

# The Sunday Brand

24 PAGES  
TODAY  
Including 8 Pages Comics

Start The  
March Of Dimes  
Off Right - Give

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Sunday, January 22, 1950

Price Ten Cents Per Copy

VOLUME 2—NUMBER 30



S. L. Harmon, Jr. became one of the first Hereford veterans to receive an insurance dividend check Wednesday when he got one for \$268. His serial number ended 017.

Bill Harris has a very interesting article in The Cattleman this month. Any of you who have a chance to read it might enjoy learning a little of Hereford in the early 1900s. It is entitled "Weathering Heights" and appears on page 149 of the January, 1950 issue. It deals with the weather, particularly the bad winter of 1911-12.

Mayor W. E. Dameron decided to go on to Nebraska from Denver for an extended visit. He will be back Monday night, according to Mrs. Dameron.

Mrs. Guy Herd, popular third grade teacher at Shirley School, will be back on the job Monday after being absent since December 5, due to illness.

Mr. and Mrs. Tommy Crone attended the Texas Council of Painting and Decorating Contractors of America Convention in Amarillo this week. The Convention was held in the Herring Hotel.

Anyone interested in attending either the Amarillo, Dumas or Tulla Chamber of Commerce banquets can contact the local Chamber of Commerce for free tickets. First come, first serve. A good program is guaranteed at each place. Rev. Bill Alexander is speaking at Dumas, and it is hoped that someone will represent Hereford at each place. Dates of the banquets are Tulla, January 27; Dumas, Jan. 27, and Amarillo, Jan. 25.

Letters are now flying thick and fast between the Hereford House and Hereford Chamber of Commerce. Questions such as, "will you be in a crate or loose, what time will you arrive, send more pictures of Larry Domino, etc." are coming from Bronxville. A letter this week said the Hereford delegation will be met at the airport by a cavalcade of cars.

Hotel Jim Hill manager Vaughn Reifle and wife are now temporarily set up in Hereford living quarters until they can move into the hotel.

Sheriff J. C. Reese returned Friday night from a North Texas-Oklahoma peace officers' meeting in Vernon. He went Thursday to attend the night meeting.

Principal speaker at the meeting was Homer Garrison of Austin.

Mrs. C. I. Rudd has quit working at Luke's Grocery and is now working with her husband at their used car lot on West First Street.

January 31 is the latest date farmers can obtain a grain sorghum or wheat loan and sign a purchase agreement on grain sorghum or wheat, according to the PMA office.

Get your official entry blank at any merchant participating in the tournament afternoon Monday in case you lose the one in the Brand today. They also have free score pads.

Three fire trucks answered a call to put out a grass fire near the Episcopal Church on 25-Mile Avenue Saturday afternoon at 1:15. No damage was reported.

Any merchant not contacted but who wishes to put a prize in the Canasta Tournament will be welcome.

Jess Stanford, Mrs. Rees Moore, Mrs. Bill Blood, Mr. and Mrs. Irving Alexander and Mrs. Arthur Thompson returned from Spring and Summer markets in Dallas, Ft. Worth and Chicago this week with reports of a lot of things to look forward to.

The Hereford Boy Scouts were having a great time arresting Jay-walkers Saturday afternoon.



SHE'S SHAPING UP—Hotel Jim Hill manager, Vaughn Reifle (left) points at one of modern electrical features of the building as he and building superintendent Gene Kinder inspect the hotel which is scheduled to open within the next few weeks in time for the formal opening February 24.

## WEATHER IS BLESSING

### Hotel Jim Hill Profits From Mild Weather Even If Farmers Don't

Hotel Jim Hill is shaping up. Some of the construction barriers came down this week and, Friday, first pouring of the cement side-walk in front of the modernistic structure began. Superintendent of construction Gene Kinder said as far as he could see the progress was now on a smooth schedule and work was going to be wound up shortly. He added that it may be February 15 before workmen cleared from the scene and it was possible that opening would even coincide with the late February formal opening.

### Ambitious Hereford Octet Travels 1,122 Miles For Education

Dr. R. G. Boger, Director of The Amarillo Center, of West Texas State College says he thinks the town of Hereford was well-named because the name is particularly suited to the people who live there. "It don't mean to say," Dr. Boger said, "that the people of Hereford are bullish or bull-headed, but there is this kindred strain between them and the brand the town name represents. There isn't a fence high enough to keep them away from their ambitions."

To prove his statement, Dr. Boger pointed out that during the fall semester at the Center, which ends January 20, eight people attended night classes from Hereford: they were Ellen Smith Bryant, Luella Oatis Durham, Alice Hill Garner, James Watson Garner, Douglas Groom, Mrs. Merlin Kaul, Sophie K. Snare, and Grace R. Thomas.

All of these persons made the trip to and from Amarillo—a distance of 132 miles—after a day's work. Six are Hereford teachers; two are housewives. "And," says Dr. Boger, "they have made the drive on some nights when a real Hereford would have drifted into a fence corner, turned his back to the wind and patiently let himself freeze to death."

Each of these students, by the close of the fall semester on January 20, will have traveled a distance of 1,122 miles for a credit of three hours in the course taken.

The modern elevator system is expected to be completely finished by the middle of next week if something doesn't delay present plans. Also slated to be finished is most of the cement work on the outside.

One of the blessings that has aided work on the hotel is the perfect weather, especially the last couple of weeks, Kinder said.

This entire weather season has been most mild which is to the best advantage of any construction.

A formal banquet with several out of Hereford guests and a nationally famous orchestra, Carman Cavallera, is being planned for the opening date.

### Credit Union Members Hold Annual Meeting

The Hereford Texas Credit Union will hold their annual membership meeting in the courthouse Monday to elect a new board of directors for the ensuing term.

The Union was chartered in July of 1936.

Board of directors are Robert Thompson, J. Wallis Robinson, A. J. Schroeter, O. L. Bybee and Dyalitha Brady. Officers are Robert Thompson, president; J. Wallis Robinson, vice-president and Dyalitha Brady, treasurer.

They hold a membership meeting every year and numerous directors meetings during the year. Approval of payment of four per cent dividends will be one purpose of this meeting.

### Canasta Champion Of Hereford And County Will Be Crowned

Hereford merchants announced the first Area-wide Canasta Tournament in history this week with \$250 worth of prizes already offered and probably more to come. All proceeds from entry fees go to the March of Dimes. Prizes range from \$25 War Bonds, to each member of the winning team, through dinners, grease jobs, groceries, playing cards, wearing apparel and various other valuable gifts. Pages 4 and 5 of the second section carry a complete list of prizes, participating merchants and the contest rules.

### Lions Consider 'Man Of The Year'

Seeking cooperation of the public in selection of the "Man of the Year for 1949," Lyle Blanton, Lions Club president, today said that the selection is now being considered and that winner of the coveted award will be announced at the annual Chamber of Commerce banquet in March.

"The selection will be made as in the past by a secret committee," Mr. Blanton said. "If you know of some person deserving of this award we will be glad to have you write a letter of nomination and explanation to the Lions Club Award Committee. All letters may be addressed in care of The Hereford Brand and will be picked up by a club representative," he continued. "We follow this procedure because we feel that it is most important that the committee remain secret."

The annual award is based upon service to the community and has been sponsored by the club three years. Wayne Evans was winner of the first award, W. C. Reeves of the second and Dr. L. B. Barnett was selected for 1948. A special award was also presented Dr. G. W. Heard in recognition of outstanding service over a long period of years.

### You Can't Fry An Egg On The Sidewalk, But It's Hot For January

Hereford temperatures didn't quite reach the reported all-time January high of 83 degrees this week, but they were coming close.

Saturday afternoon at 2:30 the mercury reached 79 and could possibly have reached 80 before it cooled off.

The way they are telling it on Main Street is "You can't depend on January weather, but you can depend on the Ides of March" meaning income tax returns.

It is beginning to look like picnic baskets and cottons will be popular right here in what ought to be the middle of winter.

### THE WEATHER

Temperature readings from Thursday through Saturday taken at 6 o'clock each morning.

Thursday—High 64, low 26. Friday—High 52, low 22. Saturday—High 73, low 26. Total moisture for January and 1950—82.

### Hereford Goes All-Out To Put Polio Drive Over \$5,000 Goal

The March of Dimes campaign, with customary western vigor, moves right along, utilizing every activity, every organization and almost every person in town, in its effort to Round-Up \$5,000 as Deaf Smith's share of the 1950 drive.

At the end of the first week \$921.15 had found its way into local coffers, and efforts were intensified to bring in the other four-fifths of the money in the remaining ten days.



GLUM SKI FAN—Expert skier Heidi Stahl, of Helsinki, Finland, is a bit dejected by the non-skiing weather in New York upon her arrival at La Guardia Airport recently. The weatherman just wouldn't give her any promise at all.

Incorporating local crazes into the overall scheme, ingenious planners were holding Square Dance parties and Canasta tournaments on a pay-as-you-play basis, where the money goes to finance treatment for the children who otherwise might never be able to play at roller skates or cops and robbers or square dancing.

First of the Square Dances got underway Saturday night at the City Hall. Folk songs blared from the phonograph, callers were local talent, and dancers romped through an evening of the Schottische, the Texas Star and Varsouvina. The entertainment, sponsored by Jaycees, will be repeated next Saturday, beginning at 9 p. m. and admission is one dollar.

Amateur Show Tuesday The cream of Amateur talent will perform for local citizenry Tuesday evening when a half hour stage show will be presented at the Star Theatre beginning at 8:30 after a screening of the movie "Sister Kenny".

### Higgins Announces For Commissioner In Second Precinct

G. T. Higgins this week authorized the Brand to announce his candidacy for re-election as Commissioner of Precinct 2, subject to action of the Democratic primary.

Mr. Higgins is completing his first term in the office and said that if re-elected, he will do his best to conduct the office in a manner which the people desire, using experience gained during the past two years to the best of his ability.

"I always appreciate your suggestions or criticism," he said, "and through this means we can have more representative government."

### Liquor Violations Decrease While DWI And Check Swindling Increase

Total fines from 88 disposed-of cases in county court during 1949 reached \$8,858.65, according to figures of Sheriff J. C. Reese. The offenses ranged from tampering with an automobile to aggravated assault.

Reese said this number of cases aren't all that were filed. Some are still pending. A small part of the total fines assessed during the year were laid out, too, so actually, fines were a bit higher than what is on record as paid.

Highest on the list of offenses was the driving-while-intoxicated charges. DWI cases numbered 42. Check-swindling cases totaled 19 and Liquor violations numbered 20.

The liquor violation campaign reached its height Thanksgiving Day when \$1,721.80 was taken in fines.

Reese said a stranger in town doesn't have a chance to buy any whiskey from bootleggers because of the great care taken in selecting customers. He said the whiskey violators had been held to a minimum.

Reese said, however, that

DWIs and check swindling had shown an increase over 1948. Liquor violations are on a decrease.

Other violations recorded were theft (4), tampering with an automobile, (1), drunks, (1), and assault (1).

In Justice of Peace court \$5,245.60 in fines from 255 cases recorded. Most of the cases were drunks and gambling with some traffic violations submitted by the Highway Patrol. Fines ranged from \$14 to \$200.

### NOTICE

"Secret of Suzanne" will be presented at 2:30 this afternoon (Sunday, Jan. 22) in the High School auditorium, and not Sunday evening.

### Cotton Gin Cleans-Up After 4,611 Bale Crop

Hereford Cotton Gin is quieted down now, cleaning up the remaining bales of a most successful season with three bales belonging to Hunter Brothers being ginned Thursday.

Only two employees are on full-time work at the gin with the ginning crews coming in only when there is cotton to be worked. It is in great contrast with mid season a few weeks ago when the gin was running 24 hours a day with many workmen running the machinery.

Thursday they were on bale number 4,611. Although still 400 bales short of the estimated 5,000 bales for 1949, this is still the largest crop in the history of the county.

Cotton allotments are expected to cut next year's crop drastically if the county cotton delegation in Washington fails.

Ernest Hardman will read the old favorite comic narration "The Bear Story", poetic interpretation of a small boy's version of his encounter with a bear.

Norman Whisenand is going to do some impersonations, music will be furnished by David Goldston, who will sing some popular numbers and Terry Allen McWright, playing his steel guitar.

Tickets for This Talent Show are on advance sale at 50c for adults and 25c for children. The Boy Scouts are selling these tickets which admit patrons to the movie and the amateur hour.

Other future plans include a Park-a-Dime scheme, whereby all dimes turned into parking meters will be donated to the fight against polio. Dimes will not work in the parking meters, and drivers depositing a dime must also put in a nickel or pennies to trip the meter.

### Annual Birthday Ball

The annual January 31 dance, begun during the FDR administration and popularly known as the President's Birthday Ball, will be held in Hereford, as in most of the other towns and cities over the nation on Tuesday night.

Chairman Debbs Knox said Clyde Miller and his orchestra would play for the dance at the City Hall and a nickelodeon would furnish music at the club house. Dances at both places will cost a dollar per person and will begin at 9 p. m.

Boy Scouts entered into the money-making schemes this week as they combined a safety program with finances, and turned over collected fines from jaywalkers, people who ran red lights, and other careless individuals to the Infantile Paralysis Foundation.

Money returned from the school collections had amounted to \$250.30, according to Mrs. Brucie Rose, treasurer; money from the Lions Club collection booth brought in \$188.31. The Coffee Day, held Thursday added \$163.82.

### Business Scrolls

Some of the business scrolls with donations from all employees had been returned. They were distributed over town Monday by a committee of Rotarians including Ernest Wade, Earl Phillips, Bert Nelley, Hugh Clearman, Boyd London, Dick Barnard and Hugh Bookout.

Money from the coin collection boxes over town will not be collected until the drive is over. A committee from various women's clubs in town sent out the boxes last week. They included Mrs. Bob Wilson, Mrs. Howard Gault, and Mrs. Lee Beeson, Jr. from the Bayview Club; Mrs. Wirt Phillips, Mrs. John Patton, Mrs. Art Manicot, and Mrs. Noah Ewton from the Pioneer Study Club; Mrs. R. N. Larmer, Mrs. J. W. Thomas and Mrs. Joe Poindexter from the Garden Beautiful Club.

Mrs. W. S. Pluitt, Mrs. Jack Roberson and Mrs. Jim Black from the Hereford Garden Club and Mrs. John Kelly from the Bud-To-Blossom Club.

Most of the contributions, however, will come from the folders sent out to taxpayers in the county, said Mrs. Rose. These were mailed Monday by a committee of members from the Business and Professional Women's Club which included Mrs. Ursalee Jacobsen, Mrs. Wilma Hill, Mrs. Brucie Rose, Mrs. Doyle Rose, Mrs. Pauline Howard, Mrs. Dyalitha Brady, Mrs. Lucille Posey, Mrs. Velma Hodges, Mrs. Alma Hilton, Mrs. Margaret Aven and Opal Garrison.

### Hoover Commission Is A Mystery In Hereford Even After Two Week Campaign Is Conducted

By JOHN SCOTT

"Doesn't the Hoover Commission have something to do with U. S. relief being sent to Europe?"

Poor Jaycees. They knock themselves out for a month trying to do the people a good deed and save them some money (the people) and that's the kind of response we got when we ran the Question of the Week on the Hoover Commission.

The Jaycees, under Hoover Commission chairman John Alken, spoke to almost all the service groups in Hereford and begged for chances to speak to other group meetings. They even went to Lubbock and brought a brilliant professor all the way back to Hereford just to talk to the Hereford people on the money-saving topic.

Our paper and our radio station in Hereford blasted the word on "Operation Economy" to all who would read and listen.

Evidently nobody cared. When The Brand selects a "Question of The Week" we try to select a topic that is sure to have Hereford-wide interest. One that everyone knows about and is interested in.

The Hoover Commission seemed like a natural. Who could miss hearing something about it with all the publicity it has been given?

Who could miss? It is pretty safe to say that those almost 300 people that listened to the Hoover Commission speaker at the High School a few weeks ago are the only ones with a few exceptions who know what goes in the matter.

Take a look at some of these answers received to the question—"Do you know what the Hoover Commission is?"

"I know who Herbert Hoover is."

"No, I am washing today."

"Wasn't there something in the paper about it?"

"Do you think it is important?"

Hopeless. Task. Then we pitched in the lower. What's the use? What chance is there to use a double-column saying no. It won't work.

John Alken was bucking up against a brick wall. Maybe the Jaycees didn't go about it right. But they went about it the same way they decorated the streets around Christmas time.

Hereford has so many people with money they don't have to be interested in things like that. They don't want to save money.

Probably the one group not touched by the question will be able to answer with all the "know." The High School students seldom let anything get past them. It would be a safe bet, if they had the chance, they would give all the information wanted and would come up with a few suggestions of their own.

They weren't asked because if they didn't know all faith in man and his facilities would be lost.

By the way—have you paid your poll tax? Have you given to the March of Dimes?

Polli tax—March of Dimes? Watcha talking about Bud

"Forget you called me and

"I don't know what you're talking about but if it will cut out some taxes I'm for it."

"No."

"No."

### March of Dimes Canasta Tournament OFFICIAL ENTRY BLANK

Print the two names on your team in blanks at left. Please turn in only one entry per team.

Entry with \$1 for March of Dimes must be in the Hereford Brand Office by 2 p. m., Jan. 27.

FATHER AND SON REUNITED—Hiromichi Kumazawa, right, self-styled pretender to the Japanese throne, greets his 26-year-old son, Takanobu Kumazawa, just returned to Osaka after four years in a Siberian prisoner of war camp. Father was shocked to learn that his son wants to join the Japanese Communist Party. Takanobu was like others who were Red indoctrinated by the Soviets.

ORTHWEST HEREFORD NEWS

Two Members Join Cultural Club  
Mrs. Wolfington Gives Book Review

By MRS. C. S. BARCLAY  
Brand Correspondent

The Cultural Home Demonstration club met Friday, January 13, in the home of Mrs. E. L. Adams at 2:30 p. m. Mrs. Earl Wolfington conducted a short recreation period with a true and use game on properly conducted the business part of the club meeting. The prize went to Mrs. I. Finley who answered all of the questions correctly.

The roll call was answered with "What books I have to exchange." Sixteen regular members and two new members answered the roll. The two new members are Mrs. Francis Hill and Mrs. Paul Corbett.

The program was given by Mrs. Fred Wolfington in the form of a book review on "Mama's Bank Account" by Kathryn Groves.

Refreshments were served to the following members and two guests: Mesdames Wayne Johnson, Bill Hargett, Desmond Denon, George Parker, C. S. Barclay, Robinson, Louise Olson, Fred Wolfington, Grady Parsons, Earl Wolfington, J. T. Richardson, R. C. Childers, H. N. Cooke, J. I. Finley, W. Hobson, Francis Hill, the hostess, Mrs. E. L. Adams and Mrs. J. P. Jordan of Circle, Montana and Mrs. Heisler of Portales, N. M.

The next meeting will be in the home of Mrs. C. S. Barclay, January 27.

Mr. and Mrs. Fred Wolfington had supper with Mr. and Mrs. H. B. Breittling Friday night.

Earl and Kenneth DeHart spent last Sunday with Mr. and Mrs. Glen Robinson of Claude.

Mrs. Earl DeHart has returned from a visit with relatives at Vernon and Wichita Falls.

Mrs. and Mrs. Walter E. Robinson of Claude spent Friday night with their daughter and family, Mrs. and Mrs. Earl DeHart.

Mr. and Mrs. Earl Johnson of Brown visited Mr. and Mrs. R. C. Childers and family over the

week-end.

Mr. and Mrs. Tom Draper were guests in the home of Mr. and Mrs. R. C. Childers Monday night.

Mr. and Mrs. J. T. Richardson, Mr. and Mrs. H. M. Richardson and Beiva Jean, Mr. and Mrs. Pat Robinson, Vance, Diana, and Marsia Lynn, all of Hereford, and Mrs. J. P. Jordan of Circle, Montana, were guests in the home of Mr. and Mrs. M. C. Doss of White Deer two Sundays ago.

Mr. and Mrs. Fred Wolfington spent Sunday, Jan. 8 with George Parker and family.

George Parker is putting a three room addition on his house at 420 B Street.

Mrs. Grady Parsons and Mrs. J. A. Pool visited Mrs. E. O. Parsons Friday a week ago. Also visiting in the E. O. Parsons home that day were her daughter, Mrs. Aubrey Talley, Mrs. T. Wiley of Plainview and Mrs. C. J. Talley of Clarendon.

Mr. and Mrs. Fred Wolfington had supper with Mr. and Mrs. Francis Hill Tuesday night.

Norman Whisenand To Go To Amarillo Meet

Norman Whisenand will attend a 4-district staff meeting Tuesday, Wednesday and Thursday of the State Department of Public Welfare in Amarillo. He said 41 counties will be represented.

Amarillo being in District 53, the meeting will probably be presided over by A. E. Hallford, district supervisor.

Whisenand said children's problems would be stated and discussed.

Several state Public Welfare officials will be present.

Mr. and Mrs. Doyle Rose went to Amarillo Thursday to attend to business and visit with their daughter and family, Mr. and Mrs. R. L. Dowell, Jr.

For most people the buck shortage is acute at this time of year.

Charles KITCHENS  
OF CHILDRESS AND WEST TEXAS STATE COLLEGE  
1949 ALL-BORDER CONFERENCE END

FIRST-BUFFALO FOOTBALLER TO MAKE THE ALL-BORDER TEAM SINCE THE WAR.  
(HIS BROTHER, HUBERT, IS CAPTAIN OF THE BUFF BASKETBALL TEAM AND ALL-BORDER BASKETBALL GUARD)



LESTER CAMPBELL  
EDITOR, McLEAN NEWS and SECRETARY OF THE PANHANDLE PRESS ASSOCIATION  
SUCCEEDED CLYDE WARWICK, AS SECRETARY AND BOTH ARE CHARTER PUBLISHERS OF THIS FEATURE

Simms HD Club Votes March Of Dimes Gift

Simms Home Demonstration Club met with Mrs. Glen Hetzler Wednesday with 17 members and three visitors answering the roll call.

The recreation period was devoted to singing songs from the club song book with Mrs. Hetzler

at the piano. Mrs. Glen Burris gave a review of "Cheaper By The Dozen."

The members voted to make a donation to the March of Dimes. The New Year books were discussed and special committees named.

The next meeting will be with Mrs. C. A. Ferrin on February 1 at 2:30 p. m. Visitors present were Mrs. T.

W. Ferrin, Mrs. Don Morgan and Mrs. Haley Shaw.

Members present included Mesdames C. L. Bogle, Zerrell Thomas, Edd Thomas, A. O. Alexander, Clarence Hallot, Hugh, J. A. Crofford, M. W. Blankenship, V. L. Reese, Orville Groneman, Glen Burris, R. L. Pinnell, Cord Hammock, C. W. Edwards, M. A. Ferguson, Homer Brooks, Walter Fisher and C. A. Ferrin.

Cultivate the habit of performing acts of kindness and courtesy to all people you contact. Courteous automobile drivers rarely become involved in accidents. Most people are for the common good only when it means a private profit. One tree will make a million matches; also one match will burn a million trees.

