

TH YEAR—NUMBER 8



Wm. McGehee In Mayor Race

Wm. McGehee this week authorized The Brand to announce his candidacy for the office of Mayor of Hereford, subject to the election in April. In making his announcement, Mr. McGehee made the following remarks regarding the office and his candidacy.

"I have been solicited by quite a number of the leading citizens to offer for this high office, and after due consideration I can find no reasonable excuse for not refusing to serve if elected.

"I came here to make my home in 1935 and started contracting complete turnkey irrigation plants. It was a slow go the first few years, however, I did not lose hope of eventually putting a large part of the Hereford trade territory under irrigation, evidently I was not mistaken in my estimates as shown by the fact that during the following twelve years I drilled and equipped approximately six hundred (600) complete irrigation plants, or about 66 per cent of all irrigation that were or had been installed up to about three years ago.

"I do not ask any consideration for doing this million dollar job nor is there any connection between this business and the office of Mayor of Hereford, other than the fact that Hereford took a second growth when Joe Balingier and others began growing spuds, beets, lettuce and various other crops that were sold at a profit for cash.

"I worked at my job because I had to work or starve. Since disposing of my business I have had very little to do, and to tell the truth I have become restless because of inactivity, so I have decided that it is best for me to work instead of retiring until I get too old to be of service to myself or any one else.

"I have been in on every move to put Hereford on the map since I arrived here and expect to continue this mode of life as long as I live and I have never considered for a moment living anywhere but in Hereford.

"I have been engaged in serving the public anywhere but in Hereford life, so why quit now if my neighbors and friends need the experience I have gathered in the past forty years that might be applicable to the situation right here in my home town. You have the privilege of electing any one you wish, but you can't get shut of me by so doing as I expect to stay here and perform the duties required of a citizen.

"As to this experience above referred to I will state that I have served four consecutive years as County Judge of Floyd County; I have also been a member of five commissioner courts, having only been elected one time; appointed twice and four years as chairman of the Commissioners Court. I also disposed of approximately 800 cases while Judge of the County Court which included Probate, Juvenile, Lunacy, Criminal Court and civil cases coming under the jurisdiction of the county court.

"In addition to the above I served ten or twelve years as a trustee, most of that time as President of the School Board. I was author of one bill that affected the general or could have affected any school in the State of Texas. Many good lawyers told me that it could not be done but it was and is still a very necessary law on our State Statutes.

