 S-4-2-tfc

E. B. Posey, Realtor Bus. Ph. 710 Res. Ph. 366-W 338 Main, Hereford, Tex. S-4-18-tfc

FOR SALE to be moved. Two bedroom house. Will also build to suit you. Two miles east on Highway 60. O. E. Hext, E. C. Messer. B-4-26-1-tfc

FOR SALE: Large three room modern house. Some outbuildings. Call 239-J. B-4-11-1-3p

FOR SALE OR RENT: House and lot for \$3200. Apply 203 Avenue A. B-4-13-28-3p

FOR SALE: Lot 65 by 200 east front. 109 Avenue A, phone 540-W. S-4-13-28-1k

#### 5. FOR RENT

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

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

FOR RENT: Apartments. Men preferred. 109 Avenue A. Phone 277-W. B-5-10-25-tfc

FOR RENT to couple: 3 room modern efficiency. Nicely furnished. Outside entrance. Private bath. Electric refrigerator. Bills paid. 310 McKinley. Phone 447-J. J. H. Hinds. B-5-25-1-tfc

FOR RENT: Desirable furnished apartment for couple. Adults only. Bills paid. B-5-11-1-2k

FOR RENT: Two bedrooms, 227 B Street. B-5-9-1-2p

FOR RENT: Extra nice 2 room apt. For couple, no pets. Private entrance. Electric refrigerator. 711 E. 3rd. S-5-18-28-1k

FOR RENT: Three room modern house, 131 North 25-Mile Avenue. S-5-11-28-1p

FOR RENT: Furnished apartment, 411 Grand Avenue. S-5-9-28-1p

FOR RENT: 2 room apartment. Partly furnished, 401 Ross Avenue. S-5-10-28-1p

FOR RENT: Two room furnished apartment. 808 East 3rd. S-5-9-28-1k

#### 6. WANTED

WANTED

Wheat Pasture for Cattle

O. G. HILL Phone 93-W or 357-J B-6-15-tfc

WANTED: Well drilling, cleaning out, pump and windmill work. Phone 147 E. C. Messer, Moore Trailer Court. B-6-18-27-tfc

Wanted: Will do wet washes, rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen. S-6-45-tfc

WANTED: 4 or 5 room house. Permanent tenants. Call Buford Crosthwait at Friona or see Ike Crosthwait, Hereford. S-6-18-27-1c

DO YOU HAVE a three bedroom home you want to sell. Call Lamm, 527 or 286-W. S-6-16-28-1c

7. Dressmaking-Ironing

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

COVERED buttons, belts, and buckles. Dressmaking and alterations. Mrs. Mathis, 224 Avenue C, Phone 305-W. B-7-23-27-tfc

WOULD LIKE to sew for children up to 14 years old. Mrs. John Sexton, 700 East 3rd, Phone 801-W. B-7-19-28-2c

#### 10. NOTICE

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

#### INCOME TAX SERVICE

Mrs. C. J. Ocanougher 108 - 8th Street B-10-25-tfc

FOR Amarillo Times call 890-W 75 cents a month. B-10-9-28-4p

#### 11. BUSINESS SERVICES

(Continued From Page 4)

INCOME TAX RETURNS

J. K. BAKER

305 Roosevelt Phone 589-W B-11-52-tfc

WANTED: Sewing and alterations. 224B Avenue I. B-11-18-27-6p

MAKE your old furniture beautiful and up to date to fit your color scheme. Free estimate. Upholstery of all kinds of fine furniture and repair at 310 McKinley. J. H. Hinds Upholstery Shop, Phone 447-J. B-11-35-27-8c

SEE US about digging your foundation, ditches and bulldozer work. We have a brand new outfit. We can go anywhere and can dig a ditch from 12 up to 22 inches wide and 42 inches deep. Our prices will be right. See Carl Jeter at 340 Hiway 60 or call C. F. Finley. Phone 204-W. B-11-54-1-8p

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

#### 12. LIVESTOCK

Strayed and Found

NOTIFY G. W. Brumley of stray cattle. Branded Bar-D left hip. Plus on left hip, Open A, Backward-S left shoulder; O left shoulder. S-12-20-48-tfc

#### Ford HD Club Will Meet In G. Epling Home Next

Ford Home Demonstration Club met Wednesday afternoon in the first meeting of the year with Mrs. John Spinhirne at Vega. Miss Hilda Both was in charge of the recreational period and roll call featured names of books members will exchange. Mrs. N. G. Elliston of the Wyche H. D. Club, was a special guest in charge of the program. She reviewed "Glass Houses of Prejudice" and conducted a round table of opinions concerning the book in conclusion.

New year books were distributed and plans were made for a ple supper to be held in the Ford School house in the near future. The next meeting will be with Mrs. George Epling on January 18.

Refreshments were served to Mesdames George Epling, N. G. Elliston, H. M. Benson, Doris Epling, Miss Hilda Both and the hostess.

#### North Hereford HD Hears Book Review

North Hereford Home Demonstration Club met with Mrs. Frank Brinkman for a luncheon and program Thursday afternoon. During the business meeting reports were given by Mrs. Paul Hoff, and Mrs. H. E. Pettyjohn was named council delegate. Members voted to have a luncheon every other meeting.

Mrs. Paul Hoff reviewed the book "Came A Cavalier" by Keyes and the penny ante gift was won by Mrs. Oscar Vaughn. A birthday shower was presented to Mrs. W. H. Russell.

Those present were Mesdames Frank Wilde, W. H. Russell, C. L. Whitehead, Oscar Vaughn, Troy Womble, Fred Saltzman, Otto Olson, H. E. Pettyjohn, Paul Hoff, R. A. Fullwood, Bob McGee, Mary Bodkin and the hostess.

Visitors in the home of Mr. and Mrs. Earl Reese over the Christmas holidays were four daughters: Mr. and Mrs. Ray Bradshaw, Miss Billy Nan Neal and Miss Jo Francis Neal. They are all students at the teachers college at Denton. Miss Betty Jean Neal is teaching in Anthony, New Mexico.

as seen in HARPERS BAZAAR

## PARIS IMPORT

by Dan Millstein

Our newest PARIS IMPORT, with flaring Doublet pockets and golden buttons, becomes the prophetic Suit Silhouette for Spring. Tailored by DAN MILLSTEIN in JULLIARD'S fine all worsted PLANATEEN. In Navy, Beige, Red and other spring colors. Sizes 10-18.

\$75.

CLEARANCE SALE on all WINTER MERCHANDISE

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## Popular Store

DEPEND ON US FOR Complete Selections

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- ASPHALT TILE
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Everything in Floor Covering Values

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THE NEW CHEVROLET FOR 1950!



#### • SMARTER STYLING!

Clean, smooth lines flow into an exciting new low look. And Bodies by Fisher assure beauty for years.

#### • NEW, TWO-TONE INTERIORS!

Luxurious fabrics blend with graceful two-tone panels to once more prove only Chevrolet in the low-price field creates big car luxury.

#### • IMPROVED PERFORMANCE!

These 1950 Chevrolets more than live up to the promise of their appearance. The improved valve-in-head engine sets new higher standards for performance and for economy.

#### WHY WAIT FOR OTHERS TO TELL YOU?

Be among the first yourself to give a careful look at these new Chevrolets for 1950. We invite you personally to see them.

## KINSEY MOTOR COMPANY

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HEREFORD

Phone 740



# EDITORIALS....

## Can Use Some At Home

The United States plans to use 260,000 copies of a picture-story series on great Americans to introduce U. S. American heroes to the people in South Korea, Thailand, Viet Nam (French Indo-China) and Indonesia.

The hope of the State Department is that hand-to-hand circulation about the history and background of this country will be spread in areas under Communist pressure. Pamphlets on the careers of George Washington, Thomas Jefferson, Walt Whitman, Abraham Lincoln, Andrew Carnegie, Jane Addams, Thomas A. Edison and George Washington Carver will be distributed with words in the native languages.

We very much doubt whether the effort will be worth the cost but the experiment represents a comparatively small sum to spend in the effort to influence public opinion. We would not lend the "comic book technique", but, if the United States must buy them, we could suggest some areas, inside the United States, where there is great need for instruction about Americans and American ways.

## Farm Housing Need

Housing experts point out that the greatest housing need in the United States is to be found among the middle income groups, with salaries ranging from \$2,500 to \$4,500 annually. These groups do not qualify for public housing. Private investors find it difficult to meet their needs, especially when in competition with public housing for favored tenants and the more pretentious homes of those in the higher income groups.

The Government's housing experts are attempting to measure the need of non-farm housing units. E. Everett Ashley, of the Economics and Statistics branch, Housing and Home Finance Agency in Washington, says that there are 39,500,000 non-farm families in sight for 1960 with the need of separate homes or apartments. Assuming that there will be some vacancies, he estimates the actual need at 41,100,000 units. This is 6,300,000 units more than those that exist today. In addition, many units will need replacement or rehabilitation and he estimates the total non-farm housing goal at nearly 15,000,000 units by 1960.

There are interesting statistics, but one should not overlook the fact that they do not relate to the one-fourth of the nation's population which operates our farms. So far, public housing programs have done very little to provide equal housing assistance to farm families. Certainly, if those who pack the slums of our metropolitan centers and those who live on the edges of our cities are entitled to the financial assistance of our federal government, in connection with the process of having a decent place in which to live, the same can be said of those who live on the farms.

The Brand is not now concerned with the discussion that goes on between those who favor public housing and those who oppose it. We merely assert that if the government is to finance housing on a large scale, it should make a proportionate effort to take care of the housing needs of the rural areas. If all citizens are entitled to equal treatment, we do not see how the government can do otherwise.

## NOTES AND COMMENT

A journey begun on time is half complete.

Every year is leap year to the pedestrian who expects to live.

Our idea of an optimist is now planning for a picnic next summer.

Despite publicised accidents air travel continues safe if you want to go by air.

The cold war will get colder during the winter but might thaw out in the spring.

Pessimistic Note: Some of us, who begin 1950, will not be around to see it end.

The death rate in 1949 was better than usual, especially to those who were not sick.

A man who reads two newspapers a day reads a lot of newspaper in the course of a year.

The trouble with human beings is not that they lack horse sense but that they lack human intelligence.

Congress meets again this month and, believe it or not, it represents the rights and liberties of the people.

Now that the bowl games are off the boards we can take a look at what Congress is about to undertake.

Fifty million dollars, raised by the people of this nation, are not too many for the fight against infantile paralysis.

One of these days, if our investments make out, we plan to stop working for a living and to work for the hell of it.

Relativity is a great truth; the man who made \$2,500 in 1949 will consider 1950 a banner year if he makes \$3,000.

If you have any problems to solve send them in; we can have some group pass a few resolutions giving quick solutions.

An unorganized majority is no match for an organized minority putting the pressure upon a weak-kneed holder of a public office.

Beware of those who approach you, talk in a low voice and offer to let you in on a deal to make some large and easy profits.

Prediction: Automobiles will kill about eighty Americans every day in the year 1950 which is too high a price to pay for fast-driving.

Dictators are men who rule nations by personal edicts; we want none in the United States, regardless of the emergency at hand, real or supposed.

Our private statistician reports that there will be 1,657,439,987 arguments in 1950 between husbands and wives over the proper playing of a hand of bridge.

There is no reason, that we know of, why an intelligent man or woman cannot continue to be intelligent even when it comes to the matter of religious beliefs.

The hunting season claims its victims every year but there seems to be no dearth of brave souls ready to risk the unloaded gun in the hands of a fellow-hunter.

## IMPORTANT NEWS IN These Twelve Months

This edition of The Brand brings you a composite survey of important events and statistics in the Hereford territory during the past twelve months. Many of these things you will recall with pleasure and many of them have probably played an important role in your life during 1949.

If you sort out the most important news items in this area during the year, you will undoubtedly decide that foremost in the group is agriculture, upon which is based the entire growth and progress of the territory. Equally interesting, however, is the program of diversification practised in this area. Cattle and wheat, still the two big money crops of the community, are equally as great as ever, but during recent years have been added potatoes, lettuce, cotton, carrots, dairy farms, sugar beets and numerous other crops.

These crops, made possible through shallow-water irrigation, have literally lifted the area by its boot straps, and contribute largely to the fact that this section is considered one of the "bright spots" of the nation today. All of this is true, despite the fact that wheat yield dropped lower than many people expected.

Actually, we believe that the surface has hardly been scratched in development of the territory. The next decade will see higher farm lands, greater crop diversification, smaller tracts per capita, and continued good conditions throughout the territory. Once labeled as the "Last Frontier of America", the Hereford territory should change into the "Land of Progress and Plenty."

To say the least, the world offers no place with greater opportunity or better possibilities than Deaf Smith County, U. S. A.

## The Sunday Brand

Hereford, Texas  
Established 1948  
Published every Sunday



Hereford, Deaf Smith County, Texas

James M. Gilentine Editor and Publisher  
Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier delivery, 50c per month. Single copies, 10c each.

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

News Editor ..... Jerry Stolz  
Society Editor ..... Mrs. John McLean  
Adv. Manager ..... Bert Neelie  
Mechanical Supt. .... Vernon O. Roland

## SUNDAY'S CURRENT QUESTION

### Hotel Jim Hill Rates Number One On List of Hereford Improvements

What, in your opinion, was Hereford's best step forward in 1949?

Mrs. James E. Gallagher: I think the beginning of the construction of Hotel Jim Hill was the most important. Hereford, until now, has never had a good hotel. It will attract tourists and help other business as well. Hereford will be able to accommodate more people such as traveling salesmen.

Mrs. W. A. Hunter: I think the best thing that was done was paving the streets. I don't think anything could have been better unless it was the fine grocery stores we have or Hotel Jim Hill. But the streets were fine. It is so much easier to keep house now that the streets are paved.

Mrs. E. J. Hudson: I think the building of Hotel Jim Hill was the best step forward for Hereford in 1949. We didn't have a hotel that would accommodate the people before this. There was a definite need for one. It will help other business and every other phase of Hereford life.

Mrs. L. E. Gross: I think Shirley School was best 1949 step forward in Hereford. We came here before the streets were paved. I enjoy the good streets. I like this town and the good schools and The Brand and the radio station. The November and December Christmas program was an important event that shows progress. Certainly, the construction of Hotel Jim Hill was one of the most marked signs of progress. We have been here about a year and five months.

Mrs. C. F. Finley: I don't know, offhand. There have been so many constructive things happen. I think extending the city limits was a good step forward for the year. Construction of grocery stores has shown that Hereford is growing and it helps to keep the money at home.

Ray Conaway: We had so many forward steps I hardly know what to name as the best. Hotel Jim Hill was a great step forward. We sure needed a hotel for tourists and for people locating here. We had a lot of forward civic developments such as the paving of the streets which was certainly fine.

## BOOTLEG PHILOSOPHER

(Editor's note: The Bootleg Philosopher sounds like he has a point this week, but there's bound to be a misconstrual there somewhere.)

Dear editor:

Newspapers have been so full lately of stories about what's gonna happen in 1950 and how rosey things will be that it's hard to find out what actually is happening in the first few days of the year, reminds me of the farmer who's always so busy makin plans about what he's gonna do next month he ain't got time to do anything today and get bogged down in Johnson grass. I don't use that system. I don't plan to do much next month of this afternoon either and had just as soon be bogged down in Johnson grass as a crop requirin plowin, but I did discover a paper which a wind picked up from my neighbor's trash pile and blew over into my pasture and since it landed about in line with the direction I was walkin toward the house and I could get to it without goin out of my way over two or three feet, I went ahead and went out of my way that much and picked it up and took it on in the house with me and read about the water shortage in New York and what they're doin to make the supply last.

Now I don't think I understand what's goin on up there, or else New Yorkers are far more backward than you'd suppose. According to the story I read, New York officials have been wrackin their brains for ways to save water and finally came up with the idea of the men not shavin and the women lettin the dishes pile up in the sink all day and washin em all at one time.

Thunderation! We been doin that out here for years. Is that what they call thinkin in New York?

If so, while up to now we ain't got no credit for it, I'm glad to see the thinkers have finally come around to recognize that it ain't necessarily laziness to go without a shave, it's a long-range water conservation. If more New Yorkers had followed my method which I originated years ago, they wouldn't be in the trouble they're in now.

And as for women lettin the dishes stack up in the sink, that's been a custom in the south for years, with lots of women bein even ahead of that and not even takin em off the table more'n once a day.

The South has been berated as backward long enough. We're years ahead of them northern-ers.

Yours faithfully,  
J. A.

Mrs. Ben Hebert has returned to her Houston home after spending the last six weeks with her sister, Mrs. Seth B. Holman, in Hereford.

MASONIC BULLETIN  
Held meeting second Monday in each month.  
School of instruction each Thursday night.  
R. L. TOMPSON, Sec'y.  
HENRY SEARS, W. M.  
Hereford Lodge 349

NOTICE OF MEETINGS  
ODD FELLOWS  
Each Monday Night  
BRREKAHS  
Each Tuesday Night

Mr. and Mrs. Oliver Rudd, accompanied by Mr. and Mrs. Bob Hlebowicz and children, Janie, Delores Ann and Bobby, were in Portales, N.M. to visit Mrs. Rudd's and Mrs. Hlebowicz's parents, Mr. and Mrs. J. L. Ledford, and a sister and family, Mr. and Mrs. C. M. Pate and children. Their son, Leroy, who had spent the holiday week with his grand-

parents, returned home with Mr. and Mrs. Oliver Rudd. Other guests from Hereford visiting in the Ledford and Pate homes on New Year's Day were Mr. and Mrs. Herbert Goettsch.

Dinner guests in the home of Mr. and Mrs. Pete Livesay and Patsy New Year's Day were Mr. and Mrs. N. W. Livesay, Mr. and

Mrs. Pat Livesay and Mr. and Mrs. Milton Horst and son Gregory Ken of Amarillo.

## FRIENDSHIP CLASS

Friendship Class of the Methodist Church will meet in the home of Mrs. Homer Brumley Wednesday night at 7:30 p. m. The program will be the second in a series of lessons on Faith.

## COMPLETE HOME LOAN SERVICE

## COMPLETE INSURANCE SERVICE

Whether you plan to buy or build a home of your own or want to refinance your present loan, be sure to investigate our COMPLETE HOME LOAN SERVICE.

PROMPT - COURTEOUS SERVICE - LOW RATES -  
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127 West 3rd Street — Phone 273

## STREET MAP OF HEREFORD, TEXAS

## BUSINESS and PROFESSIONAL

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When in need of Prompt, Dependable Service... use this Directory

## THIS SPACE FOR SALE

## Hereford News Stand

Your Favorite  
NEWSPAPERS and MAGAZINES -  
SCHOOL SUPPLIES

Fountain Service... Drugs... Sandwiches  
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## REMINGTON TYPEWRITERS OFFICE SUPPLIES

FARM AND HOME  
FLOOR AND WALL SAFES  
AT YOUR  
HEREFORD BRAND

## 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

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PLAINVIEW, TEXAS

## TRIPLE E CAFE

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

## A. O. Thompson Abstract Co.



Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

## Hereford Wrecking Co.

HIGHWAY 60  
USED PARTS

See Us For Expert Repair Work of All Kinds!

## T. J. CARTER

Realty Company

Wheat land, irrigated land and ranches for sale.

Farms and ranch loans. Long terms 4 1/2% interest.

## PARKER BROTHERS PLANING MILL & CONTRACTORS

We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.

## FOAM LATEX CUSHIONS

For Office, Home, Car, and Tractor at the

Brand Office

## THIS SPACE FOR SALE

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## ACME CLEANERS

All Garments Insured

308 N. Main Hereford  
MADE TO MEASURE CLOTHES



# CONGRATULATIONS ★ ★

## Upon the Opening of HEREFORD'S NEW MODERN

**Congratulations**  
**GAYLORD NEWELL**  
from your  
Home Bakers



*ButterKist  
of course!*



**BAKERY  
GOODS**



**HEREFORD  
BAKERY**



*Congratulations*

to

**GAYLORD NEWELL**  
and  
**EMPLOYEES**  
of the new  
**PIGGLY-WIGGLY**

THE HEREFORD BRAND  
THE SUNDAY BRAND

We Join  
in sending

**OUR BEST WISHES**

to you,

**Gaylord Newell**

on the opening  
of your new  
**PIGGLY-WIGGLY**

We are happy to be your  
Home town Suppliers of

**MILK  
ICE CREAM  
BUTTER**

"Cream O' Plains"  
Good Milk Products

**HEREFORD CREAMERY**

CECIL MALONE

ELTON MALONE



# Gaylord . .

## You Have Done a Superb Job

We well know that the establishment, opening, and operation of such a creditable firm as your new, modern food market is not a mere "happen so", but rather the result of a genuine desire to serve, a countless number of sleepless nights, plan after plan executed and revised, lots of just plain hard work, and finally the combination of all the facilities and abilities enabling you to operate as a successful grocer.

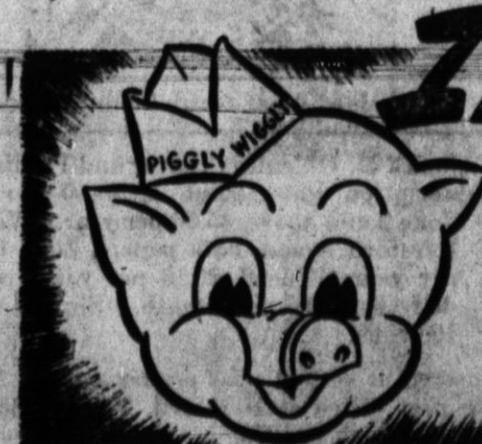
**You Have More than "Passed the Inspection"**

of the

**DEAF SMITH COUNTY MEAT COMPANY**

your home of "Inspected" Meats

We wish the management and all employees a very pleasant and profitable future and fellow citizens, . . . all of us wish you success in Hereford. We extend you the kindest wishes.



*Introducing*  
**PIGGLY**



# ★ GAYLORD NEWELL

## Opening of MODERN FOOD MARKET

### CONGRATULATIONS

... Gaylord Newell

Certainly all Deaf Smith County and the entire Panhandle can point with pride to the new ultra-modern food center you have just opened.

We were the contractors. We do not say this boastfully, but proudly. Thanks to the owner, Gaylord Newell, nothing was spared in building a convenient, large grocery establishment. He insisted upon the best plans, the finest materials and expert workmanship.

ACCEPT OUR BEST WISHES

**Ed Tiefel**

Contractor

### SINCERE CONRATULATIONS

to

**GAYLORD NEWELL**

Your new building is an outstanding addition to Hereford's business district.

Please Accept  
our  
Heartiest Greetings

WE APPRECIATE

the privilege of supplying and installing the electrical equipment, fixtures, and wiring in your building. Good luck to you Gaylord Newell!

**NIPPER  
ELECTRIC**

WE JOIN  
ALL OF HEREFORD

in

**Congratulations**

to

**GAYLORD NEWELL**

Your Investment

In this modern building represents your Interest  
in this Growing Community

WE APPRECIATE

Your use of our  
Refrigeration Service

**WALKER  
REFRIGERATION SERVICE**

We, as fellow business firms in Hereford, have watched with pride the building of this modern food center. Gaylord Newell's modern Piggly Wiggly.

This is one of the buildings, one of the developments, that justifies our pride in claiming Hereford and Deaf Smith County as our home. Certainly anyone can take pride in living among such progressive, far sighter people, in a community that year in and year out is ALIVE.

You've done a good job, Gaylord.

employees of the Piggly Wig-  
enture as fellow workers,  
working for an even greater  
dest of greetings and best of

## CONGRATULATIONS

to

**GAYLORD NEWELL**

We are indeed glad to congratulate you in your achievement - your success in planning and completing this building . . . a credit to the food businesses of the Panhandle, and another milestone in the growth and progress of Hereford business.

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

**Carl McCaslin Lumber Company**

**WIGGLY**  
OWNED AND OPERATED  
BY HOME FOLKS!



# &PW Club Hears Dr. Menninger's Record Program "Meet Your Mind"

If you have been thinking of the mental hygiene movement is a fact, you'd better find opportunity to hear General William C. Menninger's program "Meet Your Mind" was the induction given to Dr. Menninger's recorded program presented at the B&PW Club meeting held at the city hall Monday night. Della Stagner was program

# Mrs. Carmichael Remains In Office As Club President

Election of officers was a feature of the past week's club activities as 1950 club sessions are under way after a Christmas holiday vacation. In an annual business and social meeting held by the Music Study Club Monday afternoon in the home of Mrs. W. E. Dameron, Mrs. W. T. Carmichael was re-elected president. Other officers elected for another term were: Mrs. J. D. Neill, vice-president; Mrs. B. F. Cain, second vice-president; Mrs. Earl Phillips, recording secretary; Mrs. Cliff Acker, corresponding secretary; Mrs. C. C. Acker, treasurer; Mrs. C. Ferguson, librarian; Mrs. C. McCracken, choral director; and Mrs. Jeff Gilbreath, reporter. Refreshments were served on a table carrying out the new year theme in silver and blue. Mrs. W. T. Carmichael presided. Those attending were Mesdames J. R. Allison, B. F. Cain, T. Carmichael, H. A. Close, Jeff Gilbreath, J. B. Jones, Bob Lawrence, J. C. McCracken, C. J. Mount, J. D. Neill, T. W. Robertson, A. J. Schroeder, Glenn Snyder, W. J. Stanford, A. C. Thompson, A. O. Thompson, C. R. Smith, Miss Mattie Mae Swisher, Miss Frances Dameron, Mrs. Claude Witherspoon, and Mrs. Calvin Hulen of Austin, guests, and the hostess.

The next meeting will be held at Ward Hall at the Methodist church.

# L'Allegria Club Members Entertained

Mrs. O. G. Hill, Jr. and Mrs. Earl Stagner were cohostesses for the first L'Allegria Club meeting of the new year at the home of Mrs. O. G. Hill, Sr., Thursday afternoon.

Mrs. Richard Winget conducted a business session when a change in the next meeting place was announced. The January 19 meeting will be held with Mrs. Gerald Gollehon instead of the scheduled meeting place. Mrs. Francis Hill will be cohostess. Mrs. Jerry Stoltz was welcomed as a new member.

Mrs. Gerald Gollehon gave the program for the afternoon on the subject, "Tell Me A Story." Discussing the value of story telling and its influence in raising young children, she recommended Bible stories as the best, followed by animal stories. She mentioned ways of telling stories to hold a child's interest and suggested that a complete story be given at first with stories in serial form told to the older child.

Those present were Mesdames Hilton Higgins, Darrell Blanton, Jack Brown, James Edmonson, Gerald Gollehon, V. C. Hopson, Lee Kent, Walter London, Jr., Leroy Price, Earl Stagner, Bill Waldrep, Richard Winget, Jerry Stoltz and the hostesses.

# Club Session Is About Furniture

Mrs. L. E. Gross was hostess for the LaPlata Club meeting Tuesday night with the vice-president, Mrs. Harry Cayler, presiding.

Following the study course on "Personalities in Architecture," a program on recognizing period furniture was presented by Mrs. Morris Thomson who discussed Thomas Chippendale.

Speaking on the man as an artist, Mrs. Thomson said, "He was one of the instances of a cabinet maker and artist becoming rich and famous." It was through Chippendale that mahogany came to the front and it was he who introduced the soft easy cushions and comfortable chairs.

Mrs. Thomson described the colonial type of furniture, the Eighteenth Century and French and Victorian styles.

Mrs. Cayler will be hostess for the next meeting instead of Mrs. Elmer Patterson as scheduled in year books.

Members present were Mesdames M. C. Adams, Bill Blood, Homer Brumley, Pete Cowart, Dalton Criswell, S. S. Dodson, Emil Dettman, J. R. Johnson, Elmer Patterson, A. J. Schropter, Thas. Spurlock, Urlin Streu, Morris Thomson, L. W. Combs, Miss Genevieve Eberle and the hostess.

# SOCIETY

## Miss Gretchen Bruines-Jack London Exchange Vows In Beaumont Chapel

Miss Gretchen Bruines of Beaumont became the bride of Jack R. London in a twilight ceremony held in the chapel of the First Baptist Church of Beaumont on Thursday, December 22, at 7:30 p. m.

The bride is the daughter of Mr. and Mrs. H. B. Bruines of Waupun, Wisconsin and the bridegroom is the son of Mr. and Mrs. Boyd London of this city. Dr. T. A. Patterson officiated.

Pre-nuptial music was provided by the church organist who also accompanied Mr. J. Matthews who sang "Ah, Sweet Mystery of Life" and "Because" and "The Lord's Prayer" at the conclusion of the ceremony. The traditional wedding marches were used in the processional and recessional.

White tapers burned in double candelabra at the altar which was decked with white gladioli and chrysanthemums against a background of palms and ferns.

Mrs. Lee A. Williams, sister of the bride, was bride's matron. She wore a brown nylon net over blue made with high neckline, short sleeves and ballerina skirt. Her blue lace mits matched the color of her flower trimmed hat and she wore a corsage of white carnations. Bill London was his brother's best man. Ushers were J. C. Booth, Beaumont and Elton Wilson of Jasper.

Given in marriage by her brother-in-law, Lee A. Williams, the bride wore an ice-blue lace frock dramatized with bugle-bead trim, Peter Pan collar and very full ballerina skirt. She wore a blue lace hat and matching mits with blue slippers. Her rhinestone and pearl ear rings were gifts from the bridegroom and the bridal bouquet was a single white orchid topped with a white Bible.

The bridegroom's mother wore winter white with black accessories and a gardenia corsage.

## L. A. E. Study Club Elects Mrs. Jones As New President

Mrs. W. L. Jones will be president of the L.A.E. Club for the 1950-51 club year. She was elected at the annual business meeting of the L.A.E. Club Tuesday afternoon held in the home of Mrs. George Suggs.

Other new officers include: Mrs. Boyd Knox, vice-president; Mrs. George Suggs, secretary-treasurer; Mrs. Phil Radovich, parliamentarian; Mrs. T. W. Roberson, council member and Mrs. Robert Wagoner, reporter. Officers will be installed at the final meeting of the year in May.

A program on "Religion" was presented after the business session with members reviewing favorite verses of scripture. A round table discussion of favorite books of the Bible was enjoyed.

Members attending were Mesdames N. D. Bartlett, Jr., Geo. Benson, Bob Higgins, W. L. Jones, Boyd Knox, Luther Lesly, T. W. Roberson, Sandford Smith, Robert Veigel, Robert Wagoner, Jim Whelan and the hostess.

## Club Installs New Officers Recently

Mrs. J. C. Morrison and Mrs. R. L. Wilson were hostesses to a Christmas party for Westway Club in Mrs. Morrison's home.

Officers for 1950 were installed: Mrs. Elmer Combs, president; Mrs. Joe Wagoner, vice-president; Mrs. Kenneth Rudd, secretary-treasurer; Mrs. C. J. Saulsby, council delegate; Mrs. S. A. Duckworth, reporter; Mrs. R. L. Wilson, parliamentarian; Mrs. J. C. Morrison, clothing demonstrator; Mrs. Manuel Hawka, work simplification leader and Mrs. Johnnie Townsend, federation councilor.

Mrs. R. L. Wilson, 1949 president, was presented with a beautiful table lamp.

Mrs. Junior Wilson will be hostess for club January 11.

Present were Mesdames: S. A. Duckworth, Bess Werner, J. C. Morrison, Joe Landers, B. B. Northcutt, Grady Wilson, Jr., A. L. Hopson, Carl Schroeder, Abraham Drager, Vernon Wilson, G. C. Merritt, Grady Wilson, M. S. Roe, Manuel Hawks, Elmer Combs, Billy Mac Jackson, Kenneth Rudd, R. L. Wilson, C. J. Saulsby and Johnnie Townsend.

Mr. and Mrs. Howard Gault attended the Thursday night meeting of the Amarillo Knife and Fork Club. Speakers were Madame Krishna Nehru, India's ambassador to Washington, and her husband, Raja Hutchesing, editor of a daily newspaper in Bombay.

## Bay View Club Has Annual Business Session And Federation Program

Bay View Study Club held its annual business session in the home of Mrs. John McLean Thursday afternoon with Mrs. Paul Mathers, president, presiding. Annual reports were heard.

Members voted to assist in the Pollo Drive and Mesdames D. H. Alexander, Bob Wilson, Lee Benefield and Howard Gault were named to a committee to work with Mrs. O. G. Hill, general chairman of women's clubs. Mrs. A. M. Jones was named to the planning committee for the prospective club house which will be sponsored by the Deaf Smith County Federation of Club women.

Mrs. J. P. Slaton was appointed chairman for the 1950-51 year book committee with Mrs. Phillip Barkley and Mrs. Wayne Evans named to serve with her.

Mrs. D. H. Alexander was leader of the program and gave a history of the Bay View Club since its organization in 1909, telling of its ideals and traditions which have been handed down through the past forty years. She read the present constitution and by-laws, comparing them with those of earlier days and in conclusion she read a New Year prayer.

Mrs. Will S. Kerr talked on "Federation News" telling of the work of the General Federation, and of the last session of the Texas Federation of Women's Clubs held in Austin. She gave a description of installation rites for new officers and also mentioned different officials and personalities of the General Federation who attended. Quoting from Mrs. J. Howard Hodge, president of T.F.W.C., she read the theme for her administration "Education for World Citizenship."