JANUARY 31, 1950

IS DEADLINE FOR

PAYING YOUR POLL TAX

OR FOR SECURING

Your Exemption From Payment

1950 is a General Election Year in Texas. You must have your poll tax receipt or proof of your exemption from payment of poll tax in order to vote in Texas. Don't be disappointed and turned away from the voting booths. Pay your Poll Tax now or if you believe yourself to be exempt from payment, call at this office for your exemption notice.

Payment of Poll Taxes May Be Made and Certificates of Exemptions May Be Obtained At This Office. Payment of Property Taxes May Also Be Made. Exemption Certificates to be Eligible to Vote May Be Obtained by the Following Persons:

Persons over 61 years of age, prior to January 1st, 1949, do not have to secure exemption certificates.

**J. C. REESE**  
COUNTY TAX ASSESSOR-COLLECTOR



ASK FOR

INSPECTED  
DEAF  
SMITH  
COUNTY  
MEATS

At Your Grocery & Market  
"NONE FINER"

PENNEY'S JANUARY FOUR STAR CLEARANCE  
SAVINGS FOR YOU! ★ ★ ★ ★

STARTS TOMORROW!

5 Ladies' Shorty and Long WINTER COATS Reduced to \$10.00

8 Ladies 39.75 Value Gabardine WINTER COATS Reduced to \$20.00

8 Girls' Regular 14.75 COATS Reduced to \$5.00  
Sizes 7 to 12

120 Ladies' Cotton Print HOUSE FROCKS All Sizes, Special at \$1.44

Merithena, All Colors ALL PURPOSE PLASTIC FILM FABRIC 10 Yds. for \$1.00

Fashion Manor, Easy to Clean PLASTIC DRAPES Pair \$1.00

80 SQ. Fast to Washing COTTON PRINT 4 YDS. \$1.00

ALL WINTER SUITING REDUCED 25%  
PLAIDS, PLAINS, Etc.

Plastic Shower and WINDOW CURTAINS Special, each \$1.98

Extra Heavy Weight BIRDSEYE DIAPERS 27 x 27, Doz. \$2.25

Plaids and Plain Color CANNON TERRY WASH CLOTHS EACH 10¢

Girls' Miss Prep RAYON PANTIES Special 29¢

LADIES' ADONNA PANTIES Special 69¢  
All Sizes

PENCO SHEETS 87 x 108 \$2.17  
81 x 99 \$1.97

NATION WIDE SHEETS 71 x 99 \$1.67  
81 x 108 \$1.77  
42 x 36 cases 37¢

5 MEN'S SPORT COATS Reduced to \$12.50

MEN'S WOOL FELT WORK HATS \$1.49

6 MEN'S 34.75 VALUE TWILL TOP COATS Reduced to \$20.00

Men's 8 oz. CANVAS WORK GLOVES 19¢

MEN'S WHITE WINTER WEIGHT UNION SUITS \$1.98

11 oz. FOREMOST JEANS Boys Sizes 4 to 16 \$1.98  
Mens Sizes 29 to 36 \$2.49

1 Lot LADIES' WINTER DRESSES Reduced to \$2.00

1 Lot LADIES' BETTER DRESS SHOES Reduced to \$3.77

# EDITORIALS....

## SPECULATION ABOUT

### This Growing Hereford

Considerable speculation has resulted over the phenomenal growth of Hereford during the past ten years. Estimates on present population vary from 7,000 to 10,000, a fact which will be established only when the 1950 census is completed. The last census listed Hereford with slightly more than 2,800 people in 1940, and few people will deny that the town is well over twice the population shown at that time.

Meanwhile, Hereford schools have run over at the seams, water and sewage systems have been vastly expanded, paving programs have been inaugurated, even parking meters and traffic lights have been installed. The term "growing pains" has become a familiar term, and most important of all, Hereford has done something about its troubles. Right now scores of other Panhandle towns are beginning to expand with programs which Hereford started three to five years ago.

As Hereford transformed itself from a small town into a bustling little city, problems have been terrific. City officials have given generously of their time and have made startling accomplishments; clubs, organizations and individuals have cooperated well, all of which made such progress possible.

In 1950, however the problem of community growth is still a paramount question. "How big do you think Hereford will become?" even, "How big do you want Hereford to be?" Upon the answer to these two questions depends city planning and future city progress.

Some few people are antagonistic regarding future growth while others are still boosting for a bigger town. In our opinion, the growth of a town cannot be turned on or off, like hot water. Actually, we believe Hereford will hit 12,000 to 15,000 population in time for the 1960 census. What's more, it will always be a nice place to live in which to rear a family. What more can anyone ask of a town or community.

## MARCH OF DIMES

### Canasta Tournament Planned

Detail announcements will be found in this issue regarding the March of Dimes tournament, sponsored by a group of Hereford merchants. Prizes totaling approximately \$250 will be awarded winners in various classifications and merchants sponsoring the event hope that it will bring the contestants hours of fun and enjoyment.

Primarily, the tournament will benefit the annual March of Dimes. It should also serve an important secondary purpose in that it will enable lots of people to become better acquainted. Preliminary rounds will be played in homes of the contestants, being arranged among themselves after pairings are made by drawing. If sufficient interest is shown in the tournament arrangements will be made for a public play-off in the final rounds.

Canasta is an easy game, the fundamentals of which can be mastered in one night. It is taking the country by storm and affords endless enjoyment. Three are, apparently, no experts.

Entry blanks will be available at The Brand office, or at any of the sponsoring firms. This is one of the first Canasta tournaments in the Panhandle and will probably lead the way toward a series of such tournaments over the area.

### What Explains Success?

An idea seems to be spreading throughout the land that men and women achieve success through the operation of government rather than by their own patient persistence in honest endeavor.

The readers of The Brand, especially young men and women, should not be misled in this respect. They should realize that worthwhile success in life is achieved almost exclusively through personal endeavor.

After all is said and done, the vast majority of business successes owe their growth to one or more rare individuals who give to the enterprise a contribution that includes, not only physical effort, but superior intelligence and the wisdom that arises from the intangible thing that we call "character."

### When Does a Century Begin?

There is a general idea that 1950 marks the first year of the last half of the twentieth century but the point is made by some writers, that consequently, the first fifty years end on midnight of December 31, 1950.

Certainly, if a man would count out a hundred units of anything, from apples to automobiles, he would begin with number one and end with number one hundred. If the same rule applies to the years of a given century, then the first half of the present century would not come to a close until the end of 1950.

General usage, it is true, considers the turn of a century to begin with the "00" year and under this theory, the hundred years would come to end at the close of the "99" year. While this may be technically incorrect it is the custom.

## NOTES AND COMMENT

The less you work the less you want to work.

Almost anybody can give advice that is not worth taking.

Suspicious people are those who judge mankind by themselves.

Take care of your health and your health may take care of you.

Statistics. Nine out of ten New Year's resolutions have been forgotten.

A mandate from the people is usually a phrase to win public support.

Those who love money greatly are never much in love with anything else.

Overheard in the editorial office: "We read a lot of insane editorials and write some."

There is much information in books but you can't get it without learning how to read.

It's funny how much argument people will go through with the sake of saving a few dollars.

Religion may save the human race but it won't be through resolutions passed at mass meetings.

Business men would be able to finish their work if they didn't have so many friends to talk to.

Never try to get too much for your money; you usually wind up with less than you paid for.

This is not Leap Year but we suppose it is all right for a girl to propose to the man of her choice.

Predictions of a good business year in 1950 mean nothing more than that the seer wants a good year.

The popularity of a newspaper column may be based upon sense or sensation, depending upon the readers.

The U. S. government has no infinite supply of money, regardless of what some of the other nations believe.

Who remembers the good old days when the newspapers had reporters who used their legs and got news?

The credulity of the average man or woman is evident in the case with which they swallow accidental praise.

Have you ever talked to a loquacious brother who thinks it necessary to repeat his remarks three or four times?

You can hardly please some people, there are those complaining that they haven't had enough cold weather.

Then there are people who make a habit of clipping poetry out of the newspapers and sending it to their friends.

It might be interesting to know what the people along the banks of the Ubangi think about the ten biggest news events of 1949.

## WISE AND OTHERWISE

### Maybe!

To those little kids, blithely trudging to school, these are normal times. What scares the rest of us is that maybe they are — Washington (Iowa) Journal.

### Guess

They say the Soviets are repeating the errors of the Nazis. And we guess it's true — recalling what happened when the Fuehrer laid a heavy hand on Yugoslavia and said, "Come along quietly." — Washington Evening Star.

## The Sunday Brand

Hereford, Texas  
Established 1948  
Published every Sunday



Hereford, Deaf Smith County, Texas

James M. Gillentine 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, 50¢ per month. Single copies, 10¢ 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 Stoltz  
Society Editor..... Mrs. John McLean  
Adv. Manager..... Dept. Neelley  
Mechanical Supt..... Vernon O. Roland



### 'Airlight' Case Iced

IT IS NOT OFTEN that treasury agents turn up a tax fraud case against a big corporation. This is partly because most big corporations have their books audited by reputable firms, but also because it is almost impossible for the T-men to scrutinize carefully the complicated books of the big corporations.

The internal revenue bureau is so understaffed—thanks largely to the recent GOP 80th congress—that it is impossible for its agents to take enough time to go through all corporate books.

Recently, however, treasury agents stumbled into what they considered an airlight tax fraud case against the Mid-Continent Petroleum corporation in Tulsa, Okla.

The case was considered so airlight that there was not the slightest doubt, they thought, about criminal prosecution. However, the wire-pullers got busy and the criminal aspects of the Mid-Continent case are now on ice.

The oil company will not have to pay a tax bill of six million dollars plus 50 per cent penalty, as recommended by the T-men. Instead, honest taxpayers will have to make up the difference.

The reason for the treasury's case against Mid-Continent was considered so airlight was that a former accountant for the company had furnished the evidence for the government.

While working for the company, he had caught it making capital expenditures for plant expansion during the war years and then charging them up as "repairs."

Though the lower offices of Mid-Continent showed the real nature of the improvements, these improvements were changed to read "repairs" when the books went up to the top office. Repairs, of course, are tax deductible, while improvements are a capital investment and not deductible.

Mid-Continent officials gave careful instructions that the receipts and orders for the improvements be destroyed, but one of its bookkeepers just as carefully retained them and turned them over to the treasury. As a result the case was considered ironclad.

The man who first handled this case was Frank W. Lohn, chief of intelligence for the Kansas City district. He recommended criminal prosecution and sent the case on to Mike Seltzer, chief of the penal division of the Kansas City office.

But while the case was still pending in Kansas City, Daniel Bolich, deputy commissioner of internal revenue in Washington, requested a conference at Oklahoma City. This was held, and Bolich, for reasons best known to himself, came all the way to Oklahoma from Washington to participate in the conference. Lohn and Seltzer, who also participated, informed him that the Mid-Continent case was fraud and should be prosecuted.

Despite this, Commissioner Bolich ordered the investigation stopped, and had the case transferred to Washington.

When the case reached Washington, a conference was held in Bolich's office, at which general counsel Charles Oliphant was not represented. This is highly unusual. For, ordinarily, a criminal case must go to the chief counsel's office for disposal. It does not go to the office of a deputy commissioner.

However, Bolich ordered it to his office and although the general counsel was not represented, the defaulting oil company was represented by Benjamin Saunders of the law firm of Charley Hamel.

Hamel, former head of the board of tax appeals, and formerly in the internal revenue bureau, is a Republican who sometimes has been retained by leading Democrats suffering from tax troubles. It was Hamel who expertly handled the income-tax cases of Ross Frank Hogue of Jersey City and Mayor Ed Kelly of Chicago, both during the Hoover administration.

At this conference, commissioner Bolich finally decided to let Mid-Continent off for three million—instead of six million recommended by the T-men. He also decided against any appreciable fraud penalty.

Only after this was decided did Bolich send the case to general counsel Oliphant with instructions to close the penal side of the case—in other words, drop criminal prosecution.

Deputy Commissioner Bolich was former head of internal revenue intelligence in New York, at which time he was close to many Treasury leaders. He was sent to his present key spot in Washington by Joe Numan, another Treasury man, who once served as commissioner of internal revenue.

What this country needs is more people raising beans. That would leave fewer to spill them. Fast driving will help you see this world—and often the next.

## Psst---Your Deficit's Showing



## LOUISA'S LETTER

Dear Louisa:  
I am almost fifteen and rather large for my age. Here is my trouble:

I want to go out with boys, but my "Old Timer" father doesn't want me to. He thinks I am too young. He lets me go out about once or twice a month and I want to go out more often. Do you think I should go out? If so, how often?

ANNA  
North Carolina

Answer:  
Most of the girls I know, who are about your age, are allowed to go out on Friday and Saturday nights. This doesn't mean that they are turned loose to go with any chance acquaintance they meet or to stay out all hours

### About Your Home

By FRANCES DELL

Good wool blankets are no small investment and should be well taken care of. They will give years of comfort and enjoyment if cared for properly. Correct laundering or dry-cleaning by a reputable cleaner are necessary to keep blankets fluffy, warm and soft.

The way blankets are stored and the every-day care and use they receive are important in retaining their serviceability and beauty.

Brush blankets often, with the nap, toward the bindings to remove dust and dirt. Every now and then air them outdoors.

Soiled bindings must be washed with a thick mild soap lather, using a soft brush. The next step is to pull the binding straight and press with a moderate iron. Use a pressing cloth and don't create the outer edge of the binding. When bindings become frayed or soiled beyond cleaning, replace them.

Always store blankets clean in a cool, dry place in a tightly sealed case. Do not pile other things to be stored on top of blankets because the weight will flatten their nap.

Don't try to remove stains or re-dye blankets. Instead, send them to a professional. Never iron a blanket, it can be quite easily be ruined by doing this.

When removing blankets from beds, don't twist or pull, or allow them to drag on the floor.

of the night. But they let their parents know where they are going, with whom, and agree to get home at a sensible hour. This seems to be a pretty good arrangement to me, as they have no school work on the days after, and they know exactly when they can plan to go out.

I think a girl who does her school work and doesn't neglect her studies, should be allowed more privileges than one who is careless about them.

LOUISA

Dear Louisa:  
My husband and I cannot get along. He is rough and curses a great deal. He will not go to my mother's house, but he wants me to go to his mother's all of the time.

If you were in my place, would you go with him or not?  
DISSAPPOINTED  
North Carolina

Answer:  
If your husband is rough, have you just found it out, or did you know it before you were married? Why does he curse? Is it because of something you do or something you don't do or for no reason at all?

The reason I ask these questions is because there is usually two sides to every disagreement and I wonder if you are doing your part in trying to make your marriage a success. You know, of course, that when we get married, we promise to take each other for better or for worse.

Now, I don't think this means that any woman should stick by a man who abuses her, but I do think that as long as there is a chance of making your marriage a happy one, you should try everything that you can think of to make it so.

Do you keep your house tidy and yourself as attractive as possible? Do you let your husband know that you are anxious for him to be comfortable and happy, too?

It seems very inconsiderate for your husband to want you to visit his mother and he not to see yours. Perhaps, if you talk to him quietly about it and ask him to take time about visiting them, he may change his mind.

Good luck,  
LOUISA.

Address your letters to:  
"Louisa," P. O. Box 532  
Orangeburg, S. C.

## the BOOTLEG philosopher



Editor's note: The Bootleg Philosopher is having his annual troubles with his income tax report, his letter this week reveals.

Dear editor:  
Bein a farmer, at least being classified as one by the United States government—for taxin purposes only, I have a tremendous struggle on my hands every January tryin to get my income tax made out, and I don't mind sayin after a session with my bookkeepin system there ought to be some simpler way of keepin the government goin, or of excusin a man who ain't got no knack for figures.

I have considered gettin an expert out here to figure mine, and even had one tell me I wasn't takin off enough depreciation, for example said I ought to depreciate eight bales of Johnson grass hay I've had on hand for five years, which I've kept mainly because they're comfortable to sit on when I have to move my readin room from the house to the barn, which occurs whenever the weather's pretty enough for my wife to put out a washin, but the way I figure it is after you reach a point in your tabulation where you don't owe no income tax ain't no use goin any further, the government ain't advanced enough to pay you when you go in the hole.

But I have been workin on a simplified system, to eliminate fillin out all those blank lines, which is a major undertakin when you're tryin to get your income figures off the wall paper in the kitchen and tryin to be honest also. I know I wrote down what I got for a Jersey steer some time last September, but my wife must have written a recipe over my figures, as I can't find em and I don't want to put down too little for it, and blamed sure ain't gonna put down too much.

Why can't the bank just look over its records and size up the situation and say, now there's so-and-so, he had a pretty good

year, he could pay a little income tax, but there's so-and-so, he ain't made no money this year, his well's dried up, wound up in worse shape than he started, he ought to get off free this time.

This system might make the bank a little unpoplar with some people, but so does callin in a note or refusin to make one in the first place.

Also, an income tax ought to be based on a longer time than 12 months. A man might make a lot one year and lose twice as much the next five years in a row. A farmer can cash in on high prices one year and the government is around hollerin for a slice, forgettin all about the crop failures he's made. Just takin off deductions for losses in the last 12 months ain't enough.

A man ought to be allowed to include all the losses he can think of in the past 20 years. This might not produce much revenue, but it sure would sharpen a man's memory.

Yours faithfully,  
J. A.

## Vic Vet says

EVEN THOUGH YOUR ILLNESS IS SERVICE-CONNECTED YOU NEED VA APPROVAL BEFORE YOUR HOME-TOWN DOCTOR CAN TREAT YOU AT U.S. EXPENSE



For full information contact your nearest VETERANS ADMINISTRATION office.

## SUNDAY'S CURRENT QUESTION:

### Herefordites Applaud The Idea Of Name Band Coming For Dances

Question: Now that we have an appropriate place, Hotel Jim Hill, do you think Hereford people would respond favorably to dances by "name bands"? How often would you suggest they be held?

Mrs. Lester F. Wagner: Yes, I think we should have more name bands. We like to dance and our friends like to, also. We have to go to Amarillo to go to a good dance and it would be nice if we could have one here in Hereford about once a month. I think people from neighboring towns like Dimmitt and Friona would come, too, if they knew there would be a name band playing.

Mrs. W. G. Vaughn: Well, I wouldn't hardly know how to answer a question like that. We never go to dances but I imagine the people who enjoy that sort of entertainment would enjoy it. I wouldn't know from experience.

Lorraine Sisk: Yes, I really think they would. I think local talent would be nice and a good, name band about once a month. I think it should be a mixture of the two, name bands and local talent.

Mrs. Maurice Tannahill: I would imagine, as a whole, the Hereford people would like name band dances. There would be some objections to it. I think however, if the prices were right it would be a success. If the price is a little high dances would be popular about once every two months. That would be about all the people could afford.

Mrs. J. M. Brownlow: I imagine it would be alright if it were carried out in a fitting manner. If the people who dance approve people who would have to like it.

Mrs. E. E. Fridley: I imagine most people would like it. There might be some who wouldn't. As to the frequency, I would say that the price would have a lot to do with it.

Victor Ellisor: Yes, I think they would. I think it would be a good entertainment outlet. I think the frequency of the dances would be right at about once a month.

## Ticklers By George



"But, Doc! all I asked for was something for my poison leg."

# WANT ADS

## FREE

### Theatre Tickets

to see



### STAR THEATRE

WEDNESDAY - THURSDAY  
January 25, 26

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

Be Sure and Ask for your free tickets!

#### Notice to Classified Advertisers:

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

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

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

Identical rates will be maintained in both publications.  
1st insertion ..... 4c per word  
Each Additional ..... 3c per word  
—when paid in advance!  
No Blind ads will be accepted in either publication!

#### FOR SALE Miscellaneous

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

We Have It!  
**FLED MOLASSES**  
Any Quantity  
FRASER MILLING CO.  
B-1-30-tfc

For Sale: Steel stock tanks  
Steel for granaries, gas tin  
pipe, Casin all sizes. Messer  
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 al-  
falifa. W. D. Natzger.  
B-1-11-50-tfc

#### FOR SALE

Store and Filling Station with  
fixtures: 32 ft. barrack; 2 lots.  
Price \$4500. Call 465 J.

FOR SALE: 15 1/2" irrigation cas-  
ing. \$1.50 per foot. Phone  
21327 City Machine and Weld-  
ing Works, Amarillo, Texas.  
B-1-17-3-4c

FOR SALE: One half Jersey  
milk cow. Extra good. To  
freshen soon. \$175.00. Also 50  
bales good alfalfa hay. Ray  
Kerschen, six miles east on  
Hiway 60.  
B-1-27-3-3p

FOR fruit trees and shrubber-  
ies see Rush Daniels, Here-  
ford Florist, 209 Higgins, phone  
773.  
B-1-14-3-2p

#### GAT Sowing Time COMBINE OATS

C. C. Billingslea  
2 miles north, 1/2 east of  
Joel Switch  
P-1-2-12p

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

FOR SALE: Delicious home  
made sweet rolls, pies and  
cakes. Place your order at the  
Green Hedge.  
B-1-17-2-12p

#### NEW AND USED FURNITURE BARGAINS.

Studio Couch ..... \$34.50  
Simmons Day Bed ..... 19.50  
2-Piece  
Living Room Suite ..... 50.00  
Fully Automatic  
Butane Gas Heater ..... 39.50  
75,000 btu.  
Used Studio Suites .... \$5 & up  
48" Folding Bed ..... \$5  
Dinette Suites .... \$10 and up  
5-Piece  
Chrome Chairs ..... \$5.95  
Maytag Washer ..... \$15. up  
Electric  
Speeding Washer .... \$69.50  
Gasoline Motor  
ABC Washer ..... \$69.50  
Like New  
Gas Ranges ..... \$5 & up  
Perfection Oil Ranges ... \$15 up  
Hot Water Heater ..... \$30  
Natural Gas

#### GAS HEATERS BED SPRINGS, \$7.95 LINOLEUM

12 x 15 ..... \$17.00  
12 x 12 ..... \$12.00  
9 x 12 ..... \$7.95

#### Popular Brands REMNANTS AT ONE-HALF PRICE

We Buy, Sell and Trade  
Good Prices on New and Used  
Furniture  
H & H FURNITURE  
COMPANY

Ph 19 Second & Main  
S-1-30-1c

#### REPOSSESSION SALE PIANOS

Forced to repossess and for sale  
in your neighborhood for bal-  
ance on contract. No money  
down, just take up payments.  
Offer good to reliable people  
only. One Starr, Style 170 in  
Walnut. One Kohler & Camp-  
bell Style E in Mahogany. One  
Jesse French & Sons Ballad Mo-  
del in Mahogany. You may see  
any of these styles at our show-  
room or write for details if in-  
terested. New Piano Guarantee.  
WRITE TODAY

Amarillo Band House, 116 East  
5th, Phone 7180. Amarillo, Tex.  
Panhhandles Oldest Music  
Store.  
B-1-20-2p

#### BARGAINS in GOOD USED CARS

1948 Plymouth 4 dr. Sedan  
Really clean, good heater  
1947 Plymouth 4 door sedan  
Perfect in every way  
1946 Ford Tudor sedan  
Radio & Heater, clean  
1946 DeSoto Custom 4 dr. Sedan  
This one is really tops  
1942 Ford Tudor Sedan  
Priced right  
1941 Pontiac "8" Sedanet  
You will like the price  
1939 Buick 4 dr. Sedan  
New motor—one year old  
1939 Pontiac Tudor sedan  
Lots of cheap transportation  
1938 Ford Tudor Sedan  
New paint job

#### COME IN

We might have just the car you  
want.