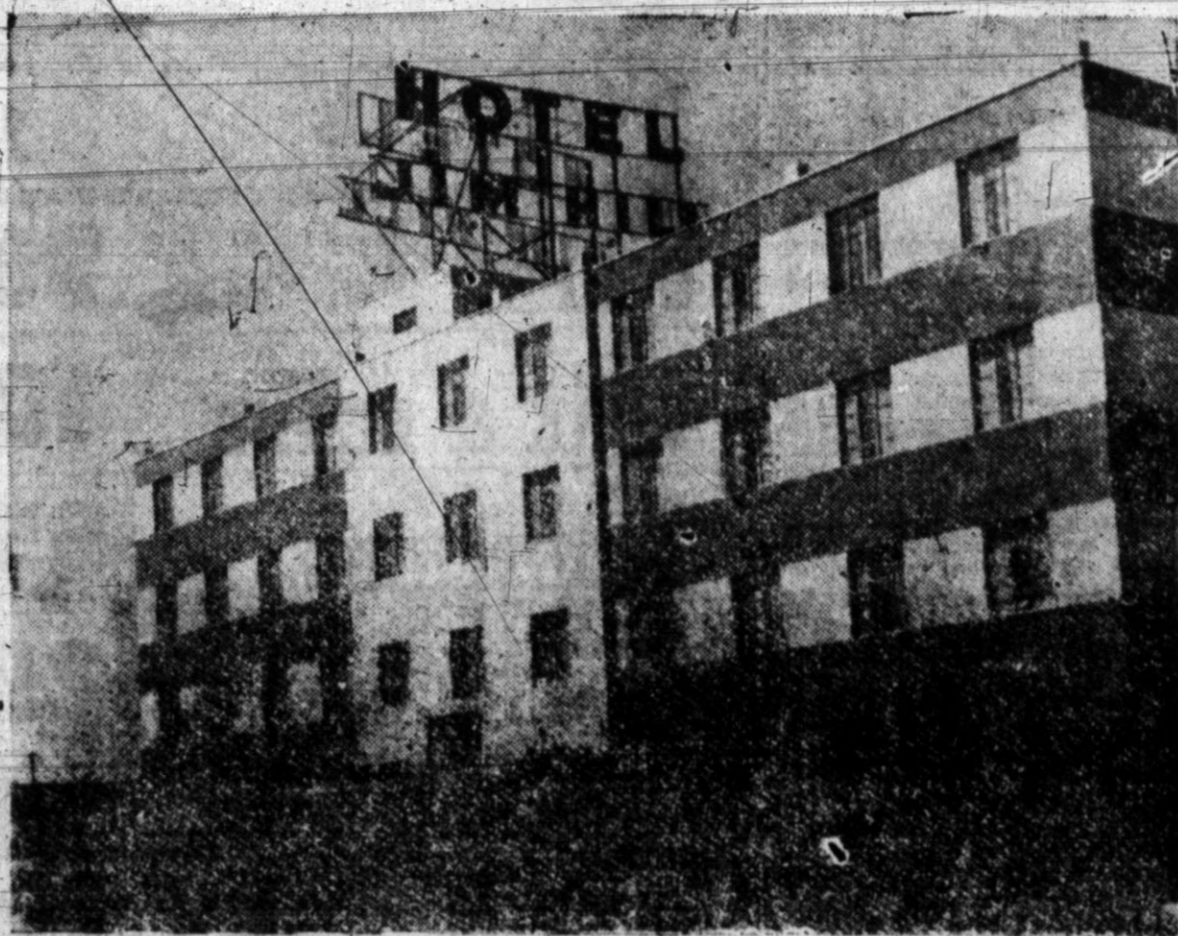
"I am the sole survivor of a company that built a railroad and sold the road to the Santa Fe and it is still in operation. Every subscriber to the R. R. Stock got every dollar he put into the venture back plus 5 per cent interest.

"I do not state the above facts boastfully, but do state only for one purpose, and that is that you may know that I have had quite a bit of experience in legal and business matters that would probably come in handy on any city commission.

"In so far as I am able to ascertain the present City Commission of Hereford have done a worthwhile job. I really do not see why there should be any great change in the City of Hereford's business by changing administrations. Whether I am elected or not does not matter very much. Hereford is destined to be an outstanding city, and is outstanding in many respects.

"If elected to the office of Mayor of the City of Hereford I may have to say no more than one my term expires."

Wm. McGehee.



HOTEL JIM HILL OPENS FRIDAY—Finest hotel opening in West Texas history is anticipated by Hotel Corporation directors, when the doors of the modern \$500,000 hotel are thrown open with the governor and other dignitaries present for the banquet and dance by Carmen Cavallaro following.

Kick-Off Breakfast Tuesday Will Start Red Cross Drive

The 1950 Red Cross Campaign planning committee held their first meeting Tuesday night in the Red Cross office of the County Court House before the official Kick-Off Breakfast next Tuesday morning in the City Hall.

Drive Chairman for 1950, W. J. "Dub" Reeves reviewed the Drive picture citing last year's successful campaign which saw Deaf Smith go well over the top of their set quota.

Drive leaders reported most satisfactory conditions for cooperation from workers and prospective workers this year. People have responded willingly and promptly to the call for volunteer workers.