Members of the club attending were Mesdames: Claude Witherspoon, Bob Wilson, J. W. Spradley, J. P. Slaton, D. H. Alexander, J. R. Allison, Phillip Barkley, H. L. Benefield, Essie Cardwell, H. G. Conkright, Howard Gault, Frances Houston, A. M. Jones, Will S. Kerr, J. W. Kirby, Paul Mathers, and the hostess.

## Sims HD Club Meets In C. L. Bogle Home

The Sims Home Demonstration Club met in the home of Mrs. C. L. Bogle January 4. Mrs. Draper gave a discussion on useful sewing equipment and care of your sewing machine.

Plans were discussed for the Benefit Supper to be held at Bippus Church house in the very near future. The exact date will be announced later.

A business meeting will be held January 12 at 7 p. m. in the home of Cord Hammock to further discuss plans for the "community clubhouse" project which is underway.

Mrs. Clint Homfeld was a guest and the 16 members present were Mesdames Cord Hammock, E. M. Thomas, Homer Brooks, Glen Hetzler, R. L. Pinnell, Don Guseman, Glen Burrus, O. A. Alexander, C. W. Edwards, M. W. Blankenship, C. L. Bogle, V. L. Reece, J. A. Crofford, Clarence Hollabough, C. A. Edwards and C. A. Perrin.

Guests Tuesday of Mrs. Oliver Rudd were her twin nieces, Mrs. V. A. Simpson and daughter, Barbara Sue of Borger, and Mrs. Glenn Godfrey and daughter, Peggy Sue of Dimmitt.

## SEE PERCY KILBRIDE - Of Pa Kettle Fame

Sell the Government WATER for GASOLINE in

FREE FOR ALL

Shepherd check, very soft spoken in its pattern for the discriminating woman. Gilbert executes this coat with crisp shoulder detail, fullness to very casual and a waist slashed by a wide leather belt. Colors in black and brown check, also plain gabardine featured in all colors.

THANK YOU

We appreciate the fine response to our recent sale. It is indeed a pleasure to pass on top-quality, fine merchandise at such economical prices.

We invite you to cultivate the Vogue habit... depending on us at all times for new, late styles, and values in better clothing.

The little suit with the new short jacket cut in gabardine by Gilbert. Strikingly striped and fitted, he contrasts it with a dark slim skirt. Colors navy and white, brown and beige.

For "the Lady of Fashion"

# THE Vogue



## BOOKS ON PARADE

**"Believe In Yourself" Is One Book That Will Add Spice To Your Life**

By CORINNE JENNINGS  
"With laughter as an aide we can believe in ourselves and win," says Margery Wilson in her new book titled, "Believe In Yourself." She adds, "Tell me how much you laugh and I'll tell you how many friends you have."

In summarizing the chapter on this subject she lists eight points which if followed will lead one to accomplish the art of laughter and the road to happiness, in spite of troubles.

Practice before a mirror and study yourself while laughing; read the jokes and other humor in the magazines; listen to comedy and amusing programs over the air; cultivate clever and witty friends and laugh with them; nothing is a better tonic than children so visit with them when opportunity permits and listen to their amusing chatter; practice telling jokes to the family at meal time to develop or recover that lost sense of humor—and your sense of fun; make somebody laugh, even if you have to make faces, but a better way to accomplish this is by collecting a row of joke books for your book shelf and then use them; another important help toward this goal may be obtained by owning a kitten or puppy which watch him play—if you can do this without laughter, then you are hopeless.

If you have formed the idea that you are unlucky and ceased to believe in yourself, another chapter will give you some new ideas and probably change your attitude concerning your luck.

"Don't brand yourself unlucky as no one likes to be associated with bad luck," she says. That you can change your luck by guided thinking she sets forth facts to prove with illustrations.

Discussing the importance of money in your life she asks, "How much money do you want?" Then she tells you that you will get just what you expect by the use of your own abilities and your own application and she makes practical suggestions to help you gain your object, the material things of life.

Without love, another essential requirement, one can not be happy nor believe in one's self, states Margery Wilson. You may have all this and love besides, she says. Cultivation of and holding the love of your family, friends and your mate can be aided by following the suggestions: set your stage for love; analyze your worthiness for love; loving is not just getting; to gain something for yourself you must give something; be willing to be wrong sometimes; tune your heart to love; and many other pointers leads to your heart's desire.

Little stories of well known men and women, excerpts from books, plays, operas, as well as poetry, the scriptures and other bits of information picked up

here and there by the author makes the volume quite charming and easily read. And though the reader may have never studied nor been interested in psychology the entire book is easily understood because of her presentation in a chatty informal matter to which she has added much of her own philosophy.

An example story concerns the word sincere which she uses in discussing sincerity in people as a worthwhile quality. The history of the word runs thus: Many years ago in the days of the Roman Empire a great deal of trade was carried on with Gaul in the form of marble. In its transportation the slabs were often scratched and fearing complaints from the Gauls, the Romans cunningly concealed the marred places with melted wax. After it was delivered and the sun shone on it for awhile, the crack or scar, this so angered the Gauls that in self defense they added a clause to their contract which guaranteed the marble to be "sin-cere" (without wax). So the word sincere became accepted to mean without deception to the eye, or genuine.

"Believe In Yourself" has been suggested as a blue print to happiness and seems especially appropriate at this time since it can be used as a chart to guide the course ahead, in the new year.

Those who have read Margery Wilson's former book, "The Woman You Want To Be" will be interested to know this new book has been placed in the library.

**Presbyterian Women Install New Officers**

Woman's Council of the Presbyterian Church held their meet of the church year in the home of Mrs. D. H. Alexander Wednesday afternoon. Mrs. Henry Hastings, president, presided when annual reports of committees and officers were given.

Rev. Russell Wingert conducted installation rites for new officers who included: Mrs. Henry Hastings, re-elected president; Mrs. Will S. Kerr, vice-president; Mrs. H. A. Close, secretary and Mrs. D. H. Alexander, treasurer. Mrs. Lee Conklin and Mrs. J. D. Neill directed a program on the subject "Toward God's Design." Mrs. C. O. Wilkins gave the devotional lesson.

After new year books were distributed refreshments were served to twenty-four members.

Draper 4-H Club met Thursday in Mrs. O. B. Russell's home. Gloria Walser, Marilyn Russell, Beth Gross, Kay Kerschner and Carol Walser attended the meeting. The girls were taught to stencil by Mrs. L. E. Gross.



**PIGGLY-WIGGLY OPEN HOUSE**—Approximately 3,000 turned out Thursday evening for Gaylord Newell's formal opening of Piggly Wiggly Super Market right next to the Post Office. Balloons were given away along with miniature loaves of Knox bread. Newell said that 1,200 donuts didn't last any time at all. He served coffee and donuts the visitors. The store was brilliantly lighted with modernistic lighting systems and beautiful flowers of several varieties stood on the food shelves. Little blond Shirley McCathern pulled out the three lucky tickets Saturday afternoon at the store. Harry Taylor got the bicycle, 12-year-old Raymond Wells drew the coffee maker and Mrs. Bob Lawrence won the combination radio-phonograph.

**Problems Of Rearing Children Are Discussed For Les Meres Study Club**

The first meeting of the New Year for Les Meres Study Club was held in the home of Mrs. Monroe Parker Tuesday evening. Mrs. Howard Gore was co-hostess.

In keeping with the theme of preceding programs of the year based on problems of rearing children, Mrs. Bob Hoffman discussed the subject "Habits That Worry Parents."

The series of programs is intended to give parents a means of discipline in adult life and Tuesday night's speaker began her program by stating that "most habits in young children are results of growth and should be considered normal." A child resorts to baby habits when he feels insecure and parents should recognize the individuality of a child in correcting that sense of insecurity," she said.

Mrs. Robert Lemons spoke on "Don't Be a Model Mother" stressing the underlying theory that books can be wrong—and that in a loving and understanding home—children and their parents can weather any temporary squalls and tempests.

The next meeting will be held with Mrs. Roy Boyer on January 16.

Those present were Mesdames Eugene Bagwell, Roy Boyer, Elton Brooks, Dick Gholson, W. D. Jones, Howard Gore, Robert Lemons, S. S. Loerwald, Larry Summers, Jim Terry, Forrest Marnell, Bob Hoffman and the hostess.

The program consisted of reading and casting original plays written by Jane Houston and Nancy Patterson.

Those present were Margie Ford, Nancy Patterson, Jane Houston, Martha Heard, Wynogene Sowell, Neldeen Flowers, Margaret Phillips, Cecelia Wilkins and the sponsor, Mrs. George Heard.

**Shishinta Group Elects**—Shishinta Camp Fire Girls met with the guardian, Mrs. Bob Wilson, Tuesday afternoon and elected the following officers: Betty Culpepper, president; Doris Stanfield, vice-president; Marian Jo Wilson, secretary; Rosemary Young, treasurer and Bobby Jean Drury, scribe.

Members discussed types of ceramic art pieces they will make in the new project and each girl told her nickname.

**Garden Beautiful Club Discuss Planting Plans**

The annual first of the year business meeting of the Garden Beautiful Club was held in the home of Mrs. Helen Pipkin Friday afternoon.

Projects discussed were the beautification of the hospital grounds and planting roses around the Whiteface football field. Annual reports were heard and refreshments were served to Mesdames: O. M. Dickey, S. L. Easley, George Graham, Frances Houston, E. O. Jordan, J. W. Kirby, Norris Larmer, Joe Pindexter, Dayton Chisholm, Mary Seiger, J. W. Thomas, E. L. Adams, E. W. Solomon and the hostess.

**Specify CONCRETE**

SEWER TILE, CULVERT AND IRRIGATION PIPE

For the CONCRETE ANSWER to your Building Problems.

TEXAS CONCRETE WORKS

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**SCS Workers Are Warned Speed Is Now A Necessity**

Soil Conservation Service workers were warned this week that if they didn't work with great speed and efficiency the soil of the nation would, eventually, fall in its job to support the vast population. Hereford SCS representatives attended the three-day meeting in Amarillo which lasted from the third through the fifth.

At the meeting it was pointed out that it takes about two and a half acres of tillable land per person to support the population. However, with the increase of population and the constant use of the land, equalization of the two factors may be upon us before we realize it. Right now there is more than enough tillable land per capita to do the job.

Land in east Smith county is good farm land coming under the number "2" classification of lands. Class "2" is defined in the SCS office as "natural land, moderately deep and, productively good."

The SCS office said, also, that while there is approximately 1,200 farms in the county there is an estimated 900 irrigation wells. Misleading is the fact that several farms have five and six wells on them.

Many farmers, over half, are lined with SCS in the conserving of their land. Many, not on SCS rolls, are carrying out appropriate conservation measures, and, therefore, don't have their farms listed.

**CARD OF THANKS**  
We wish to thank our friends for the beautiful flowers and all the kindness shown us during the death of our father, E. F. Duncan. Also, we wish to thank the Gilliland Funeral Home.

Mr. and Mrs. Frank Rickels, Mr. and Mrs. George Nelson, Oklahoma City.

**POLITICAL ANNOUNCEMENTS**  
FOR Commissioner Precinct 1  
Deaf Smith County  
Sylvester Slagle

**LAMM JEWELRY**  
The Little Store Around The Corner On West Third

**GUARANTEED**  
8-Day Watch Repair Service.  
All Watches Scientifically  
Checked on our Watchmaster.  
We have Rock Crystals.

**Read the Want Ads**

**BABY'S COLD VICKS**

Now...to relieve distress without dosing, rub on... VAPOR

**You Could Be Sued!**

**PLAINS INSURANCE AGENCY**

**Wm. H. Patton**

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**Wm. H. Patton**

**Farm and Ranch Club Members-Guests Are Entertained At New Year Party**

Mr. and Mrs. Waldron Melton were hosts for members of the Farm and Ranch Club and their husbands at a New Year Party recently. Decorations carried out the New Year theme and a spaghetti supper was served buffet style from a table laid with lace and centered with ruddy-toned fruit and vegetables and pine cones. Prizes in games went to Mrs. Garland Solomon and Waldron Melton.

Those attending were Mr. and Mrs. Herschel Burris, Mr. and Mrs. Garland Solomon, Mr. and Mrs. Roy Pruitt, Henry Melton, Mrs. Phillip Miller, Mrs. P. B. Sowell, David Sowell and the hosts.

**Club Luncheon**  
The regular luncheon and program meeting of the Farm and Ranch Club was held Thursday afternoon in the home of Mrs. Henry Melton.

Mrs. P. B. Sowell, president of the club, conducted the business meeting when Mrs. Henry Melton was named to serve on the planning committee for the club house to be sponsored by the Deaf Smith County Federation of Women's Clubs. Mrs. Melton won the floating prize.

Those attending were Mesdames: Herschel Burris, W. B. Nunley, Waldron Melton, Frank Rickels, Tom Cotton, Garland Solomon, Phillip Miller, P. B. Sowell and the hostess.

**Willing Workers Meet At C. Morrison Home**

Members of the Willing Worker Missionary Group studied "Unity" in the home of Mrs. Clarence Morrison last month.

Christmas gifts were exchanged and secret friends were revealed.

Present were Mesdames Joe Landers, G. C. Merritt, A. A. Head, R. L. Wilson, Elmer Combs, Johnnie Townsend, Grace Little, Nate Thomas, Carl Schroeder and Mrs. Morrison.

Mrs. Carl Schroeder will be hostess for the group meeting, January 18 with a covered dish luncheon at noon.

Mrs. William R. Bingham took her husband to Veterans Hospital in Amarillo Friday. He was suffering considerably from stomach trouble. Friends who happen to be in Amarillo can see him at the hospital. Bingham has worked in Hereford for eight years.

**Watch Party Entertains Saturday Night Group**

Watching the old year out and the New Year in was the order of the informal party given by Mr. and Mrs. R. A. Danie Jr., at their home Saturday night.

Canasta games were enjoyed with prizes going to O. G. Hill, Jr. and Mrs. Jack Geffkin of Lubbock, and a midnight snack was served buffet style.

Those present were Mr. and Mrs. W. H. Patton, Mr. and Mrs. Fred Barrett, Jr., Mr. and Mrs. Jack Geffkin of Lubbock, O. G. Hill, Jr., Miss Bea Barrett and the hosts.

**MRS. WARD RETURNS FROM TRIP**

Mrs. J. F. Ward returned Tuesday from a two weeks stay in California with relatives. In Oakland she visited a daughter, Mrs. Dolly Behrens and family.

including a grandson, Gerald Behrens, who has been in Tokyo for the past three years, and who will return after a month's leave, to Tokyo for three more years. She was a guest of two granddaughters, Mrs. Don Bush and Mrs. Lou Rossi and their families. And she spent a week with Mr. and Mrs. John Robertson, Mrs. Jimmy Ashlock and Mrs. Margaret Watkins at Turlock. She made many side-trips of interest and spent some time with Mr. and Mrs. Frank Robertson on their farm near Martinez.

Can You Make Gasoline From WATER? SEE

ROBERT CUMMINGS' ANNOUNCEMENT FREE FOR ALL PERCY KILBRIDE

**ROSE & BARBER****Realtors**

Real Estate

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Loans

IF IT'S A GOOD LOAN - WE CAN MAKE IT

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Insure your future with



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At last here's the glareless, sight-saving light you've always wanted for your home. The soft, eye-pleasing rays from Certified Lamps truly bring sunshine indoors... add new beauty to any room... bring out the delicate colors of any decorative theme.

You'll be pleased, too, with the dozens of new styles and designs of Certified Lamps. In quality they are unsurpassed... for every Certified Lamp must meet 105 rigid specifications in construction and performance. Ask your Public Service representative about new, modern home-lighting with Certified Lamps.

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**PUBLIC SERVICE**

COMPANY

45 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

A BARREL-FULL OF SAVINGS for YOU

A BARRELL-FULL OF SWEATERS for the Needy



Here's our Plan: 50¢

WILL BE GIVEN FOR EACH CHILD'S USED SWEATER

When brought in any day the week of January 9-14, and traded on a new sweater.

Please bring clean sweaters, with some wear left in them, as they will be given children who will need and appreciate them.

**WONDERLAND**

Mrs. Bill Blood



1901 1949  
**E. B. Black Co.**  
 FURNITURE

**DR. C. D. KELTON**  
**CHIROPRACTIC CLINIC**

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

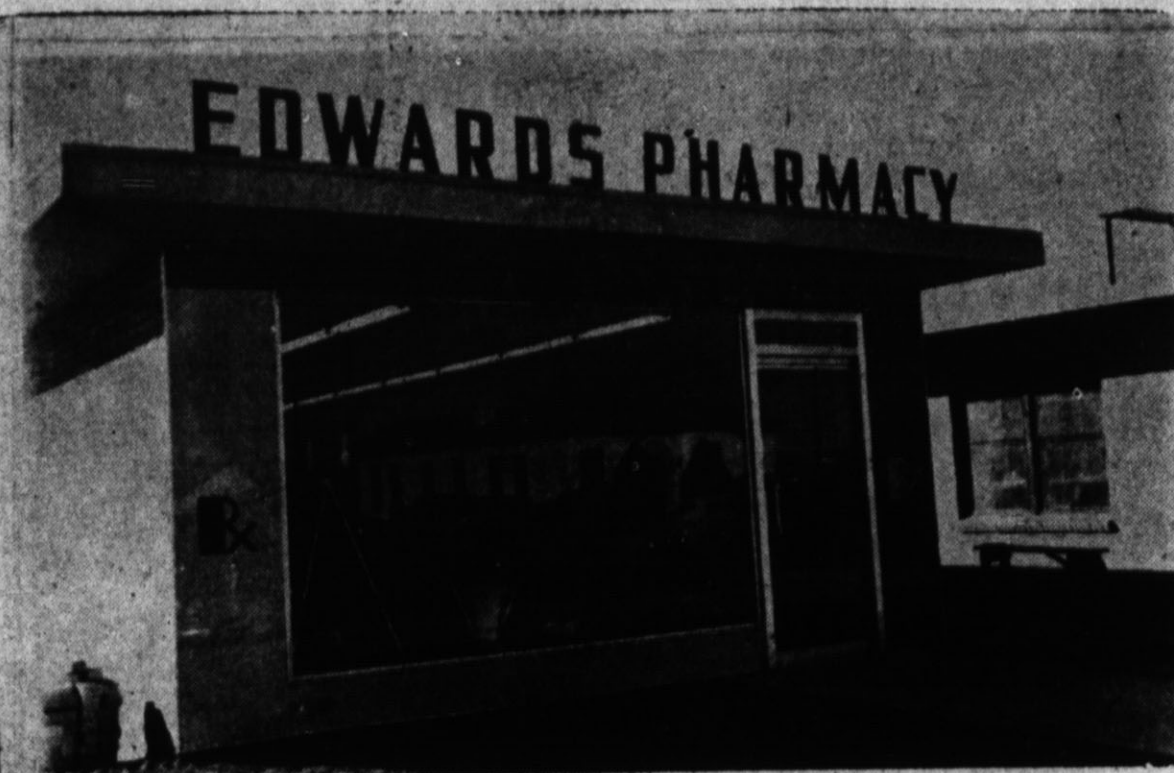
**LONG TIME  
 AGO**

45 Years Ago

Week of January 13, 1905  
 Arthur and Dobbins disappointed a number of their friends by disposing of their meat market. The Brand said these gentlemen had eclipsed all former efforts in giving Hereford a good market. C. H. Wetzel, Clay County, was going to take immediate charge and carry on. According to The Brand, Arthur and Dobbins planned to go into the truck farming business.

Stockholders of Western National Bank selected W. S. Higgins, G. R. Hay, J. P. Connell, G. A. F. Parker, F. B. Fuller and Ross W. Davis to be directors in their regular election. G. A. F. Parker was elected president; Connell, vice-president; F. B. Fuller, cashier; Ross W. Davis, assistant cashier.

Among changes in Hereford firm names was that of "J. H. Cardwell." It was changed to



**FORMAL OPENING** — Wayne Edwards formally opened his new prescription shop, Edward's Pharmacy, Friday afternoon and evening, 2 o'clock until eight. Cakes and carnation corsages were presented to the gentlemen and ladies and balloons were given to the children. Edwards said Saturday that everyone seemed to like his place fine. He said he thought there must have been 400 out for the event. He added that while there were 350 registrations, many didn't record their names.

**"Cardwell Brothers."**

Firm name of "Stambaugh and Lipscomb" was changed to Hereford Mercantile Company. The change was made necessary by the addition of Ralph H. Barnett to the firm.

The partnership between the firm of Witherspoon and Gough and S. J. Dodson was dissolved by mutual consent. Dodson was going to have his office in the same place but was going to devote his full time to law and collections.

Hereford was lauded by The Brand because merchants advertised so much and so wisely that peddlers failed to do any business at all here. "The mail order house and the peddler have no chance in town if the rest of the business men believe as the advertiser does," said The Brand.

Hereford was treated to an excellent snow that fell gently without the usual severe north

wind and with mild temperatures and failed to do any livestock damage but helped the growing wheat crop.

Earnest Pearce and Manie Whitsett were married in the home of the bride's parents, 16 miles north of town. Rev. Baker, Oldham County, officiated. The groom was a hardware merchant of Pleasant Hill, Mo. and the bride was the daughter of Mr. and Mrs. J. S. Whitsett.

The Hereford Laundry, after several weeks of suspension of business, re-opened under the management of the Hubert brothers. A general repair business was to be carried on in connection with the laundry.

Estelle and John Patton were back in school after many weeks absence caused by illness.

Dee Wolfe gladdened the heart of her teacher, Miss Bates, when she re-entered school after having been absent for a month because she was ill.

his brick building on Dewey Avenue.

Farmers of Deaf Smith and Castro counties met and elected new institute officers and laid plans for the year's work as enthusiasm ran high.

R. H. Norton and L. R. Brady sold J. H. Kelley one of their registered yearling Hereford bulls. They sold Judge C. G. Witherspoon three.

Sheriff Inmon took a prisoner to put in the Canyon jail for safe keeping until Hereford got her new jail ready.

The U. S. Mail carried from Dimmitt, A. P. Eaton, reported snow all the way down the line from Dimmitt to Olton and clear to Lamb County. Hereford's mail carrier didn't go so they did not know how far the snow fell north.

Stork specials to Dimmitt families were twin boys born to Mr. and Mrs. Ed Kiser, one weighing four and a half pounds and the other weighing five and a half pounds. Mother and babies were doing fine.

B. Barnard was making plans to put in a stock of groceries in

**FREE  
 FOR ALL**

**.. GASOLINE FROM WATER**

If You Can Make It!

**.. FREE POPCORN**

With Each Adult Ticket  
 If the Government cancels  
 the 20% Amusement Tax!

**AS A DEMONSTRATION**

of what this 20% AMUSEMENT TAX IS COSTING YOU...

and to encourage your writing to your United States Senator and United States Representative, asking them to

**VOTE OUT**

**THE EXCISE TAX...**

(A 100% WAR TAX)

...The STAR THEATRE

...WILL GIVE

**FREE POPCORN**

WITH EACH ADULT TICKET

**AND...**

FURNISH YOU A FREE POSTCARD TO USE IN WRITING YOUR U. S. SENATOR and REPRESENTATIVE

**WEDNESDAY - THURSDAY**

January 11 - 12

This is what we mean:

EVERY TIME you buy a 50c Adult Ticket at the Star Theatre, the Government gets 8c. If the tax is cancelled, the adult admission would be lowered in the amount equal to that

**FREE POPCORN**

We are Offering!

THIS TAX IS ON JEWELRY, FURS, COSMETICS, LEATHER GOODS, AND A LARGE NUMBER OF OTHER ITEMS.

WE Of The MOVIES OFFER  
 THE CHEAPEST  
 THE MOST POPULAR  
 THE BEST  
 THE MOST RELAXING  
 The Most Fascinating

SUNDAY - MONDAY - TUESDAY

Baseball's  
 Greatest  
 Story



STAR

TEXAS



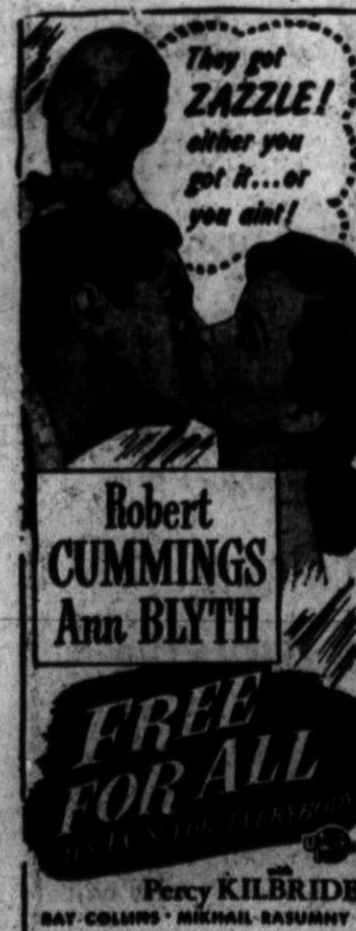
**Congratulations.**

Anniversaries from Sunday, January 8, through Wednesday, January 11...  
 Mr. & Mrs. Leslie L. Holman  
 Mr. & Mrs. V. S. Watts  
 Mr. & Mrs. Newton B. Hood  
 Mr. & Mrs. Ervin H. Ward  
 Mr. & Mrs. Ky Lawrence  
 Mr. & Mrs. L. C. Thomas  
 Mr. & Mrs. B. A. West  
 Mr. & Mrs. D. C. Walser  
 Mr. & Mrs. Stanley J. Phillips  
 Mr. & Mrs. Chas. Hodges  
 Mr. & Mrs. Luther E. Lesly  
 Mr. & Mrs. A. J. Ralston  
 Mr. & Mrs. Horace L. Schiess  
 Mr. & Mrs. H. E. Loerwald  
 Mr. & Mrs. Leonard Newcomb

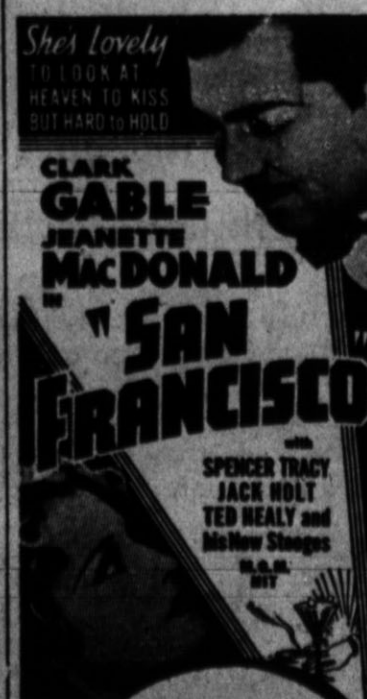
upon the occasion of your wedding anniversary. If you have married or moved to Hereford in the last year please call 363 to give us your anniversary date.

WEDNESDAY

THURSDAY



A WHOLE  
 PARADE  
 of  
 STARS



MARCH OF TIME

STAR

TEXAS

**FEED  
 MOLASSES**  
**\$1.25**  
 cwt. bulk

**Rodgers Grain Co.**  
 Dawn, Texas



# AP NEWSFEATURES COMICS

WOLFE

WOLFE

OFFICE  
GIRLS

"SURE I CAN THINK, BUT THE TYPEWRITER CAN'T, AND THAT'S WHERE I HAVE MY TROUBLE."



"POOR MAN, HE DICTATES TO ME ALL DAY THEN GOES HOME AND HIS WIFE DICTATES TO HIM ALL EVENING!"



"I COULD HAVE GOTTEN A LOT MORE MONEY ANYPLACE ELSE BUT THE BOSS HERE IS SINGLE!"



"YOU'RE GAINING WEIGHT, MISS JONES, BETTER BE CAREFUL OR YOU'LL GET TOO HEAVY TO BE A SECRETARY!"

"BLOTTEN, MCGINTY, THOMPSON AND OLD SOUR PUSS, GOOD MORNING!"





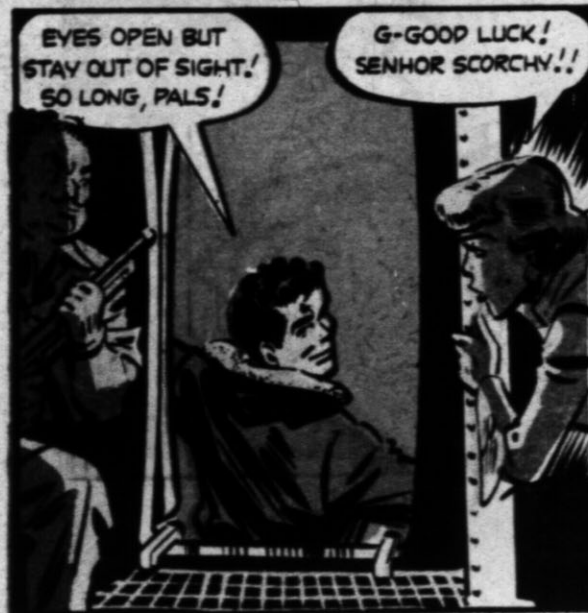
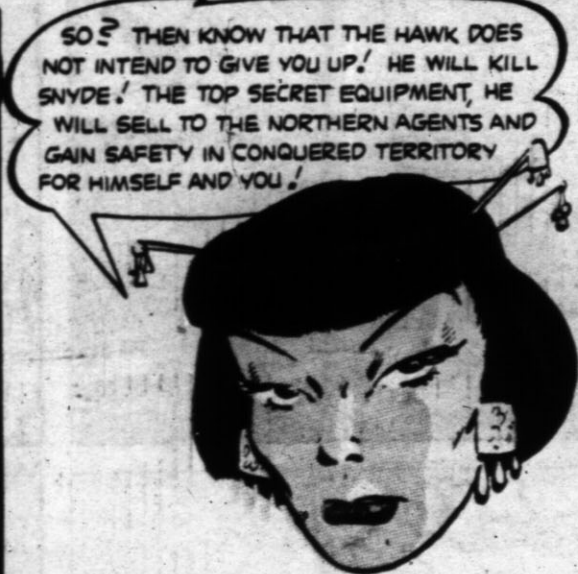
# The Sunday Brand

Hereford, Texas

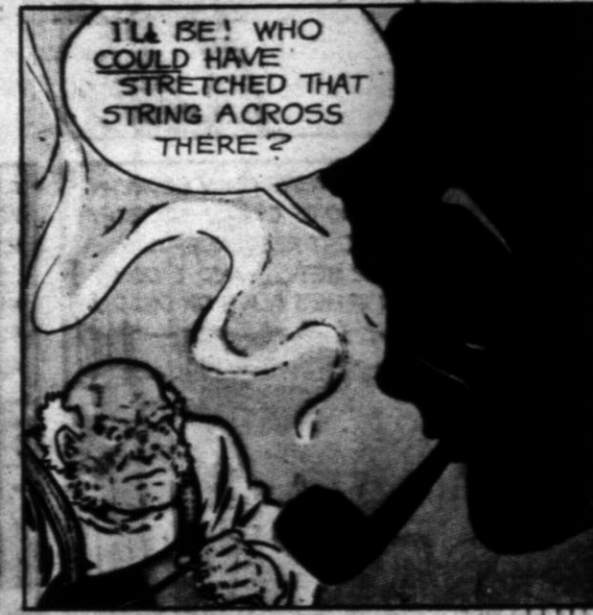
COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 8, 1950









# YIPEE





# SPORT SLANTS

ON SINGERS!



Mark  
**MARQUESE**

THE HERSHEY BEARS' WINEYMAN PLAYS A GUITAR and SINGS HILL-BILLY SONGS



Eugene  
**CONLEY**

THE METROPOLITAN OPERA TENOR KEEPS TRIM DOING EXERCISES HE LEARNED AS A CORPORAL IN THE ARMY AIR FORCE



Dorothy  
**WARREN**

THE SENSATIONAL LYRIC SOPRANO OF THE SAN FRANCISCO OPERA COMPANY PLAYS A FINE GAME OF TENNIS



**MEMORY MIRROR**

GRAND OPERA LOST A FINE VOICE WHEN HE DECIDED TO PLAY SECOND BASE FOR THE CINCINNATI REDS

HOLD IT UP TO A MIRROR

1-8-50

DAP

Handwritten signature

**HOWEY LOOPER**

by RAND TAYLOR



OH, WHAT A DAY FOR SKATING ON THE OLD MILL POND!



AND OH, IF I COULD GO JUST ONCE WITHOUT DRAGGING ALONG! SHE LOOKS LIKE THE STAR OF AN ICE SHOW IN HER SKATING COSTUME—UNTIL SHE SKIDS OUT ON THE ICE—



HOW WOULD YOU LIKE AN AFTERNOON OF FUN ON THE SILVER BLADES, MY LOVE?



GLIDING STATELY AS A SWAN ACROSS THE GLISTENING ICE—THE WINTER AIR AS CRISP AS A NEW DOLLAR BILL—



OF COURSE I'LL BE ON HAND IF YOU HAVE AN ACCIDENT—THE JANUARY THAW—THIN ICE—A SUDDEN DUCKING—FREEZING WATER—PNEUMONIA—BUT WHAT'S THAT TO AN OUTDOOR GIRL LIKE YOU?