IRELAND MOTOR CO.  
Phone 180 218 W. Third  
B-3-30-1c

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

FOR SALE: 4 room house, with  
attached garage, fenced in  
back yard. For information  
call Raylan Evans, at 51.  
B-4-19-2-tfc

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

#### FOR SALE

Have some good buys in ir-  
rigated 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 Here-  
ford.  
B-2-30-tfs

#### J. M. HAMBY

The Trading Post Station  
Highway 60 — West Hereford  
B-4-27-tfc

#### ESTATE LIQUIDATION

Out of State heirs will sell their  
South 1/2 Section 25, Township  
3, Range 3, E. Deaf Smith Coun-  
ty. Comparatively level good  
grass land. Want best offer. re-  
servicing 1-2 mineral and oil  
rights. Write William E. De  
Mots, General Delivery, Here-  
ford, Texas for particulars.  
B-4-2-tfc

FOR SALE: 1949 Wheatland  
type Minneapolis-Moline UTS  
tractor. Used very little. Cog-  
dell Motor Company, 322 North  
Main. Phone 392.  
B-2-20-46-tfc

NEW WHITE IRRIGATION MO-  
TORS READY TO GO. JOHN  
WOOD EQUIPMENT COM-  
PANY.  
B-2-11-38-tfc

FOR SALE: Two 50 horsepower  
electric motors, phone 907-W.  
B-2-9-3-2p

FOR SALE: Model L A Case  
tractor and 5 disks breaking  
plow. In excellent condition.  
Jim Clements, five miles  
northeast.  
B-2-20-3-3p

FOR SALE: Windcharger, 32  
volt. Complete 16 glass bat-  
teries, tower. Everything in  
perfect shape. Will sell very  
cheap. Roger Brumley.  
B-2-21-3-8c

#### 3. FOR SALE Automobiles

FOR SALE: 1946 Ford 2-door  
Super Deluxe one owner, Car  
good condition. Reasonable.  
Kenneth Neill, Summerfield,  
Texas.  
B-3-18-29-tfc

1949 Chrysler New Yorker se-  
dan, with radio, air conditioner,  
special paint job. This car has  
been used 70 days by Mrs. H.  
L. Benefield priced at 750.00  
below new price.

1948 Dodge town sedan, radio,  
heater, and almost new white  
side tires, this is the Lyle Blan-  
ton car, Priced \$1365.00.

1946 Dodge 4 door sedan, radio,  
heater, and new engine (not re-  
built) it is the Dale Kelly car,  
priced \$1095.00

1946 Buick 4 door, Radio, heat-  
er, new tires and runs extra  
good. Price \$1065.00

1947 Super Delux Ford, 4 Door  
radio, heater, and over-drive,  
this is a nice car traded in by  
Roy V. Smith. Price \$1035.00

1946 Reo 2 ton truck with two  
speed axle 8.25 tires that are  
good. Price without Beet body  
\$750.00, with New Beet body  
\$1100.00

1949 Chevrolet 1/2 ton Pickup,  
delux cab, radio, heater, 4 speed  
transmission, and used very  
little. Priced at \$1165.00

BENEFIELD MOTOR CO.  
Your Chrysler, Plymouth, Reo  
Dealer  
"Honest Values Always"  
B-3-30-1c

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

FOR RENT: 2 room furnished  
apartment for adults. 711 East  
3rd Street.  
B-5-12-29-tfc

1791 ACRES  
IMPROVED, PAVED  
900 ACRES SOWED WHEAT  
240 ACRES GRASS  
\$50.00 PER ACRE  
SAM NUNNALLY  
144 MAIN  
S-5-1 1/2 -30-1c

FOR RENT: Two bedroom kit-  
chen and bath furnished  
apartment. 210 West 9th,  
Phone 729.  
B-5-14-3-2k

FOR RENT: 3 room apartment,  
furnished. Bills paid. Mrs. Troy  
Wombles, Phone 60-W.  
B-5-13-3-2p

FOR RENT: Furnished apart-  
ment. Bills paid. 712 12th St.  
B-5-9-3-tfc

FOR RENT: A three room and  
bath unfurnished apartment.  
113 Avenue G, Phone 357-W.  
S-5-14-30-1k

FOR RENT: Desirable furnished  
apartment for couple. Adults  
only. Bills paid. 514 Union.  
S-1-5-13-30-1k

#### 5. WANTED

Wheat Pasture for Cattle  
O. G. HILL  
Phone 98-W or 357-J  
B-6-15-tfc

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

WANTED TO RENT  
About 50 Acres of clean land  
with a good water supply.  
Cash Rent

PHIL BARKLEY  
827—25 Mile Avenue  
Hereford, Texas  
Telephone 378-W  
B-6-2-tfc

WANTED to Buy: Wind mill, in-  
cluding pipe and tower. Call  
835-J, Harold Rudd, Hereford.  
B-6-14-30-2p

WANTED TO Rent: 4 or 5 room  
house to rent. Call Paul Har-  
vey, manager, C. R. Anthony  
Store, call 560.  
B-6-19-30-1c

#### 7. Dressmaking-Ironing

CUSTOM made buttons, belts,  
buckles and button-holes Mrs.  
Hazel Sparks, 340 Schley, Phone  
158.  
B-7-45-tfc

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

#### 8—HELP WANTED

WANTED  
First Class Potato Grower on  
Potato deal. Have 150 Acre  
allotment. Good land, plenty  
water. Machinery close to town.  
Good proposition right man.  
Post Office Box 342  
Plainview, Texas  
Phone 1294-W, Plainview  
B-8-3-2k

WATKINS Dealer wanted in  
Deaf Smith County. Excellent  
earnings for the right man  
with car and between the ages  
25 and 55 years. You can start  
on credit or cash basis. Rep-  
resentative will contact and  
furnish details personally  
without obligation. Write A.  
Lewis, care of The J. R. Wat-  
kins Company, Memphis, Tenn.  
B-8-50-30-2c

Will sell equity in 2 bedroom  
home, on lot 50 x 178 feet, locat-  
ed on street included in propos-  
ed new paving program. This is  
a frame stucco house with gar-  
age and fenced backyard with  
shade trees and fruit trees lo-  
cated two blocks from Shirley  
School.  
Call 308 J Evenings  
B-4-2-3-1k

FOR SALE: One half section.  
good irrigation well. Good  
house. One mile off pave-  
ment. Good terms. See Luther  
Pevley.  
B-4-19-3-3c

FOR SALE: 160 acres all in grass.  
\$30 per acre. C. R. Smith and  
Son, Buckner Lambert, Bldg.  
B-4-18-3-tfc

FOR SALE: Section of wheat  
land north part of Deaf Smith  
County, about 10 miles Vega,  
fenced, 550 acres in cultiva-  
tion. Price \$42.50 acre. See us  
for farm and ranch lands. M.  
A. Crum, Friona, Texas.  
B-4-36-3-2p

FOR SALE: Section of wheat  
land north part of Deaf Smith  
County, about 10 miles Vega,  
fenced, 550 acres in cultiva-  
tion. Price \$42.50 acre. See us  
for farm and ranch lands. M.  
A. Crum, Friona, Texas.  
B-4-36-3-2p

FOR RENT: Tank type vacuum clean-  
er and attachments. Also electric  
door polisher. NIPPER ELECTRIC.  
B-5-14-3-tfc

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

FOR RENT: Bedroom. Private  
entrance. 113 Fuller.  
B-5-6-3-2p

SEE US about digging your  
foundation, ditches and bull-  
dozer work. We have a brand  
new outfit. We can go any-  
where 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. Fin-  
ley. Phone 294-W.  
B-11-54-1-8p

DEPENDABLE  
TAXI SERVICE  
Call 32  
Open 24 Hours a Day  
B-11-3-tfc

GOOD SERVICE with good print-  
ing. Francis Printing, 706  
Grand.  
B-11-9-30-2p

#### 12. LIVESTOCK Strayed and Found

STRAY CATTLE  
Branded "Bar D" left hip or  
"O" left shoulder or Open "A"  
over backward "2". Reward.

ROGER BRUMLEY  
B-12-3-8c

#### 13. LOST AND FOUND

LOST ON Monday: Black female,  
screw-tail Bulldog, white face  
and neck. Answers to Peggy.  
Reward. Phone 753-W, Mrs.  
Howard Gault, 804 East 3rd.  
B-13-24-3-2p

#### POLITICAL ANNOUNCEMENTS

FOR Commissioner Precinct 2  
G. T. HIGGINS  
FOR County Treasurer  
MRS. VELMA HODGES  
FOR County Sheriff, Tax  
Assessor and Collector  
J. C. REESE  
For Commissioner  
Precinct 1  
SYLVESTER SLAGLE  
M. T. (MARION) RUTZER

#### Cattle Truck Dumps 38 Head, Killing 6

Six head of cattle were killed  
and 32 others were scattered  
over the country Friday morning  
at 6:15 when a semi-trailer  
driven by Walter L. Robinson al-  
most ran off the highway and  
hit a culvert two miles east of  
Hereford on the highway.  
Highway Patrolman Cecil Mc-  
Niel said the driver of the truck  
dozed off and looked up just as  
he was approaching the culvert.  
He cut the truck and only the  
back end was demolished. He

### Whiteface Five Plays For Third Place In Tulia Tourney Saturday

in the home stretch of their  
drive for the Tulia Invitational  
crown Saturday when they lost  
to Vega, 29-44. It was the first  
loss for the Herd in the tourney.  
Thursday, in the beginning,  
Bill Kelly conducted his own  
22-point onslaught as Hereford  
crushed Kress, 52-27. This was  
high score for both teams. In  
Friday's skirmish he again led in  
a 23-21 edging of Happy.  
Saturday morning against  
Vega in the semi-final rounds it  
was Kelly again only not enough.  
The Vega five and Hereford  
played on even terms in the  
first half. It was nip and tuck  
all the way until the show-down  
fourth period when Hereford  
folded. Kelly managed to scratch  
the only times the Whitefaces  
showed any attack. The score at

halftime was 21-19 in favor of  
Vega and then Hereford showed  
no signs of weakening.  
Vega went ahead to tuck in a  
44-29 win and advance to the  
finals Saturday night in Tulia.  
Hereford's play Saturday night  
was only for second place.  
The Vega-Wayside duel Sat-  
urday night was for first place  
and championship of the Tulia  
Tournament.  
The Wayside Hustlers made  
their ambitions known early  
Thursday night as they nipped  
Dimmitt, 29-25. Jack McGehee,  
all-district from Wayside, led  
the scoring with 18 points while  
Jim Jowell nailed 10 for Dim-  
mitt.  
Vega beat Quitaque, 35-27,  
Happy beat Nazareth, 31-19 and  
Tulia stopped Ralls, 48-14, in  
other Thursday games.

#### One DWI Fine Paid In County Court Saturday

City police officers arrested  
Martin August Becker, Muen-  
ster, Saturday morning about 2  
o'clock as he drove through  
Hereford, weaving from side to  
side of the highway, according to  
Chief F. S. Buckalew. He was  
filed in on County Court Sat-  
urday morning for driving while  
intoxicated and assessed a \$100  
and costs fine, totaling \$129.30.  
A companion, Robert Reiter,  
also of Muenster, was charged  
with drunkenness and fined  
\$16 in City Court.  
Police Chief Buckalew said the  
two were returning from Um-  
barger.

Mrs. Lloyd Crume, Littlefield,  
visited her parents, the Robert  
Gollehans, Tuesday and Wed-  
nesday in Hereford. The Golle-  
hans took her back to Little-  
field Friday.

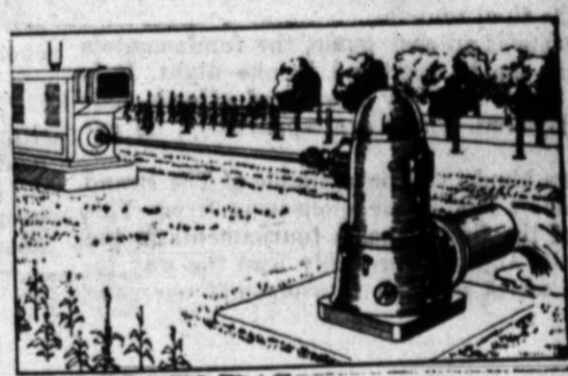
Mr. and Mrs. Preston Hagan  
and children, Littlefield, visited  
Mrs. Hagan's parents, Mr. and  
Mrs. Joe Kendall in Hereford  
Tuesday and Wednesday. Mrs.  
Hagan remained in Hereford un-  
til Friday when Mrs. Kendall  
took her home.

Paul Coneway was in White  
Sands, N. M. Saturday.

Phyllis Radovich was in Lub-  
bock Monday.  
Even after all is said and done,  
some guys will still get up and  
make a speech.  
As usual, many a father has  
been enjoying the toys Santa  
left his small son.

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## Fertilizer Debate Is Coming To A Head Between Organic And Chemical

By ROBERT E. GEIGER

(Advance) Ithaca, N. Y. (AP) — Are manufactured chemical fertilizers harming your health? And are these fertilizers, used year after year, damaging American cropland?

Large groups of people trying to lead a "back to nature" movement say they are. These people want farmers to use only "natural" or "organic" fertilizers such as rotted leaves, compost and manure.

But the Department of Agriculture, after years of testing, is issuing the strongest statement it has made in this heated debate.

Its top experts say there is no scientific evidence that the natural fertilizers can produce foods with more or better vitamins than chemicals, or inorganic fertilizers.

If chemicals are used properly, the government scientists says, land may be improved rather than damaged.

Some of the advocates of natural fertilizers say constant use of such artificial fertilizers as superphosphate and the nitrates may cause such things as multiple sclerosis, the paralyzing disease that caused the death of Lou Gehrig, famed Yankee ball player.

They say it may be responsible for an increase in diseases of the circulatory system. Some even have blamed artificial fertilizers for outbreaks of infantile paralysis.

Dr. Kenneth C. Beeson, direc-

tor, of the U. S. Plant, Soils and Nutrition Laboratory here, says these claims have not been proved.

The laboratory has been making tests for 10 years and has failed to find sound evidence that the inorganic fertilizers produce foods substantially different from foods produced by natural fertilizers.

Nutrition and plant experts at a recent conference on the laboratory's work agreed with this statement.

But they were quick to add that when applied on lands that need them, in proper quantities, both types of fertilizers increase the size of crops.

This automatically creates more vitamins and food they said, even though the quality may be the same.

One foe of chemical fertilizers is Dr. James Asa Shield, assistant professor of neuropsychiatry at the Medical College of Virginia at Richmond.

He says multiple sclerosis began appearing in England, France and Germany after the soils of those nations began to be depleted of natural plant foods around the middle of the past century.

Dr. Shields says farmers began using the chemical fertilizers about that time and that as their use increased so did multiple sclerosis and other diseases of the nerves and circulation systems. These ailments are common in the United States now, but he says some virtually



NEW TEXAS DELEGATION CHAIRMAN—Rep. W. R. Poage (D-Tex) (left) of Waco, Texas, congratulates Rep. Albert Thomas (D-Tex) (right) of Houston on Jan. 3 in Washington, after latter was named to succeed Poage as chairman of the Texas Congressional delegation. Rep. Homer Thornberry (D-Tex) (center) of Austin, Texas, is Secretary. (AP Photo)

are unknown in the Orient, especially China where little but natural fertilizer is used.

The organic people hold that artificial fertilizers throw the soil out of balance because they supply large quantities of some chemicals but lack others.

They believe unbalanced soils produce food lacking certain nutritional qualities, some of which may be unknown to science, and that this "incomplete" food causes disease.

To this Dr. Beeson and other government experts reply:

More cases of multiple sclerosis and other diseases may have been counted in the past century merely because doctors have been able to diagnose them more accurately.

Climate and many other factors could be responsible for the fact these diseases may not occur among the orientals.

In the United States the life span has increased about 17

years on the average since 1900, the period that the use of chemical fertilizers increased rapidly.

But the government experts don't say chemical fertilizers themselves are responsible for better food. They say the fertilizers helped increase the amounts and kinds of food and that this helped increase the average length of life.

A whole system of farming has been built upon the use of natural fertilizers. A number of clubs are devoted to the subject and at least two magazines on organic gardening and farming enjoy wide circulation.

Beeson and other Department of Agriculture experts agree that natural fertilizers generally are beneficial to crops and add humus. They would like to see more natural fertilizers used on soils, but they say there just aren't sufficient quantities to raise all the food the world needs.

## Mrs. Elliston Gives Book Review At Wyche HD Club Meeting Thurs.

Mrs. V. P. Walker was hostess Thursday to members of the Wyche Home Demonstration Club. Members answered roll call with "Books I have to exchange."

Mrs. Raymond Paetzold, president, presided during the business session when members voted to make a contribution to the March of Dimes. Members voted to each bring a tea towel to the next meeting to be held in the George L. Olson home. The tea towels will be given to the Hereford School cafeteria.

Mrs. N. G. Elliston reviewed "It Runs In The Family" by James Lee Ellenwood.

Mrs. Elliston stated that the author was well qualified to write the book as he had an average family, which included all

the problems of a family. She said that the book was informative but at the same time written in a light vein.

She told of how Mr. Ellenwood suggested that we do not consider our homes unique, but that all our homes could find areas of argument from A to Z. He warned of getting outside help on simple problems to "Home Brew" our own cures.

"A home should be person centered — even balanced for all persons in the family. Children should be trained to be useful and happy living instead of constant reminders of "don't or do"; and of course parents should at all times set the proper example." Those present were Mesdames

Hartland Caraway, Jim Cross, Troys Carmichael, C. R. Dameron, N. G. Elliston, E. C. Hewitt, Wiley Quattlebaum, Troy Kelly, Johnnie Marsh, Raymond Paetzold, J. V. Pickens, George L. Olson, Jack Williams, Liston Wilson and the hostess.

## Stars Beat Amateurs In Rough 78-47 Game

Hereford Jaycee amateurs played a close game through the first four minutes Friday night with the Jaycee All-Stars and then spent the rest of the game trying to outnumber the Stars as the margin continued to widen to a final 78 to 47 count.

Stellar shooting by T. J. Clay and Ed Skypaula accounted for more than half of the Amateur scoring. Each of them scored 14 points. The other 19 points were divided among Jiggs Hartman, "Cowboy" Waldrep, Gerald Wil-

son, Bill Howard, Harold Loerswald, Darrell Blanton, Sam Nunnally, Wendell Burdine, Dub Reeves and J. W. Robinson.

Earl Stagner, Stan Barrett, Raymond Lueb, Leroy Suttle, John Kelly, J. A. McWhorter and Jerry Stoltz played for the All-Stars.

Sincerity is something too rarely found nowadays. Luck is usually with the people who don't count on it. Old age is not a time of life — it is a state of mind.

Most people, who are in a hurry, have nothing else to do.

One thing certain about winter weather is its uncertainty. Wonder if anyone lived within their income the past month? Is it true that hen-pecked husbands use "fowl" language.

Have you noticed how few things turn out as you planned them?

# The SUNDOWNERS

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- Half-Slips
- Panties

IN WHITE, TEAROSE, NAVY, BROWN

*Paula Brooks*

as seen in  
HARPER'S BAZAAR

This worsted wool jersey dress has a profusion of knife pleats in the whirling skirt. The bodice, however, is rib-tight... detailed with rolled collar... drop sleeves... sparkling rhinestone buttons. Sizes 8 to 18.

*Paula Brooks*

Paula Brooks has a "flare" for Spring in a faille suit with white pique halter, fluid-line, back-swept brief jacket. Dots, enormous and embroidered, on vestee revers... and bolero cuffs! Sizes 8 to 16.

New Shipment  
**PRE-TEEN DRESSES**  
for the hard-to-fit ages  
8-14

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- '50 FORD 2-Door, Radio, Heater
- '50 CHEVROLET 1/2 Ton Truck
- '50 FORD 1/2 Ton Truck
- '49 MERCURY Club Coupe
- '49 MERCURY 4-Door
- '47 PONTIAC
- '47 FORD 1/2 Ton Truck
- '41 CHEVROLET FLEETLINE 4-Door
- '41 GMC 1 Ton with Cattle Bed

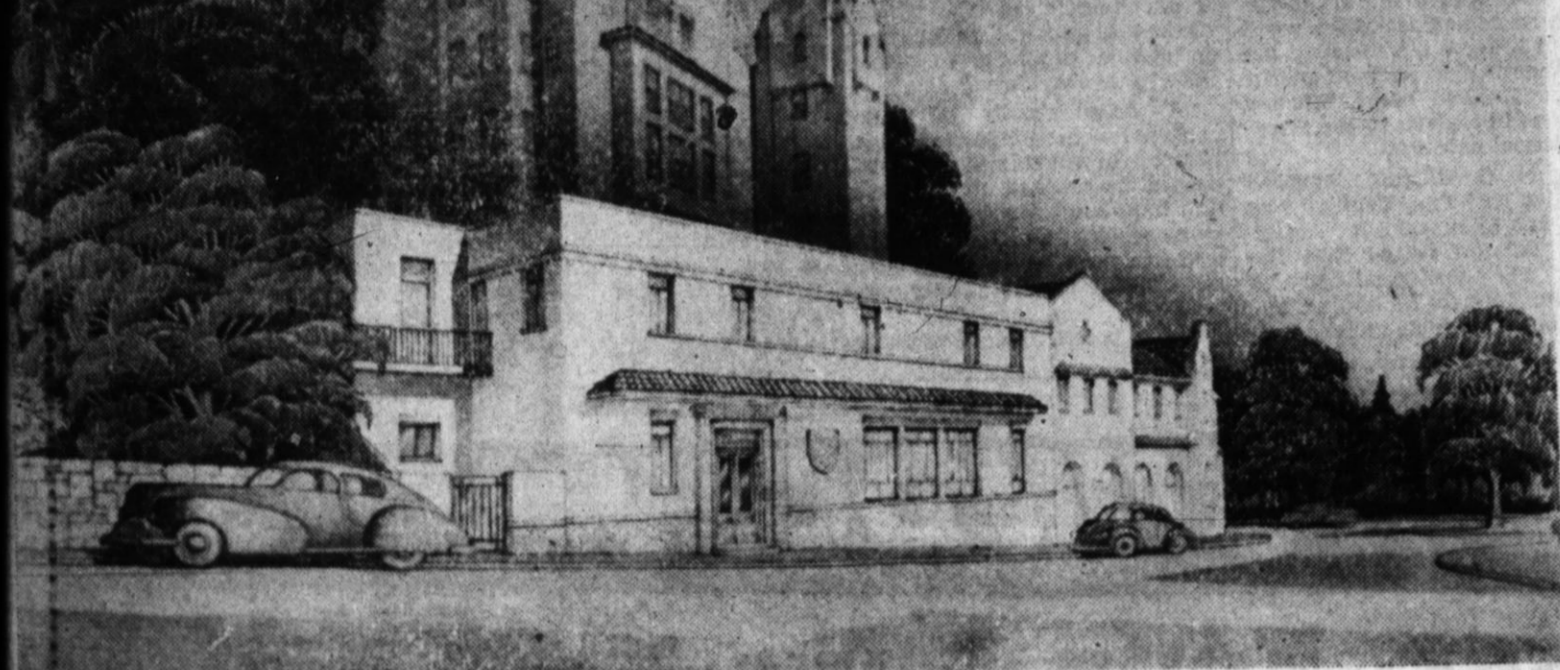
## SHARP-EDWARDS

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**USED CARS** WE BUY WE SELL

# Big Town's HEREFORD HOUSE



**HEREFORDITES WILL MEET IN THE HEREFORD HOUSE** — Twenty-two western-attired Hereford citizens and Ted Mitchell, also in western regalia, from Boys Ranch, will spend four days in the famed old Gramatan Hotel in Bronxville, N. Y. when they attend the February formal opening of the new Hereford House restaurant pictured here. The drawing shows the elite Hereford House with western facade as an extension to the old Dutch architecture of the hotel. Bronxville is one of the old settlements in New York, having been established in 1666. — News Globe Photo.