Present for the Tuesday night meet were Mrs. Cecil Williams, Bruce Woodell, John Kelly, Mrs. Argen Draper and secretary Dyalhia Brady.

"This year the Kick-Off meeting will be shorter," Chairman Reeves said. "We will have our coffee together and get our supplies and go to work." Reeves added he hoped to get the quota licked within the first week of the drive.

Headquarters in Hotel Jim Hill. Mrs. Brady will be there to receive reports and money from workers.

It was also decided at the Tuesday night meeting to enter a car in the Junior Livestock Show Parade to announce the Drive opening.

Reeves was optimistic about the Red Cross drive this year, pointing out that while the quota is only \$6,050, last year the drive yielded \$6,343.28. He said about 170 volunteer workers will attend the Kick-Off Breakfast Tuesday morning.

Bruce Woodell revealed his list of workers and listed 20. Woodell heads the business group of workers. His workers are: Gaylord Newell, Bert Neely, Jiggs Hartman, Bill Warren, Jack Kirksey, Darrell Blanton, Guy Lawrence, Lowell Sharp, Frank Warren, B. E. Wolf, Leonard McMurray, John (E. H.) Poole, Charles W. Seed, T. J. Clay, Deward B. Roberson, Tup Loerwald, R. Paul Conaway, T. C. Covington, Glenn Williams and J. W. Robinson.

Unique aspect of the new church building is the English Roof Tile. So far, Dr. Graham said, no other building in Hereford has featured this style.

Rev. Russell R. Wingert is pastor of the First Presbyterian Church in Hereford.

Hereford Masons are in the closing stages of buying the old Presbyterian Church building, Henry Sears, Worshipful Master, said Wednesday. The Hereford Masonic Lodge paid \$17,500 for the building.

Sears said about \$2,000 would be spent on the building changing it around to fit their needs. All of the money to buy the building was raised from Hereford's 230 Masons.

The Masons will move into their new building as soon as the First Presbyterian Church's new building is completed. They have been using their own rooms over the H&H Furniture Store for the past several years but, according to Sears, they outgrew the small quarters.

Building Chairman of the First Presbyterian Church, Dr. W. F. Graham, said the new church will be complete March 20.

QUESTION of the WEEK

Do you think veterans should be allowed to use up their full four years of GI Bill schooling in as many different courses as they want, regardless of vocational objective?

D. W. Wallace: I surely think so. The veteran is getting little enough for the time he spent in the service as it is. He should be allowed to take as many courses as his eligibility permits. If he can become equipped to make a living in more ways than one that is all the better for the veteran and he has it coming to him. I am not a veteran, myself, but that is my opinion on the subject.

Mrs. Ethel Hunter: I think, since the government has set up the eligibility entitlement, the veteran should be allowed to take a different course after he graduates if he thinks he can be more successful by doing so. If he can't better himself, however, I think it would be a waste of time.

Mrs. Leo C. Hoffman: I think the veteran is going to school with a sincere desire to learn—there should be no restrictions on his activities. However, I think if he is going to school and drawing government subsistence to just have a good time it isn't right. There should be some scholastic requirement set up.

Tom McFarland: I figure the veteran must take all that is coming to him under eligibility rules and in an accredited school. I think education is valuable no matter how many degrees are received or how many objectives are pursued. I am against on-the-job training, however. This on-the-job arrangement has been abused and the veteran in only a small number of cases gets what he is supposed to get under this arrangement, most of the time he is wasting his eligibility.

Presbyterian Church Is Nearly Complete

The new home of the First Presbyterian Church in Hereford will probably be ready March 20, Dr. W. F. Graham, who is building chairman, said Tuesday.

The new church, a combination of Gothic and Spanish architecture, is located on the corner of Lee and Seventh.

Finishing men are working this week with interior painting slated to begin before the week end. Tentative orders call for the arrival of pews and fixtures March 20. Original estimates on cost still are running around \$70,000, Dr. Graham said.