IT WORKED! SHE FELL FOR THAT STUFF ABOUT THE JANUARY THAW AND SKATING ON THIN ICE! NOW FOR A FEW HOURS OF UNALLOYED PLEASURE!



By E. L. F. G. H. I. J. K. L. M. N. O. P. Q. R. S. T. U. V. W. X. Y. Z.







# THINGS TO COME

THE TELEPHONE OF THE FUTURE MAY NOT HAVE A HANDSET--NEW SOUND LENSES WILL MAKE IT POSSIBLE TO JUST TALK AND LISTEN TO THE BLACK BOX...



1-8-50

## NEIGHBORLY NEIGHBORS BY MORRIS



I JUST TOOK MYRA TO ONE O' HER DERN OLD SEWING CIRCLE AFFAIRS!



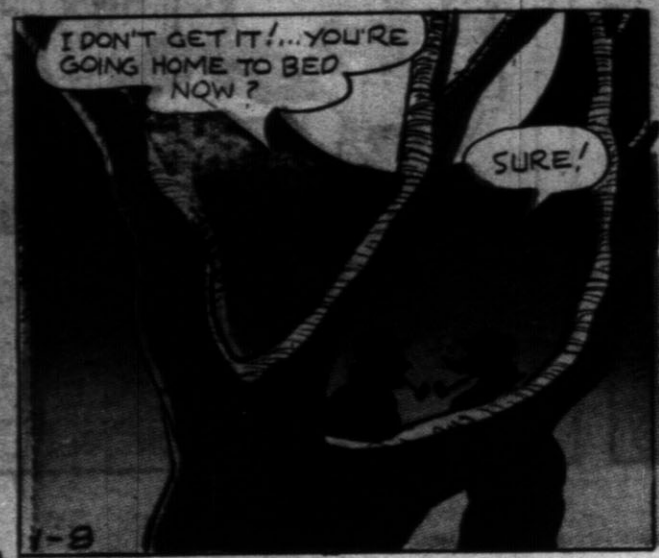
DAGGONE THINGS NEVER LET OUT TILL NEARLY MIDNIGHT! GUESS I'LL GO HOME AND GO TO 'BED!

TO BED?



AIN'TCHA GOIN' AFTER HER AND BRING HER HOME?

OF COURSE!



I DON'T GET IT!...YOU'RE GOING HOME TO BED NOW?

SURE!



IF I SET UP AND READ I'LL FALL ASLEEP SURE AS SHOOTIN'!



CLIMBING INTO BED IS MY ONLY SURE WAY OF STAYING AWAKE!







In 1949

As In Every Year

# Wintroath Filled the Bill

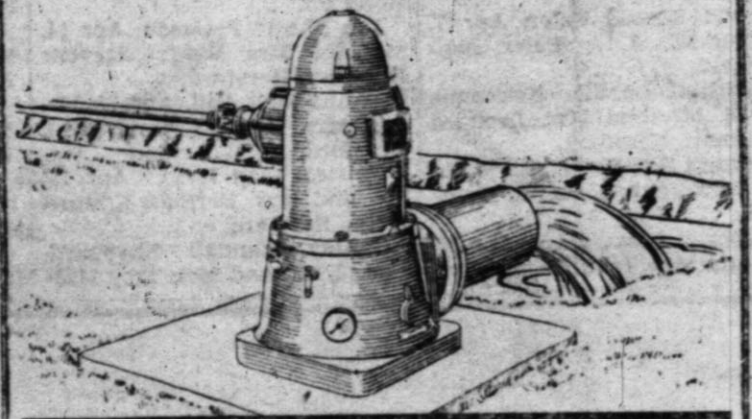
WHEREEVER WATER  
NEEDS A LIFT  
WINTROATH VERTICAL TURBINE  
PUMPS DO A BETTER JOB

Built for

IRRIGATION  
INDUSTRIAL  
MUNICIPAL  
INSTITUTIONAL

Installations

**INSURE YOUR CROPS**



...WITH **WINTROATH**  
**VERTICAL TURBINE PUMPS**

Did your barn ever burn down after you had told an insurance salesman you "weren't quite ready for insurance?" Many men have lost their entire holdings in just this way.

Don't take chances with your crops! **INSURE THEM WITH WINTROATH PUMPS!** Be sure of enough irrigation water and guarantee yourself a **GOOD income EVERY YEAR!** Check into the many economical features of Wintroath Turbine pumps. Now on display.

"Wherever Water Needs a Lift"

**MANUFACTURED**

IN **HEREFORD**

# Wintroath Pumps, Inc.

## Big T Pump Company

**HEREFORD DEALER**



# The Sunday Brand

HEREFORD, TEXAS, SUNDAY, JANUARY 8, 1950

SECTION TWO

## REA Has \$1,500,000 Invested In County

When 1949 went into the books, Rural Electrification Association looked back, almost 12 years, to its obscure beginning in Deaf Smith county.

There was a lot to look at to be proud of. The power lines, the irrigation wells, the families served with lights and hot water and radios who never had such luxuries before they came in with REA and there was that humble headquarters set up in the City Hall September 24, 1938, which had an office force of two people.

Deaf Smith Electric Co-op had just at \$100,000 invested in its system almost 12 years ago. Its total payroll didn't run much over \$125 a month. The whole deal didn't have more than 50 miles of power lines serving 26 families and 128 irrigation wells when it first started.

Now, 1,200 miles of power line later, they have 15 people

working in the Hereford REA office with a payroll of \$42,000 a year, according to manager Leo Forrest. They serve 1,500 farm homes and have 1,296 miles of lines out. Forrest said a trip from Hereford to California and back would about equal the distance traveled if the entire system were traveled from start to finish. He added that you could go up the coast a ways, too, and still not go over the limit.

### \$1 1/2 Million Investment

Total investment at this time is about one and a half million dollars. The figure on farm homes served at this time is a bit misleading. This figure comes from meters installed in the homes. Sometimes, two or three families are using the same meter.

426 irrigation wells are now being served by the REA.

Forrest took over as manager of this REA office in the sum-

mer of 1945. The present office is cramped and crowded.

However, he got a call from Washington one night this week which approved application for a new building that will run somewhat over \$100,000 in costs. It will include offices, kitchens for demonstration, directors room and garages. It will cover about 6,000 feet of floor space. The cost included the land, building and furniture. It will be situated just east of Smith Motel on Hiway 60.

A resident engineer and a power use supervisor will be added to the office force when they move into the new building. They plan to start construction in the spring of 1950 and, maybe, move in the fall of the same year.

### Two-Way Radio

Their radio station tower will be a tall 205 feet high. It will serve the two-way radio sys-

tem for several of the seven vehicles the REA now owns.

Why did they look back just as 1949 bowed out? It was because a \$223,000 loan has just been sent in to Washington to cover what Forrest says is almost the last big area still without electric power.

It may seem odd to the average Hereford resident, but there are some families right now that are using lamps. Some have their own power plants but none have a central service electricity.

The new areas to be covered will be in three counties, Deaf Smith, Parmer and Castro. About 186 miles of new line will be hung.

The REA doesn't solicit their business. On the contrary, they are solicited—they are besieged according to Forrest. When a

group of rural users decide they want the advantages of REA a loan must be submitted to Washington. On paper work, each name and estimated cost must be sent in. All work is done on a 100 per cent loan from the government.

### \$5 Membership Fee

When the loan is approved each member-user pays a membership fee of five dollars. There are 1,000 REA co-ops in the United States borrowing money from the government and REA.

And any bank would be proud of their collection record. Less than one half of one per cent of the accounts get as much as 30 days behind on their payments.

Some of the payments are paid back in advance, before they are due.

This is a sign of the devoted appreciation on the part of the rural users to REA for bringing light into their homes, some for the first time in their lives.

### Non-Profit Organization

REA is a non-profit organization, but it pays a lot of taxes except federal income tax. A run-down of 1949 taxes totals \$2,317.46 paid to Deaf Smith County, Hereford Rural High School, City of Hereford, Castro County, Dimmitt Rural High School, Parmer County, Friona Independent School District and Bovina Independent School District.

REA serves 24 families that are living in the city limits of Hereford out in Blevins Addition. They serve the principal business concerns such as Bradley Elevators, KPAN radio station, Gas Booster Station, Meat Packing plant and the Canning Plant.

In 1949 they built the big 6,000 KW sub station five miles northwest of Hereford. Also in 1949 they built "R" section which is 150 miles of line to serve 188 people, mostly in Parmer county but in Deaf Smith and Castro counties, too. They re-built a lot of line to give better service to users being served.

In all, REA spent about \$400,000 building new systems and improving the present system. That new sub station is one of the biggest in West Texas.

When complete, the system will have about two and a half million dollars invested in it.

Another service, similar to REA, is Rural Telephone Service. Already, according to Forrest, 500 applications have been received for rural telephones. The system will have the same administration as REA but will have a different board of directors. Telephone companies will have an opportunity to extend this service within a year. If they don't, RTC, patterned by REA, will go ahead, Forrest said.

These are the good angles of REA.

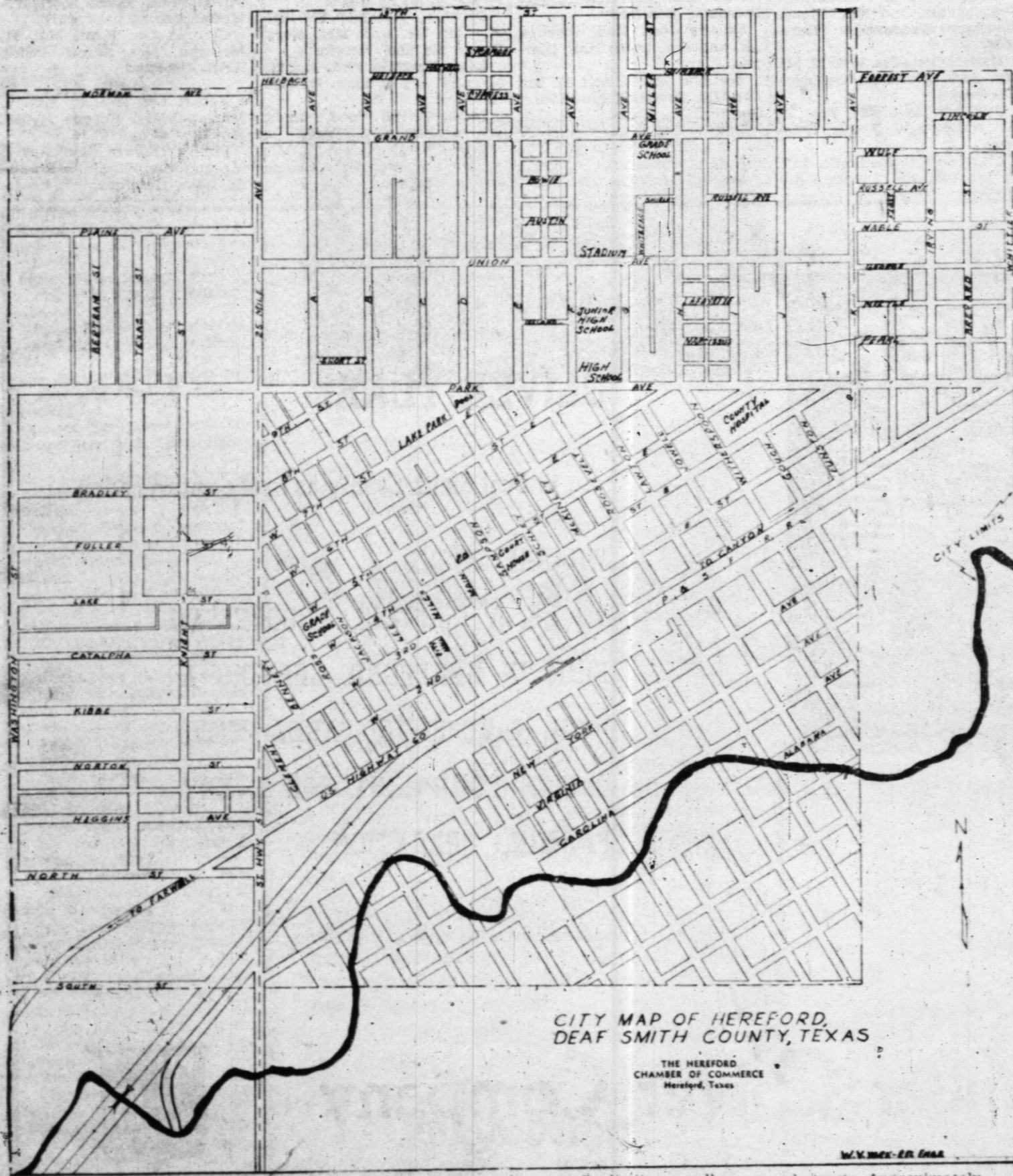
They have the trials and tribulations, too. They are called out at all times of the night for service. When a farm family who has had lights suddenly has them go out, they are very dissatisfied, Forrest said.

They were hit hard in 1940, when they were still babies in the game, by an ice storm. They lost between \$50,000 and \$60,000 that time.

### Rebuilt Haphazardly

A lot of lines were out as a result of the ice storm.

(Continued)



**THIS GROWING HEREFORD**—City map of Hereford shows the new city limits as well as named streets. Approximately 150 blocks will be paved at the completion of the present paving program. However, requests continue to come in almost daily for further extensions. About 40 blocks are in the process of being paved or are scheduled for paving in the present program. Annexation of areas on the edges of town increased the city area by about 25 per cent.



# Deaf Smith Births In 1949

(Births as recorded in Deaf Smith County records).

## January

Patrick Ivan Evans, Jan. 1, to Mr. and Mrs. Charles A. Evans.

Guyman Oscar Hudson, Jr., Jan. 2, to Mr. and Mrs. Guymon O. Hudson, Hereford.

Alan Daniel Baker, Jan. 2, to Mr. and Mrs. Elbert M. Baker, Hereford.

Glane Mae Smith, Jan. 5, to Mr. and Mrs. Cecil Smith, Hereford.

Nelda Jean Burgin, Jan. 5, Mr. and Mrs. John N. Burgin, Hereford.

Lewis Edward Parish, Jr., Jan. 5, Mr. and Mrs. Lewis E. Parish, Hereford.

Jean Frances Wilhelm, Jan. 6, Mr. and Mrs. Ray Wilhelm, Hereford.

Edna Catherine Dry, Jan. 7, Mr. and Mrs. William R. Dry, Hereford.

Ruth Diane Pittman, Jan. 7, Mr. and Mrs. Robert W. Pittman, Hereford.

Petra Pesina, Jan. 8, Mr. and Mrs. Domongo Pesina, Hereford.

Donna Sue Landry, Jan. 8, Mr. and Mrs. Clarence E. Landry, Hereford.

Charlotte Lynne Hill, Jan. 8, Mr. and Mrs. Orville G. Hill, Jr., Hereford.

Sandra Dale Caster, Jan. 9, Mr. and Mrs. James C. Caster, Hereford.

Ercel Gene Brashear, Jan. 11, Mr. and Mrs. George E. Brashear.

Marvin Bryce Martin, Jan. 11, Mr. and Mrs. Arron Langford Martin, Hereford.

Thomas Eldon Reeves, Jan. 10, Mr. and Mrs. Irvin Atlas Reeves, Hereford.

Sue Evelyn Northcutt, Jan. 14, Mr. and Mrs. Bernie Willie Northcutt, Hereford.

Latricia Mae Drake, Jan. 14, Mr. and Mrs. Wesley M. Drake, Hereford.

Freddy Duane Hernandez,

Jan. 17, Mr. and Mrs. Pete R. Hernandez, Hereford.

Mary Margaret Wright, Jan. 17, Mr. and Mrs. Lloyd C. Wright, Hereford.

Martha Ann Henslee, Jan. 23, Mr. and Mrs. Donald Dee Henslee, Hereford.

Donald Lee Funk, Jan. 26, Mr. and Mrs. Lester A. Funk, Hereford.

Robert Eugene Fowler, Jan. 26, Mr. and Mrs. Valton Lee Fowler, Hereford.

Harvey Dean Whaley, Jr., Jan. 31, Mr. and Mrs. Harvey Dean Whaley, Vega.

## February

Paula Waldrep, Feb. 1, Mr. and Mrs. Billy Ray Waldrep, Hereford.

Nell Marie Wilson, Feb. 19, Mr. and Mrs. Jim E. Wilson, Hereford.

Ben Bradley Sudduth, Feb. 1, Mr. and Mrs. Ben Milam, Sudduth, Hereford.

Connie Jo Lee, Feb. 2, Mr. and Mrs. Perry Alvin Lee, Hereford.

Vergil David Miller, Feb. 13, Mr. and Mrs. Vergil H. Miller, Hereford.

Donald Harold Hoover, Feb. 4, Mr. and Mrs. Herbert H. Hoover.

Donald Eugene Huckert, Jr., Feb. 4, Mr. and Mrs. Joseph A. Huckert, Hereford.

Vicky Lynn Richardson, Feb. 7, Mr. and Mrs. Willie Jim Richardson, Hereford.

Jannice Lynn Brittan, Feb. 7, Mr. and Mrs. Roy Wilson Brittan, Hereford.

Thomas Claude Weathersbee, Feb. 12, Mr. and Mrs. Claude Anderson Weathersbee, Hereford.

Rachel Gonzales, Feb. 12, Mr. and Mrs. Florencio Gonzales, Las Vegas.

Ann Margaret Axe, Feb. 14, Mr. and Mrs. W. P. Axe, Hereford.

Clarence Douglas Smith, Feb. 15, Mr. and Mrs. Clarence Ed-

ward Smith, Hereford.

Larry Wayne Adams, Feb. 19, Mr. and Mrs. Vance Adams, Hereford.

Linda Kay Strain, Feb. 22, Mr. and Mrs. Kermit Eugene Strain, Hereford.

Jack Virginia Henlye, Feb. 23, Mr. and Mrs. Calvin Lee Henlye, Hereford.

Sandra Carolyn Chisum, Feb. 24, Mr. and Mrs. Lester C. Chisum.

Larry John Brown, Feb. 25, Mr. and Mrs. Joe A. Brown, Hereford.

Robert Joseph Gallagher, Feb. 25, Mr. and Mrs. James E. Gallagher, Hereford.

## March

Dayrel Lee Walker, Mar. 12, Mr. and Mrs. Elbert Leroy Walker, Hereford.

Ruth Andrea Bivens, Mar. 4, Mr. and Mrs. Andrew Jackson Bivens, Hereford.

John Anthony Paetzold, Mar. 4, Mr. and Mrs. Edward Henry Paetzold, Hereford.

David Edward Githens, Mar. 4, Mr. and Mrs. William E. Githens, Jr., Worland.

Laura Jane Sumner, Mar. 7, Mr. and Mrs. George Andrew Sumner, Hereford.

Jerry Don Poarch, Mar. 10, Mr. and Mrs. J. D. Poarch, Hereford.

Jimmy Duayne Allen, Mar. 11, Mr. and Mrs. John Allen, Clovis.

Charles Ray Inman, Mar. 11, Mr. and Mrs. Burke W. Inman, Hereford.

Beverly Jean Roberson, Mar. 12, Mr. and Mrs. Edward Ray Roberson, Hereford.

Daloris Jean Hall, Mar. 14, Mr. and Mrs. Owen Hall, Dimmitt.

Zee Ann Evans, Mar. 17, Mr. and Mrs. Charles Wayne Evans, Hereford.

Robert Ray Gentry, Mar. 19, Mr. and Mrs. Will Howard Gentry, Hereford.

Claudia Margaret Loerwald,



**BABY DREBY WINNER IN 1949**—Patrick Ivan Evans, first baby born in the county in 1949 is shown with his mother, Mrs. Charles A. Evans.

Mar. 20, Mr. and Mrs. Edmund F. Loerwald, Hereford.

Cynthia Rosalia Eldridge, Mar. 22, Mr. and Mrs. Royal Duane Eldridge, Hereford.

Lewis Bertram Vick, Mar. 23, Mr. and Mrs. William H. Vick, Hereford.

James Terrell Wood, Mar. 24, Mr. and Mrs. J. T. Wood.

Nelson Edward Kendall, Mar. 26, Mr. and Mrs. Billy Eugene Kendall, Hereford.

Jerry Duane Martin, Mar. 31, Mr. and Mrs. Morris Lee Martin, Canyon.

Cynthia Lou Kent, Mar. 31, Mr. and Mrs. Aaron Irving Kent, Hereford.

## April

Robert Lee Musick, April 1, Mr. and Mrs. Eugene Robert Musick, Canyon.

Phillip Thomas Cain, Apr. 4, Mr. and Mrs. Benjamin Franklin Cain, Hereford.

# OLIVER



Begins Its Second Century

## 1949 Was Another OLIVER YEAR!

... in Deaf Smith County as in the entire nation.

WE ARE PROUD  
TO BE A GROWING, PROGRESSIVE  
FIRM IN HEREFORD, SERVING A  
RICH, DIVERSIFIED AREA WITH  
OLIVER EQUIPMENT FOR EVERY  
FARMING OPERATION

# H.E. Miller Oliver Company



2101150H





## Births in 1949

David Ralph Henson, Apr 4, Mr. and Mrs. David Frank Henson, Hereford.  
 Juanita Rose Loerwald, Apr 5, Mr. and Mrs. Lawrence Walter Loerwald, Hereford.  
 Lynn Edwin Wells, Apr 6, Mr. and Mrs. William Wesley Wells, Hereford.  
 Celestino Gomez, Apr 6, Mr. and Mrs. Severo D. Gomez, Hereford.  
 David Ronald Euler, Apr 7, Mr. and Mrs. J. Roy Euler, Summerfield.  
 Cynthia Lucille Newcomb, Apr 8, Mr. and Mrs. Leonard Newcomb, Hereford.  
 Bernita Nell Baird, Apr 9, Mr. and Mrs. John R. Baird, Hereford.  
 Deborah Susan Hays, Apr 10, Mr. and Mrs. John Reese Hays,

Hereford.  
 Michelle Barber, Apr 10, Mr. and Mrs. Flake Barber, Hereford.  
 Librado Gutierrez, Apr 11, Mr. and Mrs. Pablo Gutierrez, Hereford.  
 Mary Delfina Smith, Apr 27, Mr. and Mrs. Manuel Frank Smith, Hereford.  
 Randall Anthony Kriegshauser, Apr 13, Mr. and Mrs. Harold George Kriegshauser, Hereford.  
 Jon Robert Peterson, Apr 14, Mr. and Mrs. Robert Stevens Peterson, Hereford.  
 Donna Dale Hill, Apr 16, Mr. and Mrs. Charles Henry Hill, Hereford.  
 Patricia Gay Irvin, Apr 18, Mr. and Mrs. Herman Edward Irvin, Hereford.  
 Jimmy Randall Sheppard, Apr 13, Mr. and Mrs. Troy Mal-

colm Sheppard, Hereford.  
 Charlotte Marie Hamilton, Apr 29, Mr. and Mrs. Lilburn Ray Hamilton, Hereford.  
 Harry James Vogler, Apr 30, Mr. and Mrs. Eald Fredrick Vogler, Hereford.

### May

Wesley Lee Layman, May 1, Mr. and Mrs. Clarence Lester Layman, Hereford.  
 James David Day, May 4, Mr. and Mrs. Carol David Day, Friona.  
 Birchlie Denton West, May 6, Mr. and Mrs. William F. West, Hereford.  
 Azalea Izell Walker, May 7, Mr. and Mrs. Elmer Silliam Walker, Hereford.  
 Dale Leonard Reinart, May 11, Mr. and Mrs. Esfior Nicholas Reinart, Hereford.  
 Deborah Marie Jesko, May 12, Mr. and Mrs. James Steven

**TURKEY DINNER ON THE HOOF**—Deaf Smith County poultry raisers include Mr. and Mrs. J. T. Guinn shown here with Mrs. Guinn's flock of about 500 prize turkeys that reach market all over the Panhandle. Poultry only recently came back into its own when it was recognized with a division at the annual Junior Livestock show. Poultry and eggs reach right at the \$100.00 mark in dollars for the farm families.

Jesko, Hereford.  
 Ronnie Earl Lance, May 18, Mr. and Mrs. Robert Earl Lance, Jr., Friona.  
 Judy Juanell Hill, May 21, Mr. and Mrs. Maurice Clifford Hill, Hereford.  
 Jimmie Joe Dean, May 23, Mr. and Mrs. Charles H. Dean, Hereford.  
 Clifford Wayne Williamson, May 29, Mr. and Mrs. Guy Williamson, Hereford.  
 Jose Cruz Esquivel Martinez, May 20, Mr. and Mrs. Delfino Cane Martinez, Hereford.  
 Dorothy Jeanne Marnell, May 25, Mr. and Mrs. Forest

Anthony Marnell, Hereford.  
 Shiela Kay Kelly, May 2, Mr. and Mrs. Quinton F. Kell, Hereford.  
 Stanley Lloyd Heaton, May 26, Mr. and Mrs. Ivan W. Heaton, Friona.  
 Susan Ann Morris, May 2, Mr. and Mrs. John Allen Morris, Friona.  
 David Foster Robbs, June, Mr. and Mrs. Lynn Dean Robb, Hereford.  
 Sidney Lynn Suttle, June, Mr. and Mrs. James Lester Suttle, Hereford.

Yesterday . . . Today . . . Tomorrow

THE DREAMS OF THE YOUNG

MATERIALIZE

IN

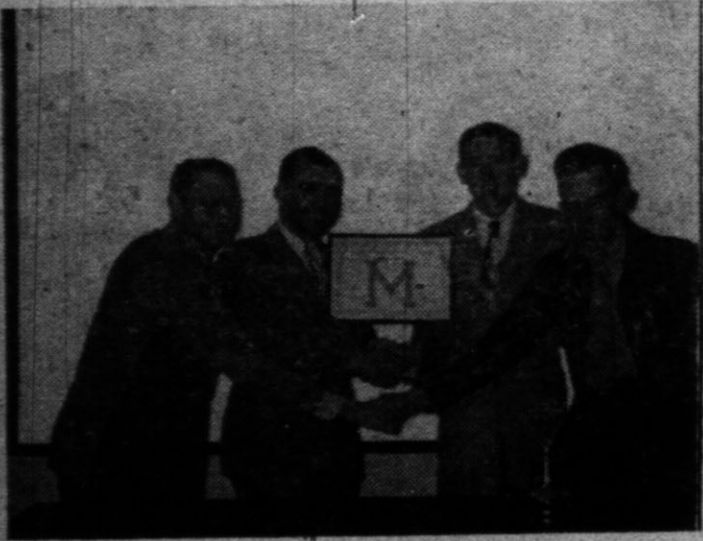
DEAF SMITH COUNTY

As a realtor, and as one who recognizes the worth—the Wealth—of our resources here, it has been a constant pleasure for me to assist a number of young men in realizing their dreams—establishing a future in Deaf Smith County . . . a future of which anyone might be envious!

**SAM NUNNALLY**







## Hereford Jaycees Had A Big Year With Christmas Program A Success

Hereford Junior Chamber of Commerce members felt like they had a successful year when the Christmas program went over in a big way with almost \$2,000 in permanent decorations and fixtures added to help future years. Lower picture shows them in the decorating process. They were also jubilant in the top picture over receiving the coveted "M" award the four, Jiggs Hartman, Dub Reeves, Jim Terry and Paul Conaway are holding. Nolan Grady, membership chairman, conducted the drive which won the club award and nation-wide recognition.



DONALD BELL, right, won top spot by Hereford American Legion Auxiliary ages five to six were judged at filly of which Mrs. C. D. Kelton Hereford baby and beauty contests is president, go to Girls State col Monday night. Proceeds from the "Age of Youth" contest. Left is Robert Bell contest and pie supper, sponsored and center, Billy Luck.

Again in '49...

COLD STORAGE

# Led the Way

for

- BETTER EATING
  - GREATER PROFITS
- IN DEAF SMITH COUNTY



WHICH WAY  
DOES YOUR  
MEAT GO?

THE  
ROUND-ABOUT  
COSTLIER  
WAY

THE  
SHORT-CUT  
ECONOMICAL  
WAY

From Farm

By Truck or Train

To Stockyards

Thru Commission Houses

To Packing House

By Truck or Train

To Branch Plant

To Retailer

From Farm

To Slaughter

To Locker Plant

TO YOUR TABLE

Do like millions of other farm families... eat what you grow. It's the commonsense way and the economical way. We'll process your own cattle and hogs for only a few cents a pound and put the meat in your locker. Stop in today and let us explain what the miracle of quick-freezing can do for you.

HEREFORD LOCKER  
and COLD STORAGE





**POTATOES**—Almost a dozen Potato Produce Houses handle the harvest from better than three thousand acres in spuds in Deaf Smith county. The processing plants wash, wax and grade the potatoes for market. A considerable portion of the crop each year is shipped out by truck, with the Santa Fe handling about 300 carloads.

### Births in 1949

June

Edwin Wayne Lee, June 6, Mr. and Mrs. Edwin Wayne Lee, Hereford.  
Jonathon Richard Hersley, June 6, Mr. and Mrs. Harold Louis Hersley, Hereford.  
Robert Oole Hewitt, June 6, Mr. and Mrs. E. C. Hewitt, Jr., Hereford.  
Joyce Marie Pearch, June 7, Mr. and Mrs. Virgil H. Pearch, Hereford.  
Bonnie Kay Hailey, June 11, Mr. and Mrs. C. W. Hailey, Hereford.  
Alta Luann Combs, June 12, Mr. and Mrs. Don R. Combs, Hereford.  
Rebecca Sue Zanti, June 11, Mr. and Mrs. A. A. Zanti, Hereford.  
Diane Leora Rodgers, June 12, Mr. and Mrs. Charles Rodgers, Hereford.  
Charles Richard Barnard, June 13, Mr. and Mrs. Perry R. Barnard, Hereford.  
Ronald Wayne Brownlow, June 13, Mr. and Mrs. C. L. Brownlow, Hereford.  
James Edward Henry, June 14, Mr. and Mrs. Richard Mays Henry, Hereford.  
Lovonia Jean Harris, June 14, Mr. and Mrs. James Overton Harris, Hereford.  
Stephen Anthony Hoffman, June 16, Mr. and Mrs. Anthony J. Hoffman, Hereford.  
Cynthia Lannette Halle, June 15, Mr. and Mrs. James Burder Halle, Hereford.  
Miguel Mata Herrera, June 15, Mr. and Mrs. Juventine C. Herrera, Hereford.  
Jeffrey Gaylord Stoltz, June 17, Mr. and Mrs. Jerry G. Stoltz, Hereford.  
Jessie Lewis Haney, June 17, Mr. and Mrs. Lewis Edward Haney, Hereford.  
Vickey Lynn Schneider, June 18, Mr. and Mrs. Louis Edward Schneider, Hereford.  
Shirley Ann Thomas, June 18, Mr. and Mrs. Nathan Lee Thomas, Hereford.  
Raynaldo A. Martinez, June 20, Mr. and Mrs. Ploquinto S. Martinez, Hereford.  
Rosa Mary Zapata, June 29, Mr. and Mrs. Felipe Zapata, Hereford.  
Billie Raymond Betzen, June 23, Mr. and Mrs. M. W. Betzen, Hereford.  
Richard Don Denney, June 23, Mr. and Mrs. Toney Denney, Hereford.

# SUNSHINE... SOI

and

# Water

(The Slogan of Yesterday -- 1910)

still make the

**HEREFORD**

**TERRITORY**

# A LAND OF OPPORTUNITY

No where else in the world will you find such low priced farm lands which offer the potential of those in the Hereford territory. Diversification, the keynote of future progress—plus marketing dates to afford top prices—have focused the eyes of the nation on this area.

We are always glad to serve you in helping locate the right tract for YOU. We are also in a position to help with long-term loans or financing when desired.

Mrs. Brucie Rose—Frank Barber

**Rose & Barber**  
**Realtors**

## BARGAINS

IN

**Farm Lands**

**AND RANCHES**

Small Tracts — Quarters  
Halves and Sections  
For a Square Deal  
WRITE OR CALL  
ROSE AND BARBER

Phone 45

Member Nat'l. Ass'n. of Real Estate  
Boards

Hereford



**TRAGIC TESTIMONY** — Mrs. Jack Williams, (at bottom of page), Tiaban, mother of Mrs. Chonita Shields, reads a letter the young woman had written on Thursday a few hours before she died of a heart attack

**FELL FROM ELEVATOR AND LIVED**—Delbert Bowles fell when almost to the top of Pitman's new grain elevator in November and lived to tell the story. A few weeks before Rodney Barron tumbled from a ladder while working on the new Fraser elevator and was killed instantly.

as she sought to reach the roadway in front of the Johnson ranch, four miles north of Black. On the table with the letter were an opened can of baby food and a cake (see arrows) which Mrs. Shields had baked that morning. Thurmond Johnson (right), owner of the ranch on which Mrs. Shields' husband, Lindley, is employed, points to the spot in the private road where he and his wife discovered the body of Mrs. Shields and her year-old daughter who had fallen asleep with her cheek pressed against her mother's face. The dotted

line shows the route Mrs. Shields took in her attempt to reach the section-line road.