## Mrs. D. C. Kinsey Hostess To Class

Gleaners Class of the First Baptist Church held its monthly business and social meeting in the home of Mrs. D. C. Kinsey Monday evening. Mrs. M. A. Bettis was cohostess.

Mrs. Lowell Sharp conducted a brief business session followed by a prayer given by Mrs. W. A. McLean.

Special guests of the class were Mr. and Mrs. Bob Lawrence, who had recently attended a Sunday School conference in Dallas, and Mr. Lawrence reviewed the Sunday School campaign of the church and outlined plans for 1950.

Mrs. W. A. Medlin conducted the Bible lesson on "The Three Covenants." Mrs. Ben Childers gave the closing prayer.

Mrs. W. S. Rice was chairman of the social hour which followed the program and refreshments

were served to Robert Wagoner, Charles Dones, Jack Kirksey, Owen Stagner, M. T. Rutter, E. W. Young, Howard Bensley, R. N. Cooke, Lowell Sharp, W. A. Medlin, David Palmer, Malcolm Cassels, W. S. Rice, Ben Childers, Alwyn Savage, Carroll Whiteside, J. E. Allison and the hostesses.

The next meeting will be held on the first Monday night in February. The meeting date was changed from the second Thursday in each month to the first Monday.

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## Scouting Around

Troop 52 had their weekly meeting Tuesday night at the Scout Hut with 18 members present.

Senior Patrol Leader Larry Slaughter gave a talk and demonstration of the Morse code and semaphore.

Don Zimmerman, assistant Scoutmaster, held a review on measuring.

Ronald Zimmerman passed his Tenderfoot requirements and will receive his award and the Tenderfoot Investiture at a later date.

C. W. Covington, Assistant Scoutmaster, discussed plans for Boy Scout Week which will be February 6 through the 12th.

The Explorer Post held a brief business meeting Monday night and then enjoyed a very interesting discussion on the functions of radio by Claude Hicks.

Plans were made to have a booth on the courthouse lawn the Saturday of Scout Week. Coffee and doughnuts will be served. The Methodist Church was chosen as the church to be attended the Sunday during Scout Week which will be February 6-12.

from the dividend, exceed the indebtedness of the veteran to the government.

The refund of these overdeductions will be made automatically as soon as advice regarding the amounts deducted from each such individual dividend check is received by the Lubbock regional office from Washington, D. C. In view of the necessity for full information being supplied to the regional office by Washington, veterans are urged not to contact the local VA office, since the accounts will be adjusted automatically as soon as the information is received, Mr. Sisson stated.

## Silage Fed Steers Gain Most At Tech

Lubbock — A check up at the end of the second period of the experiment to evaluate sorghum silage and cottonseed hulls in yearling steer feeding at Texas Tech shows that silage-fed steers out-gained the hull-fed lot.

Dean W. L. Stangel of the division of agriculture said results of the entire 56-day period gave a 2.72 pound daily gain for lots fed on silage. Hull-fed steers had a daily average gain of 2.18 pounds.

Sixty yearlings are being used in the research program, which began Nov. 22. It will end in February. The steers are divided into six lots, and the only diet variety in five lots, has come from silage or hulls. The sixth lot was fed hulls without concentrates, while the others had the same concentrates and alfalfa hay supplement.

During the initial 28-day period, a straight sorghum silage diet proved to be the cheapest. The early report showed the 100

last year were highly satisfactory in view of economic trends and because of a 3.9 per cent increase in the sale of E bonds, from \$139,591,216 in 1948 to \$145,114,738 in 1949. Series F and G bonds accounted for \$46,384,351 of the state's sales total last year.

Mr. Adams said that the people of Texas today hold more than \$1.5 billion in Savings Bonds a substantial share of which are owned by citizens of this county. These savings, he added, give the community, as well as the individual owners, a high degree of financial stability.

Mr. and Mrs. Lloyd E. Verdier and daughter, Francis, of Louisiana, Missouri, spent Wednesday night with his cousin, Mrs. G. O. Ridgeway and her husband in Hereford.

Mrs. G. S. Weber of Brownfield, Homer Fox's sister, visited in Hereford Wednesday and Thursday.

Mr. and Mrs. Lester Wagner were in Stratford Sunday visiting Mrs. Wagoner's brother.

Dyalthia Brady was in Amarillo on business Wednesday.

per cent silage-fed lot gained at a cost of \$311.20 per hundred. A 100 per cent diet of cottonseed hulls cost the most—\$13.04 per hundred.

Costs for the second period have not been determined.

## Savings Bond Sales For 1949 Fall Under

The people of Deaf Smith County invested \$291,889.50 in U. S. Savings Bonds during 1949, according to the annual sales report received today by J. C. Ricketts, county Savings Bonds chairman, from Nathan Adams of Dallas, state chairman. This compares with sales of \$311,619.75 for 1948.

Of the 1949 total, Series E, the so-called "people's bond" accounted for \$223,712.50, as compared with \$225,910.75 E bond sales in 1948. Series F and G sales were \$68,177.00 as compared with \$85,709.00 in 1948.

Total sales for the entire state were \$191,499,089, as compared with \$196,448,280 in 1948. Mr. Adams' report said. This is a decline of 2.5 per cent. However, Mr. Adams declared that sales

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- FURR FOOD STORE
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# Attention, Farmers

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the  
**HEREFORD INSURANCE AGENCY**



The Hereford Brand

# City Garden Clubs Meet

**Garden Beautiful Club**  
One of the most interesting sessions of the season for the Garden Beautiful Club was held in the home of Mrs. D. C. Kinsey Friday afternoon.

Catching the eye of members upon arriving was the Valentine table done by Mrs. Frances Houston who featured pink and white sweet peas in a heart-shaped container.

Subject for the program was "The Rose" with Mrs. Carroll Whiteside discussing "How to Spread Love and Knowledge of the Rose" as the first topic. Receiving her information from Hereford's successful rose growers, Mrs. Whiteside told of the condition of roses at planting time, described the root system,

told of the proper drainage, amount of sunshine needed and suggested best planting time for this area. Care of the roses from the selection of the plant to blooming time was considered.

In conclusion Mrs. Whiteside read the timely bit of verse:  
"The roses red upon my neighbor's vine  
are owned by him, but they are also mine.  
His was the cost, and his labor, too  
But mine, as well as his, their loveliness to view.  
They bloom for me and for me they are as fair  
As for the man who gives them all their care.  
By this I know that others plant for me

And what is theirs, my joy may also be.  
Then why be selfish when so much that's fine  
Is grown for you upon your neighbors vine."  
—Author unknown  
Mrs. Colby Conkright spoke on "Give me Ten Roses" listing and describing types of roses best suited for growing in this locality. She named "Tea roses—pink and red Radiance. Peace (yellow), Charlotte Armstrong. In the Florabundas—Feather Rose, Sutters Gold, Capastroha and Mission Bells. Also Mary Margaret McBride (rosy pink). Climbers listed were: Blaze and Paul Scarlet.  
During the business session Mrs. Ernest Medkief was wel-



**MISS HOLLYWOOD**—Because she combines "allure, dynamite and glamor," actress Shelley Winters has been selected as "Miss Hollywood" by the studio gatemmen. They're the men who have watched them come and go for a number of years.

Give them proper care.  
Another point to remember is that it is an ordeal for any plant to be moved and the proper timing is important. The best time to move shrubs is in the early fall, or spring for shrubs that lose their leaves. If moved in the spring it should be done before the growth starts.  
Evergreens should be moved when they are growing fastest, usually in September." In conclusion Mrs. Draper commented that patience is the greatest attribute any gardener can have.  
During the business session presided over by Mrs. W. S. Fluit, president, a letter was read announcing Texas Arbor Week and urging club members to plant pecan trees, which, contrary to belief in the past, do well in this locality.  
Members attending the meeting were Mesdames Phillip Barkley, Jim Black, Lyle Blanton, Homer Bramley, Roy Cratchfield, Tom Draper, C. C. Ferguson, W. S. Fluit, E. E. Fridley, Jim Higgins, O. G. Hill, John Jacobsen, Jr., W. S. Kerr, F. M. Kester, A. L. Manjeot, F. H. Oberthier, E. Ramey, Edward Roberson, Marion Rutter, J. P. Slaton, Hardy Benson, Glenn Witherspoon and the hostess.

what veteran baseball men have long regarded as a "hot spot."  
Grimm quit as a vice-president of the Chicago Cubs to accept Billian Dick Burnett's offer. He's the third man in five months to officially manage the Dallas club and the fifth since 1947 if you count the brief time Les Burge was running the team.  
A highly vocal group of fans makes Dallas a "hot spot" for any manager.  
When Jimmy Adair tossed up the job near the end of the 1948 season, he pointed this out.  
"If you win, they're after your scalp and if you lose it's the same thing," he said. "It's just not worth it."  
Adair's case was really a mystery. His team started like a whirlwind and for almost half the season outdistanced the rest of the circuit. But almost from the opening day the fans rode Jimmy.

"Grandstand Wolves," is what Adair called them and he blamed his resignation on them.  
The Eagles hit a slump and finished fifth in the league. But one veteran executive—not with the Dallas club—pointed out that there was little a manager could do about this. He reasoned that Dallas lacked pitching strength, that most of the players were rather elderly and that when they hit a slump they couldn't snap out of it as fast.

## FROM THE GRANDSTAND

By **WILBUR MARTIN**  
Associated Press Staff  
And now it is Charley Grimm as manager of the Dallas Eagles of the Texas League.  
The ex-major league player, manager and executive has signed a three year contract at \$30,000 a year and taken over

tenures as manager of the Cubs.  
Anyway, Grimm has been in baseball a long time and there's reason to think he'll disregard completely any howling about the way he manages a club.  
Jolly Cholly, no doubt, remembers some of the "Wolf Howls" that came from the bleachers in Wrigley Field during his two

# CARD

## TABLES

Get in the  
**MARCH of DIMES**  
Canasta Tournament

We Have a Good Assortment  
**SAMSON** and other **NATIONALLY ADVERTISED TABLES**

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**INDESTRUCTIBLE NYLON**



*Justin McCarty*

JUSTIN McCARTY adds a fillip to the crinkled nylon fabric of his one-piece dress with perky little pocketed peplums. A shiny black patent belt and bright buttons give it a Spring-like air.  
In turquoise, wax, black, navy, budgreen, toast or red.  
Sizes 8's to 18's.

*The Little*  
**fashion shop**  
"Smart Clothes for Smart Women"

comed as a new member of the club.  
Those present were Mesdames E. W. Solomon, Lisle Woodford, Doc Kirby, O. M. Dickey, Norris Larmer, Colby Conkright, Tom Carter, Carter, J. W. Kirby, Helen Pipkin, Dayton Ohisholm, Frances Houston, George Graham, Ernest Medkief, Joe Poindexter, Mary Seigler, J. W. Thomas, Carroll Whiteside, Gerald Wilson, S. L. Easley, and the hostess. Guests included Mesdames Earl Hendricks, V. C. Hopson and Maurice Tannahill.

**Bud-To-Blossom Club**  
Bud-To-Blossom Club held its regular meeting with Mrs. John Winkler Friday afternoon with a featured talk on "Chrysanthemums" making up the program.  
Mrs. W. H. Patton gave the program telling of how the chrysanthemum originated in China and of its cultivation there. She told of the various types which thrive in this locality and said the planting season begins in the early fall leading into early winter. The blooming season lasts from July to November.  
Refreshments were served to Mesdames Hilrey Aven, R. A. Darrel, Jr., D. C. McWhorter, J. D. Neill, W. H. Patton and the hostess.

**Hereford Garden Club**  
Mrs. Leroy Aven was hostess for the Hereford Garden Club meeting. Arrangements for the day was made by Mrs. Jack Roberson who used yellow jonquills and Pussy Willow in a brown container to carry out a theme of spring.  
The program for the day was built around "Planting and Transplanting Shrubs" with Mrs. Tom Draper presenting the lesson. She said in part: "The first thing to do in landscaping is to make a careful plan including a drawing to scale. Most disappointments come from improper planning. Four main points to remember to insure success are: 1—Give your shrubs plenty of space. 2—Use adapted varieties. 3—Plant them properly and 4—

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At All Times

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PROGRESSIVE NEWS

**Men Plan To Work On School House  
Repairing Windows and Leaky Roof**

By MRS. IRA RICKETTS  
Brand Correspondent

Mrs. McKenzie, Misses Beulah and Ellen of Amarillo and Mr. and Mrs. Lon McKenzie of Temple were Sunday dinner guests in the home of Mr. and Mrs. Clyde Russell and family. They are former residents.

Little Doris Parsons is feeling much better and recovering nicely from her tonsillotomy.

Mr. and Mrs. H. L. Hershey had as dinner guests Sunday, Mr. and Mrs. Donald Conklin and Harold Conklin of Lubbock, Me. and Mrs. Arnold Hershey, Marvin and Patricia of Dawn, Buddy Billingslea of Hereford and Miss Yvonne Cavender of Amarillo.

Mr. and Mrs. T. J. Parsons and Doris, Mr. and Mrs. Clyde Russell, Robert, Doris and Linda attended the silver wedding anniversary of Mr. and Mrs. Lewis Harvey at Canyon Sunday afternoon.

Mr. Jeff Bailey of Abilene is here for an extended visit in the home of his daughter, Mrs. R. C. Weathers and Mr. Weathers, while recuperating from a recent illness.

Mr. and Mrs. Ira Ricketts were in Borger Monday and Tuesday, spending Monday night in the home of Mr. and Mrs. B. E. Anderson, Mr. Ricketts's sister.

Mr. and Mrs. Leon Coffin have returned from a two week's visit in Dallas and San Antonio.

Miss Kay Lynn Scott spent the week end with her aunt and uncle, Mr. and Mrs. V. E. Dodson.

Mr. and Mrs. M. T. Sparkman were visiting in the home of Mr. and Mrs. Clyde Renfro in the Jumbo Community Sunday afternoon.

Jimmy Weathers of Amarillo spent several days this week visiting his grandparents, Mr. and Mrs. R. C. Weathers.

V. E. Dodson and Ira Ricketts attended the Laymen's League banquet at Borger Monday night.

Shari Carmichael attended a birthday party honoring her cousin, Merle Carmichael, last Thursday.

Mrs. E. W. Scott, Mr. and Mrs. D. R. Weaver, Willie Mac and Vicki of Canyon, Mr. and Mrs. H. V. Lee of Amarillo, Mrs. Ira Scott and daughters, Jo Eddy,

Kay Lynn and Betty Mae of Wyche were Sunday dinner guests of Mr. and Mrs. V. E. Dodson.

Mr. and Mrs. R. C. Weathers were visiting in the home of his parents Wednesday. R. C. is helping his father with his farm work on his days off. He works for the Santa Fe in Amarillo.

Mr. and Mrs. R. W. Barnhart and boys were visitors in the P. L. Carmichael home Sunday.

Mrs. R. C. Weathers and son were in Pampa Thursday where they took Mr. Jeff Bailey for medical treatment.

Mrs. Ira Ricketts attended the meeting of Group 1 of the Women's Council in the home of Mrs. C. R. Smith Wednesday afternoon.

All the men who can, are asked to meet at the school house, Wednesday, January 25 to do some work on the building. There are window panes to be replaced and shingles to cover leaks.

And all Progressive Club women are invited to an all day quilting in the home of Mrs. T. J. Parsons, January 31. A covered dish luncheon will be held at noon. Bring sandwiches or a dish.

**Mrs. Airhart Reads  
Paper On Chopin For  
Study Club Tuesday**

Dawn Study Club met Tuesday, January 17, at the home of Mrs. H. H. Miller.

Mrs. Lloyd Airhart read an interesting paper on the Life and Works of Chopin. His Mazurkas and nocturnes stand out among the best ever composed. His works abound in passages of great difficulty but are never harsh or strained, according to Mrs. Airhart.

Mrs. Carl Wimberley played three of Chopin's compositions, "Prelude in C Minor," "Cinq Mazurka," and "Nocturne in A Flat Major."

Plans were made for a Bingo party January 27 at the Dawn school house at 7:30 p. m. to make money for the Polio Drive.

Refreshments were served from a lace covered table centered with a crystal bowl of spring



**THAT GYPSY SPIRIT**—Far from the plains—figuratively speaking, that is—Hollywood actress Jane Russell wears a striking three-piece casual costume in a camouflage print and huge gypsy earrings. That smile is just enough to kindle the old gypsy spirit in anyone.

flowers. Mrs. Baker Womble poured coffee.

Members present were Mrs. Alfred Smith, Mrs. Gayle Neal, Mrs. Clarence Betzen, Mrs. Ernest May, Mrs. Zed Stewart, Mrs. Alfred May, Mrs. Lloyd Airhart, Mrs. David Rodgers, Mrs. Carl Wimberley, Mrs. H. V. McCabe, Mrs. Floyd Walton, Mrs. Baker Womble and Mrs. H. H. Miller.

Guests were Mrs. Troy Newman, Mrs. Stuart Condron, Mrs. Bob Howard and Miss Bertha Frye.

Mr. and Mrs. F. E. Winfrey and Jimmy have returned home from a month vacation in Carrollton, Missouri, visiting relatives.

Mrs. Carl Wimberley played three of Chopin's compositions, "Prelude in C Minor," "Cinq Mazurka," and "Nocturne in A Flat Major."

Plans were made for a Bingo party January 27 at the Dawn school house at 7:30 p. m. to make money for the Polio Drive.

Refreshments were served from a lace covered table centered with a crystal bowl of spring

**S. Hereford HD Club  
Meets In Bryant Home**

South Hereford Home Demonstration Club met with Mrs. D. H. Bryant Tuesday afternoon for an open discussion of sewing accessories given by Miss Doris Mahaffey, assistant CHDA. Miss Mahaffey stressed the economy of using good material and advocated assembling all accessories before commencing a garment. She illustrated how to plan the sewing project and demonstrated assembling the necessary equipment.

The next meeting will be held in the home of Mrs. John Draper.

Those present were Mesdames John Draper, Franklin Miller, Clarence Hollabaugh, J. P. Slaton, S. S. Williams, Lowery Walker, Howard Hershey, Julia Sowell, Orin Russell, Adam Flowers, Miss Evelyn Bell and the hostess.

**North Hereford Club  
Has Two New Members**

Mrs. Frank Wilde entertained members of the North Hereford Home Demonstration Club Thursday afternoon at her country home. Roll call was answered with members listing "Books I have to exchange." During the business session the club members signed the March of Dimes scroll.

Mrs. Tom Draper, CHDA, gave a demonstration on clothing and 4-H girls recited their rituals, led by Carol Walser. Mrs. Orin Russell sponsored the 4-H Club girls.

Two new members were welcomed, Mrs. H. D. Boardman and Mrs. O. C. Williams. The next meeting will be with Mrs. Mary Bodkin on February 2.

Members present were Mesdames Tom Draper, C. L. Whitehead, Oscar Vaughn, Dub Howard, Otto Olson, Paul Hoff, R. A. Fullwood, Fred Saltzman, H. E. Pettyjohn, Dudley Rutherford, Ben McQuigg, Fred Barrett, Mary Bodkin and the hostess.

**Hospital Notes**

Patients discharged from hospital: Mrs. A. J. Peters, O. B.; Larry Lane Rickman, emerg.; Mrs. A. G. Bell, surg.; Mrs. M. E. Mahon, med.; Mrs. Sank Ramey, med.; Mrs. F. W. Hill, med.; Mrs. Ellen Carter, med.; Beverley

Jean Jones, T&A.

Patients in hospital: Mrs. LeRoy Foster, med.; Mrs. Dora L. Smith, surg.; Mrs. Fred Henry, med.; Mrs. T. H. Davidson, med.; Jake, H. Carroll, ortho.; Mrs. D. H. Alexander, surg.; Mrs. Roy Jowell, surg.; Miss Ara Lewis, med.; Felipe Zapata, surg.; Mrs. T. B. Thomas, O. B.; Mrs. W. B. Nunley, surg.; Maxine McCatharin, med.; Mrs. Lillian Scott, surg.; Mrs. Oro, Collins, surg.; Frank Beznor, surg.; Mrs. Helen Ward, surg.; Mrs. Dora Garcia, med.; Mrs. E. R. Day, med.; Bill Phillips, surg.; Harold Claude Rose, surg.; Jordan Munday, med.; Addison Hunter, med.; Jimmy Young, med.; Mrs. P. B. Sowell, med.; Dorothy Marnell, med.

Born To: Mr. and Mrs. T. B. Thomas, Jr., a daughter, Deborah Lou; Mr. and Mrs. Ora Collins, a daughter, Terese Jeanette.

**Beta Eta Chapter Helps  
Auricular Foundation**

Beta Eta Chapter of Epsilon Sigma Alpha will give away a \$35 hand-tooled leather purse February 25 in a move to raise money for deaf children and children with crippled hearing. The purse was made by a veteran in a California VA hospital.

ESA's nation project is the Auricular Foundation which aids children with defective hearing. Half of the proceeds will go to the National Chapter and half will stay in Deaf Smith.

Any child from any part of the United States or wherever there may be an ESA chapter in other countries can be sent to the Auricular Foundation for treatment and teaching. Tickets for the purse can be bought for 25 cents.

Mr. and Mrs. Henry Sawyer of Denver, Colorado are guests of his sister, Mrs. H. R. Patterson and Mr. Patterson.