James Buchanan was the only bachelor president.

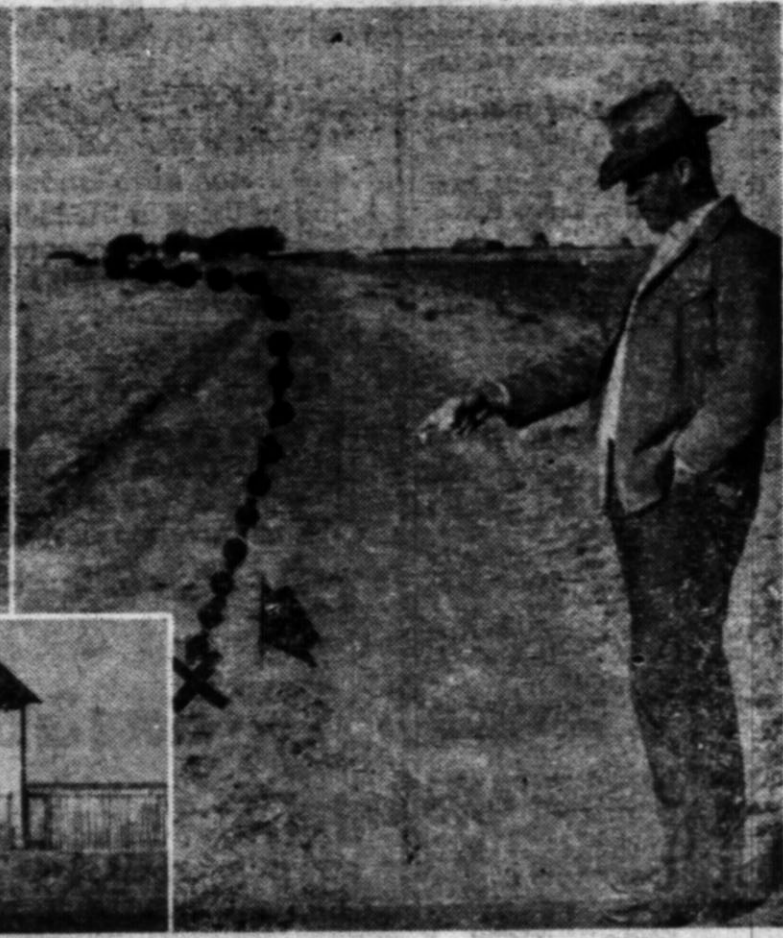
Warren G. Harding was the first president to ride to his inaugural in an automobile.



**USING THE PASS TO HEARTS**—Mrs. Amelia Hoffman is shown with her son, Max Hoffman of Umbarger, shortly after arrival from Germany. Mrs. Hoffman is making her home with her son, who worked 18 months to secure her admission into the United States. (March)



**COLLEGE PERSONALITY QUEEN**—Ludie Virginia Turner, West Texas State sophomore from Hereford, was crowned at the climax to the annual Plains Personality Pageant in March.





## Births In 1949

Russell Spencer Barrett, Nov. 3, Mr. and Mrs. Fred Spencer Barrett, Jr., Hereford.

Johnny Lee Rickman, Nov. 5, Mr. and Mrs. Raymond Leroy Rickman, Hereford.

John Marion Bagley, Jr., Nov. 6, Mr. and Mrs. John M. Bagley, Roswell.

Joaquin Gamez, Nov. 6, Mr. and Mrs. Horace Gamez, Hereford.

Eddie William Biles, Nov. 6, Mr. and Mrs. William E. Biles, Hereford.

Benny Keith Ward, Nov. 7, Mr. and Mrs. Tom Ward, Hereford.

Eugenia Kay Edwards, Nov. 8, Mr. and Mrs. Lawrence Eugene Edwards, Hereford.

Joe Mack Lowry, Nov. 9, Mr. and Mrs. Earl William Lowry, Hereford.

Margie Yvonne Stewart, Nov. 12, Mr. and Mrs. Charles Allen Stewart, Friona.

Patsy Adell Smith, Nov. 14, Mr. and Mrs. Albert L. Smith, Hereford.

Terrance Wayne Albracht, Nov. 15, Mr. and Mrs. Jerome Albracht, Hereford.

Doyle Craig Bainum, Nov. 15, Mr. and Mrs. Delbert D. Bainum, Hereford.

Larry Glyn Bishop, Nov. 15, Mr. and Mrs. Earnest H. Bishop, Hereford.

Tommy Charles Todd, Nov. 17, Mr. and Mrs. Oliver Todd, Hereford.

Sarah Janis Duckworth, Nov. 18, Mr. and Mrs. Sherman Adolph Duckworth, Hereford.

Jo Anne Jennings, Nov. 19, Mr. and Mrs. Elvie Tipton Jennings, Friona.

Sharon Lee Caster, Nov. 24, Mr. and Mrs. Earl E. Caster, Hereford.

Linda Kay Wilson, Nov. 26, Mr. and Mrs. Thomas Carl Wilson, Vega.

Wilma Jean Rose, Nov. 28, Mr. and Mrs. Claude James Rose, Hereford.

### December

Glenna Louise Crow, Dec. 11, Mr. and Mrs. William Glenn Crow, Hereford.

Diana Kay Wilson, Dec. 13, Mr. and Mrs. Thomas Elvin Wilson, Hereford.

Cynthia Carol Hanna, Dec. 13, Mr. and Mrs. Grant G. Hanna, Hereford.

Cathy Lynn Hampton, Dec. 5, Mr. and Mrs. William Waldo Hampton.

Cynthia Verne McMinn, Dec. 6, to Mr. and Mrs. William Perry McMinn.

Wanda Janice Creed, Dec. 6, Mr. and Mrs. Raymond C. Creed, Farwell.

Betsy Kay Simpson, Dec. 7, Mr. and Mrs. William Howard Simpson.

Judie Huston Talley, Dec. 9, Mr. and Mrs. John Huston Talley, Friona.

George Michael Higgins, Dec. 10, Mr. and Mrs. Altus Boyd Higgins.

Jan Susan Miller, Dec. 13, Mr. and Mrs. William Eugene Miller.

Kathy Lynn Renner, Dec. 14, Mr. and Mrs. Paul Ancel Renner, Friona.

Linda Gail Thomas, Dec. 15, Mr. and Mrs. Carroll Truett Thomas.

Bob Wade Coker, Dec. 17, Mr. and Mrs. Gerald Dean Coker, Friona.

Jimmie Dale Lemmon, Dec. 17, Mr. and Mrs. J. C. Lemmon.

Robert Lee Estrada, Dec. 20, Mr. and Mrs. Cecil Gano Estrada.

Wanda Lou Smith, Dec. 30, to Mr. and Mrs. Raymond R. Smith.

Here is what that was to be the first harvested in Deaf Smith in 1949. It is 200 acres of early Wichita variety on J. E. McCathern's place 15 miles out on the Harrison Highway and mile south. He irrigated all of it twice and some of it three times and figures to harvest late this week. (June 12, 1949). From left to right, I. A. Burdine, J. P. Cleveland, S. A. McCathern and J. E. survey the situation. S. A. had the first Deaf Smith load in 1948, also early Wichita variety.



# Glenn Weir Says During 1949

## We Conducted Many Transactions

....EVERY ONE BASED ON

FAIR DEALING

FULL VALUE RECEIVED

HELPING FAMILIES ESTABLISH  
BETTER HOMES IN HEREFORD  
AND DEAF SMITH COUNTY

WE WILL NOT WAVER FROM THAT POLICY  
IN 1950 OR ANY YEAR

# Glenn Weir

109 Main Street

Office Phone 200

Hereford

Residence Phone 452-W



# JUST FOR FUN—

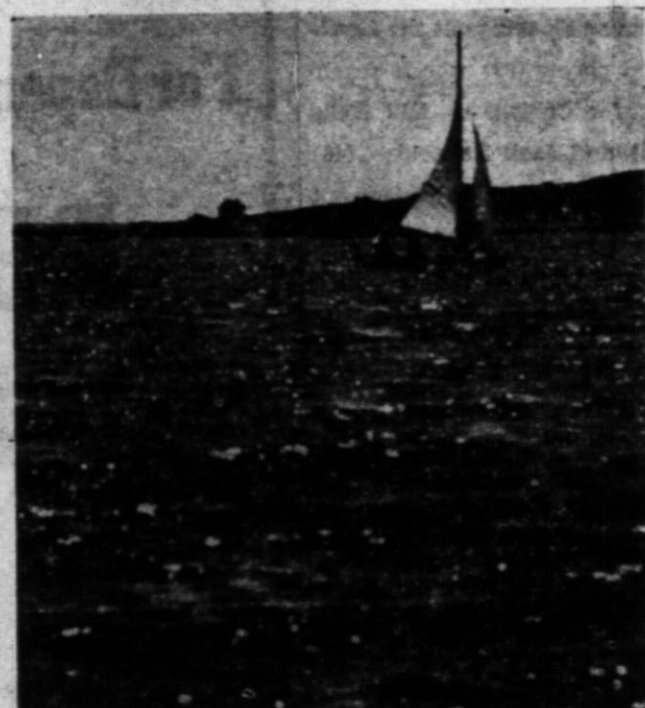
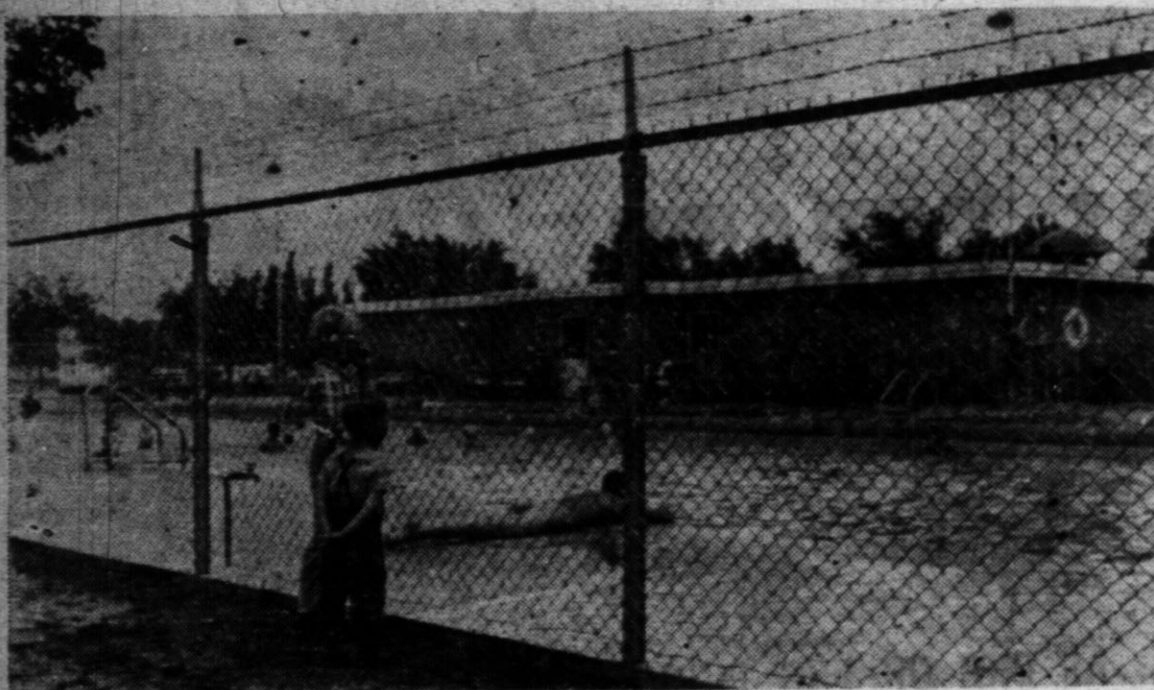
Recreation Facilities Are  
Available For All To Enjoy

Young And Old Alike  
Can Take Life Easy

Riding, Swimming Boating, Fishing

Golf, Baseball, Football, Track

Basketball, Hunting, Etc.



Hereford and Deaf Smith County residents don't have to look far for recreation, its all around them. Riding, always popular in the west is organized in Hereford with a club that rides in parades, holds their own rodeos and lends the spirit of the old west to the community. Hereford's \$50,000 swimmin g pool (top left) is a source of enjoyment on hot summer afternoons. Boating, fishing and more swimming is found at Buffalo Lake for those who want it. The Lake is in a Federal Park and well equipped, clean, modern cabins are there for whoever gets his reservation in first. The demand is great. The dam is shown in the lower left hand picture. Hereford's new nine-hole grass green golf course on the banks of Tierra Blanca was built as a cost of about \$20,000. Golf pro Jim Terry how's club president Deward Roberson the latest in 1950 model woods below, in the pro shop. Hereford has adequate parks for picnickers, and Hereford residents take full advantage of this. Hunting is a popular pastime and Hereford High School turns out good athletic teams in football, basketball and track. Baseball goes over big every summer. Just name your sport and you'll probably find it.





**HEREFORD INDUSTRY** — A canning company on the west side of town reopened during 1949. Cans with the Deaf Smith county label contained green beans, black-eyed peas, small Irish potatoes, sweet potatoes, beets and carrots. These cans were marketed throughout the United States and are in great demand as the health giving properties of Deaf Smith vegetables and water become better known over the country. The picture shows some of the operations inside the modern plant.

## Births in 1949

Edith Stephenie Davis, June 24, Mr. and Mrs. William L. Davis, Jr., Hereford.

Richard Lynn Rickman, June 28, Mr. and Mrs. Floyd Rickman, Jr., Hereford.

Leaton Barnard Noyes, June 28, Mr. and Mrs. Benjamin B. Noyes, Jr., Hereford.

Shirley June Pellman, June 28, Mr. and Mrs. Basel Lee Pellman, Hereford.

### July

A daughter to Mr. and Mrs. Otis Lee King, Hereford, July 1.

Katherine Gonzales, July 2, Mr. and Mrs. Rueben Gonzales, Merard.

George Frank Martinez, July 4, Mr. and Mrs. George Martinez, Hereford.

Rose Mary Masias, July 5, Mr. and Mrs. Paul Masias, Hereford.

Gary Raymond Paetzold, July 5, Mr. and Mrs. Raymond Ferdinand Paetzold.

David Moya, July 6, Mr. and Mrs. Angel Moya, Black.

Francisco Ortiz, July 10, Mr. and Mrs. Arturo Ortiz, Mathis.

Charles Ray Brewton, July 11, Mr. and Mrs. S. C. Brewton, Hereford.

Helen Elaine Cropin, July 11, Mr. and Mrs. Flavio Cropin, Hereford.

Edoda Sauchez, July 11, Mr. and Mrs. Juan Sauchez, Mathis.

Vickie Ruth Higgins, July 12, Mr. and Mrs. Fred N. Higgins.

Donna Jean Flesher, July 12, Mr. and Mrs. Leland E. Flesher, Machavac.

Hilton Lee Terry, July 16, Mr. and Mrs. Hilton Terry, Hereford.

## Deaths In 1949

Continued from Page 10, Sec. 1

Troy Womble, 73, Hereford, 10th.

Meguel Mata Herrera, one month, Hereford, 10.

Carmen Peraz, 10 months, Hereford, 12.

John Charles Casebeer, 25 days, Hereford, 16.

Johnny Ray Perez, one year, Clovis, 31.

### September

J. E. Hill, 70, Hereford, 4.

Covetoua Vidaaurri, 47, Mathis, 4.

Mattie May Wallace, 70, Walters, 25.

J. B. McMinn, 67, Hereford, 30th.

### October

Rodney Thomas Barron, 19, Pampa, 11.

Kerrel Lee, 2 days, Friona, 18th.

Helen Crespin, three months, Hereford, 20.

Francis Elbert Finney, 56, Wildorado, 27.

Ellen Lee Wilcox, five months, Hereford, 28.

W. B. Anthony, 36, Hereford, 31st.

### November

John S. Fore, 90, Hereford, 3.

Map Etta White, 47, Hereford, 17th.

Gano May Rettman, 53, Hereford, 21.

### December

L. F. Boyd, 71, Hereford, 3.

E. F. Duncan, 32, Hereford, 19th.

Josiah Hunter Cheatham, 68, Hereford, 22nd.

A. C. Pierce, Hereford, 24th.

D. Y. Dickinson, Hereford, 27.



A LAND OF

# CATTLE--FARMS

—IRRIGATION—

# ELECTRIED HOMES



Balanced Farming is made possible by a balanced country. Ever famous for its fine, thoroughbred cattle, the Hereford Territory is well adapted for feeding of cattle, dairy herds, hogs and poultry. Some dry land farms make astounding yields, and the factor of irrigation insures a crop. Wells flowing at the rate of 1,000 to 1,500 gallons a minute are a beautiful sight in the heart of this vast, fertile district.

We have plots of land, all sizes, in the very center of the famous Hereford Irrigation Area. Electrification will make the homes a far happier place to live. Write us for details

**C. R. SMITH & SON**

**Real Estate**



TRAGIC TESTIMONY — Mrs. Jack Williams, (at bottom of line) as she sought to reach the line shows the route Mrs. Williams took.



1949 BABY SHOW WINNERS AND MISS HEREFORD—Evelyn Ford (above) won the title of "Miss Hereford" from the bevy of beauties at the top of the page in the American Legion Auxiliary sponsored contest in May. Mike Harvey and Christine Robbs were crowned "Prince Charming" and "Daisy Duck" is Joy Story third from left with Misses Sarah Ann Hudspeth, Pamela Clay, Norma Francis Taylor and Ettie Evelyn Walker. "Little Bo Peep" and "Little Boy Blue" below are Bessie Jo Blevins and James Graham.



LITTLE BO PEEP and Little Boy Blue find it easier to win contests than to keep sheep in the meadow and cows out of the corn. Bessie Jo Blevins and James Graham took the age three to four honors at Hereford baby contests Monday night. Pat Flynn, KFDD, was master of ceremonies.



JOY STORY, center, won out over girls in ages five to six at Hereford beauty contests Monday night. Left to right, Misses Sarah Ann Huds-Walker, Pamela Clay, Joy Story, Norma Francis Taylor and Ettie Evelyn.



## Whiteface Football 1949

Duane Christian (number 36 in white jersey with right arm outstretched) crashes a rough Levelland line in the September 16, grid clash. He is ripping off part of the almost 200 yards the tricky Whiteface offense rolled up in the game. Hereford linemen, which was plenty mean to operate against in 1949, in the picture are Neil Witherspoon (44) on the left coming in, end L. T. Hawks (partly visible with numeral 7 showing) and tackle Darrell Janssen blocking out the Levelland player (87) who is reaching for Christian. Bill Kelly (30) and Jack Reynolds (46) are coming in to help clear out tacklers. Janssen made All-District tackle along with guard Charles Gresham on annual District 1-A coaches poll. Hereford won the game, 6-0, their initial 1949 home game at Whiteface Memorial Stadium, when Jack Reynolds set up a score with a 52-yard run on a play that originated on the Whiteface's own 10. Quarterback Jackie Stanton faked a run and flipped to end L. T. Hawks who went for a TD on the next play.

### 1949 NEWS.....

days of work... Cotton gin going full blast, contracts with PMA for cottonseed at \$46.50... Lions pay last \$600 on Boy Scout building.

20. Fourteen Whiteface seniors hang up suits following loss to Dumas 26-19... season record was 6 wins, 3 losses, 1 tie... \$112,000 addition to Shirley school approved by school board.

24. Jim Black receives high masonic honor at El Paso meeting... Chamber of Commerce directors tentatively plan combination hotel opening, calf show in mid-January.

27. PMA members re-elect committeemen with more interest indicated in record number on ballots.

#### December

1. Soil Conservation District gets approval of county land owners.

4. Santa Claus makes trip to Hereford with reindeer... Grand Jury returns six indictments... Hotel corporation awarded judgment for \$51,830 in District Court against J. E. Hill estate.

8. State Highway commission okays new farm-to-market plan.

11. Charles Gresham and Darrell Janssen make all district football team... 200,000 bushel addition to Pitman's Summerfield elevator makes area commercial storage space total more than 4,000,000 bushels.

15. Wayne Edwards, Raylan Evans, Don Zimmerman and Robert Veigel are elected new Chamber of Commerce directors... Hotel Jim Hill won't make January 15 deadline... Rural Telephone meeting attendance is good, co-op formed.

22. Lookingbill store at Summerfield burns... farmers to appeal cotton allotments.

25. Mrs. Minnie Medlin wins decoration contest... thousands see annual Christmas parade... Junior Livestock Show set for Feb. 24-25.



For Dependable

## REAL ESTATE

SERVICE --- CHECK WITH  
OUR OFFICE

AS ONE OF THE PIONEER REALTORS,  
WE HAVE UNLIMITED LISTINGS ON

RANCHES -- FARMS

IRRIGATED TRACTS

TOWN PROPERTY

You'll Like Hereford  
And Deaf Smith County

---AND YOU'LL LIKE DEALING WITH

# J. C. RICKETTS

## REALTOR



# "More People - More Farms"

Our  
Slogan

## "SINCE 1901"

Uncanny foresight led early publishers of The Brand to realize the outstanding need of this country many years ago . . . and association with pioneer builders gave them the answer . . . the slogan "More People — More Farms" was born.

Today, just as in days past, the slogan still rings true. Despite the fact that population in the Hereford territory has increased by leaps and bounds, the surface has barely been scratched. Future years will see families on smaller tracts . . . intensive farming methods, already begun, will increase. The "Last Frontier of America" is developing into a "Land of Diversification". As we build and grow, therefore, let us build well . . . and with an eye toward future growth and progress.

# The Hereford Brand

and

# The Sunday Brand



## Births In 1949

Helen Marie Perez, Aug. 12, Mr. and Mrs. Carl Perez, Clovis.  
Sidney August Urbanczyk, Aug. 16, Mr. and Mrs. Conrad P. Urbanczyk, Hereford.  
Sherri Lynn Sinclair, Aug. 17, Mr. and Mrs. Billie B. Sinclair, Hereford.  
Carolyn Jane Simpson, Aug. 18, Mr. and Mrs. Martin Lorenzo Simpson, Jr., Dimmitt.  
Louis Masias, Aug. 19, Mr. and Mrs. Julio Masias, Hereford.  
Michael Neal Wilson, Aug. 19, Mr. and Mrs. Roy Vernon Wilson, Hereford.  
Cecilia Mary Ysanguirre, Aug. 23, Mr. and Mrs. Luis Ysanguirre, Hereford.  
John Henry Kuper, Aug. 24, Mr. and Mrs. Henry John Kuper, Nazareth.  
Kathy Lavern Ellred, Aug. 24, Mr. and Mrs. O. L. Ellred, Hereford.  
Andrew James Ponder, Aug. 29, Mr. and Mrs. William Ponder, Hereford.  
Gloria Valdez, Aug. 30, Mr. and Mrs. Samuel Valdez, Warmers.  
Lewis Ray Scott, Aug. 31, Mr. and Mrs. Archie Scott, Hereford.  
Nathan Allen Stanfield, Aug. 31, Mr. and Mrs. Lertis Eugene Stanfield, Hereford.  
**September**  
Robert Francis Hlebowicz, Sept. 3, Mr. and Mrs. Robert Mitchell Hlebowicz, Hereford.  
Richard Andrew Artho, Sept. 7, Mr. and Mrs. Paul C. Artho, Umbarger.  
Sharon Rose Hagans, Sept. 7, Mr. and Mrs. Preston Elbert Hagans, Hereford.  
Bonnie Louise Smith, Sept. 9, Mr. and Mrs. Elmer Fred Smith, Hereford.  
Bonnie Jeanne Miller, Sept. 10, Mr. and Mrs. Joe Jed Miller, Hereford.  
Judith May Martin, Sept. 12, Mr. and Mrs. James Gilbert Martin, Hereford.  
Veronica Kay Deaton, Sept. 13, Mr. and Mrs. Kermie Elias Deaton, Black.  
Sulema Escobar, Sept. 13, Mr. and Mrs. Emalao Escobar, San Antonio.

## REA Has

(Continued from Page 1)  
They had to be re-built in a hurry and, in doing so, some of the work was done haphazardly. Forrest said they are still suffering from this particular bad job of reconstruction.  
They have set aside a three-man crew with a truck to go the entire length of this line and rebuild it. They will tighten the hardware and inspect the lines.  
Another hazard is airplanes. Every summer lines are clipped by low-flying crop dusting planes. Usually the pilots report the broken wires. Sometimes they don't, though, and it causes confusion no end.  
Crop dusters don't do all the damage. Some private planes have a hand in it. Just recently, a line was severed that looked to inspectors like an airplane had come too low. It was not reported by the pilot.  
Lightning is one of the greatest hazards. Summer storms made it a busy time for REA maintenance crews.  
Boys shooting off the insulators has caused a headache in REA offices, too. Once there were 17 insulators shot off in three miles of wire in Farmer county.  
And there are numerous little troubles.  
But it is all worth it. Many housewives are getting to use such things as mix-masters, radios, hot water and untold numbers of other appliances that city folks take for granted.  
On the present board of directors is T. E. Seikler, Jr. of Hereford, H. H. Miller, Dawn, Sloan H. Osborn, Friona, G. T. Watkins, Farwell, D. e w e y Wright, Dimmitt and Joe Birkfeld, Nazareth.

Steven Paul Alston, Sept. 14, Mr. and Mrs. John H. Alston, Hereford.  
Lynnora K. Hitchings, Sept. 15, Mr. and Mrs. Warren C. Hitchings, Hereford.  
Joel Bryan Chessser, Sept. 17, Mr. and Mrs. J. B. Chessser, Hereford.  
Erinda Luna, Sept. 17, Mr. and Mrs. Andrez Cruz Luna, Hereford.  
Sallieann Jewel Scott, Sept. 23, Mr. and Mrs. Jessie C. Scott, Hereford.  
Donna Sue, Sept. 24, Mr. and Mrs. Elmo Watson Dungan, Summerfield.  
Joyce Christine Curtisinger, Sept. 26, Mr. and Mrs. Ollie C. Curtisinger, Jr.  
Steven Doyle Thompson, Sept. 27, Mr. and Mrs. Arthur Doyle Thompson, Vivian.  
Dianna Kay Remling, Sept. 30, Mr. and Mrs. Oran James Remling, Hereford.  
**October**  
Gary Lee Ohlig, Oct. 20, Mr. and Mrs. Leo J. Ohlig, Hereford.  
Billie Jo Witherspoon, Oct. 1, Mr. and Mrs. James William Witherspoon, Hereford.  
Chester Lee Perkins, Oct. 3, Mr. and Mrs. Samuel A. Perkins, Hereford.  
Connie Reed Denson, Oct. 3, Mr. and Mrs. Rex Denson, Hereford.  
Benjamin Cha. Atchley, Oct. 5, Mr. and Mrs. B. T. Atchley, Hereford.  
Kenneth James Roh, Oct. 6, Mr. and Mrs. Vernon, Hereford.  
Betty Jean Barrett, Oct. 6, Mr. and Mrs. Richard Edwin Spraggins, Childress.  
Elizabeth Ann Blythe, Oct. 12, Mr. and Mrs. Henry Dee Blythe, Jr., Hereford.  
Bryan Douglas Knox, Oct. 13, Mr. and Mrs. Stanford C. Knox, Hereford.  
Maria Helen Romero, Oct. 13, Mr. and Mrs. Sefferino Romero, Hereford.  
Karrel Lea Denton, Oct. 14, Mr. and Mrs. Marlin Clyde Denton, Friona.  
George Don Heck, Oct. 18, Mr. and Mrs. George R. Heck, Hereford.  
Roberto Quintana, Oct. 10, Mr. and Mrs. Bernard Quintana, Hereford.  
Janice Jean Lett, Oct. 21, Mr. and Mrs. Foster F. Lett, Hereford.  
Jean Cheryl Williams, Oct. 25, Mr. and Mrs. Alvin L. Williams, Hereford.  
Hortence Lozano, Oct. 27, Mr. and Mrs. Oscar Lee Lozano, Hereford.



**WHITEFACE FOOTBALL QUEEN AND ATTENDANTS**—La Juan White, Whiteface football queen, second from left, is shown on her throne with pretty attendants. (Left to right) Freshman Joanne Knabe, Her Majesty, Senior Colline Brown and Sophomore Wanda Gunstenson. The queen was crowned in pre-game ceremonies by Whiteface football co-captains Charles Gresham and L. T. Hawks with the Whiteface Band, pep squad and other members of the grid team participating in the coronation rites.

**November**  
Barbara Darlene Sparkman, Nov. 1, Mr. and Mrs. Thomas Lester Sparkman, Dawn.  
Thomas Carl Betzen, Nov. 2, Mr. and Mrs. Clarence Alfred Betzen, Hereford.  
Delsa Colene Goettsch, Oct. 29, Mr. and Mrs. Carl Ernest Goettsch, Dimmitt.  
Paula Jean Brownfield, Oct. 31, Mr. and Mrs. Welsh Munro Brownfield, Hereford.

# Let Us Show You the Advantage of the HARKINS IRRIGATION PUMP

Manufactured Right Here in Hereford!