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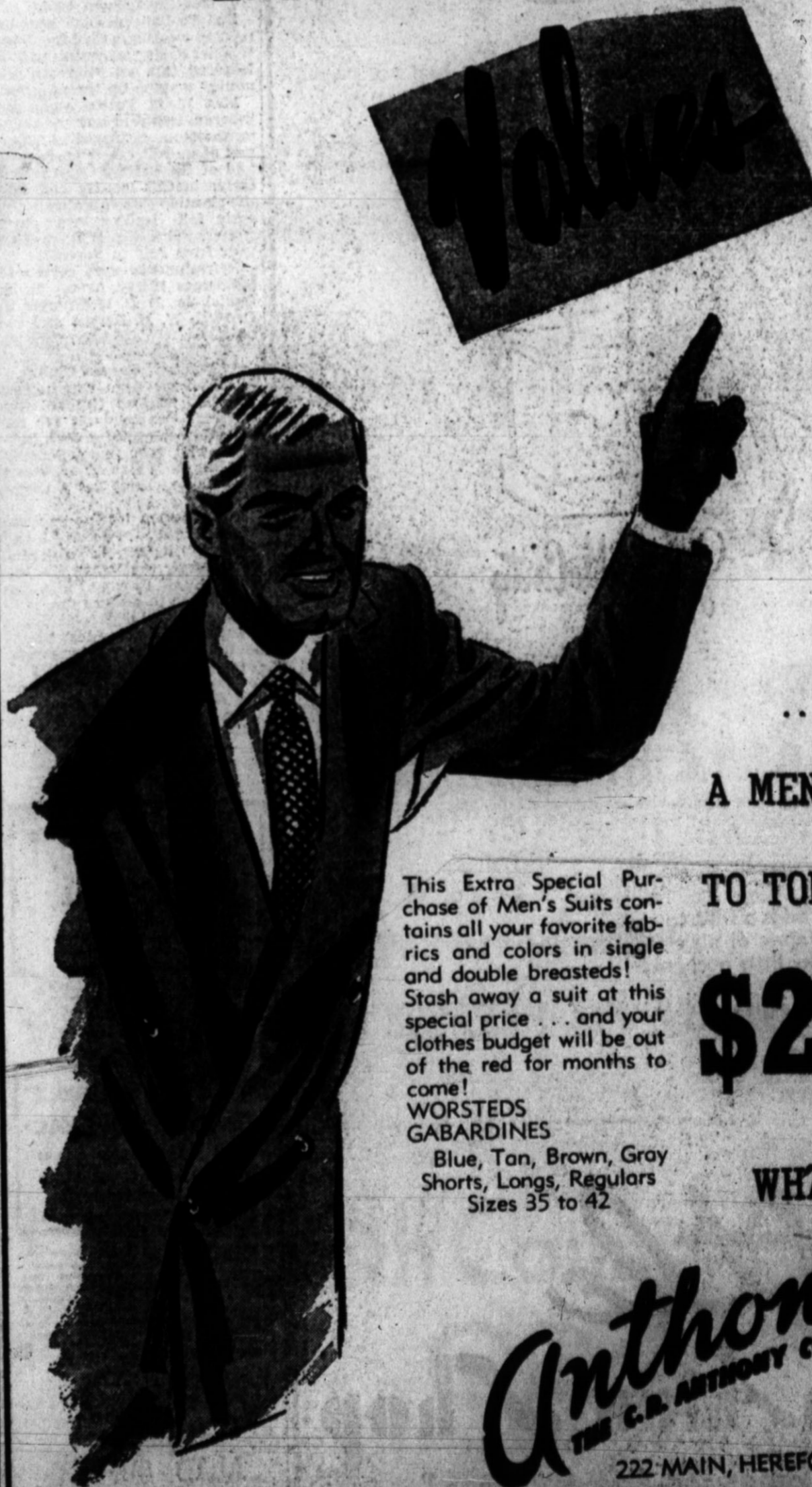
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**CITY TAX  
NOTICE**

**All 1949 City Taxes Are Due**

AVOID PENALTIES BY PAYING TAXES

BEFORE FEBRUARY 1, 1950

City Taxes acceptable by mail, but must be posted before February 1st, to avoid penalty

**City of Hereford**





**HEREFORD HONORS DISTRICT GRAND DEPUTY**—Hereford Order of Eastern Star chapter honored Mrs. Elsie Abernathy Tuesday night with a banquet at the Methodist Church. Mrs. Abernathy is standing in the middle in dark dress. Others shown are from left to right, front row: Mrs. Jessie Terrell, Mrs. Vivian Majors, Mrs. Opal Roberson, Mrs. Glenn Walser, Mrs. Effie Melton and Mrs. Virginia Patton. Second row: W. L. Jones, Mrs. Besie Jones, Mrs. Ada Higgins, Mrs. Alta Caraway, Mrs. Nell Culpepper, Mrs. Abernathy, John H. Patton, Mrs. Myrtle Witherspoon, Mrs. Juanita Hershey, Mrs. Grace Thomas and Mrs. Gladys Manleit. Photo by Wm. Patton.

### O.E.S. Grand Official Entertained, Addresses Chapter On Local Work

Mrs. Elsie Abernathy of Amarillo, District Grand Deputy, State of Texas Order of Eastern Star, was honored at a banquet given by the Hereford O.E.S. Chapter at the Methodist Church Tuesday night. Mrs. Nell Culpepper, worthy matron, was in charge of the banquet with Mrs. L. C. Thomas as general chairman. Mesdames John Patton, Vivian Major and W. C. Hromas made up the decoration committee.

Tables were laid in the form of an open square with a white cloth and pink satin ribbon runners carrying out the worthy matron's colors of pink and white. Floral accents were of gladioli, snap dragons, sweet peas and carnations.

Robert Thompson served as master of ceremonies and the invocation was given by Mrs. Opal Roberson. Mrs. Jack Brown entertained with readings and Bertella Kay Reed of Amarillo sang "Three Candles" and "Shortenin' Bread" accompanied by her mother, Mrs. H. D. Reed.

Mrs. Ollie Bradley, charter member of the local order, was introduced and special recognition was given to groups including mother and son, Mrs. Ada Higgins and G. T. husband and wife, Mr. and Mrs. W. C. Hromas, and father and daughter, F. M. Keaster and Mrs. Nell Culpepper.

**Grand Officer Addresses Chapter**

Following the banquet a general meeting was held at the Masonic Hall when the grand officer made her official address. Decorations for the hall honored the worthy matron and the stage in the East was banked with sword fern.

The opening march was given by officers of the chapter wearing white formals with pink and white corsages, who spelled out the letters O.E.S. After the official introduction of the speaker

### Mrs. D. C. McWhorter Gives Book Review At Calliopian Club

Mrs. D. C. McWhorter was hostess for the Calliopian Club in the home of Mrs. Clyde Cave Thursday night with Mrs. D. C. McWhorter presenting the program.

Mrs. McWhorter gave a comprehensive resume of Louis Nor-dyke's "Cattle Empire," stating first that the author gained his material from 60,000 sources. "The story begins in 1882 when the owners of the XIT Ranch moved in with 22,000 cattle and reveals the interesting developments of the 150 mile long ranch. Included is the story of the building of the state capitol building from its revenue and later the breaking up and sale of the ranch," she said.

Members present were Mesdames Richard Barnard, J. T. Carroll, Clyde Cave, W. L. Davis, Jr., Wayne Evans, Rayman Evans, Alton Fraser, J. E. Kirby, D. C. McWhorter, N. E. Milburn, Carl Ferrin, Miss Nell Spradley, Miss Genevieve Eberle and the hostess.

### L. A. E. Has Annual Texas Day Program

Mrs. Luther Lesley entertained members of the L.A.E. Club in her country home Tuesday afternoon.

Featuring the annual "Texas Day" program members answered roll call with quotations from Boyce House.

"The Whys and Whens of Texas" made up program topics with all members giving some interesting phase of the development of the state. Incidents from "Tall Tales of Texas" were cited and it was noted that only one member, Mrs. George Suggs, has the distinction of being born in Deaf Smith County.

A postponed program topic was presented by Mrs. Phil Radovich who discussed "Religion" dealing for the most part with the progress in the spread of religion, stating that "neither creed nor color becomes a barrier to the spread of religious effort. She outlined, briefly, the expansion program in spreading religion both on the air and in church literature.

Those present were Mesdames N. D. Bartlett, Jr., George Benson, Altus Higgins, Bob Higgins, Boyd Knox, Luther Lesley, Phil Radovich, T. W. Roberson, George Suggs, Robert Veigel, Robert Wagoner, Jim Whelan and Pat Webb. Mesdames Vaughn and West were guests.

### Guild Meets Tuesday In Dick Barrett Home

Members of the Presbyterian Guild met with Mrs. Dick Barrett Tuesday afternoon.

Mrs. Les Combs was in charge of the business when new year books were distributed and the chairman, Mrs. O. P. Cowart outlined the work for the coming year which will be on the theme "Toward God's Design." New study for the group will be "Inside the Circle of God's Love" and the Bible study will feature the life of Amos under the subject "Prophet Without Portfolio."

Mrs. O. P. Cowart gave the devotional lesson on "Dedication to a Task."

Those present were Mesdames Mary Carter, Les Combs, M. L. Simpson, Jr., Charles Hill, Sam Nelson, N. E. Milburn, O. P. Cowart, Russell Wingert, Misses Margaret and Bea Barrett and the hostess.



**LISSOM LOOKOUT**—Cynosure of the sun decks is this sparsim bathing ensemble. The short, figure-hugging sweater matches the halter top of white wool and navy blue ripples. An elasticized wool knit keeps brief pants skin-tight.

### Music Study Club Continues Course On Playing The Piano For Pleasure

Continuing the course of study "Playing the Piano for Pleasure" by Charles Cooke, Mrs. J. D. Neill led the program at the Music Study Club meeting held Monday afternoon, Ward Hall of the Methodist Church.

In continuing the further study of the book, the leader discussed "Organization of Practice Time" relating the author's views on spacing time in which he advocated the allotment of given amounts of time to each phase of the study in hand.

Musical selections included a violin solo, "Sleepy Hollow Tune" (Kountz) played by Mrs. A. C. Thompson with Mrs. Glenn Snyder accompanying. "Fragmentary Prelude" (Merryott) piano, Mrs. C. H. Dyer, and a choral number, "Winter Lullaby" (De-Koven) sung by Mesdames C. C. Ferguson, B. F. Cain, W. T. Carmichael, H. A. Close, Earl Phillips, J. R. Allison, Bob Lawrence, and W. E. Dameron, Mrs. J. D. Neill was the accompanist.

During the business session members voted to observe David Union Week at the next meeting which will be held with Mrs. Glenn Snyder.

Members attending the meeting were Mesdames J. R. Allison, J. E. Beyer, B. F. Cain, W. T. Carmichael, H. A. Close, Ellis Coombes, W. E. Dameron, C. H.

Dyer, C. C. Ferguson, Bill Bradley, Bob Lawrence, J. B. Jones, J. C. McCracken, C. J. Mount, J. D. Neill, Earl Phillips, T. W. Roberson, A. J. Schroeter, Glenn Snyder, A. C. Thompson, Miss Mattie Mae Swisher and Miss Francis Dameron.

### Summerfield Club Hears Review Of "Brave Bulls" By Mrs. Mack Noland

Summerfield Study Club held its regular session in the home of Mrs. Mack Noland Thursday afternoon. Mrs. Britt Clark was cohostess. During the business meeting directed by the president, Mrs. B. E. Roberson, members contributed 100 per cent to the March of Dimes and a letter of appreciation from a German family which the club has adopted, was read.

A report on "Dooby Traps in the Home" was given by Mrs. H. L. May, who gave the following statistics: Falls in the home take 17,600 lives per year which is eight times as many as the historical Johnstown flood, 32 times as many as the Texas City disaster. Home accidents kill more babies and toddlers than scarlet fever, whooping cough and measles combined.

## The Sunday Brand

# SOCIETY

Sunday, January 22, 1935 Section Two

### Bay View Club Hears First Of Two Programs On Theme Of "Old South"

Turning to the first of two programs on the Old South, the Bay View Club followed year book outlines Thursday afternoon at a meeting held in the home of Mrs. A. M. Jones.

Preceding the program Mrs. Paul Mathers president, conducted a business session when reports from the year book committee given by Mrs. J. P. Slaton, chairman, and concerning the Discoveries Unlimited project sponsored by the Camp Fire Girls, given by Mrs. Bob Wilson, were heard. Members voted to contribute 100 per cent to the March of Dimes.

Mrs. H. G. Conkright was leader of the program which was themed "Let Us Show You the South" and three important Southern cities including Washington, D. C., the nation's capital, Charleston, S. C. old in tradition, and Atlanta, Ga., called the young man's town and half yankee.

Mrs. Colby Conkright reviewed the book "The Bright Leaf" by Foster Fitz-Simons in which



**SWEET SIMPLICITY**—French inspired, American-made is this Fuller cotton broadcloth dress, this juvenile fashion is a friend to the lady who dunks, starches and irons.

### COLLEGE STUDENTS

All Hereford students who are graduating from college at mid-term are requested to call the society editor in time for names to be added to the list which will be published in the Sunday Brand for January 29.

### George Graham Tells B&PW Members General Wrongs In Public Schools

Business and Professional Women's Club held a dinner meeting at the City Hall Monday night with Miss Mildred Morehead as hostess. Betty Holland and Frances Neff served as assistant hostesses.

Tables were arranged with ivy and gladioli and following the dinner a guest speaker, superintendent of schools George Graham, was introduced by the program chairman, Mary Dyer.

Speaking on "What's Wrong With Our High Schools and Public Schools in General" Graham considered the criticism that teachers sometimes fall to recognize the primary aim of building good citizens. He said the criticism is just because "we do not start early enough in our homes and in our schools to teach good citizenship, high ideals and good moral habits.

He scored working for a cause with personal credit or honor in mind and in conclusion remarked, "There is no limit to the good in the world that any one can do if he doesn't care who gets the credit."

Mrs. Ursalee Jacobsen, president of the club, conducted a brief business session when reports of committees were heard and an invitation from the Amarillo B&PW Club to attend its Public Affairs Banquet scheduled for January 24, was read.

Members attending were: Margaret Aven, Mary Lou Aven,

Hope Bowman, Dyalitha Bradley, Ellen Carter, C-Ora Cockrell, Virginia Curtisinger, Lola Dishman, Mary Dyer, Opal Garrison, Zula Gilliam, Vida Grady, Skeeter Hall, Wilma Hill, Alma Hillon, Velma Hodges, Betty Holland, Lillie Hoover, Pauline Howard, Ursalee Jacobsen, Corinne Jennings, Betty Jordan, Adeline Koelzer, Ethel Lewellyn, Mary McInnis, Jewell Malone, Mildred Morehead, Frances Neff, Lucille Posey, Essie Prickett, Brucie Rose, Della Stagner, Nadine West, Pearl West, Ethel Wombie, Bessie Lee Wood, and Frances Young. Guests included Mr. and Mrs. George Graham, Marie Denton and Mrs. Marie Wells.

### MRS. PHILLIP BARKLEY

### Hot From The Oven Sweet Potatoes Makes January Menus Appealing

From the lowly sweet potato comes the makings of many delectable dishes. And hot from the oven, the sweet potato is ideal food for January for it may be prepared in so many tempting varied ways. It takes a good cook to transform the sweet potato into a perfect pie or to dress up its red and yellow goodness into the main vegetable for a meal. It takes a good cook and a good recipe. Today we give you three recipes, which have been tested and tried over and over again, for your January menus.

The first is one worked out by Mrs. Phillip Barkley for her family of five, and its that favorite of all "Candied Sweet Potatoes."

**Candied Sweet Potatoes**  
3 good-sized golden yams  
1/4 cup brown sugar  
1/4 cup sorghum molasses (Karo may be used)  
2 tablespoons butter

Peel potatoes, slice crosswise and boil in salted water until tender. Drain and place in casserole one half of the potatoes. Sprinkle half of the sugar over potatoes, add half the butter and then add the remaining potatoes, the rest of the sugar and butter, and pour molasses over all. Bake in 350 oven 20 minutes, remove from oven and top with marshmallows centered with nut halves and return to oven, allowing marshmallows to brown. Serve immediately.

The second recipe is one that Mrs. Howard Gaul uses often. It is a favorite with her family and it is lovely to use when guests are expected.

**Sweet Potato Balls**  
Boil sweet potatoes until tender and put them through a ricer or mash thoroughly. To every cup of potatoes add 1 tablespoon melted butter, 1/4 teaspoon salt and 1 teaspoon of cream. Beat until light and fluffy. Grated orange rind may be added if desired.

Form balls of the mixture putting in a marshmallow in the center of each and chill in refrigerator for an hour or more. Dilute a beaten egg with 2 ta-

### Mrs. Walk Boston Reviews Book For La Plata Members

Mrs. Harry Cayler was hostess Tuesday evening for the La-Plata Club meeting. Written questions on "Mental Hygiene" the program subject, were submitted by members in answer to roll call. These questions were used as a basis for general discussion at the conclusion of the program.

During the business session plans were made for the second annual musical festival which will be sponsored by the club in May.

Mrs. Walk Boston presented the program, reviewing the book "You and Psychiatry" by Karl Menninger and Munroe Leaf, in which Id, Ego and Super-ego as phases of mental reaction were explained. She summed up her dissertation by reminding the group that mental health depends on proper adjustment between the personality and environment.

Mrs. Boston reviewed the questions submitted by members and gave explanations using the book as a background for her answers.

Members present were Mesdames Milton Adams, Bill Blood, Homer Brumley, Walk Boston, Pete Cowart, S. S. Dodson, Willis Edelman, L. E. Gross, Charles N'cwell, Palmer Norton, A. J. Schroeter, Charles Spurlock, Roy Smith, Urlin Streu, Laton Wilson and the hostess.

### Mrs. Earl Springer Will Head Lutheran Women's Society

The Ladies Aid Society of the Immanuel Lutheran Church met Wednesday afternoon at the church for the scheduled monthly meeting. Rev. E. W. Lichtsinn opened the meeting with a prayer and plans for future sessions were discussed.

Plans were made for an open meeting on January 30 when Mrs. E. W. Lichtsinn will review "The Bold Galilean." All interested in hearing the review are invited to attend. The hour is from 3 to 4.

New officers of the organization will be in charge of this meeting. They include: Mrs. Earl Springer, president; Mrs. Abraham Drager, vice-president; Miss Bertha Frye, secretary; Mrs. Arthur Tiefert, treasurer and Mrs. George Tiefert, reporter.

Members present were Mesdames R. A. Frye, Earl Springer, Dick Habbings, Henry Tiefert, Henry Wedel, E. W. Vogler, E. W. Lichtsinn, George Tiefert and Miss Bertha Frye.



MR. AND MRS. GER NIE B. HOWERTON

### Former Hereford Girl Is Married To Spearman Man In Amarillo Service

A wedding of interest here is that of Miss Rita Martha Bezner and Gernie B. Howerton, which took place at the Sacred Heart Cathedral Rectory in Amarillo on Tuesday, January 10.

The bride is the daughter of Mrs. Anna Bezner, now of Clovis, N.M., a resident of Hereford until 1944. She is a sister of Frank and Edd Bezner of Hereford. Mr. Howerton is the son of Mrs. Alice Howerton of Spearman.

Rev. Francis Smyer read the double-ring ceremony Mrs. J. E. Reynolds attended the bride as matron of honor and Edd Bezner of Hereford, brother of the bride, was best man.

The bride was attired in a frock of champagne colored satin made with a heart-shaped neckline, fitted bodice of Chantilly lace over satin, full gathered skirt and satin bolero. Her matching straw hat was accented in cocoa veiling and her accessories were in cocoa. Her flowers were a corsage arrangement of American Beauty roses.

Following the ceremony the couple left for a wedding trip to El Paso and Juarez, Mexico. For traveling the bride wore a gabardine suit in steel blue with brown accessories. After January 20, the couple will be at home in San Francisco, Calif.

Mrs. Howerton is a graduate of Hereford High School. She attended business school in Amarillo and has been employed by the Santa Fe Railway Company for several years. Mr. Howerton attended Spearman schools and was formerly employed by Phillips Petroleum Company in Spearman. He will be associated with the George M. Philpott Co. in San Francisco.

Out-of-town guests attending the wedding were Mr. and Mrs. Tom Hunnicut, Hedley, Mr. and Mrs. Frank Bezner and Edd Bezner of Hereford, Mr. and Mrs. J. E. Reynolds, Clovis and Mr. and Mrs. Leo Bezner of Bushland.

### Les Meres Meet At Roy Boyer Home

Les Meres Study Club held a meeting in the home of Mrs. Roy Boyer Monday night with Mrs. Robert Lemons acting as cohostess. Mrs. R. N. Yarbro, secretary, conducted the business portion of the program in the absence of the president. Mrs. Orrin Sharp was welcomed as a new member.

Mrs. S. L. Loerwald was program leader, choosing the topic "When and How to Say No" as her topic for discussion. She called attention to the fact that a parent's "no" can become a habit and an effort should be made to keep the no's at a minimum. "This shows faith in a child and in his judgment," she said.

Mrs. R. N. Yarbro talked about "Better Toys For Your Child" pointing out the merits of educational toys and reminding the group that a child should achieve through his own efforts and through play with constructive toys. Toys should be chosen for a child's age for a child with the right toy is learning both to be busy and to achieve," she concluded.

The next meeting will be held with Mrs. Larry Summers.

Those attending the meeting were Mesdames Orrin Sharp, Dick Gholson, Howard Gore, W. D. Jones, Glenn Gripp, Robert Lemons, S. L. Loerwald, Larry Summers, R. N. Yarbro, Forrest Marnell, Monroe Parker, Bob Hoffman and the hostess.

### WILL ATTEND TEXAS TECH

Mr. and Mrs. Raylan Evans have purchased a home in Lubbock and will move there soon. He will resume his college studies at Texas Technological College which were interrupted after one semester at mid-term. He served three years in the Navy during World War II. Mrs. Evans will enroll at the beginning of the Spring semester. Both will major in business management.



**FEAT F. Q. H.**—Waltcoat or "wesk"—no matter how you pronounce it—means one of the naggiest fashion favorites you can wear. Here it is in crisp, white Lonsdale pique, teamed with navy skirt of the same fabric.



**Let's Cook Something**

blespoons of cold water and dip the balls in the egg mixture, then in crushed cornflakes. Fry in deep fat or place in buttered baking dish and allow to brown in 350 oven. By turning often the balls may be browned evenly.

The third recipe comes from New England but is made glamorous by spreading a half cup of coconut, the canned moist variety, on top.

**Sweet Potato Pie**  
1 cup cream  
1/2 cup milk  
1 1/2 cups cooked and mashed sweet potatoes  
3/4 cup brown sugar  
1 teaspoon cinnamon  
1/2 teaspoon nutmeg  
1 teaspoon vanilla extract  
1/2 teaspoon almond extract  
3 eggs

Beat mashed potatoes until creamy and add sugar, spices and flavoring. Beat eggs thoroughly and add to this mixture. Then add scalded cream and milk which has been allowed to cool. Mix all together thoroughly and pour in unbaked pie shell. Cook 10 minutes in 450 degree oven, reduce the heat to 350 degree, sprinkle the coconut over lightly and return to oven. Bake until a silver knife inserted in the pie comes out clean.

BOOKS ON PARADE

Daphne Du Maurier's 'The Parasites' Strikes At The Unpleasant Truth

By CORINNE JENNINGS
The story of the Delaneys is not a pretty one as the title fortells in Daphne Du Maurier's new novel, 'The Parasites' and the preface along with the dedication verify this still further. But the author's fascinating

style holds the reader's interest once he has begun reading, until the end.

A definition from Encyclopedia Britannica for the offensive word, parasite, is the preface and one the reader will not want to skip. It reads in part, 'Parasite: Animal parasites are invertebrate animals which have taken up their abode in or upon the living bodies of other animals. From a broad outlook parasitism is a negative reaction to the struggle of existence, and always implies a mode of life that is nearer the line of least resistance. Parasites effect their hosts by feeding upon their living tissues or cells and ranges from the slightest local injury to complete destruction.'

The dedication, 'For whom the cap fits' is brief and to the point.

MASONIC BULLETIN

Published the second Monday in each month. School of instruction each Thursday night. R. L. TOMPSON, Sec'y. HENRY SEARS, W. M. Hereford Lodge 849

NOTICE OF MEETINGS

ODD FELLOWS Each Monday Night REBEKAHS Each Tuesday Night



SHIRLEY MAY TELLS HOW SHE FELT—"It seemed only this far away," says Shirley May France, Somerset, Mass., high school girl, in discussing her attempt last summer to swim the English Channel. Shirley plans to appear at the New England Winter Sportsman Show directed by Philip Perkins, right. Shirley's dad, J. Walter France, is at left. Pulled from the water under protest just seven miles from her goal Shirley vowed to swim the Channel in 1950.

Sir Charles Wynham, a seemingly unimportant character, furnishes the dramatic moment early in the story when his patience is exhausted and he lashes out at the Delaneys. 'Parasites, that's what you are. The three of you. You always have been and always will be. Nothing can change you. You are doubly, triply parasitic: first, because you've traded since childhood on that seed of talent you had the bad luck to inherit from fantastic forebearers; secondly, because none of you have done a stroke of honest work in your lives but batten us, the fool public; thirdly, because you prey on each other, living in a world of fantasy which bears no relation to anything in heaven or on

this earth.' This outburst came as a complete surprise to the Delaneys, one of whom is Sir Charles' wife, and the others her step brother and a half sister. The story hinges around this scene and in a few short hours their entire lives change because of it. But before their dilemma is settled, Du Maurier by her favorite flashback style tells the story of their talented lives, Maria as an actress, Niall, as a song writer and Celia as a story writer. Their famous parents have a place in which they grew to young manhood and womanhood up to the moment that they have now reached.

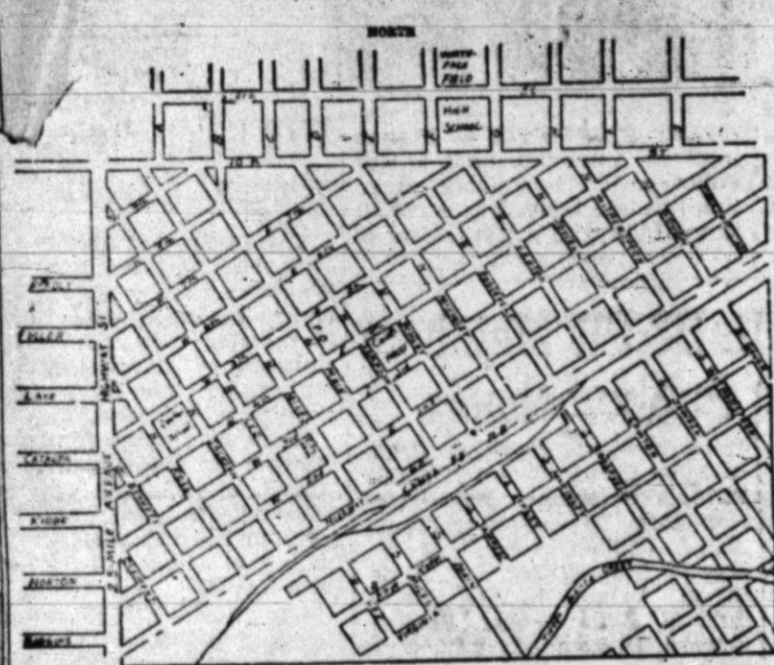
Critics have proclaimed the book good or bad but never indifferent, so the final decision rests with the reader. The consensus of opinion of the critics is that there is no comparison between it and Du Maurier's 'Rebecca.' One has said of it, 'There will be few to match 'Rebecca.'

The Du Maurier novels, old and, are in the library. CUB LEADERS WILL MEET Cub Scout leaders will hold their regular meeting in the home of Mrs. Homer Brumley Monday night, January 23, 7:30 p. m.

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Groceries, fresh meats, school supplies. No overhead - no wonder we can sell so cheap! We have lots of good parking space, and we are open sixteen hours per day.

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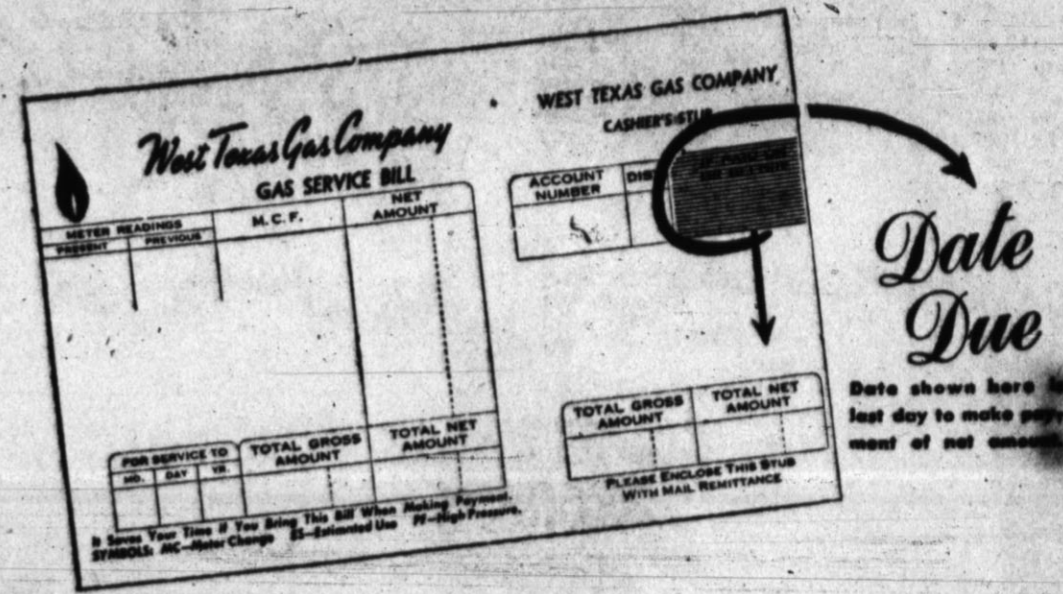
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THIS SPACE FOR SALE

Notice of Change In Billing Procedure



To keep pace with the rapid growth of the area, West Texas Gas Company has installed the newest, modern IBM (International Business Machines) accounting and billing machines. Shown above is a sample of the future gas service bills.

The installation of this system has made it necessary to change the mailing date of many gas service bills. The mailing date of your bill may be one of those changed. You may receive your gas service bill either earlier or later than usual.

This in no way affects the amount you pay. The due date on the bill is ten days from the date rendered.

We will appreciate your cooperation in making this change possible.

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927



at the Brand

### Camp Fire Girls Will Contribute To Polio Drive

Many talented artists will have examples of their work on display at the "Discovery Unlimited" Camp Fire Girls project at the Campfire Hut, Ninth and Park in Hereford, January 28 and 29, according to Mrs. Urilin Streu.

The show will be open from 11 a. m. to 8 p. m. Saturday, January 28 and from two o'clock until six o'clock Sunday afternoon, January 29.

In the show will be samples of works of art in wood carving by Sy Booser of Amarillo. Textile painting by Robert H. McKenzie and cross stitch pictures by John F. Sandefer of Amarillo will also be part of the show.

Samples of work by Wilton Lillard, Phillips, who did the murals at Hereford State Bank and at Glenn Weir's real estate building will be displayed. Some of the leather craft work by Harold M. Lillard of Friona will be there along with ceramics and china painting work by Mrs. Forrest Minton of Hereford.

The five Camp Fire Groups of Hereford have chosen "Finding Out" as their Discovery Unlimited subject for the show.

Under the heading of "Finding Out" the discoveries come of observing various activities both domestic and outside the home in the community. It is a general research and understanding of activities, said Mrs. Urilin Streu.

All Camp Fire Groups have tickets for the show. They are 25 cents to adults and 10 cents for children. Each group keeps the proceeds of the advance sales for their individual group treasuries. All groups are making a contribution to the March of Dimes and several groups are planning to devote their entire proceeds from "Discovery Unlimited" to the March of Dimes.

There are five Camp Fire Groups in Hereford.



**GIFT FOR RAYBURN**—President Truman (right) and Speaker of House of Representatives Sam Rayburn (D-Tex.), are all smiles at a luncheon in the capitol, Washington, Jan. 6, marking Rayburn's 68th birthday. They hold one of the many gifts the legislator received. (AP Wirephoto)

### COURTHOUSE RECORDS

**Deeds of Trust**  
Fred Neff and wife to Darrell Harkins. All of W 1/2 of section 173 in block M-7. \$4,100.

J. R. Driggers, Jr. and wife to First Federal Savings and Loan Association of Clovis. Part of E 1/2 of lot 2 and all of lot 3 in block 8 of Womble Addition to Town of Hereford. \$3,625.

Jno. D. Phillips and wife to First Federal Savings and Loan Association of Clovis. All of lot 9 of block "A" of R. G. Sisk subdivision of block 1 of Mabry Addition to Town of Hereford. \$2,600.

Wendell Burdine to First Federal Savings and Loan Association of Clovis. All of N 23 feet of E 90 feet of lot 5, block 43 of Town of Hereford.

George E. Turrentine and wife to Kansas City Life Insurance Company. SW 1/4 of section 12. A. N. Hopson to Joe Ballinger.

Undivided 1/2 interest in and all of 200 acres of land in block M-7 about 1 mile south of Hereford. H. E. Irvin and wife to Ernest L. McGee. S 1/2 of W 1/2 of section 33, block K-3.

Marvin N. Hammer and wife to Panhandle State Bank of Borger. N 50 acres of W 432 varas of SE 1/4 of section 16, block K-3. \$4,500.

Dr. John R. Channer and wife to Charles Wayne Evans. All of N 75 feet of lot 20 in block 4 of Womble Addition to town of Hereford. (72)

**Warranty Deeds**  
Harry J. Engman and wife to J. R. Driggers. Part of E 1/2 of lot 2 and all of lot 3 in block 8 of Womble Addition to Town of Hereford.

E. L. Pyka and wife to Louis E. Pyka. N 50 feet of S 55 feet of lot 9, block 2 of Meacham's Subdivision of block 16, Mabry Addition to Town of Hereford.

Ella Burdine to Wendell Burdine. All of S 23 feet of E 90 feet of lot 5 of block 43 of Town of Hereford and Additions.

R. S. Hunter to Russell S. Hunter. Lot 27 of Hough's Subdivision in block 33 of Evants Addition to Town of Hereford.

**Releases**  
Federal Lank Bank of Houston to J. K. Gray and wife. Deed of Trust.

Federal Lank Bank of Houston to R. M. Johnson. Deed of trust.

**Automobile Registrations**  
Edgar Lemons, 1950 Chevrolet 2-door.

James H. Thorton, 1949 Chevrolet 4-door.  
Alvin C. Thompson, 1950

Plymouth Coupe.  
Kenneth F. Hooker, 1950 Hudson 2-door.  
C. R. Walser, 1950 Plymouth 4-door.  
A. B. Christian, 1950 Ford 4-door.  
L. D. Messer, 1950 Chevrolet 4-door.

### Mrs. Ricketts Gives Book Review For Club

The Progressive Home Demonstration Club met with Augustine Gregory Tuesday, January 17.

Roll call was answered by "Books I Have to Exchange". Mrs. Ira Ricketts gave an interesting book review on "Profit in The Wilderness" by Albert Schweitzer.

There will be a community party at the school house Friday night, January 27.

January 25 was set aside for the men to do some work on the school house.

Refreshments were served to Mesdames C. C. Billingslea, C. V. Burges, P. L. Carmichael, Bert Coffin, V. E. Dodson, Herman Drake, W. H. Gentry, T. J. Par-

sons, Ira Ricketts, Clyde Russell, M. T. Sparkman, A. N. Norton, E. C. Weathers, F. E. Clark and the hostess.

The next meeting will be with Mrs. M. J. Sparkman, February 7.

### CARD OF THANKS

To the Fire Department of Dimmitt and all our good neighbors: We wish to extend our thanks and appreciation for the aid rendered us in the fire recently at our place. Without your aid our loss would have been greater.

It is the fine co-operative spirit of the people in this Panhandle country that helps make life worth-while.

W. W. Bennett and family.

### Both Schools Name New Safety Patrols

Two-thirds of last semester's Central School Schoolboy patrol was retained for another semester, according to Principal D. C. Martin who said the other third from last semester has been replaced with new boys who will now have the opportunity to serve a semester.

New patrolmen are Joe Ed Andrews, Walter Kaul, Jerry Calhoun, Harold Manning, Gale Sterling, Jim Culpepper, Garry Dewbre and Carl Zimmerman.

At Shirley School, where Rex Lee is sponsor of the Patrol,

Byron Durham said 15 boys would man the posts the second semester.

Patrolmen at Shirley are David Bell, Tony Benson, Edwin Bridges, Bill Galoway, Carlsworth Covington, Luther Flowers, Dan Danson, G. C. Merritt, John Morton, Martin Reid Moore, Jack Pinckney, Donnit Shaw, Gene Walls, Raymond Wells and Milton White.

### Win One Class Meets In Ward Hall Tuesday

Win One Class of the Methodist Church met Tuesday afternoon in Ward Hall for the regular business and social session.

Mrs. J. E. Beyer led the music and Mrs. J. F. Ward gave the devotional lesson. Reports were heard and members voted a contribution to Miss Naomi Hare, missionary to Peru.

Refreshments were served to Mesdames J. E. Beyer, J. F. Ward, J. W. Spradley, L. Ellis, E. W. Harrison, J. B. Jones, L. Thomas, Andy Thomas, Pearl Burgin, F. M. Faulkner, Arthur Pierre, M. M. Beavers, A. C. Thompson, William McGee, J. M. Brynlow, Ella Cook, Fred Millard, Cliff Hicks, P. A. Winger, I. H. Spratt, John Jacobsen, and Miss Lula Botsford.

SHOP WITH THE WANT ADS

*The* **SUNDOWNERS**  
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**STAR Four Days Feb. 1-2-3-4**

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ELECTRIC MOTORS--TURNKEY JOBS--REPAIR WORK

**Berkeley Water Systems**

FOR DEEP AND SHALLOW WELLS

**AMES**

PORTABLE EFFICIENT IRRIGATION SYSTEM

Sprinkler Systems

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Soft Water "the Culligan way"—in reach of everyone

### NO INVESTMENT

Save up to 75% on soap and 20% on coffee by using soft water the Culligan way. It's possible for the lazy man to use soft water the

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We do all the work.

INTERESTED?

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# LAST CHANCE!



OUR SPECIAL on PAINT JOBS ENDS THIS MONTH

### COMPLETE PAINT JOB

AS LOW AS

**\$40**

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Why Not Save This \$20.00?

Come In Today for an Estimate

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DODGE — PLYMOUTH DEALER

# JOIN THE FUN - WIN HELP FIGHT POLIO, AND ENTERTAINMENT MARCH OF DIMES CANASTA

SPONSORED BY THE HEREFORD

**QUALITY FOOD STORE**

Gives  
**\$3.00 of Groceries**  
to the "Runner Up"  
Man-Wife Team

**A PROCTOR ELECTRIC IRON**

to the lady of  
the winning Man-Wife team  
courtesy

**WITHERSPOON ELECTRIC**

**HEREFORD SHOE STORE**

Presents a  
**PAIR OF FINE SPORT SOX**  
to each man of the winning  
Men's Team

**HEREFORD SHOE STORE**

Home of City Club Shoes

**FURR FOOD STORE**

Gives  
\$2.50 Worth of Groceries  
to  
EACH MEMBER OF THE WINNING  
WOMEN'S TEAM

**Edward's  
CITY DRUG**

Gives  
**CANASTA DECK TO EACH MEMBER**  
of the winning  
TEEN-AGE TEAM

**NIPPER ELECTRIC**

Gives an  
**ELECTRIC KITCHEN CLOCK**  
to the  
LADY MAKING THE HIGHEST INDIVIDUAL SCORE  
IN THE FINALS!

**HEREFORD CAB COMPANY**

(Phone 32)  
Gives a Free-Ride Home  
from the tournament  
to the winning  
**MIXED TEAM**

"Service in Jigg Time"  
Yes, ol' Jiggs Gives

**WASH AND GREASE JOB**

to the High Point Man of the Finals  
**JIGGS SERVICE STATION**

Texaco Service

*Wonderland*  
TOT & GIFT SHOP

Salutes the winning Man-Wife Team  
with choice of  
**ONE PAIR BEAUTIFUL PILLOW CASES**  
or  
**SWEATER OR SHIRT FOR THE CHILD**

**BEAUTIFUL CIGARETTE LIGHTER**

Made By Ronson  
to the winning Man-Wife Team  
by

**HEMBREE JEWELRY**

**LUKE'S GROCERY**

Presents  
\$1.50 in Trade to Each Member  
of the winning  
WOMEN'S TEAM

THE *Vogue*

Presents  
**ONE PAIR OF SHEER MOJUD HOSE**  
51 Gauge, 15 Denier to  
EACH LADY OF THE WINNING LADIES' TEAM

**WADE'S CLEANERS**

Phone 27  
GIVES A  
**CLEAN & PRESS JOB ON ONE SUIT**  
To Each Partner  
of the Winning Mixed Man and Lady Team

The New, Handy  
**CAN-O-MAT**

(Streamlined Can Opener)  
will be given  
to the winning man and wife team  
by

**COMMERCIAL OIL COMPANY**

Hugh Bookout

**ENGMAN'S CAFE**

Gives a  
**STEAK DINNER**  
to the leading  
MEN'S TEAM

**GRAND PRIZE - 2 \$250**

TO THE WINNING TEAMS GIVEN

**THE ENTRY FEE OF**

WILL BE

to the

DEAF SMITH COLLEGE

**NATIONAL FOUNDATION OF**

**Contest**

1. All entries must be submitted by 2 o'clock Friday afternoon.
2. Entries must be made on official entry blanks clipped from this paper.
3. Enclose \$1 with each team's entry, all proceeds will be given to the National Foundation of the Deaf.
4. Contestants can only enter on one team.
5. Results from each week's matches must be turned in to the judges by 5 o'clock Friday afternoon. The week of play will start Saturday, Jan. 28 and results of the tournament to that date will also be shown in the Sunday Brand.
6. Results of the tournament to that date will also be shown in the Sunday Brand.
7. -- in case one team cannot play during the week they must forfeit the results.
8. -- in case the teams cannot agree on a time or place to play the teams will be considered out and the opponent they would have played will be considered the winner.
9. -- teams should agree on rules before they start play.
10. -- awards to teams composed of two women, two men, or one of each will be given on the basis of who went the farthest. i. e., if the last two teams in the finals they would be required to play each other to determine the winner.
11. -- all of the entry blanks will be placed in a box Friday afternoon and entries will be pulled out one at a time and placed on the table.
12. -- teams will play the best two out of three games to determine the winner.
13. -- penalties will be enforced.
14. -- we recommend contestants play by the Canasta laws of the National Foundation of the Deaf and by The Regency Club of New York. Any other laws are null and void.
15. -- decisions of the Judges will be final.

**\$250 Worth**

# WIN VALUABLE PRIZES ENTER THIS BIG TOURNAMENT CANASTA TOURNAMENT

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OF INFANTILE PARALYSIS

## Contest Rules

Turned in, January 27.

Secured from The Brand, or secured from sponsoring merchants.  
to be given to the March of Dimes.

to the Brand office by 9:30 each Saturday morning, i. e. the first  
of contests during that week must be turned in by 9:30 the  
and be signed by all four players. -- pairing for each week

own must default to their opponents and should sign their names to

to play and results are not turned in by the weekly deadline both  
would have played next will receive a bye.

y. men and woman and high school students will be made on  
two teams composed of two men were both defeated in the semi-  
decide the winner in that class.

lay afternoon, after the deadline for turning them in, and the  
on chart to determine the teams place.  
to decide the winner.

laws adopted by the Association of American Playing Card Manu-  
Any disagreements on rules referred to us will be settled by those

### Birth Of Prizes

#### SAFeway CAB

Presents  
**\$5.00 COUPON BOOK**  
to Runner Up Winning  
Man & Wife Team  
Late for a Date? Call 888

#### WESTERN AUTO

Gives  
**\$5.00 IN TRADE**  
for tools  
to Man Making Highest Score  
in The Finals

#### C. & R. CLEANERS

gives a  
Cleaning and Press Job  
to each member of the team  
Winning Consolation  
in the Finals

#### CITY FOOD STORE

Has  
**\$3.50 Worth of Groceries**  
for the  
High Scoring Lady  
in the Finals

#### DECK OF CANASTA CARDS

to the  
High Scoring Man of the Finals  
by

#### CLOSE Rexall DRUG

#### KINSEY MOTOR CO.

Presents  
G. M. C. Tissue Dispenser  
Fits All Automobiles  
To Winning Man-Wife Team

#### LAMM JEWELRY

Gives  
2 Decks Plastic  
Playing Cards  
(Guaranteed 2 Years)  
TO  
CONSOLATION WINNERS

#### \$5.00 THEATRE COUPON BOOK

to the  
Winning Man and Wife Team  
from the

STAR and TEXAS THEATRES

FREE to the winning MAN & WIFE TEAM

#### ONE TABLE LAMP \$7.95 Value

Come in for your Annie Laurie Color Book. One Book Given Free  
To Everyone Giving 10c to the March of Dimes at the

#### HEREFORD FURNITURE COMPANY

"Just Across from the Postoffice"

#### HAILE DRUG

Gives a  
**BEAUTIFUL DOUBLE DECK  
SET OF CONGRESS PLAYING CARDS**  
to the  
Winning Teen Age Team

#### ONE CASE POCKET KNIFE AND CASE SCISSORS

to the winning  
Mixed Team  
(other than man and wife)  
Compliments of

#### STREU HARDWARE

Lucky Men!  
To Each of the Partners of  
the Winning Men's Team  
we will give

#### ANY SIZE AUTOMOBILE TUBE

from your  
**OSWALD'S FIRESTONE STORE**

#### PLASTIC CANASTA TRAYS

to the members of  
the winning  
LADIES' TEAM

#### CAVE'S 5-10-25c STORE

**\$5.00 IN TRADE**  
for the Consolation Winners  
at your new

#### PIGGLY WIGGLY

Just North of the Postoffice

**FREE!**  
YOUR CHOICE FROM THE DINNER MENU  
to the  
CONSOLATION MAN & WIFE WINNERS  
from

#### IKE'S CAFE

Just West of First and Main

# Long Time go

**45 Years Ago**  
 Week of January 27, 1905  
 Thomas R. Reagan was putting water works system in for the protection of the business portion of Hereford. A large tank and windmill was proposed to be erected at the Hereford Sheet Metal Works and a 3-inch water way was to be put in along Main Street with a 2-inch hose for each place of business. This was to be a source of great convenience in furnishing water for domestic purposes as well as a great protection against the loss of property by fire. The business men were readily taking up the proposition.

Professor Randolph Clark returned from Central Texas where he was engaged in preaching. He was working for the Jarvis College at Thorpe Springs. A mass meeting, presided over by J. M. Garner, was called at the courthouse by citizens to consider solution of problems relating to the advancement of the Hereford community. The object of the meeting was given by A. J. Lipscomb. The question of keeping the trail through Castro and Lamb counties open was thoroughly aired and a committee was appointed to visit an institution to be held at Dimmitt to see what could be done about things. W. B. Beach, T. J. Graves and J. M. Garner were on the committee. A second group, G. R. Jowell, J. E. Ferguson and J. W. Hough was appointed to confer with Col. C. C. Slaughter to try to obtain concessions to continue the trail through his pasture in Lamb County.