**GUARANTEED FOR ONE YEAR**

Against Material or Workmanship Defects

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

We Have Connections  
Enabling a  
**15 YEAR FINANCE PLAN**  
4½% Interest

**Let The Pump  
PAY FOR  
ITSELF!**

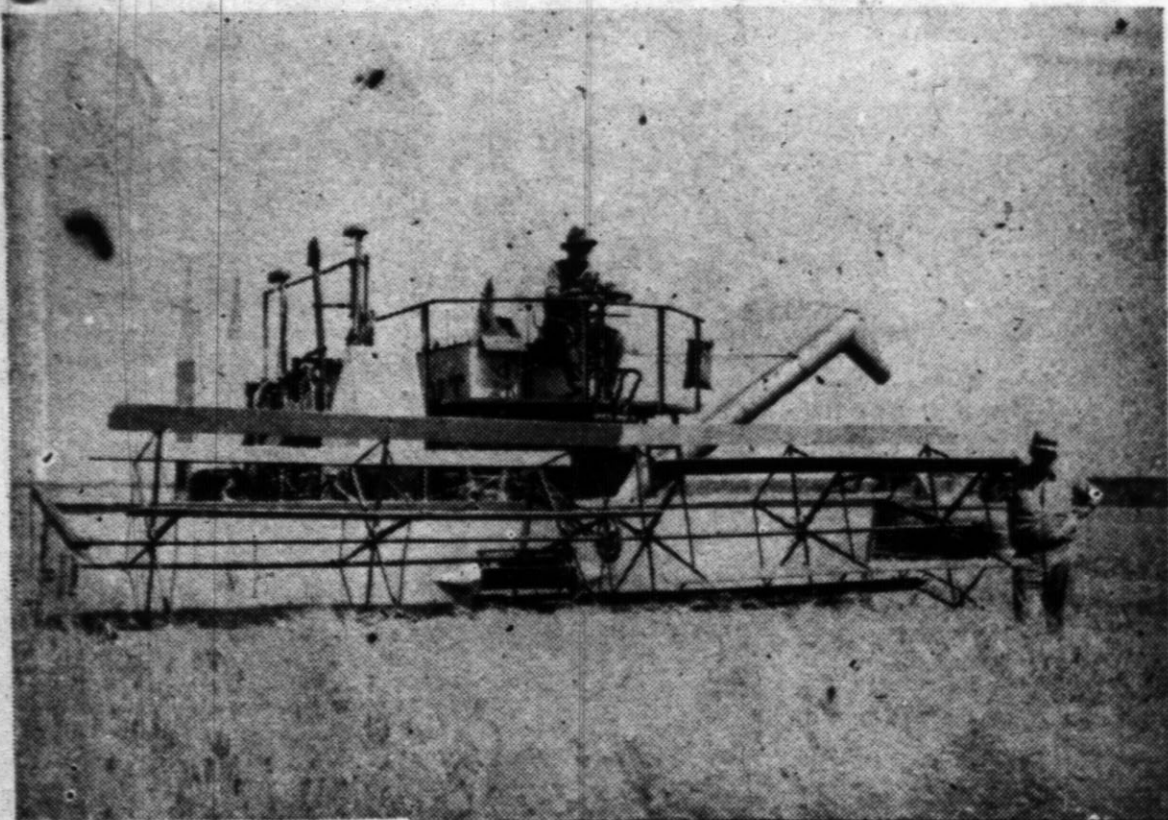
**WE SPECIALIZE IN  
REPAIR WORK**  
ON  
**Any Make Pump**

Machinery and Equipment  
All Here in Hereford  
Assuring a  
**Speedy & Satisfactory  
Repair Job**

## DARREL HARKINS

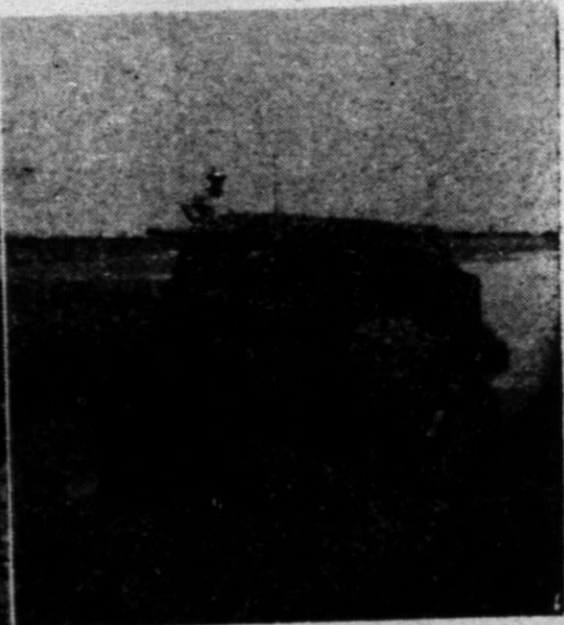
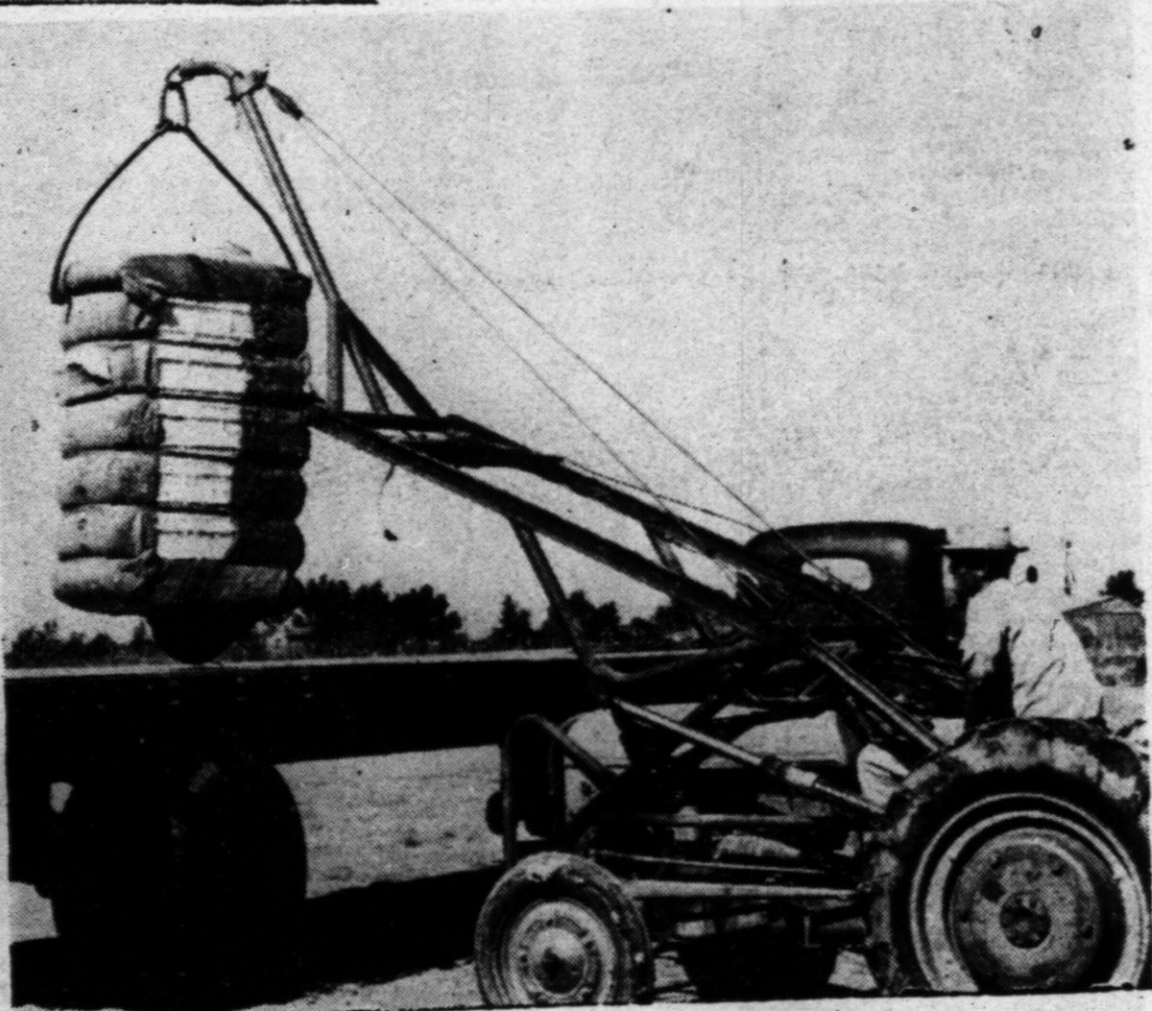
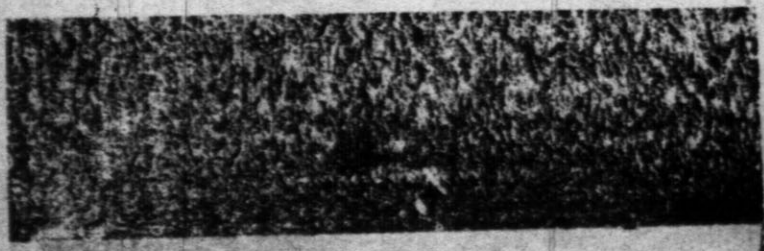
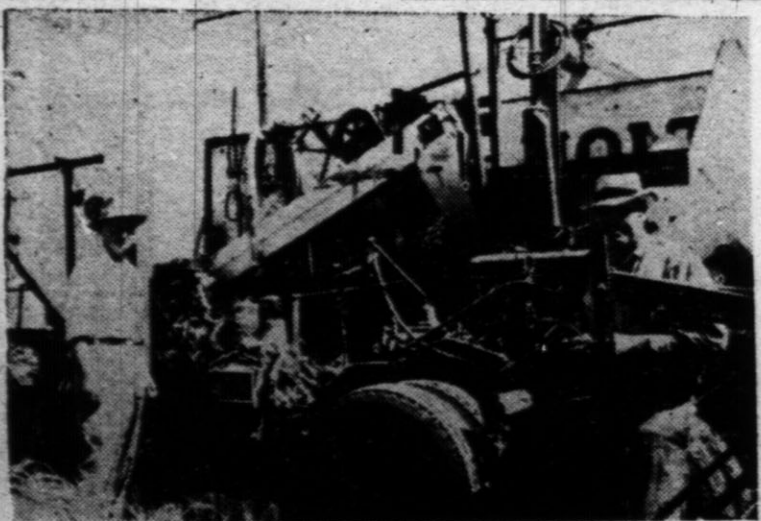
LOCATED EAST OF HEREFORD ON HIWAY 60





## 1949 Was A Year of Record Harvests With Greater Crops In The Future

"The Creeping Beetle," said to be the world's largest self-propelled combine was constructed by a couple of ingenious farmers. Bus Zion is seated on the driver's seat with Walter Galley leaning on the reel (on the left). John Mayo (left) and Walter Galley are shown beside the brain child in the lower picture. Deaf Smith grain sorghums are shown in the small picture on the left and next to the bottom on the right. The latter shows Cecil Gunter several years ago with grain higher than head tall. Cotton had a big year. In fact the 1949 crop more than doubled the 1948 and '47 crops combined. Clyde McAlister loads one of the 5,000 bales ginned during the year. J. V. Pickens got 185 bushels of wheat from a two-acre plot on his place (lower left).





## Births In 1949

### August

Richard Lee Collier, Aug. 11, Mr. and Mrs. John William Collier, Hereford.

Sarah Ellen McGowan, Aug. 11, Mr. and Mrs. Claude Lee McGowan, Jr., Summerfield.

Douglas Carl Banner, Aug. 11, Mr. and Mrs. Gerald M. Banner, Hereford.

Jimmie Charles Leinen, Aug. 20, Mr. and Mrs. John Lenlen, Hereford.

To Mr. and Mrs. Martin Masias, a son, July 17, in and of Hereford.

Violet June Lee, July 20, Mr. and Mrs. Henry R. Lee, Hereford.

To Mr. and Mrs. Vaughn A. Crawford, a son, July 20, in Hereford.

Michael Lynn Pellman, July 22, Mr. and Mrs. Lorn L. Pellam, Hereford.

Juan Gonzales, July 25, Mr. and Mrs. Guadalupe Gonzales, Edinburg.

Cary Calvin Goodin, July 28, Mr. and Mrs. C. L. Goodin, Hereford.

Michael Langdon Laird, July 29, Mr. and Mrs. Dacon Carroll Laird, Jr., Kilgore.

Betty Ella Drager, July 30, Mr. and Mrs. Richard Edward Drager, Hereford.

Victoria Joan Wadlow, July 30, Mr. and Mrs. F. G. Wadlow, Hereford.

Charles Ray Treadway, July 31, Mr. and Mrs. A. R. Tread-



way, Hereford.  
George Robert Connally, Aug. 2, Mr. and Mrs. Richard E. Connally, Hereford.  
Alma Moreno, Aug. 3, Mr. and Mrs. Jessie Moreno, Hereford.  
Danny O'Dell Horton, Aug. 22, Mr. and Mrs. J. C. Horton, Amarillo.  
Lavonia Jean Harris, June 14, Mr. and Mrs. James Overton Harris, Hereford.  
Roy Wayne Hastings, Aug. 7, Mr. and Mrs. R. Hastings, Hereford.  
Valarie Jean Taylor, Aug. 11, Mr. and Mrs. Lloyd E. Taylor, Friona.

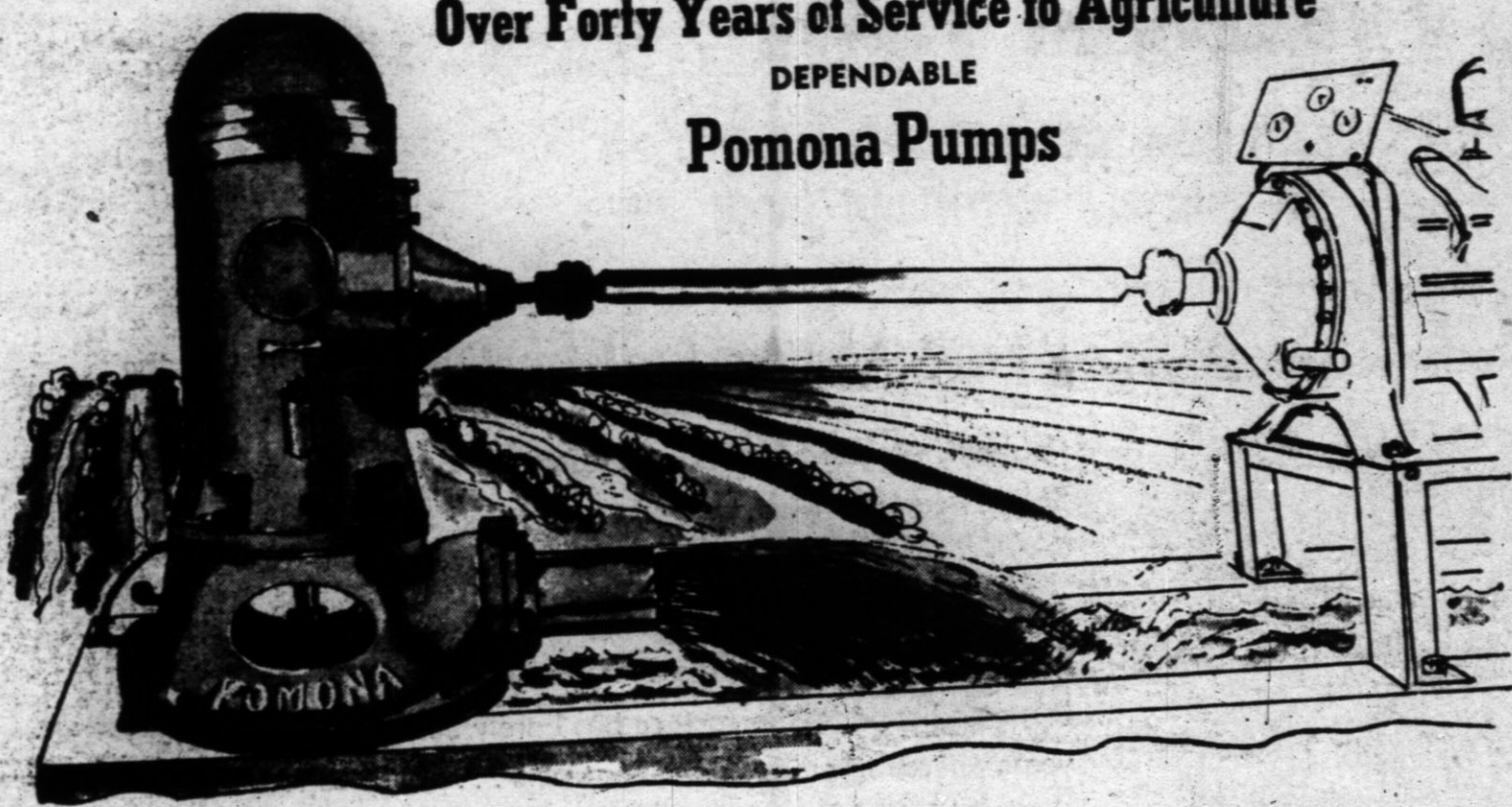
**LIONS CLUB PARADE OF FASHIONS**—Stellar and one might even say feature attractions of the Lion's club show this fall were the May Pole Dancers. From the left, Bruce Wooddell, M. C. Adams, Bob Lawrence, Dub Reeves, Sylvester Slagle and Lyle Blanton, daintily pose for the photographer. The show played to good crowds for two nights in the High School auditorium. Never had so much talent played to so few people! But seriously, it was a success in every way, they say.

# Another Year Of Service

Over Forty Years of Service to Agriculture

DEPENDABLE

Pomona Pumps



### — IMPORTANT POMONA FEATURES —

**SEMI-OPEN IMPELLERS**—Will not sand lock. Adjustable, trouble free, unusually efficient.

**RUGGED CONSTRUCTION**—Exclusive POMONA construction and heavy duty design withstands severest service.

**WATER LUBRICATION**—Minimizes maintenance and assures clean oil-free water at all times.

**NON-REVERSE RATCHET**—Eliminates risk of unscrewing drive shaft or damaging motor.

# Clowe & Cowan, Inc.

AMARILLO - LUBBOCK - HEREFORD - PLAINVIEW - ROSWELL

R. PAUL CONEWAY

CONVENIENTLY LOCATED ON WEST HWY 60





Hereford Irrigation Farmers  
**Chose A Leader**  
**553**

**CHRYSLER IRRIGATION ENGINES**

HAVE BEEN PURCHASED SINCE OUR OPENING DATE  
 CHRYSLER INDUSTRIAL ENGINES FURNISH POWER TO MORE WEST TEXAS  
 IRRIGATION WELLS THAN ALL OTHER ENGINES  
 COMBINED!

Irrigation Farmers Like these Features:

(and no other engine but Chrysler Industrial offers them)

140 Horsepower  
 Sodium Cooled Exhaust Valves  
 Heavy Duty Slow Speed Generator  
 Silchrome Steel Intake Valves  
 Dual Fan Belt

Stainless Steel Valve Springs  
 Mangum Steel Bearings  
 Heavy Duty Starter  
 Chrysler Engineering

No other INDUSTRIAL Engine offers this much horsepower at  
**TWICE THE PRICE!**

**Benefield Motor Company**

"HONEST VALUES ALWAYS"

CHRYSLER -- PLYMOUTH -- REO TRUCKS



# The Sunday Brand

HEREFORD, TEXAS, SUNDAY, JANUARY 8, 1950

## Backbone Of Economy---Agriculture

### 1949 News In Review

#### January

2. Hereford Post office jumps into first class bracket for first time in history with receipts totaling \$43,852.40 for the year 1948. Baby Boy Evans wins Stork Derby, arrived at 5:25 a. m. Jan. 1. Building permits totaled \$1,095,900 in City for 1948.

6. J. Henry Sears elected Chamber of Commerce president.

16. County Hospital gets \$58,000 Federal loan for remodeling. Stanton quits, Criswell to be new head football coach at HHS. Mrs. Homer Brumley left for Washington to attend inauguration.

20. Hereford Concert Association is organized. Earl Phillips is named Fire Chief. Daniel Edwin Dyer was accidentally shot and killed while playing with a friend.

23. Deward Roberson elected Gold Association president.

27. School closed because of bad weather. Nine more blocks of paving added to original paving program.

#### February

3. Annual March of Dimes campaign reached new high of \$4,342.86 according to chairman Bruce Wooddell.

6. Benefield Motor Company burns. Damage estimated at about \$28,000.

10. Leo Nichols indicted in shooting of Tom Rowe. Harold Janeway of Stillwater, Okla. speaks to District American Legion meeting and banquet.

13. Dr. L. B. Barnett honored as "Hereford's Man of the Year." D. D. Monroe speaks at annual Chamber of Commerce meeting.

20. Four County Junior Livestock Show sets records in all divisions. Charles Ralph Springer has Grand Champion Club Calf, Joe Dell White the Reserve Champion.

First Christian Church celebrates Fiftieth Anniversary Week.

24. Survey work starts on Harrison Highway.

27. Three year campaign to mark city streets completed

with 285 markers erected.

#### March

3. County lacks money to buy fire truck. City annexation draws criticism.

6. Million dollar network of paved farm-to-market roads gets tentative approval.

17. Areas adjoining city petition for annexation enlarges Hereford by 25 per cent. Panhandle highways blocked at 16 points. Several charges filed.

20. New power line project underway to serve city and REA.

24. Jaycees to serve barbecue at National Convention in Colorado Springs.

27. Hereford area expects 3,000 acres of lettuce.

31. Delegation seeks paved roads and Highway 51 bridge across Canadian river in Austin before Highway Commission.

#### April

3. REA lets 184-mile line contract.

7. City mail delivery survey considers thirty more blocks.

8. Cattle sales lead in cars shipped from county during March with 346 moving out locally and 55 from Summerfield. 401 in the area.

10. Garden clubs close two day convention.

14. County gets five miles of paving to improve cemetery crossings. Wildcat west of Hereford down to 7,000 feet.

no showing. Richard Tucker wins county spelling contest.

17. Four churches sponsor building programs totaling over \$200,000.

24. County bank deposits total over seven million dollars. Canadian River dam scheduled for Sanford.

#### May

5. Army reserve unit organized in Hereford. Richard Tucker wins second in Panhandle-wide spelling bee.

8. Hail streaks across county. damage estimated at \$3,000,000.

15. FFA receives pick-up from Kinsey Motor Company

### 1949 Crops Exceed \$13,500,000

Deaf Smith county's 960,000 with about 560,000 acres in cultivation, produced somewhere in the neighborhood of \$13,556,800 during the year 1949.

Diversified farming took a stronger hold in Deaf Smith County in 1949, with seven crops accounting for more than two million dollars. But the old stand-bys, wheat and grain sorghums, stood as the economic pillar with more than ten million dollar crop coming in. Cattle, also a major source of income, probably brought

something like two and a half million dollars into Deaf Smith coffers.

Wheat took a serious beating from hail in mid-summer but an estimated \$7,269,000 income was derived from 384,000 acres planted.

Grain sorghums had a good year with the only problem of serious consequence being where to store the tremendous harvest. By the time the problem at \$1.90 a hundred had been stored from 89,000 acres planted.

Cotton enjoyed its biggest year in Deaf Smith County history. A comparatively new crop inasmuch as ginning was a problem until the new \$110,000 gin was built in 1947, the 1949 crop more than doubled 1947 and 1948 combined. 4,700 bales were ginned during 1949 with some leftover to be ginned in 1950. Cotton averaged selling at \$125 a bale during the past season, putting the value of the crop around \$587,500.

Potato farmers had a comparatively bad year with excessive rainfall hurting the crop. However, they realized about \$688,000 from 3,440 acres.

Deaf Smith's third sugar beet harvest was good with about \$272,300 going through the dumps at Summerfield, Dawn, and Hereford to the American Crystal Sugar company in Rocky Ford, Colo. Thirty-nine farmers had 1,440 acres in sugar beets.

Alfalfa netted about \$50 an acre with 5,000 acres producing about \$250,000.

Eight hundred acres of onions were worth nearly \$200 to the acre or \$160,000.

Corn received favorable publicity as some record yields were recorded over the county. About \$180,000 was made on 3,000 acres.

About 250 cars of lettuce were shipped from the county during the 1949 season. Prices ranged from a late season \$2.25 when the Phoenix and Salinas crops came on the market early to a mid-season high of nearly \$8 a crate. About 80,000 crates were harvested from 800 acres. The total cash income was probably in the neighborhood of \$300,000.

Cantaloupes which possibly may be classed as an infant in the local diversified farming field looked good this year although the abnormal amount of hail hit a few crippling blows. More acres will be planted in cantaloupes in 1950 than in any previous years, according to advance statements.

Poultry and eggs might reach into the \$100,000 bracket, although so much of this is done on a small scale that it is virtually impossible to get an accurate check on the amount of income.

Dairying is making rapid strides upward in Deaf Smith County with many farmers adding dairy cattle to their sources of income. Probably something like \$250,000 would catch the dairy industry.



WHEAT MEANS GOLD IN DEAF SMITH COUNTY

### On-The-Farm Storage Building Is Big Feature In 1949 Agriculture

Noteworthy in 1949 agriculture annals was the announcement that Deaf Smith county leads all other Texas counties in on-the-farm storage.

Commitments for 455,143 bushels in storage were issued through the county PMA office. PMA estimated on-the-farm storage in the county to be in excess of half a million bushels before the new program started with the first loan in June. Which means farmers practically doubled storage space on their farms.

Prospects for further building before the program closes next June 30 are fairly good. Some building in early spring for wheat is expected.

Actual cost for the 455,143

bushels storage is \$114,572.74. Farmers received loans of \$97,378.43 from Commodity Credit through PMA. It figured out an average cost of \$.2517 per bushel for construction.

With commercial storage capacity in the county at 4,034,000 bushels farmers are now nearing the point where a seven million bushel crop year will not throw them to the disadvantages it has in the past.

### Test On Second Crop From Fertilized Plot Shows Greater Yield

Yields on the fertilizer test on Colby Conkright's hegari were reported this week by the Experiment Station to County Agent Hugh Clearman as being 2,963 pounds to the acre on that plot which received 100 pounds of ammonia nitrate in 1948 and 2,379 pounds to the acre on the plot that was treated with 200 pounds of super phosphate and 100 pounds of ammonia nitrate against the check plot of 2,729 pounds.

Clearman said he believed tags must have gotten switched on the samples, but there's no way of telling.

The samples were taken at random in the 28 inch rows from 10 different places amounting to 80 feet. Everything was planted the same and watered once.

The first crop after the fertilizer was put in 1948 gave 14.8 per cent more grain to the acre than the check plot for the 100 pounds of ammonia nitrate and 21.7 per cent more grain for the super phosphate and ammonia nitrate. It averaged about 55 bushels that year.

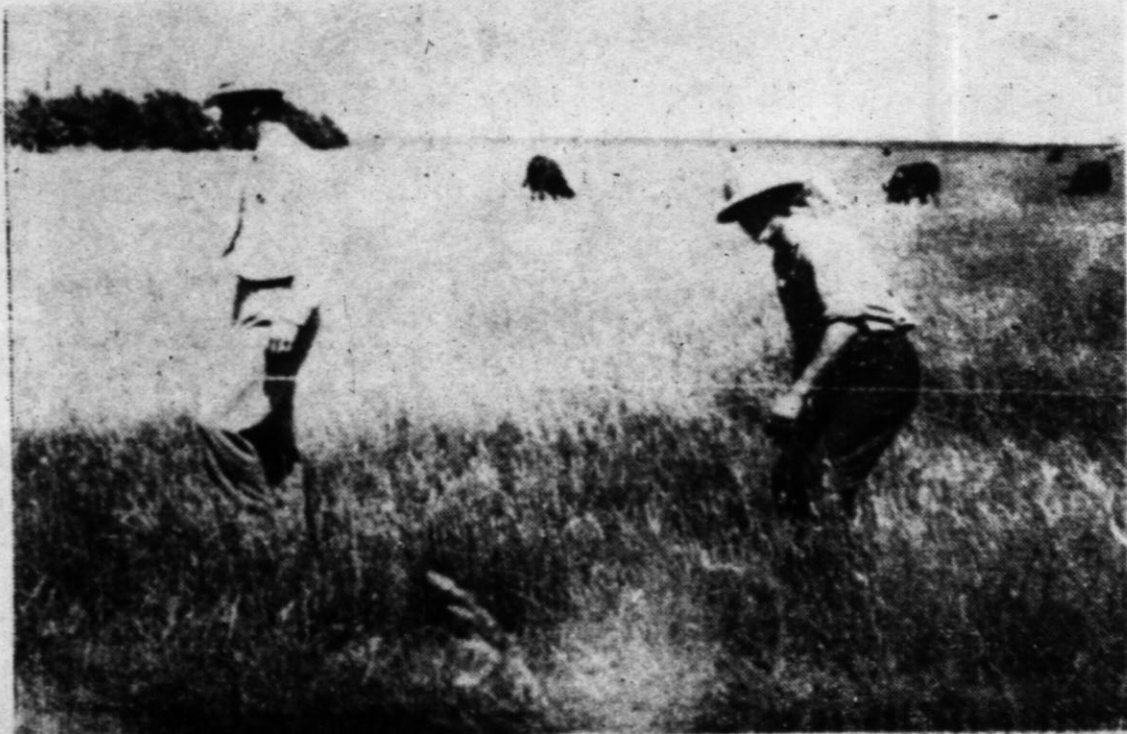
Carved in stone at Mount Rushmore in South Dakota are the faces of George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln.

William Howard Taft was the first president of the 48 states. George Washington had red hair, usually covered by a white wig.

Benjamin Harrison was the last bearded president of the U. S.

Two U. S. Presidents received the Nobel peace prize—Theodore Roosevelt in 1906 and Woodrow Wilson in 1919.

Thomas Jefferson was the first president to be inaugurated in Washington.





# Deaf Smith County Is Cattle Country

Deaf Smith county was once a part of the great XIT ranch and was altogether cattle range. Through the years about 500,000 acres of range were

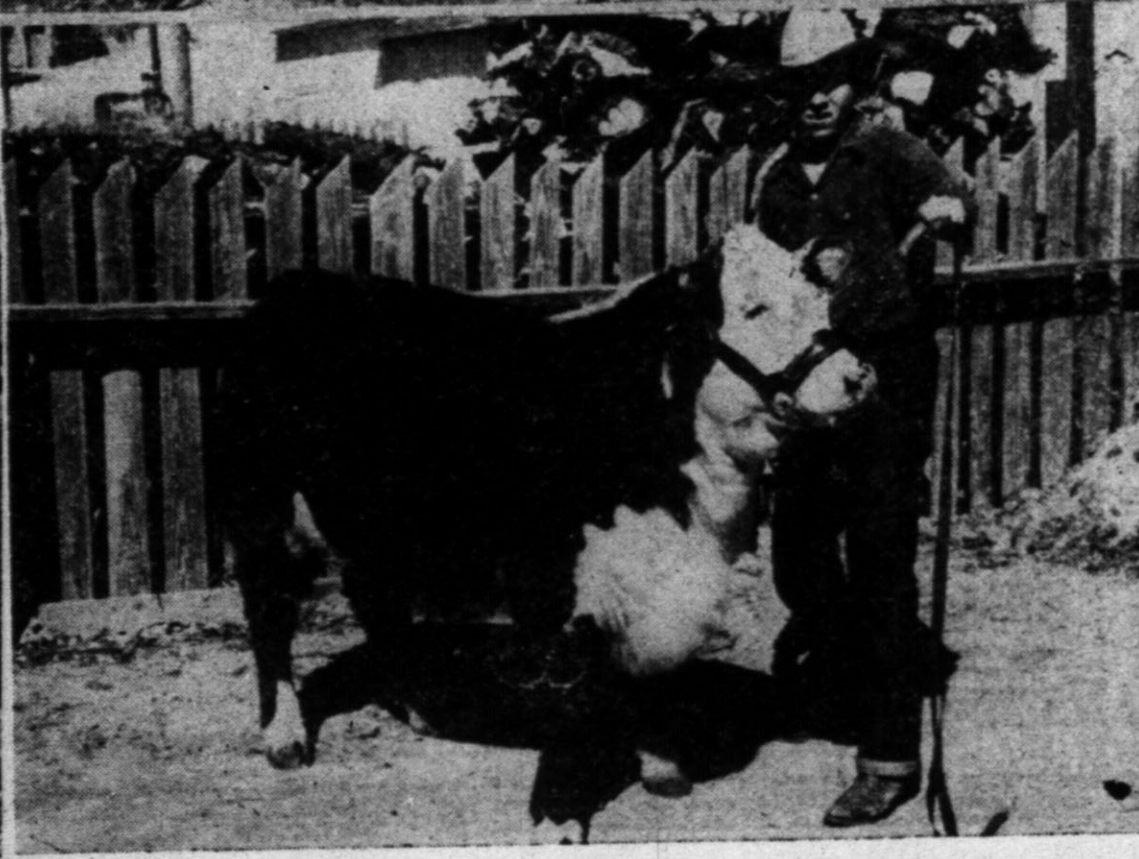
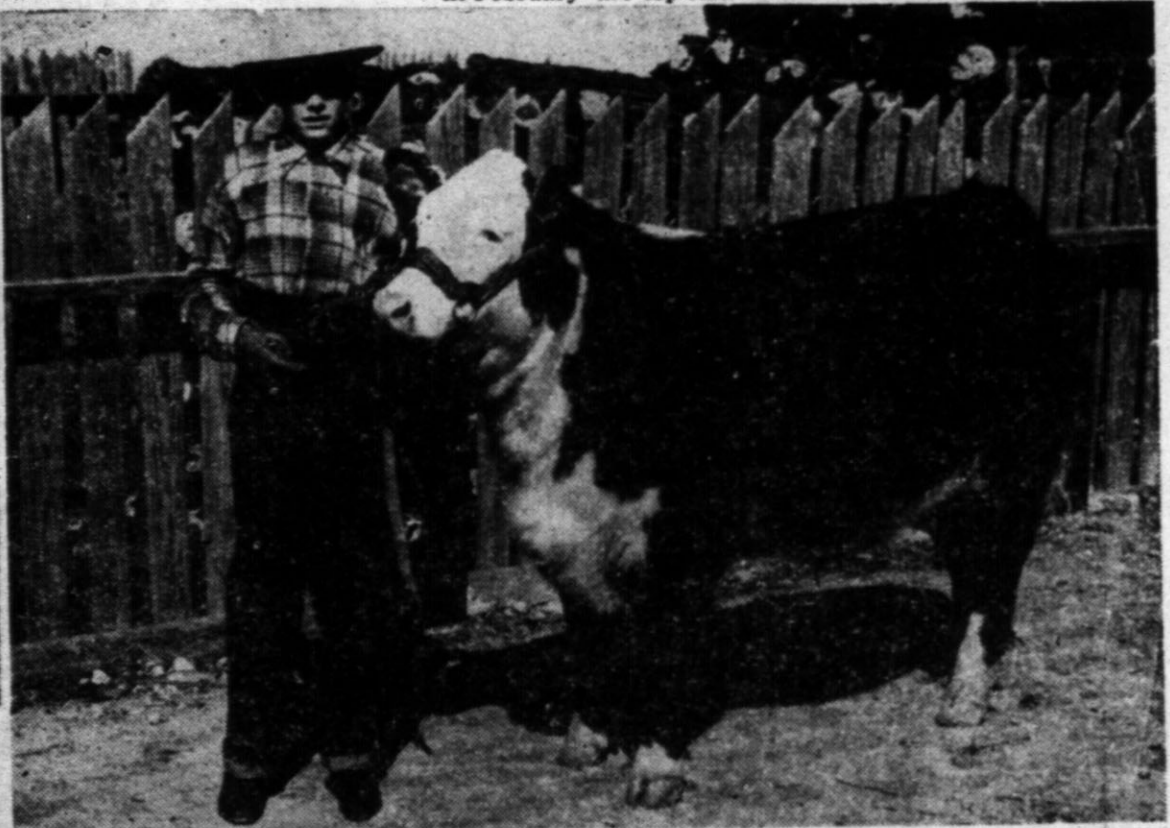
turned to agriculture, which still leaves more than a third of the county in grass, and in addition, wheat pasture is one of the main sources of income.

Making an accurate estimate of income acquired from cattle is extremely difficult because a major portion of the stock is moved in and out of the county by truck where no record can

be kept. However, with the aid of cattle shipments via rail and general figures through the County Agent's and PMA offices it is thought that a conservative estimate would place

the annual income well over two and a half million dollars. Deaf Smith county fattened cattle demand good prices. More than 70 power spray control of insect pests.

**JUNIOR LIVESTOCK INTEREST**—Charles Ralph Springer (below) is shown with the Grand Champion Calf at the annual Four County Junior Livestock show sponsored by the Rotary club. Bill Kelly and his junior division champion calf are shown at the lower left. Lower right, Dwaine Walker, winner of the Grand Champion in 1948, is seen with his calf, bred by Colby Conkwright; Walker took fourth in the senior division in 1949. Richard Hunter and his Whiteface are in the middle picture on the right hand side. The calf won third in the senior division; Hunter brothers were breeders. Lloyd Parsons and a calf he will enter in the 1950 show in February are top left.





**PITMAN**

**GRAIN**

**COMPANY**

GROWING  
IN SERVICE

EXPANDING  
IN CAPACITY

ENJOYING AND APPRECIATING  
THE FRIENDSHIPS of a PROGRESSIVE PEOPLE



## Hereford Has 25 Miles Of Paved Streets And There's More Coming

Work on the final blocks of a year old \$430,000 paving program was finished late in May to bring Hereford's total miles of paved streets to past the twenty-five mile mark. More paving is in the process of being built. All Hereford schools are surrounded by all-weather paved streets. Workmen are pictured on the right putting in curbs before coming back with the asphalt surfaced streets.

### 1949 NEWS.....

11. City tax rate remains same as commissioners set budget at \$180,000. Whiteface gridders knock off McLean in opener 18-0. City outlines new \$65,000 paving program. Avenue Baptist Church addition nearly complete.

15. County commissioners let contract on fence for Harrison and approve bridge in precinct 3.

18. High School eleven beats Levelland in first home game 6-0 with fourth quarter, 90-yard drive. Hereford and Hereford House, N. Y., join forces for publicity.

25. Grain storage capacity in elevators is doubled, putting city at the top of the world non-terminal points. Herd downs Sudan 6-0, Kelly caught Stanton's pass and raced 55 yards to score in final minute. contract is let for new drive-in theatre.

29. Cotton crop starts to gin.

#### October

2. Voters approve Road Bond issue. Harrison Highway set back a month because of failure to let contract. Whiteface power rolls over Friona 19-0 in downpour. Lettuce harvest started.

9. Fire Department has week-long open house.

13. Cotton picker shortage hurts harvest. Jaycee Christ-

mas decoration program gets off to early start.

16. Silvertown defeated 75-13 as Hereford turns loose power. Shirley School has formal opening. new fire truck arrives.

20. Hotel Corporation files suit for \$51,830 from Hill Estate. Baptist Church celebrates Golden Anniversary.

23. Herd romps to 32-0 victory over Perryton. Hospital observes opening of new wing with open house. storage problem mounts on sorghums.

30. Whitefaces outplay Dalhart's undefeated Wolves 13-13. tie Jerry Stoltz defeats Dr. John Channer for city golf championship. LaJuan White crowned 1949 football queen. three killed in pick-up-car collision east of Friona.

#### November

3. Hereford named site of 1950 B&PW district meeting.

6. Canyon Eagles stop Whiteface streak 12-6. Deaf Smith leads all counties in the state in on-the-farm storage. PMA committee nominees announced. All state amendments defeated in light turnout at the polls.

13. Phillips stomps Herd 39-6 with 300 some-odd chilled Hereford fans who rode the special train to Phillips and back, watching.

17. Harrison Highway contract is let for \$419,514 and 300

**CAR AND TRAIN WRECKS IN THE NEWS**—A new Santa Fe Diesel on her maiden run smashed into a potato car on the main line of the Santa Fe almost at the Main Street crossing on July 10. Luckily nobody was seriously injured. One boy died and two were injured when their convertible turned over on the 4th of July week end on Highway 80 east of town. October 27 a car drove into head-on collision with a pick-up west of Black, killing three and injuring three.







and doubly so in . . .

## Deaf Smith County

### 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 deep rich fertile soil that is underlaid 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 merchants. Land that is profitable as an investment as well as land that is profitable to farm. Land that is the lowest priced 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.

1350 ACRE FARM AND RANCH HOME; 6 ROOM MODERN HOME, AND MANY OTHER GOOD IMPROVEMENTS. 2 IRRIGATION WELLS. 1000 ACRES IN CULTIVATION. 750 ACRES IN WHEAT. 350 ACRES GRASS LAND. POSSESSION NOW. GOOD TERMS. 15 MILES S/E HEREFORD. EXCLUSIVE LISTING. Per Acre \$85.00

Phone

944



716 W. 1st

Hereford

FARM LOANS

# Wesson Real Estate

"Right on the Highway -- Right on Values!"





# 560,000 Acres In County Are Cultivated

Almost all of the income in this county is from agriculture either as crops or livestock. In general, incomes have been

good over the last several years and farm and ranch people are in good shape financially. Previous to 1949 there was a tendency for farm people to move from the country to town, but this movement has not been apparent during 1949.

Deaf Smith farmers are progressive. Maintaining soil fertility is one of the chief interests as they look towards the future even while raising bumper crops. Because of the intensive cropping over the past several years a decline in yield has been noticeable in some cases causing increased

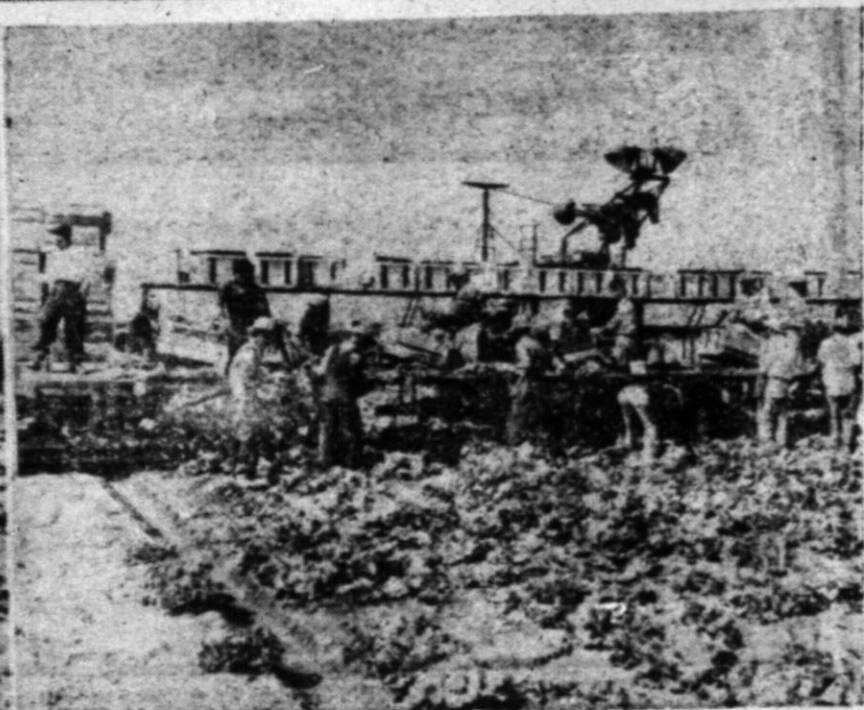
interest in other parts of the county.

In conjunction with the County Agent's office farmers grew Austrian winter peas,

vetch, hubam clover, alfalfa and peas on demonstration plots.

Deaf Smith farmers stay abreast of the times!

**DIVERSIFIED FARMING IS INCREASING**—Onions, Corn, Lettuce, Sugar Beets and Potatoes, all Deaf Smith county products are pictured here. At the bottom of the page Lettuce pickers and packers work the L. Ellis farm east of town. The tall Texas corn was on the O. L. Click place. It yielded 111½ bushels to the acre. Close check was kept on this plot as it contained six varieties of hybrid corn in check rows. The sugar beet dumps at Summerfield, Hereford and Dawn were busy as the crop from 1,440 acres was estimated at \$272,000. Potato farmers realized about \$688,000 from 3,440 acres, although it was a comparatively bad year for them. Onions were planted on about 800 acres and returned nearly \$160,000. Both top pictures are in the fields as they sack potatoes and onions.





# GROWING

★ IN SIZE

★ IN SERVICE

as we

## Help You GROW

★ IN PRODUCTION

★ IN PROFITS

Year after year, we have conducted our business on the principal that what helps the farmer, the producer, helps us as a firm, helps the community, and helps the county . . . providing a better living and a better home for every one of us.

The least that we can do to help the grower is to provide the facilities and the service that will materially assist him in speedy marketing or storage of his crop . . . giving him the benefit of market increases, and a complete grain service right here at home.

Our own profits, wages paid by us, all are channeled right back in to this community providing better living in Deaf Smith County.

**1,900,000 Bu. Grain Capacity**

**FRASER**

**MILLING**

**COMPANY**

**Makers of Sunny Boy Feeds and Flour**



# Annual Four County Junior Livestock Show Is Highpoint In Year's Activities For 4-H Club And FFA Chapter Boys

Four counties, Deaf Smith, Castro, Oldham and Swisher, annually send 4-H and FFA boys with entries in the Hereford Junior Livestock Show.

Although the show in the

high point of the year and most of the 4-H club boys are inclined to want to feed baby beeves, the 1949 club program was designed to improve activities in the following ways:

1.—extend the program for each boy to include projects other than baby beeves, 2.—increase the number of boys taking part in the wheat improvement program.

**4-H CLUBBERS**—Brothers, Billy and Johnny Kistler on the left and Howard and Jimmy Hill below will have these calves in the show next month. In the 1949 Rotary parade and show pictures at the bottom are—top left VFW float; center, Jaycee float; right Faust Collier, Rotary president, leads the parade. Center panel: Charles Ralph Springer holds his Grand Champion Whiteface, and Harold Brannon, Dimmitt, is seen on the right with his prize winning lamb. Lower panel: Joe Dell White, left, stands with his Reserve Champion Whiteface; poultry prize winners were Ann Dyer, Ronald Kershen and Pluma Metcalf.



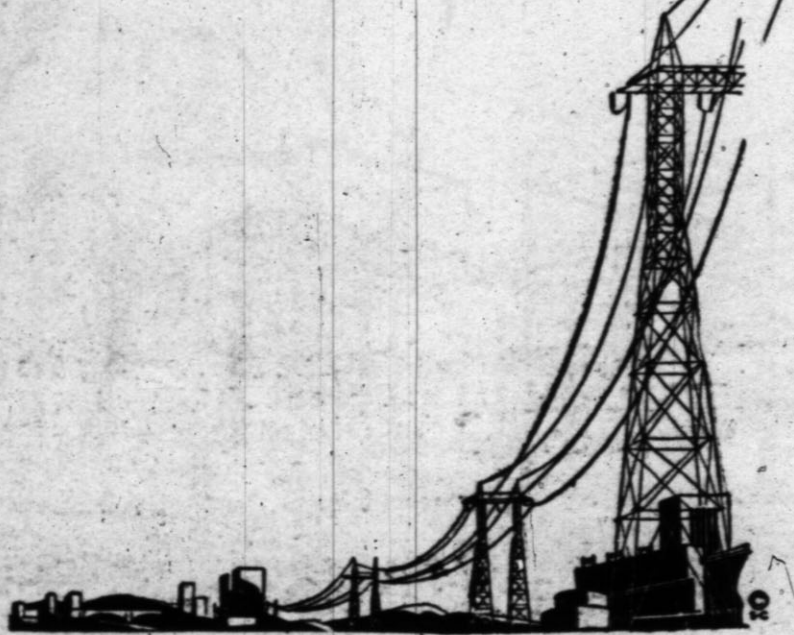
**Rotary Show  
4-H Parade**





REA

Leads the way to  
HAPPY PROFITABLE  
**FARM  
HOMES**



### Growing with a Country.....

As the forerunner of development in the vast irrigation belt, your REA has helped tremendously toward expansion into new Farm Commodities, which are becoming more and more important in the light of agricultural quotas and price fluctuations.

Most important, however, is the fact that services of the Deaf Smith County REA have hardly begun... for Electric Power is your first requirement for diversification, and diversified farming methods definitely mark future development of this vast territory.

Because your REA has kept stride with the growth of its territory, the 2000 members now maintain and operate a distribution system covering 1331 miles in four counties. We believe and hope that the foundation has been well laid for future growth and development... and we are looking forward to even greater development in the future.

#### REA SERVICE MEANS:

- More Farm Homes
- New Farm Commodities
- Improved Methods
- Higher Yields
- Better and Happier Living

AT THE CLOSE OF TEN YEARS OF SERVICE -- WE PLEDGE ANEW OUR EFFORTS IN STRIVING FOR THESE IDEALS

# Deaf Smith County Rural Electric Cooperative, Inc.

"Owned by those we Serve"



# February Opening For Hotel Jim Hill

Next month Hotel Jim Hill Hereford's \$400,000 addition to its already blossoming skyline, will open its door to the public.

A gala event it will be, too, with one of the most popular name bands in the country, Carmen Cavallero, "the poet of the piano," furnishing the music for dancing. He and his orchestra will be here two nights, February 24 and 25.

Mrs. E. Y. Crow, Hereford, was awarded two shares in the hotel stock for selecting the

name of Jim Hill for the modernistic building in May.

Hill, a pioneer who came to Hereford because he thought the people were so progressive, had in his foremost dreams the establishment of a modern hotel in Hereford.

Hill said that "I will probably never spend a night in the hotel but it is something which my friends need and something which will be a good thing for the whole community. I am looking forward to the grand

opening."

He won't get to see it because he died September 4, 1949 at the age of 70.

The hotel will be ready to go by the first of February but the formal opening will be 24 days later.

They haven't had too much trouble in the construction. There was some labor trouble but it was ironed out. They had no serious accidents on the job and work was finished to the stage of sheltering from

the cold weather to fairly insure a smooth winter.

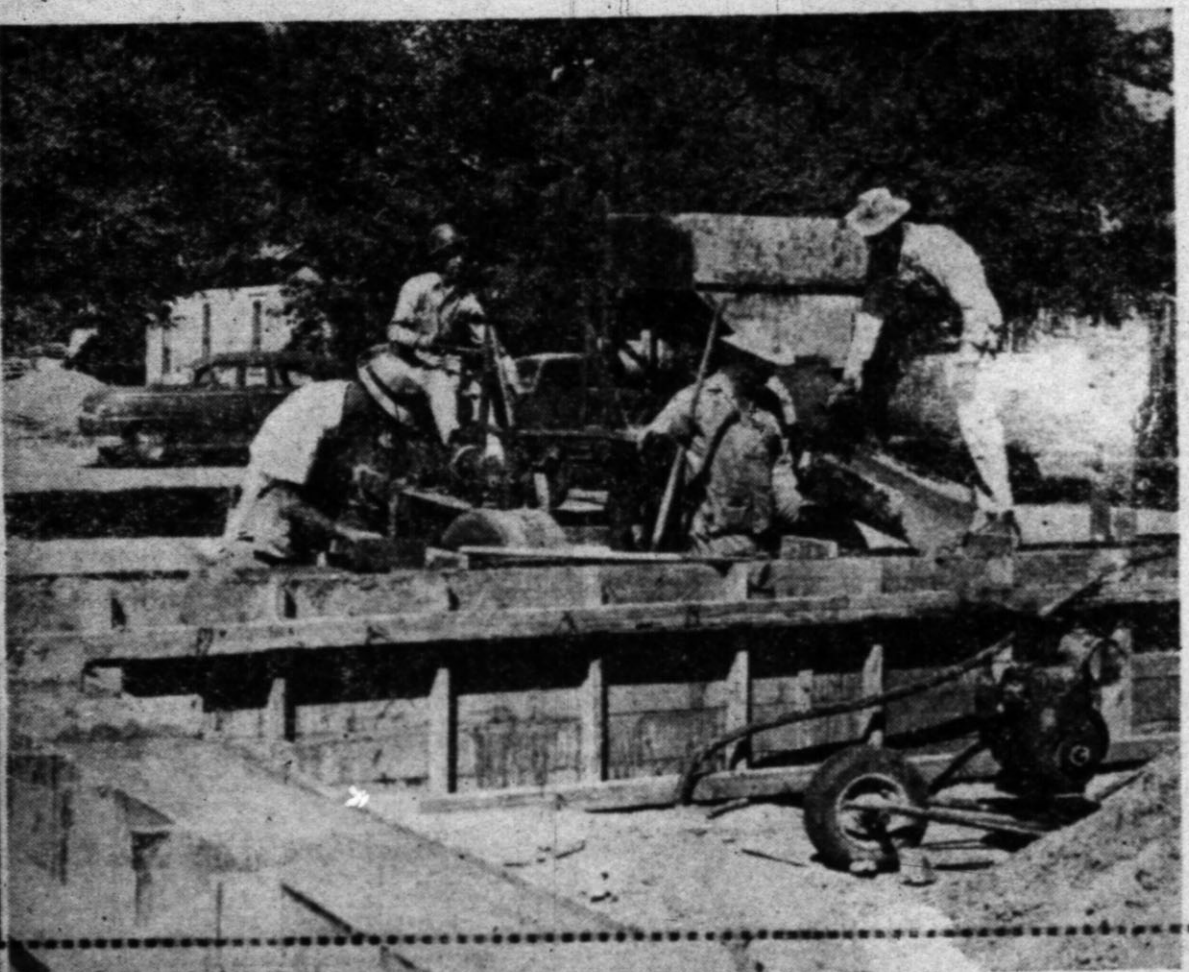
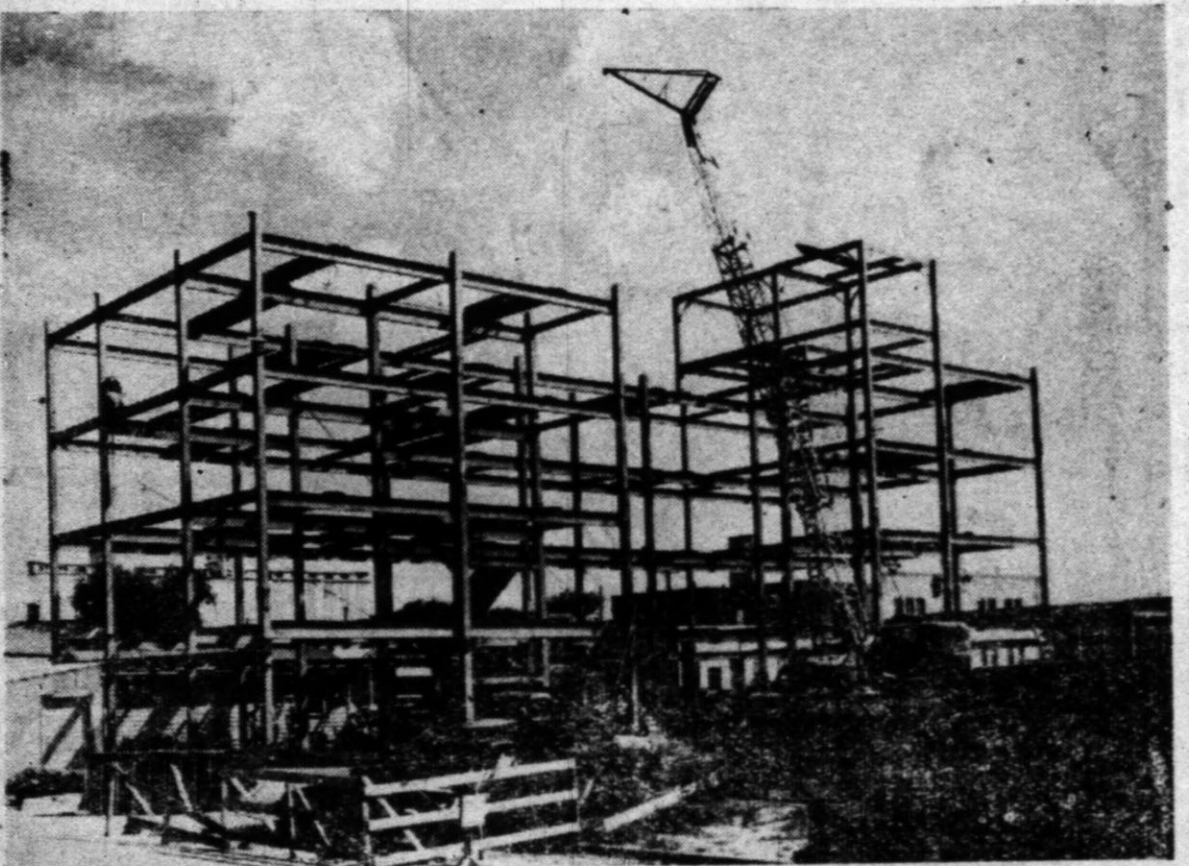
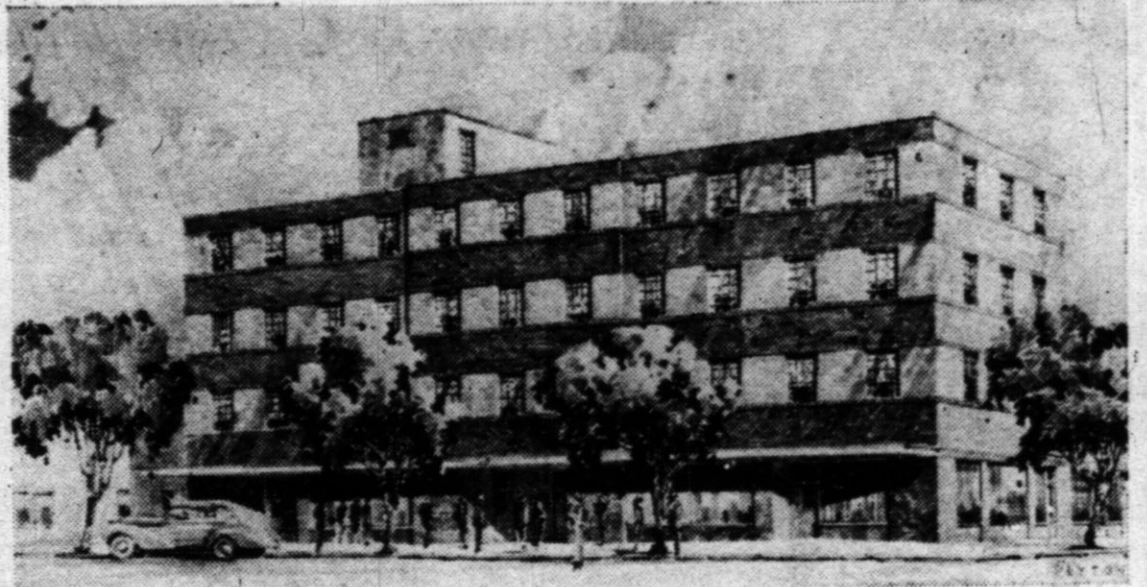
Gene Kinder who replaced A. R. Ratliff as superintendent of construction about a month ago, said that the reason it wasn't finished by January 15 as had been hoped was that there were just too many short weeks coming around during the holiday season. He said the work couldn't possibly be done in that short a time with so many of the workmen off on holiday trips.

The hotel was mentioned by almost every one of the people polled recently by The Brand on the question of the week column. "What do you think was Hereford's best step forward during the past year?" was the question.

Statistics say that tea is the most popular beverage in the world.

Only two legs of lamb are obtained from each animal.

**HEREFORD BUILDING CONTINUES** — These pictures portray a portion of the rapid rate of building in Hereford during the past year. At the top right is shown the completed \$475,000 Shirley School. Final architects drawing of Hotel Jim Hill shown below Shirley school and below that the building takes form. Workmen are pouring the foundation on the Baptist Education building at the bottom. Below four pictures show preliminary work on the Hotel, forms being run on Shirley school, the new \$285,000 Deaf Smith County Hospital annex nearing completion and the new \$50,000 ice plant also almost finished.





## 1949 NEWS . . . .

Legion Juniors lose as Vega pitcher hurls no-hitter.

19. Tornado rips Amarillo hall hits around Summerfield Alma Faye Knox chosen as representative of Legion Auxiliary to Blue Bonnet Girls State.

22. Communit Hotel is named "Hotel Jim Hill" add another floor. Doris Jean Smith wins Lions scholarship award.

29. Dr. Clyde Rush added to clinic staff. City purchases fog sprayer.

### June

2. Lt. Gov. Shivers speaks to Rotary and tours county.

5. Swimming pool opens. Thursday clean-up proclaimed by Mayor Dameron.

9. Clean-up week called off. Dawn - Umbarger area hit by hail as county gets 2.2 inches of rain. lettuce harvest starts. Rotarians plan tour for International farm group.

12. City lets contract for sewer and water lines extension. Robert Lemon brings in first load of wheat from Castro county. Commissioners employ deputy and agree to salary increases. Police department gets new uniforms.

19. Presbyterians to build new \$70,000 church. August Frye brings in first load of Deaf Smith wheat. Sunday Brand wins top honors in Texas weekly newspaper field, takes first in news pictures and new picture coverage and second in general excellence classification.

26. Foreign farm group tours county. wheat harvest nears peak. Legion Juniors lose first game in bi-district play-off to Stratford 7-6.

30. First potatoes harvested. shortage of storage space faces wheat farmers.

### July

S-Sgt. Leo C. Rogers reburied at West Park cemetery, he was killed on his 50th combat mission Aug. 30, 1944 in Naples

tragic weekend of fires and auto accidents took life and injured 8. Wendal V. Roberson, 19, student at West Texas State, and son of Mr. and Mrs. B. E. Roberson died. Dr. C. E. Rush assumed duties at Hereford Clinic.

10. Diesel freight piles into potato car on main line of Santa Fe right at the Main Street crossing, no serious injuries. Sims and Messenger schools consolidate with Hereford School district. Legion Junior baseball team win third of three game series from Stratford for bi-district championship. O. G. Denton, 54, Hereford farmer was killed when his tractor turned over on him at his farm west of town.

14. Mrs. Woodrow Ireland's horse 'Prince,' is used in Hollywood film, "Thunder in the Dust," filmed at Palo Duro canyon. J. D. Lester is killed working on REA line when he came into contact with "live" wire. the back half of the W. H. Blevins home destroyed by fire.

17. Petitions are circulated by farmers, growers, businessmen and ranchers favoring an extension of the Fort Worth and Denver railroad from Dimmitt to Hereford.

21. A. B. London, barber for 33 years in Hereford, sells out the '49ers, Grady Poff, George Hamilton and Dale Barkley drove from Hereford to the west coast and back in 1930 model Ford.

24. Deaf Smith 1950 wheat acreage allotment dropped 37,000 acres to 338,945.

28. Texas Employment commission opened permanent office in Hereford with Tom McFarland in charge.

31. Jay Boston, Hereford, named Castro county outstanding farmer for 1948. Father Dominic Kenny named pastor of St. Anthony parish to replace Rev. Albert Head who was ill. Marcos Oteda, 15, drowned in Tierra Blanca just below the Labor Camp where

he lived. Police Dept. applied for radio license.

### August

4. V.F.W. clinches second place in Central Plains league with win over Hart 5-3. Irate crowd halts picket line on Hotel Jim Hill, work is resumed after short layoff. County School Board rescinds decision to consolidate Sims and Messenger with Hereford district, they will go to Adrian and Friona.

7. Sunday Brand puts out special Spanish edition. Cliff Cooper, national Junior Chamber of Commerce president, speaks at dedication of Jaycee Park. Golfers start playing on new nine-hole grass-greened course.

11. Delegation hears representatives from state program explain school bus riding situation. Associated Federal Hotels to operate Hotel Jim Hill.

14. Potatoe crop suffers from excessive rainfall.

18. Petitions for \$500,000 bond election for 50 miles of county farm roads are circulated. Herb C. Petry, international first vice-president of Lions Club speaks here. Commissioners hike county tax rate seven cents. plans outlined for paving Smith and Blevins additions.

21. \$12,000 elevator contract on Hotel Jim Hill let to Dallas firm. Boy Scouts leave for annual camp.

25. Commissioners hire Doris Mahaffey as assistant county home demonstration agent. George Heard's alfalfa warehouse burns east of town.

### September

1. Whiteface football team is on twice a day practice schedule after returning from six days pre-season practice in Oklahoma. County school board reverses decision on parochial students riding buses. Road bond election set for October 1.

4. High School enrollment is 401, for new high. Sugar beet prospects are good.



Let our experience,

acquaintance, and

integrity

assist you in

establishing your

HOME

in

Deaf Smith County

# Luther Pevley

## The Whole Family

ASKS FOR

## PACKARD'S BEST FLOUR

MADE FROM ENRICHED VITAMIN PACKED

DEAF SMITH COUNTY

WHEAT



Packard's Best, made from the high test wheat of this territory, has long been popular throughout the country. And it is GOOD! Dad likes the biscuits it makes; mother raves about the cakes it makes . . . because its texture and quality are standard, always the same dependable flour; and the kids just like its products because they're good!

## A Home Industry

# Packard Milling Company



## Deaths in 1949

(Deaths as recorded in Deaf Smith County records).

### January

Edna Dona Green, 42, Hereford, 5.  
Daniel Edwin Dyer, 18, Hereford, 17.  
Bula Love Gault, 72, Hereford, 20.  
Annie Gertrude Bentley, 45, Hereford, 24.  
J. Willard Rogers, 34, Hereford, 25.

### February

Infant son of Mr. and Mrs. I. B. Reeves, Hereford, 2.  
Hersham Alexander Gray, 60, Hereford, 8.  
Connie Jo Lee, five days old, Hereford, 5.  
Fletcher Ed Cole, 44, Hereford, 13.  
Anna Margaret Axe, four years, Hereford, 16.

### March

John Anthony Paetzold, one year, Hereford, 5.  
Frances Redder, 88, Mrs. Godwin Home, 8.  
Walter Ollie Fox, 75, Hereford, 17.

### April

James David Johnson, 22, Hereford, 18.  
Mitchell Allen Moore, 18, Hereford, 23.

### May

James David Day, Hereford, 5.  
Phil Thomas Radovich, 56, Hereford, 31.

### June

Victoria Harris, 69, Hereford, 4.  
Willie Lois Cotton, 31, Hereford, 6.  
William Roy Ferguson, 33, Crowell, 30.

### July

Wendal V. Roberson, Summerfield, 19, 3.  
Odis G. Denton, Hereford, 56, 7.  
Mrs. Jess Edwards, Merlette, 54, 8.  
Melvin Cary Allen, 34, Frisvold, 2.  
John Daniel Lester, 28, Hereford, 13.  
Charles J. Paddock, 75, Hereford, 18.

Arthur Lucaro, four months, Chaperito, N.M., 20.  
Larry Vaughn Crawford, Amarillo, 20.  
Violet Lee, Hereford, 20.

Howard Massey, 64, Denton, 24.  
Marcos Ojeda, 15, O'Donnell, 29.

### August

Laura H. Shelton, 83, Tucuman, 5.

Martin Masicas, 20 days, Hereford, 7.

Elveria Bistamirte, one year, Liberty Hill, 23.

Bobby Wayne Armstrong, 13, Black, 26.

Frank Briton, one month, Hereford, 7.

(Continued on Page 5, Sec. 2)



**HEREFORD CHURCHES BUILD**—Methodist Chapel will be ready for services sometime in January. The new \$120,000 building is pictured above. First Baptist Church is building a new \$90,000 educational building north of the present church. First Presbyterian Church commenced on their \$70,000 this year and will be completed in the near future. Emmanuel Lutheran completed their \$25,000 new building and the Avenue Baptist Church completed work on an addition. Episcopal Church members finished work on moving and fixing their church.

## Hand In Hand...

*Developing, Growing, Prospering  
In Deaf Smith County*

The new business, the progressive business, the established firm seeking expansion... each alike has been assisted by the Bankers at the Hereford State Bank.

Faith in this Panhandle "Garden of Eden" founded upon and backed by sound business principals has helped farmers, professional men, retail merchants, to securely establish themselves in Deaf Smith County. We take pride in doing our part.



# HEREFORD STATE BANK

MEMBER

FEDERAL DEPOSIT INSURANCE CORPORATION



# A Land of Builders

## . . . A Year of Progress Three Factors Are Foremost

in our minds to . . . as we inventory our privileges as builders and suppliers to this area:

DEAF SMITH COUNTY PEOPLE ARE BUILDERS . . . not only with lumber, concrete, and steel . . .

BUT IN THEIR THINKING, THEIR VERY LIVING!

We know this to be true because we live with you . . . we're one of you! and each day brings a new revelation of the progressive planning and foresight of our people, both rural and urban. Why, more granaries were constructed in Deaf Smith County in 1949 than in any county of the state. Everywhere you turn, building is in progress . . . in a community that has been building since its founding over half a century ago.

NO ONE CAN GO WRONG IN CHOOSING SUCH NEIGHBORS, SUCH A LOCALITY!

1949 SAW THE REAL ADVENT OF DIVERSIFIED FARMING AND RANCHING IN THIS COUNTY . . . and with this diversification came the related building of the affected towns, the establishments of new businesses, retail and wholesale. We point with humble but just pride to the fact that Carl McCaslin Lumber Company was a leader in the building and building supply field again this year.

1950 HOLDS NEW OPPORTUNITIES. Not only the new year, but EVERY new year beckons to builders in a community like ours, founded and expanded on sound economic, social, and spiritual values as known here. So it is with optimism that we look forward to year after year of business among you . . . the finest friends on the face of the earth.

We stand ready to give any assistance or information to prospective home owners in this locality. Make us your headquarters in Hereford.