J. P. Burch returned from Kansas City where he went to market a bunch of steers. They were in fine shape and sold readily on the market at \$3.90 per hundred pounds.

Ed Dunlap purchased 100 head of yearlings from different Castro county ranchmen. They cost, on the average, \$11 a head.

E. Renfro, Arney and L. W. Ricketts and O. Fallwell, both of Hereford, went on a hunting excursion in New Mexico.

George W. Eagle resigned his position as salesman for B. Barnard to accept the management of the pumping stations at Hereford and Canyon.

A. S. Bassett, who purchased a \$150 registered Hereford male from L. R. Brady, informed The Brand that he traded that animal for an older one at an additional cost of \$75.

Charles Smith accepted the position of salesman in the grocery store of B. Barnard. J. E. Smith, Dimmitt, was in Hereford with a bunch of fine hogs to market.

Mrs. S. H. Mount and children arrived from Carlsbad where they had been with their husband and father.

S. J. Dodson had an accident

which almost cost him the sight of one of his eyes. He stooped to gather up something in his room while it was dark and struck his eye against the back of a chair. A. J. Olive, sold his residence to W. A. Hancock of Prior Creek, Indian Territory. Hancock was going to make Hereford their home.

H. C. Myrick and family of Mertens arrived in Hereford to make our town their home. Myrick bought the gents furnishing of the Galbreath-Fox Trading Company.

Miss Jessie Sinans gave a musical recital at the college chapel on Wednesday evening, February 8, 1905.

Mrs. J. H. Stinson invited several of her neighbors to her home for several hours playing games and a fine 5 o'clock dinner. Invited were Mesdames Dodson, Newman, Davis, Walters, Rogers and Ray. They had a good time and all enjoyed the dinner according to The Brand. Miss Dameron hosted entertainment in her home of Hereford's Reading Club. She was assisted by Miss Beatie and Miss Bates. A round of games and musical entertainment provided the evenings entertainment. Attending were Mesdames Hawkins, and Vannoy and Misses Turrentine, Dameron, Beatie, Bates, Parmer, and Griffith. Messrs. Hawkins, Vannoy, Harrison, Lipscomb, Jowell and Barcus also went.

Quotation published in The Brand:

Gather the rosebuds while ye may.

Old Time is still a flying, And this same flower that smiles today, Tomorrow will be dying.

Mr. and Mrs. Jack London, newlyweds, are expected to arrive in Hereford this week end for a brief stay with his parents, Mr. and Mrs. Boyd London.

Rev. and Mrs. Russell Poague and children of Kress were recent visitors in the home of her parents, Mr. and Mrs. Jack Roberson.

Jackie Luck, son of Mr. and Mrs. P. A. Luck, has returned home after being employed for some time in Alamosa, Colo.

Mrs. J. T. McClain of Waco stopped here Sunday and Monday for a brief visit with her sister-in-law Mrs. J. C. Allred. She is stewardship chairman of the W.M.U. of the Baptist Church and was en route to Canadaville to represent a program dealing with that work.

Will Johnson of Lubbock was a recent guest in the home of his mother, Mrs. Scrapp Johnson.

## CANASTA LESSON THREE

### How To Play 'Canasta' --- Name Applies To Score Factor

A Canasta — the feature from which the Argentine rummy game gets its name—consists of seven cards of identical rank, such as seven queens or seven sixes, etc. A Canasta, if built by the aid of wild cards, deuces or Jokers, and called a Mixed Canasta, is so identified when the cards of it are closed into a pile by having a black card on top.

A Perfect Canasta, composed entirely of seven real cards of identical rank, is distinguished by having a red card on top. Such a Canasta, closed as if in a basket, is left on the table beside the other melds by the side. An additional play or plays may be made on any Canasta, scoring only the value of the card, but without increasing the Canasta bonus.

A peculiarity about black treys is that they may be melded only at the end of a hand, in order to make a call possible. In order to call and complete the play, it is necessary that a side have at least one Canasta. When a player is ready to call, but before he does so, it is customary to ask his partner's permission, but if his last discard will complete a Canasta for either side it is not necessary to ask permission to call. The partner's answer will be dependent on the possibility of completing another Canasta, his own unfavorable holding, or the opponents' score.

Toward the end of the hand, when the stock is down to one card, the same keeps on until play is automatically stopped. At this point, when there is no stock, but only the discard pile, it is compulsory to take the top card if it can be melded on the table. In this way, players are often forced to complete their opponents' Canastas. If the pack is now stymied and no one has called, the bonuses and point scores are counted, deducting the minuses as usual, and neither side gets the 100 points for calling.

If a player has made an error in his original count and the next player draws from the stock or discard pile before the error is discovered, it is automatically condoned; the side making the error is not forced to discard the exposed cards, but the offending side must always have the necessary points to continue melding. The partner of the offender can never use the exposed cards to complete the original count. When a player makes his first meld, it is suggested that the opponents should verify the original count, particularly the left-hand opponent, before drawing. It should be borne in mind by them that an error in the original count is condoned by the draw. A "concealed hand" is a completely matched hand. It must, however, contain a Canasta, and be melded all at one time. It is not necessary to have any specific count. It may be played after the partner has melded.

In actual play, a Canasta is usually built up gradually, with some cards of it melded first and then others added on, by either the same player or his partner until the total is seven.

There must be a discard after every draw, except in one situation—when calling to meld out. At that time a player may discard or not, according to whichever suits his hand and his opportunities.

If a black trey or a wild card is discarded at any time, it becomes what is called a "stop card," making it impossible for the next player to take the discard pile.

If a joker or deuce is discarded the discard pile becomes "frozen" and remains so, with nobody permitted to use it until some following player in his turn is able to meld a natural pair matching the next upcard; at this stage, with the pile frozen, the upcard may not be used to add to melds on the table. The discard pile may be taken by playing the top card on one of your side's Canastas except when the pack is "frozen."

When one of the players reaches the stage at which he has only one card in his hand and there is only one card in the discard pile, that single card may not be taken to go out on the board.

All of the foregoing laws and regulations apply to the forms of the game for other numbers of players than four, except for

slight variations. When there are only two players, a hand is of fifteen cards instead of eleven. Thirteen are dealt to each in a three-handed game, three scores being kept; high score wins his coverage from both the others, and middle score wins from bottom score. When there are six players, eleven cards are dealt each player, with two opposing teams of three players each. All melds for a side should be in front of one of the three partners.

It is well, in a Canasta game with any number of players, to have score pads of the type specially developed for the game. These are ruled into vertical columns, one for each contesting entry whether individual or pair, and then ruled horizontally in a way different from the score sheets for any other game.

There is a dark, or perhaps red, horizontal line to separate deals. Below it come two lighter horizontal lines. That therefore allows for three horizontal spaces for each side in connection with

the play of a deal. The first is for the cumulative score to that stage, the space below it is for the "basic score" on that deal, from Canastas alone, and the bottom of the three is for the additional scores on the play from all other sources.

Then immediately below the next heavy or red line the new cumulative figure is recorded. So it goes until one side or the other has won a standard game of 5,000 points — or of whatever length is agreed upon. A standard game usually requires any-

where from 20 to 40 minutes, ordinarily a bit more than a half hour. (Continued Thursday)

### BINGO PARTY AT DAWN

The Dawn Study club and the Dawn Music club will have a bingo party and other games, January 27 at the Dawn School house at 7:30 p. m. Entrance fees will be one penny per inch for your waist line measurement. Free refreshments will be served. They are hoping to have a big crowd with everyone invited.

Misses Kathryn and Helen Acker are visiting in Lubbock over the week end.

## ROSE & BARBER

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First Methodist Church  
 Hereford, Texas  
 January 22, 1950

### TO OUR MANY FRIENDS:

THANKS, A THOUSAND TIMES, for the help that has made possible our joy at moving, this day, into a beautiful and adequate Sanctuary with our Worship Services. Your patience and consideration through a long period of choices and changes with problems in building that call for cooperation is appreciated sincerely. We shall remember—

### CONTRACTORS

- Walsh and Hazlewood, Architect and Engineer of Amarillo
- Cliff M. Hicks, Building Contractor
- The Amarillo Iron Works Company, Amarillo, Texas
- Bak-Wood Industries, Fort Worth, Texas (Millwork)
- Amarillo Metal Products Company, Amarillo, Texas
- Nipper Electric, Hereford, Texas
- Southwestern Pew Manufacturing Company, Amarillo, Texas
- H. E. Wester, Hereford, Texas (Plaster Contract)
- Jenkins Brick and Supply Company, Amarillo, Texas
- West Texas Stone Company, Lueders, Texas
- Hereford Linoleum Shop, Hereford, Texas
- Erven Robinson, Hereford, Texas (Paint Contractor)
- Wilkins Sheet Metal & Roofing, Hereford, Texas
- E. E. Goforth, Amarillo, Texas (Steel Erector)
- Norton Chimes Equipment Company, Atlanta, Georgia
- Samson Plumbing, Lubbock, Texas
- M. & M. Plumbing Company, Hereford, Texas
- Whiddon Brothers Brick Contractors, Amarillo, Texas

### SERVICES

- Evans Organ Company, Albuquerque, New Mexico
- Hereford Lumber Company, Hereford, Texas
- Carl McCaslin Lumber Company, Hereford, Texas
- Rockwell Brothers & Company, Hereford, Texas
- Kemp Lumber Company, Hereford, Texas
- Genes Radio Repair, Hereford, Texas
- Loerwald Brothers, Hereford, Texas
- Jacobsen Brothers, Hereford, Texas
- Poarch Brothers, Hereford, Texas
- T. C. Covington Sand & Gravel, Hereford, Texas
- Amarillo Glass Company, Amarillo, Texas
- Mid-West Art Glass Company, Fort Worth, Texas

and the hundreds of individuals who worked on the crews or put a part of the One Hundred Fifty One Thousand Dollars into our fund. We are sincerely grateful for your help.

- Hereford Methodist Church Building Committee
- Carl Perrin, Chairman
  - S. O. Wilson, Vice Chairman
  - John McLean, Secretary
  - Tom Alderson
  - W. R. Schiehogen
  - Sylvester Stagle
  - J. C. McCracken

## LOOKING FOR New Ideas in home lighting?

For the latest in modern, smart home-lighting ideas you'll want to see the new Certified Lamps. Now at your dealer's is a wide array of beautiful Certified Lamps designed to be the perfect complement for any decorative idea... and they give so much extra light! With Certified Lamps you'll get from 50% to 100% more light from the same size bulb... without harmful, eye-straining glare.

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"Ah-h-h! I can breathe again!"

**VICKS VAPRO-NOL NOSE DROPS**

EASTER NEWS

**Sewing Club Meets In Jim Brooks Home Wednesday With Nine Present**

By MRS. GLENN GODFREY  
Brand Correspondent  
The Easter Sewing Club met January 11 with Mrs. Jim Brooks as hostess.

Members present were Mesdames Leo Hall, Edwin Flood, John Burnett, Glenn Godfrey, W. A. Epperson, Jim Brooks, Olin LaPlant, Fred Walton and Raymond White.

The afternoon was spent papering a bedroom (by the members) in the home of Mrs. Jim Brooks.

Mr. Hoyt of Hobert, Oklahoma, spent the night in the home of Mr. and Mrs. J. H. Burnett and Gary recently.

Mr. and Mrs. Allen Parker and son moved to Bentonville, Arkansas last week.

Mr. and Mrs. Henry Bendeluke and son from Oklahoma City spent one night last week visiting her aunt, Mrs. W. A. Epperson and Mr. Epperson.

Mr. and Mrs. Lee Parker are moving where Allen Parker formerly lived.

Mr. and Mrs. Olin LaPlant and girls spent Christmas Day in the home of Mrs. LaPlant's mother in Enid, Oklahoma.

Mr. and Mrs. G. H. LaPlant were in Ringwood, Oklahoma on business recently.

Mr. and Mrs. Edwin Flood and Sharon were visiting in Lawton and Oklahoma City recently.

Mr. L. E. Stone is in the Dimmitt hospital.

Mr. and Mrs. J. L. Letford of Portales, N. M. spent the day Sunday, January 15 with Mr. and Mrs. Glenn Godfrey. Mrs. Godfrey's grandmother and grandfather also her brother, LeRoy Rudd of Hereford, were present.

Mr. and Mrs. Edwin Flood were in Amarillo Tuesday on business.

Mr. and Mrs. V. A. Simpson and Sue of Borger visited in the home of Mr. and Mrs. Glenn Godfrey and Peggy Sue recently.

Glenn Godfrey and Virgil Simpson were in Amarillo Monday on business.

**Thirty Students On Shirley Honor Roll**

Shirley School principal Byron Durham Friday released his list of 30 students of Shirley who made the honor roll for the third six-weeks term.

First grade: Tommie Kay Robinson, Charles Murray Thompson, Ada Mae Bettis and Randall McGee. Second grade: Harold Eugene Meacham, Linda Burd, Sandra Roberson, Judy Kay Coffin and Loretta Witherspoon.

Third grade: Melba Gay Lawrence, Jo Ann Cupell, Linda Hatr, Patricia Ann Howard, Darlene Sexton, Lovilla Finley and Jimmie Bradley. Fourth grade: David Brumley, Glenna Gault, Peggy Graham, Robert Kinsey, Char- lotte Moore, Paula Wright and Gladys Bernice Lee. Sixth grade: Doris Turner, Sara Smith, Carolyn Virden and Irene Witherspoon. Fifth grade: Sue Kirby, Myrna Lou Coffin and David Bell.

Read the Want Ads



**SEE'S ALL 'ERE**—With her ears pricked with concern, this quivering doe was the first of 25 deer loaded on a C-46 at Corpus Christi, Texas for shipment to the Virgin Islands. The deer, furnished by the U. S. Government, will restock the islands. Loading the deer are LeCliff Dixon, Jr. (left) and Fred Barber. The men are employed at the Aransas National Wildlife Refuge at Austwell, Texas, source of the deer. (AP Photo)

DAWN NEWS

**Community Has Farewell Party For Frank Smith Family Monday**

By MARY A. NEWMAN  
Brand Correspondent  
A farewell party was given by the Community at the home of Mr. and Mrs. Carl Wimberley for the Frank Smith family Monday night.

The Smiths moved to Sweetwater, the community felt the loss of these nice people.

Refreshments of cake, coffee and hot chocolate was served to Mr. and Mrs. L. L. Alrhart, Dona and Jamie, Mrs. V. W. Adams and LaDean, Mr. and Mrs. W. W. Wilcox, June, Willa Mae, Ruby, Allen Ray and Phillip, Mr. and Mrs. Cecil Payne and Bobbie, Mr. and Mrs. Marion Ramsey and Bobby Richardson, Mr. and Mrs. Walter, Mrs. Walter Galley, Irene and Clifford, Mr. and Mrs. A. C. Hershey, Marvin and Patricia, Mrs. Zed Stewart and Mr. and Mrs. Carroll Vaughn of Canyon.

Mrs. J. D. Bruner and J. T. Croniro, Mr. and Mrs. William Wimberley and Billy, Mr. and Mrs. C. C. Corder, Mr. and Mrs. C. C. Stewart, Dostha and Buddy, Lloyd Bentley, Caley Arendee, Mrs. Buck Anderson, Mr. and Mrs. Troy Newman, Milton and Joel, Mr. and Mrs. H. V. McCabe, Pat Walton, The Carl Wimberleys and the Smiths.

We all hope they will like their new home and we know it is a gain for Sweetwater to have these fine folks in their midst.

Last week friends and neighbors of L. L. Alrhart gathered at his home to surprise him with a birthday party. After gifts were opened everyone went to the school house where games of "42" were played. Bridge was also played, and everyone enjoyed themselves. Refreshments of cake and coffee were served to

Mr. and Mrs. W. T. Beavers and family, Mr. and Mrs. Charles C. Corder, Mr. and Mrs. C. C. Stewart and family, Mr. and Mrs. Tony Burris and family, Mr. and Mrs. Walter Galley and family, Mr. and Mrs. Marion Ramsey and family, Mr. and Mrs. H. V. McCabe, Mr. and Mrs. Floyd Walton and Pat, Mr. and Mrs. A. C. Hershey and family, Mr. and Mrs. Troy Newman and sons, Lloyd Bentley, Mr. and Mrs. Buck Anderson, Mr. and Mrs. Carl Wimberley and family, Mr. and Mrs. H. E. Miller and family, Mr. and Mrs. W. V. Adams, Mr. Coley Arnder and children, Mr. and Mrs. Zed Stewart and Mr. and Mrs. Larne Loerwald and family.

A. T. Fry has been on the sick list this week.

The Dawn Study Club met in the home of Mrs. H. H. Miller Tuesday afternoon.

Mrs. Ray T. Stewart was given a pink and blue shower Wednesday afternoon in the home of Mrs. H. H. Miller.

Mrs. H. V. McCabe, Mrs. T. L. Sparkman, Jr., Mrs. C. C. Stewart,

and Mrs. Miller were hostesses. Almost 40 guests registered. A number sent gifts who were unable to attend.

W. L. Shugart is visiting in Denton. He plans to spend the winter there.

Mrs. Zed Stewart had a birthday dinner Sunday in honor of their son, Duwayne.

Those enjoying dinner with the Zed Stewarts and Duwayne were Harroll Robertson, Mr. and Mrs. W. J. Stewart of Canyon, Mr. and Mrs. C. C. Stewart, Dor- tha and Buddy, Mr. and Mrs. Boy Stewart, Pat and Parker of Littlefield, Mr. and Mrs. Cecil Payne and Bobbie and Mr. and Mrs. A. C. Hershey, Marvin and Patricia.

Carl Wimberley went to Sweetwater this week to help move the Smiths.

Mr. and Mrs. Ray Howell are spending a vacation in Miami, Florida. They expect to be there about a month. They will take a cruise to Cuba before coming home.

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

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**Coming in 1950**

...still more telephones...even better service

A quick report on a busy year—and a look at what's ahead for the cities and towns served by the 23,500 men and women of Southwestern Bell in Texas.

**MORE PEOPLE SERVED**

We started 1949 with 120,000 people waiting for telephones and during the year 310,000 more applied. To meet this tremendous need for service, we installed telephones for 251,000 people, disconnected service for 149,000, had a net increase of 102,000.

**MORE EQUIPMENT ADDED**

To serve the new telephones and improve service generally, we installed dial equipment for 181,000 telephones... added over 800,000 miles of wire... 429 new switchboard positions... 96,000 miles of new long-distance circuits... 35 new buildings and additions.

**SERVICE IMPROVED**

Quality and speed of telephone service improved, too. Now the average long-distance call goes through in two minutes—nine times out of ten while the caller holds the line. In 1949 more local calls were made. They were handled more promptly. And there were fewer errors.

**MILLIONS SPENT FOR NEW PLANT**

Texas' telephone system last year was improved and expanded by an \$85 million construction program. The total outlay for construction since the war has been \$242 million—more than our total plant investment just before the war... And still the demand for more telephone service grows!

**BETTER EARNINGS KEY TO BETTER SERVICE**

To attract the additional millions needed to improve and expand service, earnings must be improved from their present depression levels. We must continue our program of spacing telephone service in line with postwar costs—which have risen sharply, much more than revenues.

**TELEPHONE SERVICE STILL A BARGAIN**

And we intend to keep it a bargain. Recent rate increases granted by 160 of the Texas cities we serve were the first in 20 to 30 years. Nowhere did they amount to more than a few cents a day. Here in Texas telephone service is still one of the best buys in the family budget.



# Texans in Washington

By **TEX EASLEY**

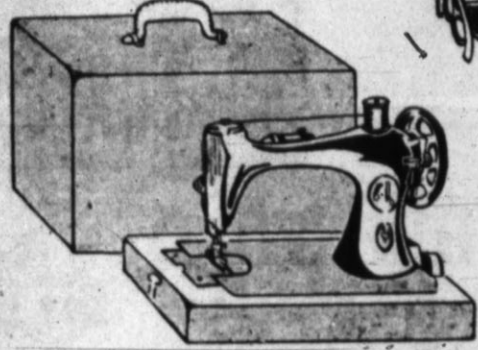
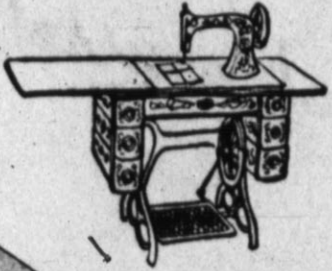
Texas members in Congress? You're wrong if you imagine they live in swanky, silk-stocking neighborhoods. Their homes and their off-work hours are much like those of any moderate-income family man in any Texas city large enough to have apartment houses and suburbs. Only 12 of the 23 members of

Washington (AP) — What's your idea of the Washington life of

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CONVERT ANY MAKE, ANY MODEL into a new PORTABLE ELECTRIC only **\$29<sup>50</sup>**

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Parts used are the finest money can buy!

- NEW MOTOR BY GENERAL MOTORS
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- ADJUST AND OIL MOVING PARTS
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IN HEREFORD AND VICINITY, CALL **MRS. HAZEL SPARKS**

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**TEXANS WITNESS AWARD TO CARTER**—Members of the Texas Congressional delegation are present at the Pentagon Building, Washington, Jan. 13 as Secretary of the Air Force W. Stuart Symington awards the Air Force's exceptional service award to Amon G. Carter, publisher of the Fort Worth, Texas, Star - Telegram. Left to right: Speaker of the House Sam Rayburn, Senator Lyndon B. Johnson, Mrs. Carter, Mr. Carter, Rep. Wright Patman, Rep. Wingate Lucas, Senator Tom Connally and Symington. (AP Wirephoto)

the Lone Star delegation reside in the District of Columbia, with its population of nearly a million. Seven live in Virginia, in nearby Alexandria and Arlington; the remaining four in Maryland.

Eleven of the Texans live in "detached" homes, as distinguished from the so-called "row" house common in the East. The others live in apartments in the District and in Arlington.

Those who own homes in the District are Senators Tom Connally and Lyndon B. Johnson and Reps. Ed Gossett of Wichita Falls and Paul Kilday of San Antonio.

Incidentally, Senator Johnson has J. Edgar Hoover as an across-the-street neighbor.

Rep. Albert Thomas of Houston rents a house in the District.

Those who own or rent homes in nearby Maryland are Reps. J. Frank Wilson of Dallas, Olin E. Teague of College Station, Lloyd Bentsen, Jr., of McAllen and Ken Regan of Midland; those with Virginia houses are Reps. Tom Pickett of Palestine and Wingate Lucas of Fort Worth.

Ten years ago Kilday was the

only one who had contracted to buy a home. That was when congressmen sometimes feared political repercussions if they owned property here; times have changed that line of thinking. It's the high prices that now hold most of them back.

Speaker Sam Rayburn of Bonham has an apartment fairly close to downtown Washington.

Living in apartment buildings in the District are also Reps. George Mahon, Colorado City; W. R. Poage, Waco; Omar Burleson, Anson; Wright Patman, Texarkana. Rep. Clark Thompson of Galveston has an apartment at the Wardman Park Hotel.

Reps. J. M. Combs of Beaumont, Gene Worley of Shamrock and John E. Lyle live in the Buckingham Apartment development about six miles from the Capitol in Arlington. Reps. Lindley Beckworth of Gladewater and Homer Thornberry of Austin live about the same distance in another section of Arlington, in the Fairlington Apartment development.