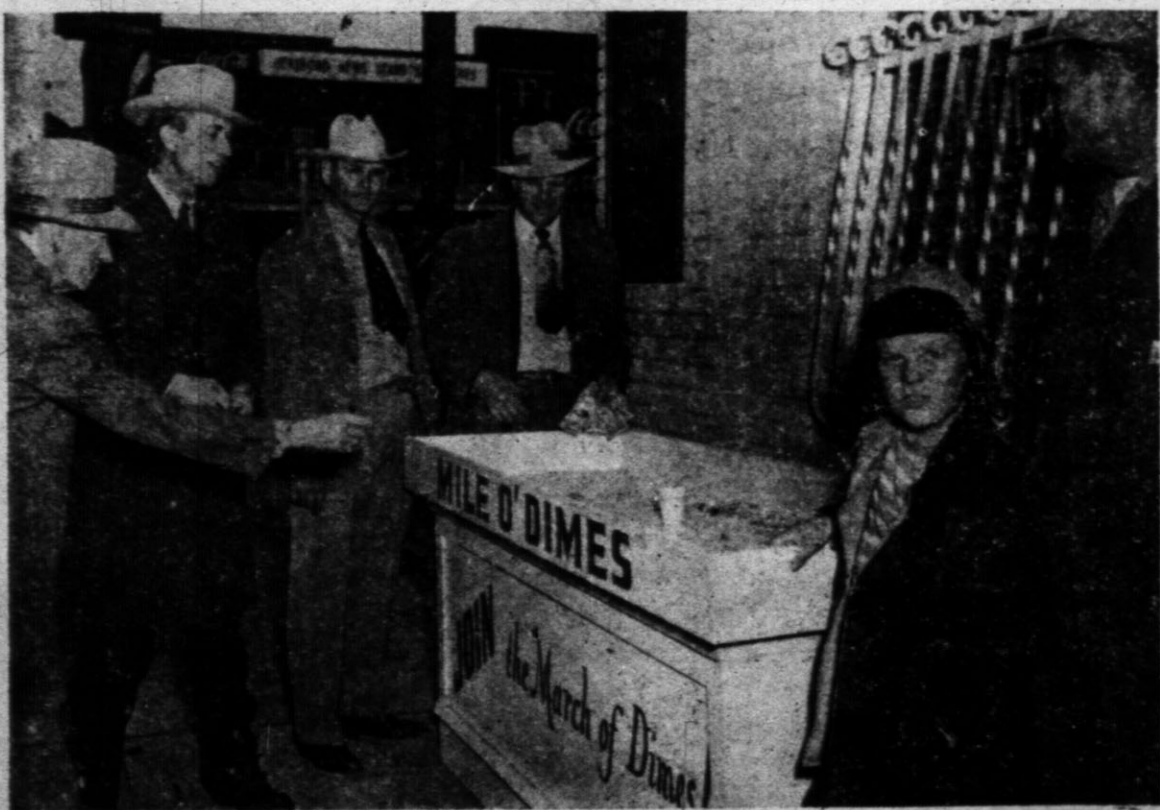
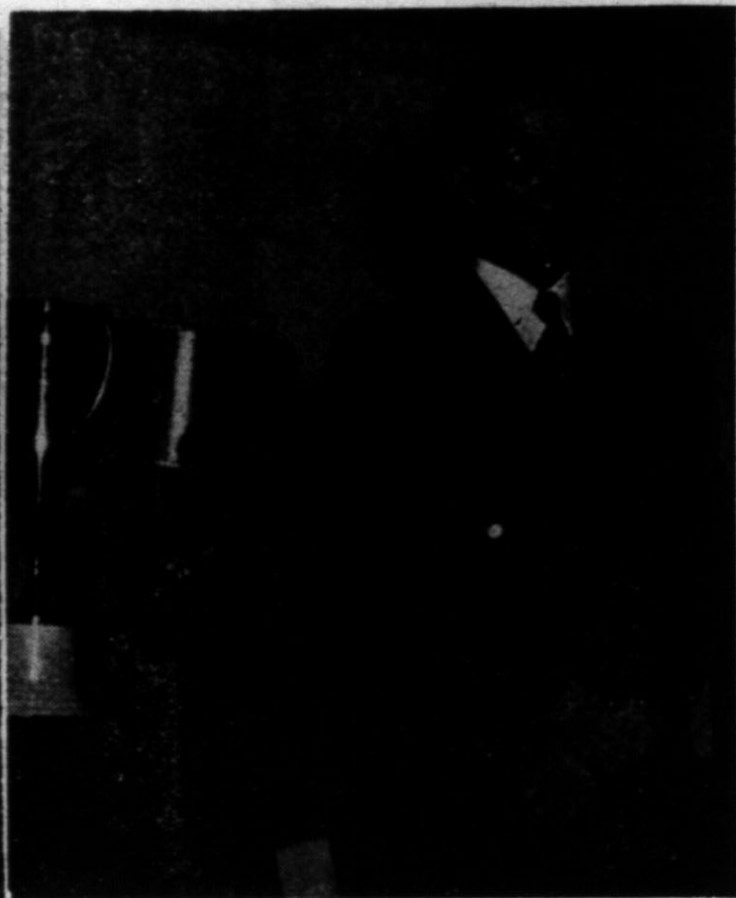
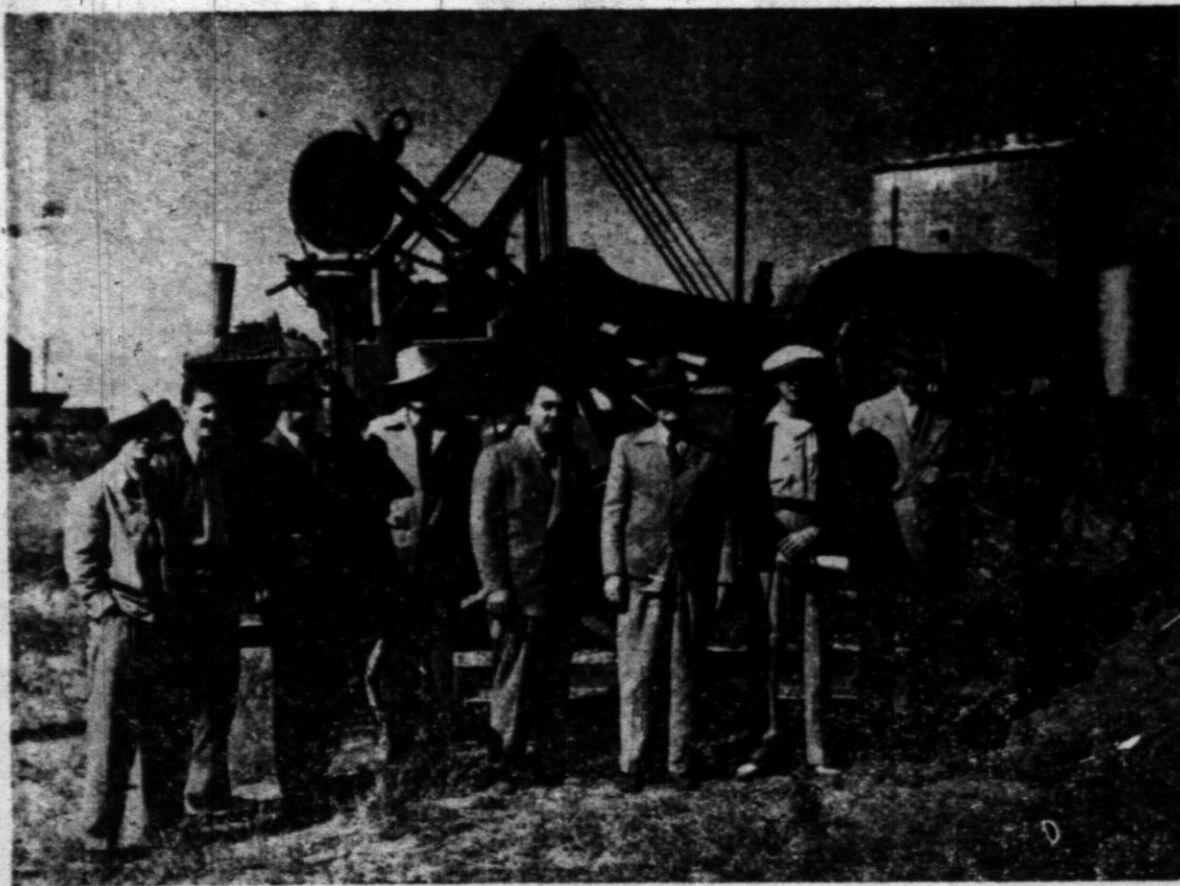
# CARL McCASLIN

## LUMBER COMPANY

1 Block East of the Courthouse in Hereford







**PICTORIAL HIGHLIGHTS**—Dr. L. B. Barnett (above) was named "Man of the Year" for 1948. Hereford Golf Course opened in August, group at top left were present at the ground breaking. Lions club members participated in the Annual March of Dimes campaign with a booth in front of the First National Bank. Hereford Jaycee delegation (bottom left) at Colorado Springs for the National Jaycee Convention. They passed out free barbecue and publicized "The Town Without a Toothache." Henry Sears, Chamber of Commerce president, (bottom right) stands at the speakers table at the annual C-C banquet with principal speaker, D. D. Monroe, seated beside him. B&PW program materializes as 285 new street markers (below) are erected in city.



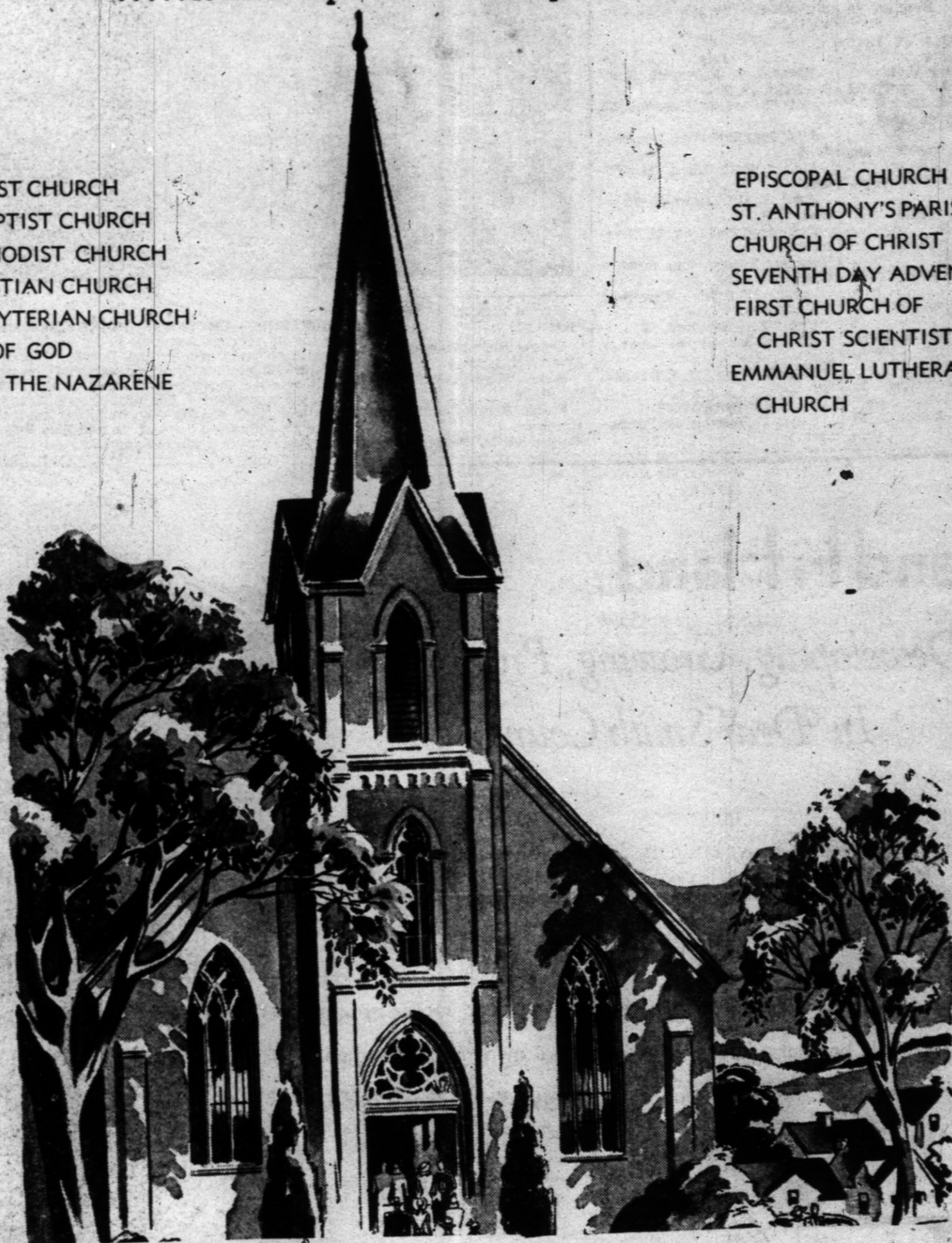


# A SALUTE to our Churches of Hereford

.....to their expansion and daily activities

FIRST BAPTIST CHURCH  
AVENUE BAPTIST CHURCH  
FIRST METHODIST CHURCH  
FIRST CHRISTIAN CHURCH  
FIRST PRESBYTERIAN CHURCH  
ASSEMBLY OF GOD  
CHURCH OF THE NAZARENE

EPISCOPAL CHURCH  
ST. ANTHONY'S PARISH  
CHURCH OF CHRIST  
SEVENTH DAY ADVENTIST  
FIRST CHURCH OF  
CHRIST SCIENTIST  
EMMANUEL LUTHERAN  
CHURCH



WE COMMEND THE CHURCHES  
OF OUR TOWN

Not only for their building in brick and tile,  
But for their building of strong characters and  
a more Desirable Community.

THIS MESSAGE IS A GENUINE EXPRESSION OF OUR APPRECIATION  
OF THE LEADERSHIP OF OUR CHURCHES  
by the

## Star and Texas Theatres



# Deaf Smith County . . . A LAND OF Dreams Come True

and so many of these dreams materialize every week, every year, through the profits of

## DAIRYING AND RELATED INDUSTRIES

Maybe it is only a small herd you have — 4 or 5 producing cows — but you have justly depended on these cows for a regular income . . . cream checks, sale of whole milk, and milk for your own family.

NO MATTER WHAT THE ECONOMIC STATUS OF THE NATION, NO MATTER THE FLUCTUATIONS OF THE STOCK MARKET . . .

**THE DAIRY COW PAYS..YOU!**

Your Hereford Creamery is a home institution dedicating its every resource to better service for the dairyman of this territory. The large dairy farmer, or the man who keeps three cows in his diversified farming operation is served alike by our firm. Your interests are our first interest, as we are one of you . . . our very business depends on your welfare.

As we have grown in past years, we expect to continually expand, leading in the progressive businesses found in this area . . . keeping Deaf Smith County the  
**LAND OF DREAMS COME TRUE!**



# HEREFORD CREAMERY

Home of

## CREAM O' PLAINS

DAIRY PRODUCTS

CECIL and ELTON MALONE





# The Sunday Brand

HEREFORD, TEXAS, SUNDAY, JANUARY 8, 1950

## Elevators Exceed 4 Million Bushels

### Hereford Building Tops Million Dollar Mark In Continuing Spiral

Hereford was on a building spree in 1949 that will mark the year as one of the highest in the town's history. The building was from every classification—grain elevators to churches.

By the first six months of the year building permits had reached \$432,500. Swelling this total was the \$100,000 First Methodist Church Chapel and the \$90,000 Educational Building of the First Baptist Church. The First Presbyterian Church added their new \$70,000 building to the total. Although not yet complete, most of the construction took place during 1949.

Avenue Baptist Church addition, accomplished in 1949, cost \$5,000.

Other building covered every walk of business life.

Hereford Shoe Store was remodeled at the cost of \$1,400. Vogue was remodeled at the cost of \$2,000. City Drug Store spent \$1,000 remodeling the front of their building. The change in the front of Halle Drug Store ran around \$600. The entrance to Seventh Day Adventist Church cost \$350. Pitman Grain Company added several new storage elevators which were complete late in the year. Costs ran around \$90,000.

Also helping to ease the grain storage was Fraser's great addition. Bradley Grain Elevators, Inc., was built in November at the cost of \$90,000. Early in the year, Deaf

Smith County Hospital got a \$58,000 federal loan which was to be used in remodeling the then present plant and to further (Continued on Page 14)

### Amarillo Editor Praises Hereford

Wes Izzard, column writing editor of Amarillo News-Globe decided to make a visiting round of principal West Texas cities just before Christmas this year to give them some pointers on how to make their scenes more beautiful and fitting for the holidays season.

He found faults with almost all the towns he visited. Tulla was found guilty, by Izzard, of having dirty streets and were told, by Izzard, to clean up.

He printed a "look-out-Hereford-you're-next note" on his list.

He told Hereford that they had better be cleaned up and ready for him.

Paul Coneway, president of Hereford Jaycees, jumped to the phone, immediately, and informed Izzard that he would find no fault here. He said we were already ready with a most attractive lighting systems for Christmas.

Izzard showed up and left. He printed his findings in the News-Globe the very next morning.

Hereford was the only town visited, by Izzard, which had escaped his criticism. He had only roses to throw our town. He even said Hereford was decked out better with Christmas lights than his own beloved Amarillo.

### Hereford Is World's Largest Non-Terminal Elevator Point

4 Million

3 Million

2 Million

1 Million

500,000

250,000

125,000

BUSHELS

1920-1930-1940-1950  
Commercial Grain Storage  
Growth In Hereford

Hereford, Texas moved to the top as the World's largest non-terminal elevator point during 1949 when two grain companies enlarged their storage capacities and a new grain company was formed and built a 250,000 bushel capacity elevator.

Thus 1950 finds Hereford growing from 70,000 bushels of commercial storage in 1920, to 100,000 in 1930, to 620,000 in 1940 and a tremendous jump to 4,135,000 bushels in 1950.

Fraser Grain Company added 900,000 bushels to their elevator and Pitman Grain Company constructed 400,000 bushels more to put their capacity to 1,800,000.

Bradley Grain Company was formed late in the year and built a 250,000 elevator east of town.

Pitman also announced plans to add 200,000 bushels to the elevator at Summerfield.

### County Gets Lots Of Rain In 1949 But Need Moisture During January

Rain, hail, tornadoes and snow were the feature attractions on 1949's weather parade which boasted an Indian summer, pleasant enough for any cotton farmer, that lasted clear through December.

That mild fall let Deaf Smith harvest its biggest cotton crop of all time but the hail dashed the hopes of many wheat farmers who, within hours, found their crops ruined.

Total 1949 rainfall exceeds the long-time average by 13.05 inches.

Hereford found itself in a most unique position in May of 1949. Usually an area that is short on moisture, it suddenly realized that it was possible that too much moisture was in store.

Friday, May 13, total rainfall for the year had risen to 10.05 inches. Slightly more than half the total, 5.07 inches, had fallen during the first twelve days of May.

The wheat crop is in a bad way at the start of 1950 according to some growers. This was supposed to be one of the most promising years for wheat growers that the county had ever seen. Records from the 13 rain gauges scattered throughout the county and serviced by the Research Division of the Soil Conservation Service revealed that average total rainfall up to November of 1949 was 9.37 inches above normal. Most of this excess came during the months of May, June and July.

However, every month in the first nine was above normal except March, August and September. Average total rainfall through that period was 25.28. The long-time average for these months is 15.91 and average annual rainfall is 18.97.

This was good news for the dry land area where natural moisture is a necessity for survival.

Although there is little cause of alarm in most cases now, in the first month of 1950, farmers would sure like to see some rain to make them feel a little better about their situation.

cording to one prognosticator the rain should come along by February, anyway. The observer went on to say that, in parts of the county, the wheat appears to be dead. He said that there had been on rain since it was planted.

Rainfall, in inches, by month, for 1949 shows the last three months fell below average. The 1949 average rainfall was 2.09 per month.

January	1.93
February	.61
March	.44
April	2.33
May	8.82
June	3.73
July	3.12
August	1.26
September	1.61
October	1.14
November	.00
December	.47

TOTAL 25.15



"MUTUAL ADMIRATION"—Is considered as the picture of the year by most readers. Rotary club president Faust Collier is pictured during the Rotary-sponsored Four County, 4-H Club Show in February.

### Parking Meters Total \$12,041.40 With December As The Lead Month

According to figures just released by Mabel Barnhart from the City Hall where they count the city's take on parking meters that line the streets of Hereford business was better for 1949.

In spite of the fact that all almost other business in Hereford did a whopping business in December, the parking business was only third in dollars and cents ranking for the year.

More people parked in downtown Hereford, or paid to park, in November than at any other month. \$1163.00 clinked into the silent merchants with no sales talk during November. Second was May \$1,161.00 was spent parking that month. December found only \$1,144.00 deposited in the meters.

The meters were paid for early last fall under an agreement which said the city could keep half the take and half would be paid on them until they were paid for.

January seemed to have a busy spurt with over \$400.00 being deposited in the 12 days between the seventh and 19th. This parking space might have been used by shoppers who had Christmas gifts they wanted to exchange.

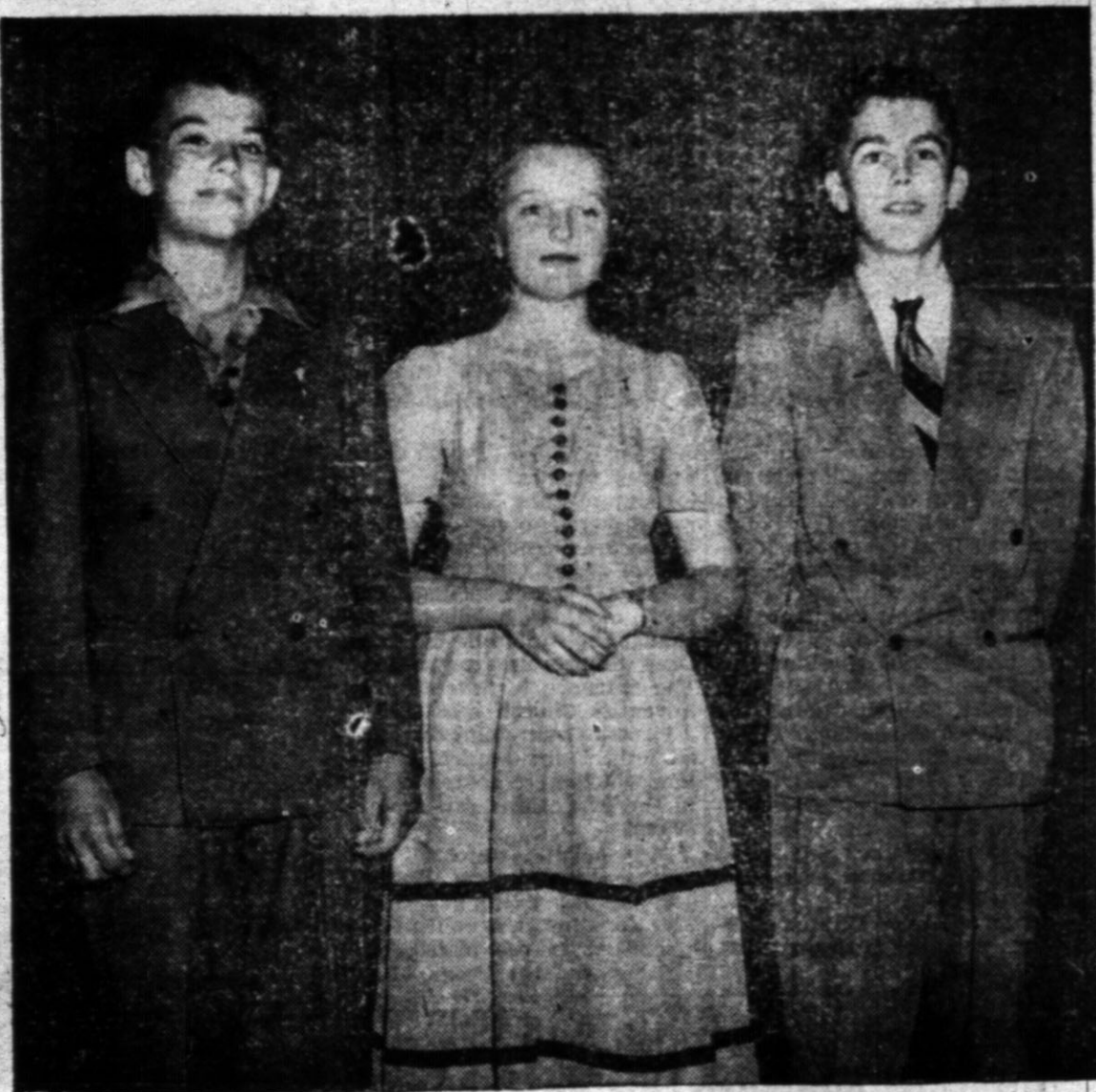
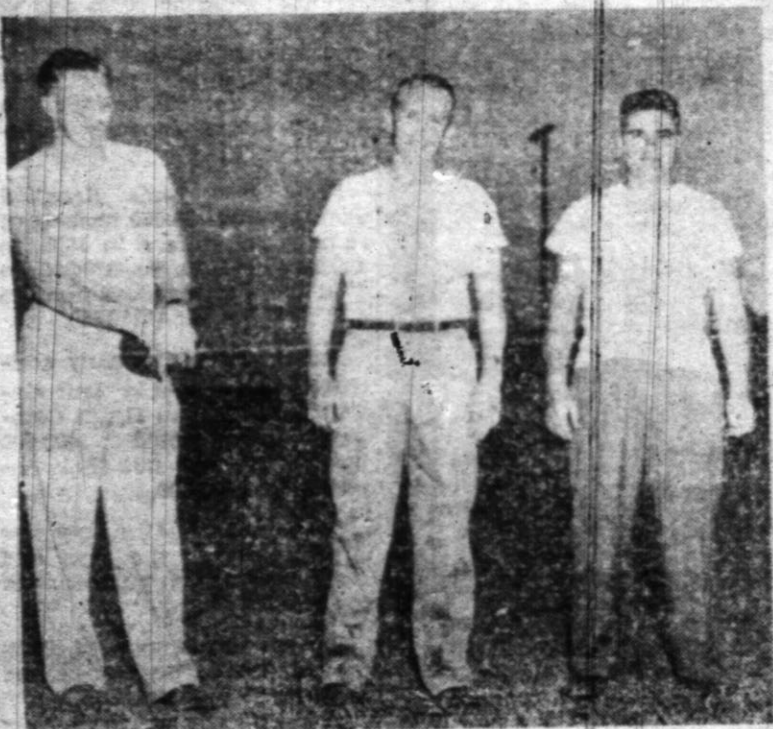
The meters meet, generally, with the approval of all concerned. It was pointed out in The Brand several weeks ago that, were it not for their existence, shoppers would have a hard time finding room to park on main street after merchants and employees of downtown Hereford got their cars parked early every morning.

There was some objections when they were first put in a couple of years ago. At one time there were almost 100 traffic tickets issued for "red meters" in one day.

Don Zimmerman summed it up when he said that the citizens had just about become educated to them now. They know that the meters are put there for the sole purpose of serving shoppers and making for better business in Hereford. Zimmerman also pointed out the advantage of getting trade that, otherwise, would pass on through Hereford. This trade wouldn't pause long enough to look for a parking place.

January	\$ 768.55
February	829.00
March	1,094.35
April	959.00
May	1,161.00
June	827.50
July	937.50
August	1,211.00
September	990.00
October	956.50
November	1,163.00
December	1,144.00





**ODDS AND ENDS, HERE AND THERE**—The B Squad boys had their picture made at the Hereford News Stand (upper right). Richard Tucker was runner-up in the Panhandle Spelling Bee. He's on the left in the second picture on the right. Winner and third place holder Rebecca Smith of Memphis and Jimmy Davis of Childress are also shown. In the lower right hand picture, Tommy Kaye Robinson and Joe Bill Wills are a cheerful reminder of a grim fact, polio. Tommy Kaye is the daughter of Mr. and Mrs. Tom Robinson and has shown remarkable improvement as had Joe Bill, son of Dr. and Mrs. R. R. Wills. The 1950 March of Dimes campaign starts in mid-January. (Top left) Dale Barkley, Grady Poff and George Hamilton journeyed to the west coast and back, a total of 5,530 miles on \$81.95 for car expenses in a 1930 model "A" Ford. Coach Dalton Criswell (center above) and his two capable assistants, Wayne Stark and Kenneth Mayes turned in a successful season in Criswell's first year as head coach. (Below) Alma Fayne Knox was chosen representative to Blue Bonnet Girls State by the American Legion Auxiliary in May.





# Wheat Trucks Won't Have To Wait In Deaf Smith



**A Good Year for Hereford Butane Gas Company**  
**A Good Year for all Deaf Smith County**

Since our establishment, the Hereford Butane Gas Company has contributed a vital part in the growth and prosperity of this area, due primarily to two important factors:

**(1) OUR PRODUCT**

Liquified Petroleum Gases have met a definite need for the irrigation farmer, for the household away from natural gas mains, for every operation profiting from a ready supply of economical fuel.

**(2) OUR SERVICE**

We pride ourselves upon a high type service, rendered by efficient personnel who, as your neighbors, have your interest at heart, and who are qualified to give not only honest service, but service that is rendered only by a skilled man, schooled in his trade.

## Hereford Butane Gas Company



## BUILDING

(Continued from Page 1)

nish both the new and old wings.

In March forms were being run on Shirley School, Hereford's newest school room costing \$475,000. A \$50,000 ice plant was being completed.

Also in March, preliminary work on Hotel Jim Hill was started. This hotel is one of the most important construction steps of the year. It will bring to Hereford, for the first time, a first class, modern hotel that all can be proud of. Most of the work on Hotel Jim Hill was done in 1949.

The contract was let and work began around October 15 for a \$60,000 drive-in theatre on Hiway 60 just west of radio station KPAN. It was due for completion in 1949 but won't be used until 1950.

### Steel Strike Slowdown

It was late in the fall of 1949 that nation-wide steel strikes caused delay and, in some cases, complete halt in work on business around Hereford.

On the county side, October 1 voters voted in a \$500,000 road bond issue that will provide 55.9 miles of road which will begin construction probably in April.

Last Thursday, Gaylord Newell opened Hereford's newest grocery store. It was built, for the most part, in 1949. It cost

almost \$100,000 including stock, grounds and building. It was delayed a month on opening because strikes cut off the material.

First Baptist Church was shut down on construction for three weeks or a month because they couldn't get needed steel parts for their roof.

### Enlarge Clinic

The Hereford Clinic undertook a \$25,000 addition on the south side. This is expected to be finished next month. Most of the work done on it, too, was last year.

The city of Hereford paved streets on a big scale during the year. In October, they let the contract to Purcell and Jones, Lubbock, for even more paving.

Hereford Golf Course was finished about the middle of the year. It is located on the south edge of Hereford and

cost about \$20,000 to build.

Wayne Edwards' prescription shop, right next to Hereford clinic, was opened this week although most of the work was done last year. It was supposed to open in December but a 10-day delay on steel shipments gummed the work schedule up.

In November, also, the School Board approved a \$112,000 addition to Shirley School which will take shape in the form of six new classrooms and a cafeteria. It is expected to be ready for the 1950 fall term.

### New Car Agency Bldg.

Palo Duro Sales Company started up with their new sales room and service building on East First Street and Funston. It began construction in November and will cost close to \$35,000.

The following building permits are on record at Hereford

city hall. It must be remembered that not everyone building takes out these permits, however.

New Business	\$133,300.00
Residences	382,850.00
Resident Addition	19,450.00
Business Addition	3,500.00

**TOTAL** ..... \$902,350.00

It was a year featured by building and enlarging for an ever-growing volume of business. Hardly any phase was left unchanged.

There are some who say 1950 will have more of the same—and it might be more.

### BAPTIST MUSIC EMPHASIS

**WEEK**—Wayland College A Cappella Choir was a feature of the week of activity at the First Baptist Church

**HEREFORD MOVIE HORSE**—Mrs. Woodrow Ireland's horse, Prince, was a member of the "Thunder in the Dust" picture show cast filmed in Palo Duro Park.



Some folks thought this should have been the picture of the year. It isn't often you catch the chief of police in his wedding dress but "Buck" was caught in the act when he participated in the Lions Club Parade of Fashions.

## Vic Vet says

**JOB TRAINEES! MONTHLY PROGRESS REPORTS ARE NOW COMBINED WITH YOUR PERIODIC REPORTS OF EARNINGS**



For full information contact your nearest VETERANS ADMINISTRATION office

We add another  
**YEAR OF PROGRESS**  
to our previous  
**52 Years in Hereford**

Our 52 years in Hereford have given us the experience and understanding needed to provide this great territory with the building materials it needs. We have endeavored to keep up with this progressive area, visualizing and furnishing its building needs as it builds. We have assisted to the best of our ability.

As we enter 1950 we have the vision of even a greater community, building at a greater speed than 1949 and all previous years.

## ROCKWELL BROS. & CO.

### LUMBERMEN

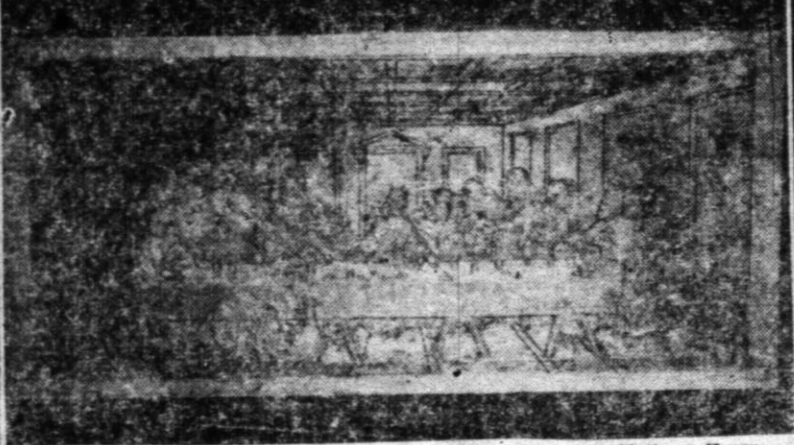
Since 1898

C.C. ROCKWELL, JR., Mgr.

BEN CONKLIN, Ass't. Mgr.



# Umbarger Church Reflects Skill and Piety of Italian War Prisoners



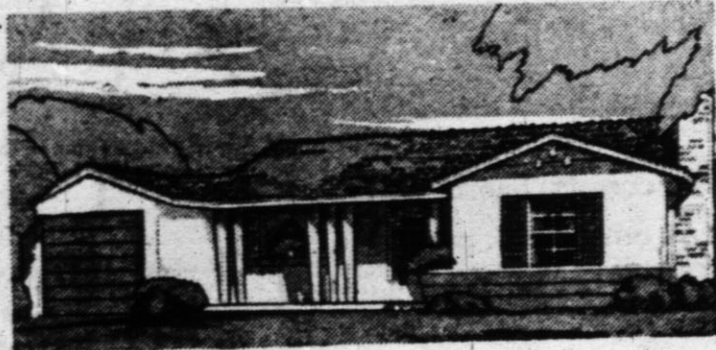
—Photos by Kathryn Henry

Constant reminders of the artistic ability and religious devotion of a group of Italian prisoners of war interned at the Hereford camp during the week are decorations in St. Mary's Church, Umbarger. Father Andrew Marthaler, parish priest, stands at the altar above which is a painting of the Immaculate Conception, begun by one Italian officer and completed by another when the original artist was transferred. The closeup is of the carving of The Last Supper, an ornament in the center of the altar front. The exquisite stained glass window is one of a dozen installed by the prisoners.



## Going forward -- with a PROGRESSIVE COMMUNITY

COMPLETE

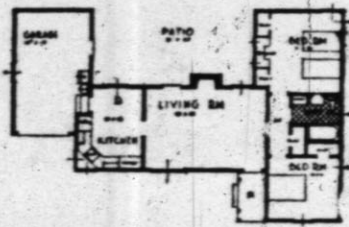


F.H.A.

INSURANCE

LOANS

SERVICE



G-I

### John McLean

INSURANCE

LOANS

127 West Third St. --- Hereford





# The Eyes of the World



ARE ON



## Hereford and Deef Smith County

Anywhere you go . . . New York, Maine, California . . . the people know as much or more about Hereford and Deef Smith County than most of us know at home. I personally have been in 40 states and Canada acquainting people with this rich area.

. . . And the growth of the Hereford territory has hardly begun . . . as we produce more carrots, beans, potatoes, sugar beets, cotton, wheat, and other truck products . . . we will all be prouder than ever to call Deef Smith County Home!

**WE WANT EVEN MORE LISTINGS**

We render Every Service to Buyer and Seller Alike  
(We've been at it for 45 years)

**When You Boost and talk**

**DEEF SMITH COUNTY**

**--You are helping yourself**

# J. B. ELLISTON

**Realtor**

See us for  
**COMPLETE  
LISTINGS**  
ON  
**IRRIGATION  
RANCHES**  
and  
**FARMS**  
TOWN  
PROPERTY  
HEREFORD'S  
Oldest Real Estate Firm



Since 1906

Serving  
Deaf Smith County  
and its  
Trade Territory

Condensed Statement  
At the close of business, December 31, 1949

ASSETS:	
Loans & Discounts .....	\$1,725,119.21
Banking House .....	14,000.00
Furniture & Fixtures .....	10,000.00
Federal Reserve Bank Stock .....	7,500.00
Other Real Estate .....	5.00
Other Assets .....	1.00
U. S. Government Bonds .....	\$1,900,551.20
Other Bonds & Securities .....	337,938.22
C. C. C. Notes .....	335,036.09
Cash on hand and due from Banks .....	2,423,018.61
	4,996,544.12
	<hr/>
	\$6,753,169.33
LIABILITIES:	
Capital Stock .....	\$ 100,000.00
Surplus .....	150,000.00
Undivided Profits & Reserves .....	127,626.59
DEPOSITS .....	6,375,542.74
	<hr/>
	\$6,753,169.33

The First National Bank  
Of Hereford

MEMBER  
FEDERAL RESERVE SYSTEM  
FEDERAL DEPOSIT INSURANCE CORPORATION



# Weddings In 1949

(Marriages as recorded in  
Deaf Smith County records).

**January**  
1 Allen Dean Kriegshauser  
and Jeanette Albracht.  
3 Freddie R. Tillery and Ad-  
e May Johnson.

17 John R. Miller and Laura  
Frye.

22 Earnest Hardy Cole and  
Jennie Etta Irvine.  
28 Sidney Morris Easley and  
Mrs. Virginia Mae Lookingbill.

**February**  
10 Ralph W. Sutton and Mrs.  
Maetha L. Buck.

23 C. V. Burgess, Jr. and  
Doris Alice Willier.

**March**  
15 Wilbur Gene Keirse and  
Barbara Jamieson.  
19 Basel Lee Pellam and Jew-  
ell Modean Lee.

25 William J. Howard and  
Pauline Loerwald.

**April**  
17 Robert Laney Owen and  
Bettye Kathyne Hodges.

23 Sloyd L. Lynch and Sed-  
nev Lancaster.

28 Leslie Dargatz "Thomson"

and Gynell Reed.

**May**

4 Glenn Anderson and Win-  
nie Ruth Hardin.  
12 D. L. Daniels and Mar-  
garette Kelley

14 George S. Martinez and  
Maria A. Garcia.

16 Pedro Vargas and Oralia  
Gonzales.

15 Wilheur Eweing West and  
Barbara Jeanette Boyd.

22 Billy Charles Harper and  
Susie LaJuana Rogers.

**June**

2 Calvin Flowers and Mary  
James.

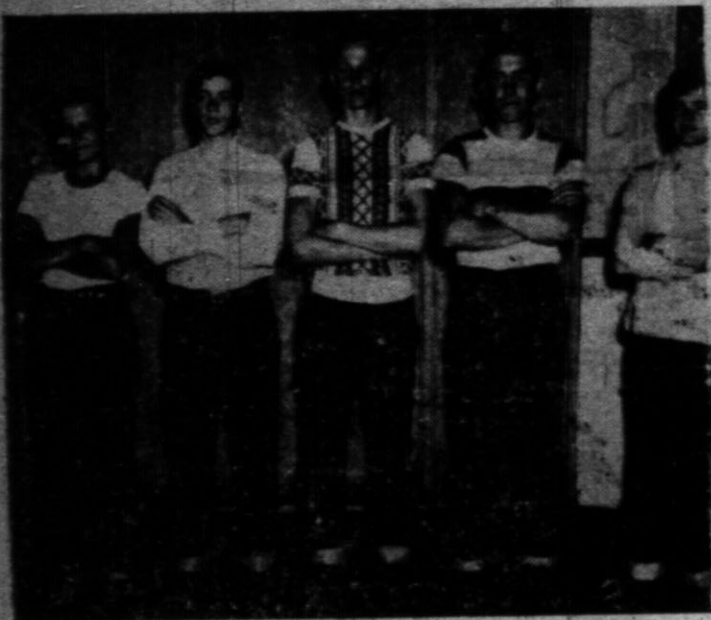
4 Amos R. Stokes and Bon-  
nie Jolene Fulmer.  
4 J. L. McFarling, Jr., and  
Mary Lue Ruland.

5 Lee J. Clark and Wilma  
Jean Roberson.

9 Ray Lewis Farmer and  
Mary Nell Cassels.

15 Glenn W. Ricketts and  
Billie Joyce McMurry.

20 Augustine Malina and Er-  
nestina L. Limon.



**1 CLUB OFFICERS**—John Dale Kelly, second from left is  
resident of the Deaf Smith county club, with Jack McCracken,  
t. vice-president and Bill Kelly in the middle, secretary.  
ane Walker and Lloyd Parson on the right are ward win-  
ners. The 1949 show dates were February 24-25.



**14-YEAR-OLD WINNERS IN BAKE CONTEST**—From the  
are pictured Thelma Joyce Epting, Jolly Girls 4-H Club;  
ris Wilhelm, Happy Homes 4-H Club; Norma Sue Cooke,  
rkers 4-H; Betty Lou McGaughey, Fairview 4-H and Wilma  
June Wilcox, Dawn 4-H.



**KE CONTEST WINNERS**—Class 1 winners in the under 14-  
r-old age group of the 4-H contest from the left: Earl Deane  
ndy, Happy Homes Club; Maxine Norton, Workers Club; Bar-  
a Dameron, Happy Homes Club; Gracie Potheringham, Hap-  
Homes Club; Rebha Joyce Pinnell, Adrich Club; Colleen  
Cooke, Workers Club and Barbara Pinnell, Adrian.



**HEREFORD HIGH SCHOOL FOOTBALL BANQUET**  
mittee for the Hereford High School annual  
left to right they are Mrs. Roger Corbett, Mrs. A.  
of the decor), Mrs. Orian Newell, Mrs. Roy Wilso  
ing chairman, Mrs. Leo Forrest and Mrs. G. P.  
dle picture. At the bottom Hereford High Pap  
Betty Jo Carnahan, Martha Thomas, Bobby  
Jane and Patsy were

—Mother making up the arrangements com-  
football banquet are pictured at the top. From  
H. Janssen (the football player manikin is part  
n, Mrs. E. J. Reynolds, Mrs. S. B. McLallen, act-  
Owen. The banquet was in session in the mid-  
Squad leaders are from the left: Gayle Foster,  
Jane Sisk and Patsy Wiltshire. Gayle, Bobby  
also cheer leaders during 1949.



## Weddings In 1949

21 Lawrence L. Dendall and Mamie E. Craig.

26 Hilrey Leon Aven and Mary Lou Allmon.

### July

2 Ollie Owen and Mrs. Francis Bandy.

8 Edwin Mariette Franklin and Letha Hand.

25 Montie I. Bridwell and Lois Fuller.

30 Ygnacio Lemus Lopez and Modema Garcia Salazar.

### August

5 Fred Gonzales and Ruth Mondanado.

5 Eduardo Hernandez and Divina Loreda.

7 Ralph Shirley and Stella Guggemos.

7 Wayne Carl Lee and Naomi Fay Carter.

12 Matthew M. Brown and Hazel Louise Brown.

14 Clyde Newton Hemby and Mary Frances Allen.

15 Hipolito H. Medina and Justa Hernandez.

13 Edgar Ratliff and Lorene Rigney.

16 George E. Turrentine and Johnnie Marie Peatzold.

16 T. A. Watson and Vir-

ginia Hardin.

28 Eugenio Cruz, Jr. and Josefa Palauos.

27 Buell Baird and Geneva Haney.

29 Raynold J. Herr and Dorothy Jean Stone.

30 Harold R. Loerwald and Patsy Lee Longbottom.

### September

4 Louis C. Beckman and Dolores Phillips.

15 Clyde Busby and Willie Belle Curry.

15 Marshall Morris Deaton and Oleta Kirkpatrick.

19 C. Daniel Tyler and Estrelle Brannan.

19 Lee Owen Langwell and Alice Marie Brooks.

17 Arlie Eldon Davis and Gloria Beth Sheppard.

24 W. R. Bingham and Mabel Stafford Croucher.

### October

16 Leo Vincent Bednorz and Betty Mae Young.

15 Bill Hampton and Patsy Jean Hammock.

16 Richard Ireland and Patsy Slagle.

17 Donald Cavanar and Jean Beard.

22 Wilson Ogle Riddle and Bobbye Lee Witherspoon.

23 Calvin Cleave Nolen and

June Gregg Dameron.

### November

16 John W. Stengel and Ethel Urbanczyk.

17 L. H. Lookingbill, Jr. and Betty Lois Craig.

20 Theron LaRue Lehr and Carlie Ray Frye.

23 William Jessee Stanford, Jr. and Betty Jean Solomon.

### December

4 Greig Lee and Margaret Sowell.

20 Ralph Raymond Wills and Mrs. Imogene Whitehead.

18 Charles Wilder and Charlene Davis.



**DEAF SMITH BOY ORDAINED**—Mr. and Mrs. Ira Ricketts are seen with their son, Glenn Ricketts, who was ordained Sunday as a minister in the First Christian Church. Mr. and Mrs. Ricketts are long-time residents of Progressive Community, where their son was born and received his elementary schooling.



**FORMER FIRST BAPTIST PASTORS RETURN FROM ANNIVERSARY**—Four former pastors who returned to be with the congregation of the church are pictured here with the present pastor, Rev. R. H. Cagle. They are B. N. Shepherd of Stephenville (1934-37), W. R. Hill of Lenoir City, Tenn. (1922-27), Dr. E. B. Atwood of Hardin-Simmons University, Abilene (1920-22), Rev. Cagle (1945---) J. C. Boyd of Spurger, Texas (1910-11).

*Blanton*

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**LEADERS PLAN DISTRICT 1 TEXAS GARDEN CLUBS SESSION**—(top photo) seated around the council table, left to right are Mrs. F. P. Lyons, on refreshment committee; Mrs. William Hull, chairman of the luncheon committee; Mrs. Homer Brumley, president of the Hereford Council of Garden Clubs; and Mrs. W. H. Patton, chairman of the film committee. Standing are Mrs. Forrest Minton (left) vice-president of the council; Mrs. Tom Carter, chairman of the breakfast committee, and Mrs. N. D. Bartlett, Jr., president of the Garden Beautiful Club and Breakfast committee. Lower photo: The three committee members working out final plans were left to right, Mrs. John Jacobsen, Jr., who was chairman of the courtesy committee; Mrs. George Graham, who was in charge of all publicity for the convention and Mrs. J. D. Neill who served on the registration committee.



Jay Boston, Outstanding Castro County Farmer in 1948

**DIMMITT, June 9** — Castro County's "outstanding farmer of 1948" is a native of the plains area who has seen the soil gradually losing its productive qualities. And Jay Boston has decided to do something about it.

He has set up experiment plots on his 800 acres of farm land in Castro County and he's making some startling discoveries. That is why he will be presented a plaque at a meeting of the Dimmitt Lions Club soon, designating him as the county's No. 1 farmer of 1948. The contest was sponsored by the Fort Worth Press.

Three years ago Mr. Boston, who lives in Hereford but farms in Castro County where he is a co-operator in the Running Water Soil Conservation District, decided to prepare 37 acres of ground for summer fallow wheat. He planted it in certified Westar wheat in 1937, watered it a couple of times, and when harvest time rolled around he averaged 70 bushels to the acre on the plot.

Deciding he would try for 100 bushels in two years, he sowed it in wheat again last year and this month he hopes to make 30 bushels to the acre. And his chances are good.

He took another 36-acre plot and planted it in Hubam clover and let volunteer sudan grow. He plowed it under last August and planted certified Westar.

That wheat now is more than 5 feet tall — he's standing, not kneeling in the picture—and it should make between 40 and 50 bushels to the acre.

Another plot was put in Hubam clover and sudan which was cut for hay. Then it was turned under and wheat planted. This plot is almost as good as the other.

The plot on which he raised 70-bushel wheat last year was treated with 16-20-0 fertilizer—nitrogen phosphate—at a cost of about \$4.20 an acre.

Mr. Boston also has a field of vetch, part of which was fertilized with 150 pounds of 20 per cent super phosphate per acre. The difference in growth is startling—at least two to one in height.

Mr. Boston said he started out experimenting with wheat but his aim is to raise outstanding quality legumes for seed. He is starting experiments with hairy vetch, Madrid wheat clover and other legumes which also will be used as soil builders.

Mr. Boston said the Madrid sweet clover may become one of the outstanding legumes of all time.

A tour of Mr. Boston's farm is like visiting an experiment station.

Mr. Boston was reared in Swisher County but moved to Castro County 12 years ago. He admits he loves the soil and it hurts him deeply to see good plains soil being exploited.

"This soil just can't last forever unless we put something back into it," Mr. Boston declares.



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DEAF  
SMITH  
COUNTY  
MEATS

At Your  
Grocery & Market

"NONE FINER"





## Yes, Dollars For You In Deaf Smith County

The wheat farmer in Deaf Smith County literally sits on the top of the world! With such facilities at his command as abundant shallow irrigation, REA power, the richest of soils, long growing season, and a market served with up-to-date storage and selling facilities . . . . he is indeed a fortunate man.

The wheat growers working with the grain handlers of this territory have long been instrumental and leading in the productive march of progress we have experienced . . . .

. . . . and there are

GREATER DAYS AHEAD, for you, for me, as workers in this rich empire.

Working and Growing with you, we take pride in

living in this rich area, Deaf Smith County!

---

# Sears Grain Company

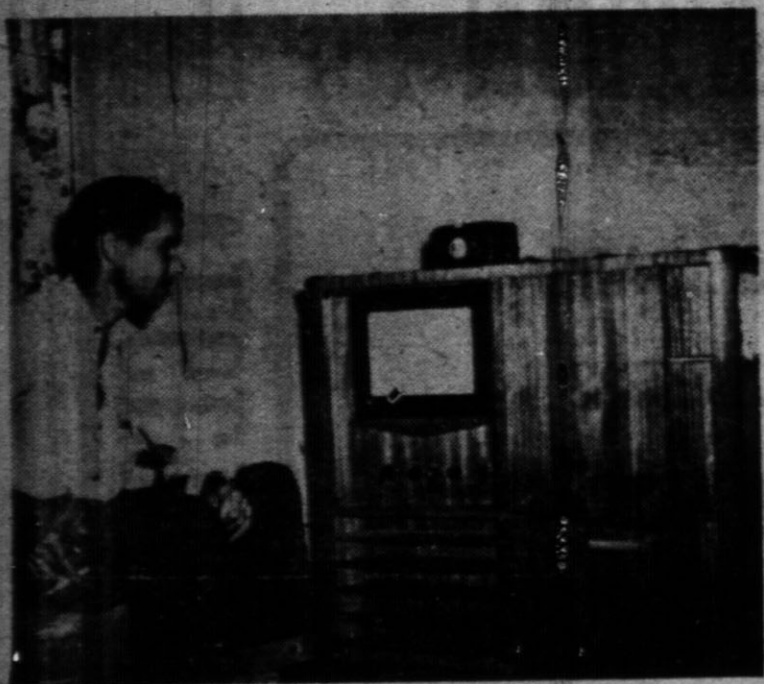




"DAISY DUCK" and "Donald Duck" are pleased about the whole thing. The smiling pair, Donald Bell and Joy Story, were voted from judges at Hereford Monday night as ages five to six were judged for such things as appearance, stage presence, charm and personality.



**SANTA CLAUS VISITS HEREFORD**—Hereford annually provides an exception Christmas parade and decorates the city where it is known as the best decorated town in the Panhandle. In the picture below Santa made a check visit through the city early in December with his reindeer before returning for the annual parade. He's waving good bye to the school kinds at Central School.



**TELEVISION COMES TO DEAF SMITH**—Phillip Minear moved to Texas from California and brought his television set along. He decided to try it out and believe it or not he picks up Detroit, Cincinnati, Milwaukee and Los Angeles at various times.



**NEW BOY SCOUT TROOP**—The new Dawn Boy Scout troop that was chartered the last of May is pictured during the ceremony. The boys are left to right—front row—Gary Southern, Jamie Althart, Manuel Beavers, Joel Newman, Richard Frye and J. T. Cronin. Scout leaders in the back row are O. B. Southern, R. B. Latham and David Rogers.



When we located in Hereford, we expressed our faith and belief in the fertile Hereford and Deaf Smith territory; our faith in its people and its future growth.

Our faith was well founded. This area definitely stands at the head of successful Plains towns, and we are glad to be here to serve you.

We pledge you a continuation of our policy of Honesty, Complete Real Estate Service, and Fair Dealings.

**W. R. (Bill) METCALF**  
Real Estate

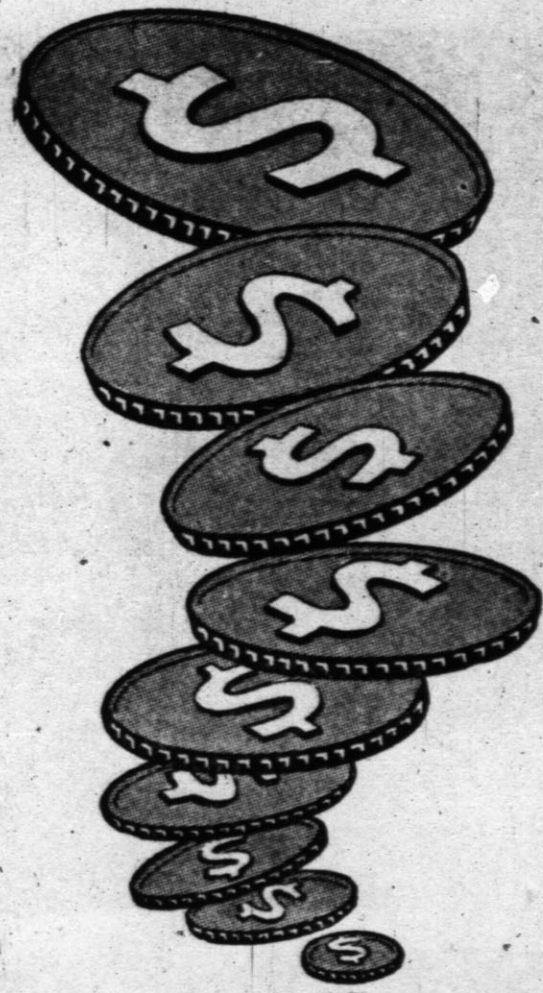
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Residence Phone 902-W

Office Phone 854



# "ALL WEALTH Comes from the SOIL"



It has been our privilege to help so many Deaf Smith County growers to a richer, easier, diversified farming program through the use of our facilities as . . . . .

**Potato Shippers**

**Fertilizer Handlers**

Our faith in Deaf Smith County is nothing new. We established our business here simply on the faith and belief that this rich agricultural area had even greater possibilities . . . .

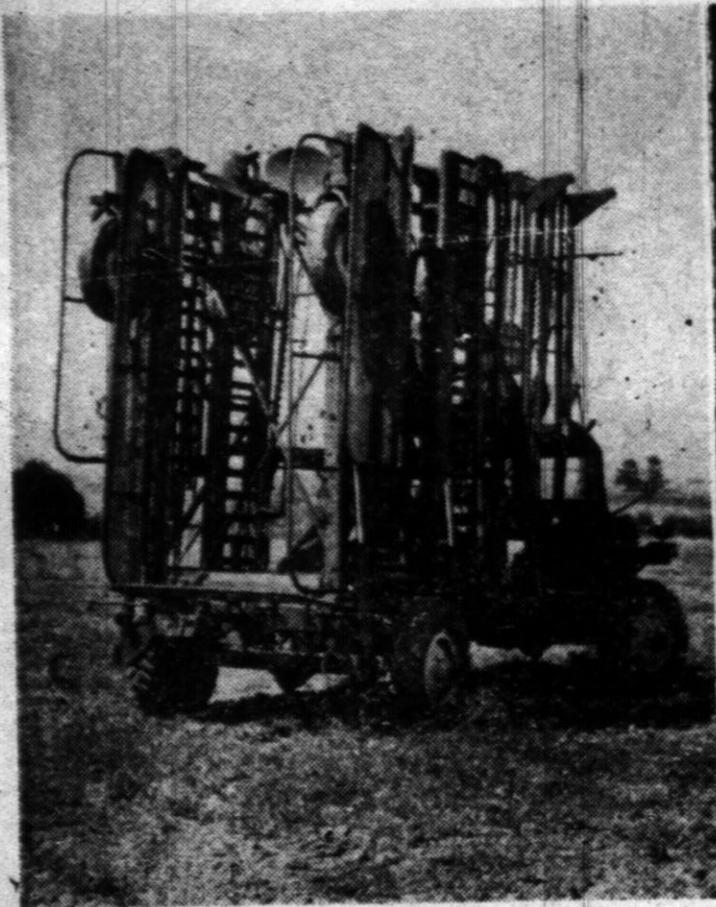
And with the passing of each year, our faith has been doubly justified.

## **Howard Gault**

"Only a Rich Man can afford to Farm without Fertilizer"



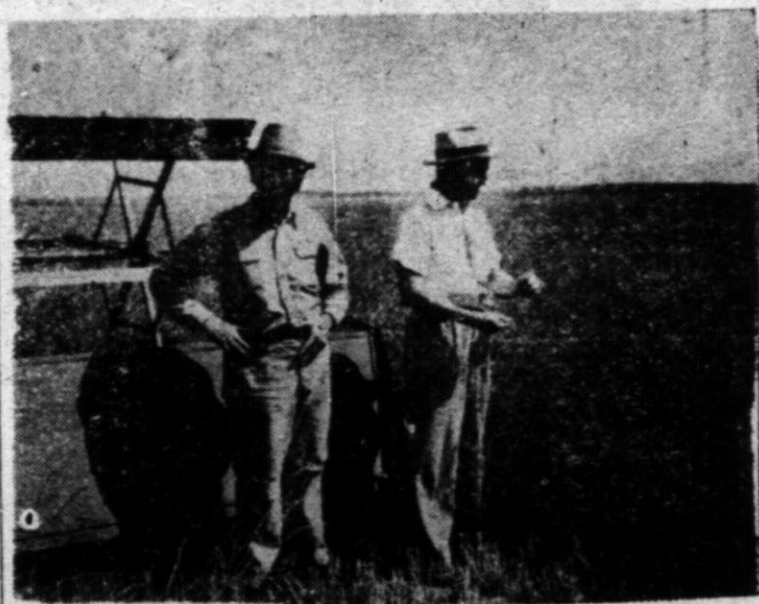
# 1950 Sugar Beet Acreage Will Be Larger



Sugar Beet farmers had a good year in 1949, the third in which beets have been grown in the county. Approximately 14,000 tons were shipped out during the 1949 harvest to Rocky Ford, Colo., and the American Crystal Sugar company, from the dumps at Dawn, Summerfield and Hereford. Thirty-nine farmers planted better than 2,000 acres with 85 in the Hereford area, 256 acres in the Dawn area and 287 in the Summerfield area.

All indications point towards 1950 being a bigger year in acres planted than any experienced in Deaf Smith county. The beet at the left is a larger example of why sugar beet yields in the county have been astounding in both size and sugar content. Average yield per acre has been 20 to 25 tons with 17 per cent sugar content.

**FIRST CLOVER CROP**—Jim Brown (left in picture on right) and county agent Hugh Clearman stand by the swather in what is believed to be Deaf Smith's first crop of Hubam clover. Brown did exceptionally well with the clover and received statewide publicity.



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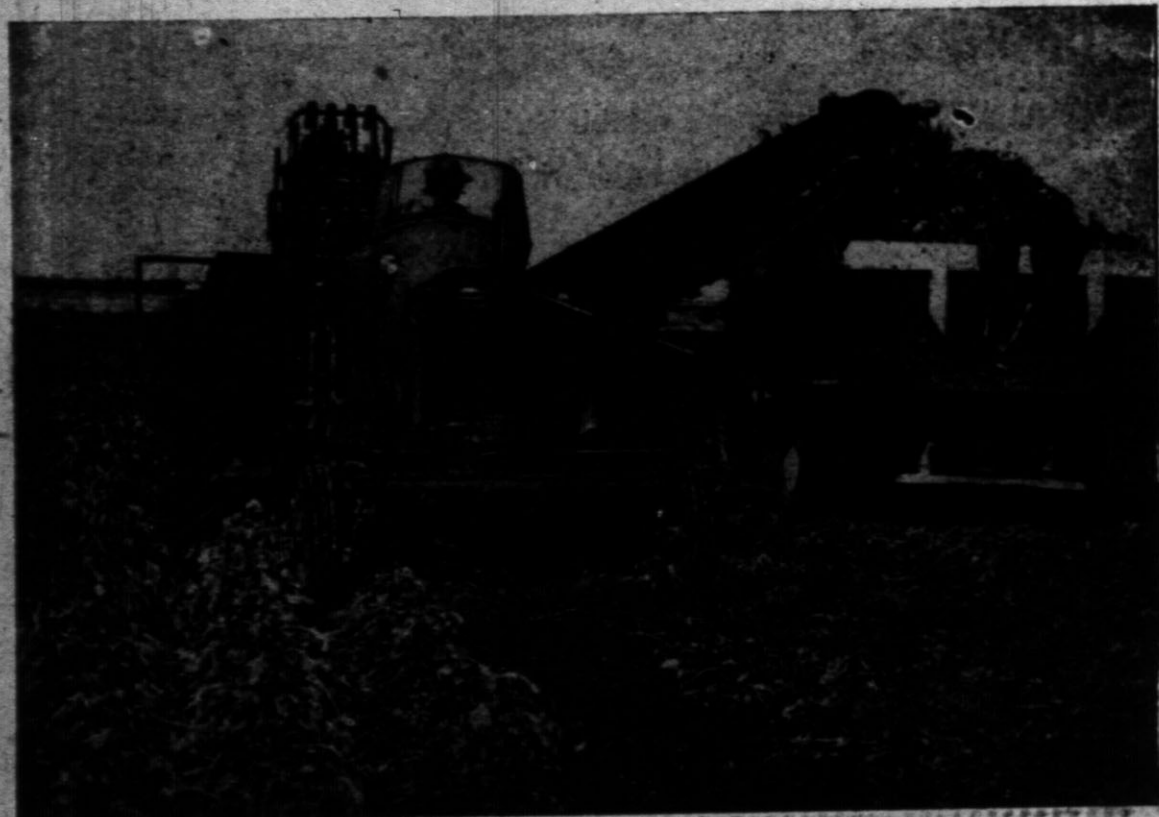
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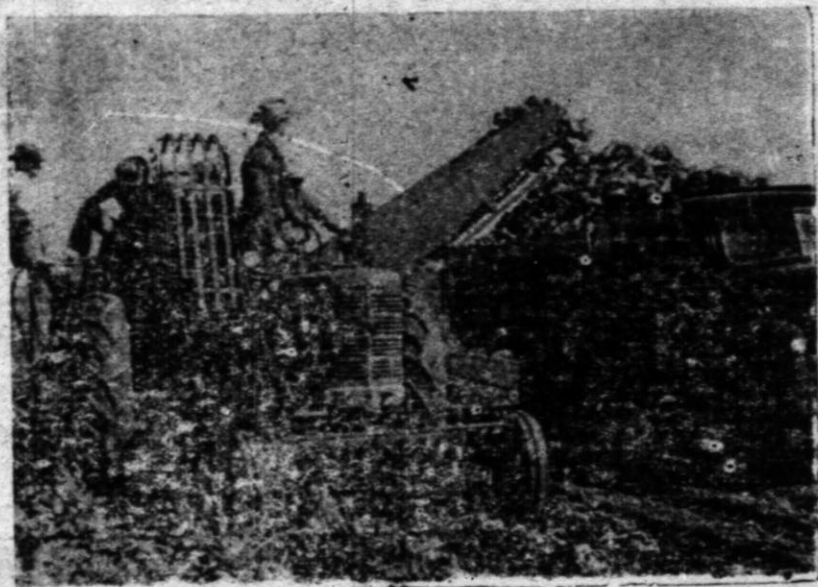
## Aviation Is Foremost In Program Of Work In Chamber Commerce

Aviation and its value are fully realized in Hereford with numerous citizens maintaining one or more planes at either of two fine small airports large enough to accommodate all types of private planes. Hereford Chamber of Commerce has a standing committee on aviation functioning at all times.

Transportation is one of the better points in Deaf Smith economy. Main line Santa Fe trains going to and from the West coast and Chicago stop daily. Hereford also has good rail connections with the en-

tire southwest. Extension of the Fort Worth and Denver Railway from Dimmitt which would give Hereford shippers several hours quicker service to south Texas is in the consideration stage.

Buses and good highways are another prime asset to the community and county. U. S. Highway 60, most direct route to California from Amarillo east, passes through Hereford and Highway 51, which extends from Mexico City to Canada also passes through Hereford.



## INTERNATIONAL HARVESTER

HM-1

## BEET HARVESTER

Gathered Deaf Smith County's

Sugar Beet Crop

in

1948 and 1949

# COMPLETE MECHANIZATION for the

NEW for 1950

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## POTATO PLANTER

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- POTATOES CROP

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