Most of the Texas congressmen are fathers, and 14 of them

came ahead to be on hand for the opening of the new season of congress Jan. 3. He rented a house in Alexandria, and impatiently awaited the end of the school semester down in East Texas so his wife could come up late in January with the children.

When the Worleys got back their three children at the beginning of the year they found a lot of house cleaning to do in their Buckingham apartment in Arlington.

"Our furniture is getting so battered up I'm ashamed to have company," said Mrs. Worley as she set about looking for a new dining room set.

"It'll have to be sturdy. Little Gene is getting so big now he's death on chairs."

The Gossetts and the Lucases each have five children, none older than 8, so it's easy to imagine what keeps them busy.

### THURSDAY TRASH FIRE

A trash fire was extinguished by firemen before any damage could result Thursday afternoon in the 800 block on 25-Mile Avenue.

Fire Chief Earl Phillips said the trash was from some construction of apartments that are nearly complete. It was scrap lumber.

Almost all firemen answered the call.

Mrs. Fenton Sewell and Mrs. Ida Hand of Colby, Kansas visited with Mr. and Mrs. Joe Smith Thursday and stayed overnight on their way to Hot Springs, N. M. from San Antonio.

Mrs. Cora Docketty of Long Beach, California, is making an extended visit in the home of her daughter, Mrs. B. E. Wolfe.

### ENLIST IN AIR CORPS

Bob Hamilton, son of Mr. and Mrs. Mark Link and Bob Wilson, son of Mr. and Mrs. Obe Wilson, enlisted in the United States Air Force at the Amarillo recruiting office Thursday. They will go to Lackland Field in San Antonio for 14 weeks basic training.

### TO ATTEND N. M. SCHOOL

Mr. and Mrs. William F. Smith and children left Monday for Las

Cruces, N.M., where both Mr. and Mrs. Smith will attend New Mexico A&M College. Mrs. Smith, who was a WAVE will complete her work in Home Economics and Mr. Smith will work on a degree in Agricultural engineering. One of the advantages of the Las Cruces school is that children of veterans go to kindergarten while the parents are in school.

Mrs. Julia Barry of Amarillo has been a guest in the home of Mrs. Seth B. Holman the past week.

## TEXAS NATIONAL SHORTHORN SALE

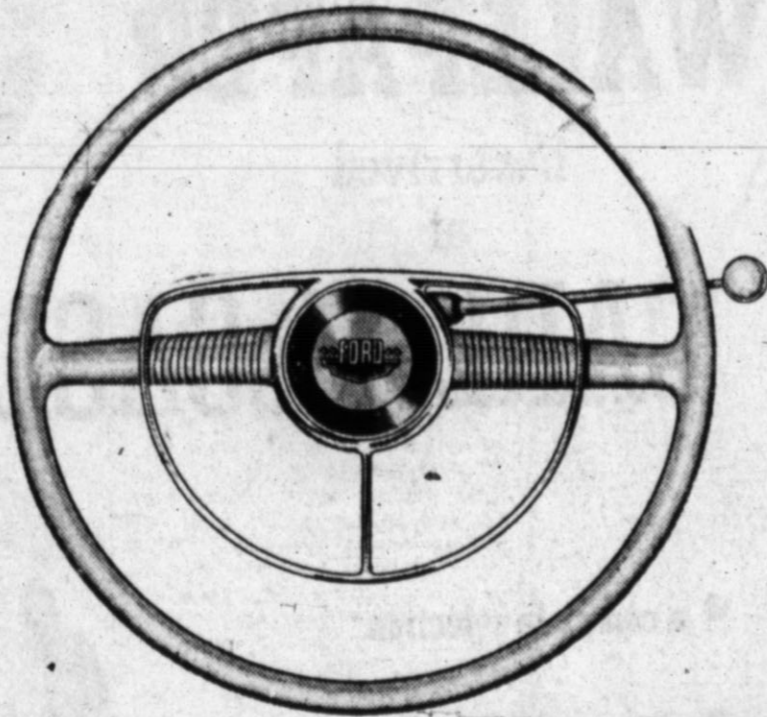
9:30 A. M. - Feb. 2, 1950 - Fort Worth  
At the Fat Stock Show

25 bulls, 25 females, from top name herds - bulls for range use ready for service as well as prizewinners and choice foundation females. Let Shorthorns increase your cattle income by adding 50 to 100 lbs. more weight to market calves. WRITE FOR CATALOG. Ask about our FREE FREIGHT OFFER up to \$200.

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## TAKE THE WHEEL OF A '50 FORD

Yes, 10 minutes at the wheel will introduce you to the wonderful "feel" and amazing, sound-conditioned quiet of the '50 Ford. You'll discover the comfort of Ford's "Mid Ship" Ride... its bump-erasing "Hydra-Coil" and "Para-Flex" Springs... its 35% easier-acting King-Size Brakes.

"YOU'LL SEE THE DIFFERENCE"

"YOU'LL FEEL THE DIFFERENCE"

"YOU'LL HEAR THE DIFFERENCE"



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

Only Ford in its field offers a V-8... a new, "lushed" V-8 engine (the type used in America's costliest cars). It's so quiet you can speak in whispers. Yet it sells for hundreds less than all other "eights"... even hundreds less than most "sixes."

AT YOUR **FORD** DEALER'S!

# Hereford Motor Co.

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Archie Scott

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TEST DRIVE A '50 FORD --- IT WILL OPEN YOUR EYES

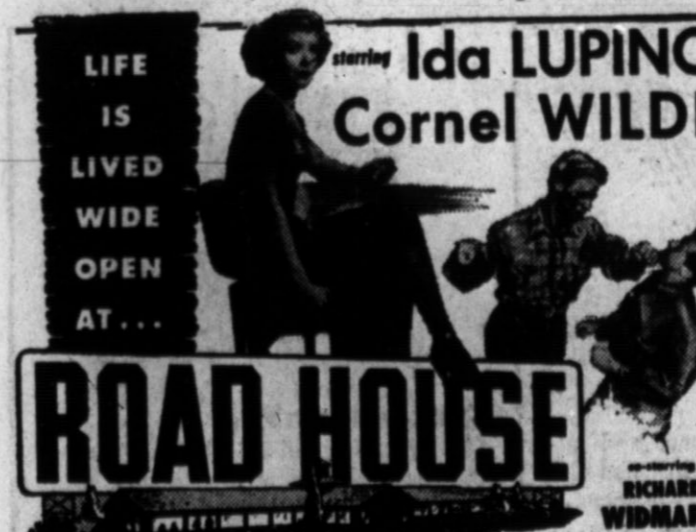
### MAKE WAY FOR THIS ONE!



STAR SUNDAY, MONDAY and TUESDAY AFTERNOON ONLY



WEDNESDAY STAR THURSDAY



TEXAS SUNDAY MONDAY TUESDAY

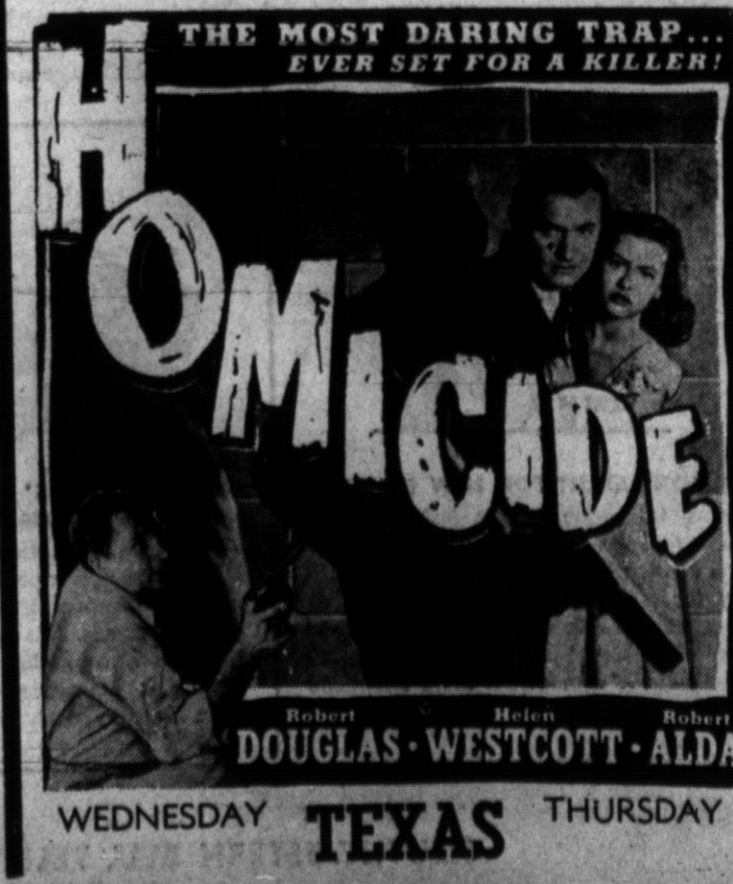
### POLIO FUND BENEFIT SHOW



PLUS a HOME TALENT STAGE SHOW TUESDAY NITE ONLY  
STAR BOX OFFICE OPENS 6:00 SHOW STARTS 6:30

Congratulations. Anniversaries from Sunday, January 22, through Wednesday, January 25... Mr. and Mrs. H. N. Bishop Mr. and Mrs. Paul Budd Mr. and Mrs. F. H. Luck Mr. and Mrs. F. A. Giles, Jr.

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



WEDNESDAY TEXAS THURSDAY



# AP NEWSFEATURES COMICS

WOMEN'S  
MAGAZINES

DELIVER THIS COAT TO MRS. TEEDLE AND BE CALM, COOL AND COLLECT!!



DON'T WORRY, MR. BLAKE, WE'LL SELL OUT—I'LL EAT EVERYTHING THAT'S LEFT OVER!!



I'M SORRY, SIR, BUT I'M NOT WHAT YOUR CLAIM CHECK CALLS FOR!!



THAT'S THE LAST CLEARANCE SALE I'M GOING TO!!

THAT LINE WAS GOOD LAST YEAR, THIS LINE IS GOOD THIS YEAR, FIRST THING YOU KNOW WOMEN WILL GO OUT OF STYLE COMPLETELY!!

JANUARY CLEARANCE



7-22

# The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 22, 1950

**SCORCHY SMITH**  
by Rodlow Dillard

SCORCHY'S RESCUE SCHEME SETS OFF A CHAIN REACTION! IN COOLIE CLOTHES, RESCUEE BETTY FORBES MAKES A DESPERATE DASH TO THE PLANE AND FACES CARLOS' GUN! SCORCHY, IMPERSONATING A SNIPE NAMED SNYDE, IS DISTRACTED AND HE'S PROMPTLY JUMPED BY YELLOW HAWK'S RUFFIANS!! THE HAWK STILL THINKS HE'S DOUBLCROSSING SNYDE!...

I WANT SNYDE TAKEN ALIVE, YOU IDIOTS!!

PLEASE GO AWAY!!  
...OR I MUST BLOW YOUR HEAD OFF!

NO, CARLITO! IT IS A GIRL! IT MUST BE THE GIRL SENHOR SCORCHY CAME TO RESCUE!!

"SCORCHY"? THEN HE'S ALIVE?!

HE WAS ALIVE A MINUTE AGO, SENHORITA! BUT NOW I AM NOT SURE!?

SHOOT AT THE CROWD, CARLITO!!

I AM SHOOTING AT THE CROWD, ROSALITA, BUT THIS GUN, SHE FIRES UP IN THE AIR!?

YOU MEAN CYRIL SNYDE OUT THERE IS ... IS SCORCHY!?

I WILL BORROW THIS, SENHORITA! AFTER ALL, I WAS SUBSTITUTE ON THE SECOND FENCING TEAM AT COLLEGE!

EN GARDE!

SENHORITA FORBES IS ALREADY ON THE PLANE...

HUH? SWELL? WHAT ARE WE WAITING FOR?!

NOW IS THE TIME TO SAVE SCORCHY, CARLITO!

NOW IS THE TIME TO START THOSE MOTORS, ROSALITA!



AFTER KEEPER CUTTLE AND DAN LEFT FOR TOWN, A HEAVY GALE BLEW UP. DICKIE KNOWS THEY CAN'T GET BACK TO THE LIGHTHOUSE NOW!

by  
Coulton  
Vaughn



THAT 'SOBBING AGAIN!' --- IT'S TH' MYSTERIOUS ASSISTANT I COULDN'T FIND --- IN TROUBLE!

I'M COMING!



WOW -- HE'S A GIRL!

HELP --- CAN'T MOVE ---



HEARD SOMETHING GRINDING ON THE ROCKS -- CAME DOWN TO LOOK -- SLIPPED --

OKAY, MISS, YOU'RE CLEAR --- PULL YOUR FOOT OUT!



BUT A BIG WAVE COMES ROARING IN

WHANG!

HANG ON, MISS!



GOT HER OUT SOMEHOW --- THINK SHE BANGED INTO THAT ROCK!

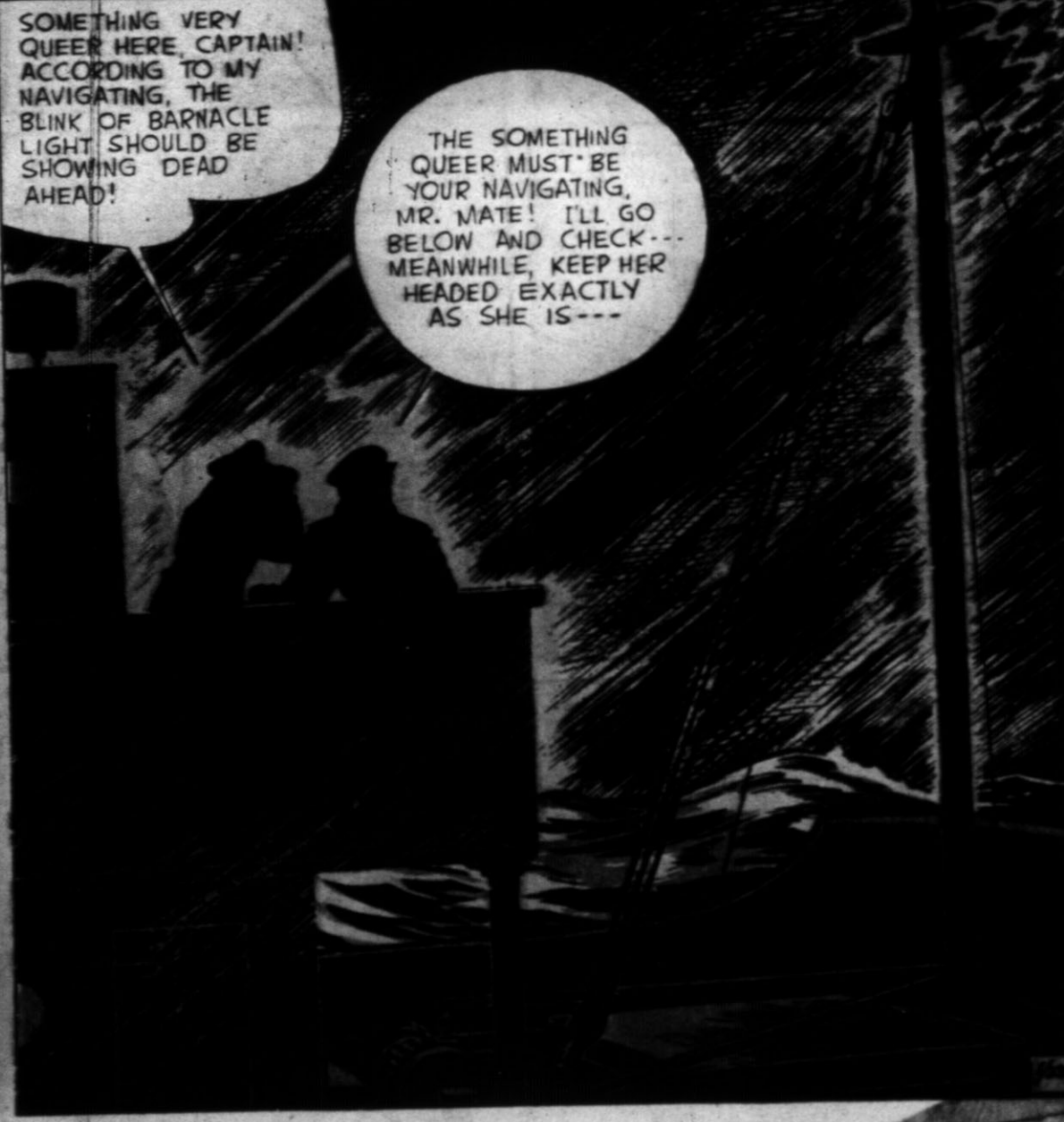
I FEEL --- FAINT --- THE LIGHT! IT'S PAST TIME --- HURRY ---



DICKIE HAS HELPED THE STUNNED GIRL AS FAR AS THE HOUSE DOOR ---

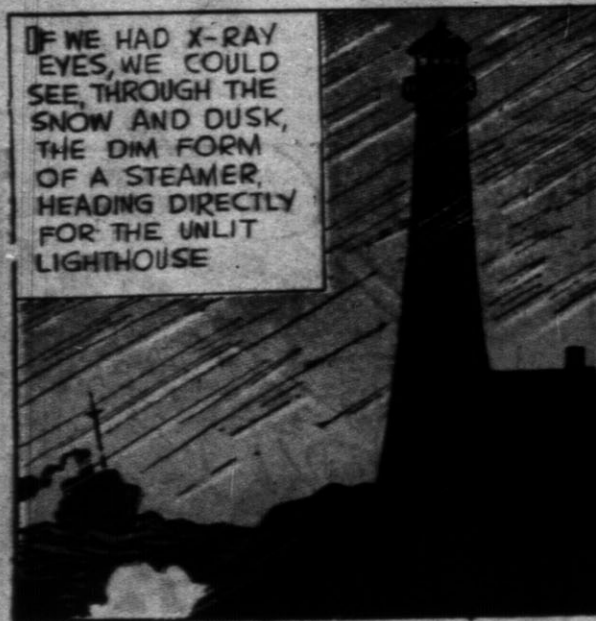
THE LIGHT -- PAST TIME YOU --- HURRY!

SHE'S FAINTED! SHE TOLD ME TO LIGHT THE LIGHT --- AN' I DON'T KNOW TH' FIRST THING ---



SOMETHING VERY QUEER HERE, CAPTAIN! ACCORDING TO MY NAVIGATING, THE BLINK OF BARNACLE LIGHT SHOULD BE SHOWING DEAD AHEAD!

THE SOMETHING QUEER MUST BE YOUR NAVIGATING, MR. MATE! I'LL GO BELOW AND CHECK --- MEANWHILE, KEEP HER HEADED EXACTLY AS SHE IS ---



IF WE HAD X-RAY EYES, WE COULD SEE THROUGH THE SNOW AND DUSK, THE DIM FORM OF A STEAMER, HEADING DIRECTLY FOR THE UNLIT LIGHTHOUSE

# YIPEE



## HIT A RUN

Starring



# SPORT SLANTS

ON ATHLETIC HOSTS



**ATTELL**  
 -THE OLD FEATHERWEIGHT CHAMPION HAS A CAFE ON BROADWAY.



"Buckets"  
**GOLDENBERG**  
 -THE FORMER LINE STAR OF THE GREEN BAY PACKERS RUNS A RESTAURANT IN MILWAUKEE



Julius  
**SOLTERS**  
 -THE HEAVY-HITTING BIG LEAGUE ACE OF A FEW YEARS AGO HAS HIS OWN TAVERN IN PITTSBURGH



**MEMORY MIRROR**  
 THE BLOND SANTAM WHO PUT TERRE HAUTE, IND., ON THE PUSILISTIC MAP NOW OPERATES A POPULAR SPOT IN LOS ANGELES.

Hold it up to a mirror

1-22-50

DAD

AP Newsfeatures

## HOMER HOOPER

by RAND TAYLOR



LISTEN TO THIS! A SURVEY SHOWS THAT AN OVERWHELMING MAJORITY OF HUSBANDS ARE WILLING TO PITCH IN AND HELP OUT AROUND THE HOME!

LIKE WASHING DISHES!

1-22-50



AND MORE THAN HALF WILL LEND A HAND WITH THE LAUNDERING AND HANG OUT THE CLOTHES!



AND SOME EVEN MAKE THE BEDS BEFORE THEY GO TO WORK IN THE MORNING!



BUT OF COURSE THERE'S A SMALL PERCENTAGE WHO DON'T DO ANYTHING AT ALL!



WELL, THANK HEAVENS—HOMER ISN'T ONE OF THOSE!



—AT LEAST HE'LL SHAVE HIMSELF!

Reg. U.S. Pat. Off. AP Newsfeatures



DOCTOR BINGO, A FAKE PHYSICIAN, HAS CONVINCED KING CORNY THAT HE IS VERY SICK... BUT MURDOCK, THE ROYAL WIZARD, SMELLS A RAT...

MR. MURDOCK! HADN'T WE BETTER CALL IN DOCTOR BEPOP, THE ROYAL PHYSICIAN?

NO, NOT HIM! I COULD INJECT A LITTLE MAGIC INTO THIS SITUATION...

...BUT I WANTA CATCH THESE ASSASSINS RED-HANDED!

ASSASSINS?

YOU MEAN DOCTOR BINGO AND HIS NURSE ARE HERE TO KILL KING CORNY??

SURE THEY ARE, OAKY! NOW LISTEN-- I'VE GOT A PLAN TO FOIL THEIR DASTARDLY PLOT!

AND OUTSIDE THE SICK CHAMBER...

NURSE, COME HERE A MINUTE!

YES, DOCTOR!

NOW THAT WE'VE GOTTEN THE KING INTO BED, LET'S FINISH OUR JOB AND MAKE A QUICK GETAWAY!

I'M WIT' YA, DOCTOR!

FOIST I'LL GIT OUTA DIS DRESS!

THEN WE'LL GIVE HIS MAJESTY TIME TO GET TO SLEEP! WE DON'T WANT HIM TO YELL!

IN THE MEANTIME...

OAKY! WHAT TH'...??

SHHH!

OAKY, I'M A SICK MAN! THIS'LL BE THE DEATH OF ME!

NOT UNLESS WE F-FALL, YOUR MAJESTY!

AND A FEW MINUTES LATER...

GOSH, I HOPE I CAN STAY AWAKE TILL DOCTOR BINGO COMES IN!



HEAR THAT, BUTCH? NOW DO YOUR STUFF!

ZZZ!

CONTINUED...

# Going to

I TURNED OFF THE ENGINE, HERB... LET THOSE PASSENGER CARS PUSH US FOR A WHILE!!

THIS IS ONE TIME I DON'T MIND BEIN' PUSHED AROUND!

LONGER AND FASTER PASSENGER TRAINS MAY BE POSSIBLE THROUGH USE OF A NEWLY DEVELOPED DIESEL-DRIVEN, UNDER-CAR GENERATING PLANT WHICH SUPPLIES AUXILIARY POWER TO INDIVIDUAL CARS... RELIEVING LOCOMOTIVES OF SOME OF THE LOAD...

WHO NEEDS A LOCOMOTIVE?

BRESNAN

1-22



## NEIGHBORLY NEIGHBORS

BY MORRIS



Reg. U.S. Pat. Off. AP Newsfeatures