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Former Hereford Man Is Injured

Earl Bennett, Amarillo realtor, and former Hereford resident, is still in a critical condition in Northwest Texas Hospital following a car accident Friday noon on Highway 66 in front of Veteran's Hospital.

Bennett, 53 years old, met head-on with a car driven by Amos Hudson as Hudson attempted to pass a station wagon going uphill. Although Mr. Hudson suffered no broken bones his condition was described late Tuesday as still very critical.

Bennett suffered a chest injury, a severe eye injury and his right leg was broken in three places just above the knee. Relatives here say attending physicians give him a 50-50 chance although a heart ailment complicates his condition.

Mrs. Bennett, the former Miss Dimple Gass of Hereford, is a sister of Mrs. George V. Stambaugh.

This is the fourth car accident in which Bennett has figured. Once when he turned his car over twice in an effort to avoid another car, and while traveling for Waples Platter Co., a pilot, making a forced plane landing on the highway near Endee, New Mexico, clipped his radio aerial off even with the car but was able to avoid a crash.

The report of attendants Tuesday indicates that it may be some time before the full extent of his injuries are known, but he will likely be hospitalized five or six months.

Historical Weekend Ahead For Hereford

An outstanding week end in Hereford history will open Thursday as 4-H and FFA Chapter members from four counties start bringing livestock to the Bull Barn for the two-day annual Rotary Junior Livestock and Poultry Show.

Friday will find the Show in full swing with Lambs, Pigs and Poultry judging during the day. Friday night Hotel Jim Hill will move into the limelight as Carmen Cavallaro and his band and several visiting dignitaries join with Hereford citizens, in formally opening the new \$500,000 hotel.

The banquet will be followed by four hours of dancing. Sometime during the evening Theodora Lynch will sing with the Cavallaro band. Theodora (her name is Mrs. Getty), is a former society night club singer who was interned abroad during the war and who married Tulsa oil millionaire J. Paul Getty. She set up housekeeping in California. Earnings from her voice (which was touted for grand opera) have gone into bottling and distributing Hereford Water until it has gained quite a reputation on the west coast.

Miss Lynch will bring several Hollywood personalities with her, although no name stars are expected.

West Texas State college coeds will set up a booth in the hotel Friday and will maintain a booth from which they hope to tag all former West Texas State students during the week end.

Saturday will be the big day following the big night Friday, Calif. judging Saturday morning will be followed by the barbecue at noon.

The seven band parade will start at 1:30 o'clock Saturday afternoon and proceed south down Main Street from the intersection at Fifth.

All cars will be off Main Street between the hours of 11 o'clock Saturday morning and about 2 o'clock Saturday afternoon, according to Chief of Police F. S. Buckalew.

College bands from West Texas State and Hardin-Simmons, and High School bands from Friona, Dimmitt, Canyon and Hereford, and the Hereford Junior Band will parade.

College presidents Dr. Floyd Golden of Eastern New Mexico University, Dr. Jas. P. Corlette of West Texas State, Dr. D. M. Wiggins of Texas Tech, Dr. Bill Marshall of Wayland College and Dr. Richardson of H-SU will ride in convertibles in the parade.

Governor May Be Here. Whether or not Governor Allen Shivers will be here or not was still indefinite Wednesday morning, although he plans to make every effort to be present.

Lt. Governor Grady Hazlewood from Amarillo will be here, as will State Highway Commissioners Fred Wimple of Midland, H. F. Mitchell of Corsicana and Robert J. Potts of Harlingen.

Former State Senator Clint Small and Elmo Wasson, Rotary District Governor will be present. It is hoped for both the opening and parade.

Floats from various civic and service organizations, new model cars and implements and the 1950 Buick the Rotary club plans to give away after the Band concert Saturday will be mixed throughout the parade.

Riders clubs may be here from Clovis, Dalhart, Tucumcari, Pampa and Hereford.

After the parade the Hardin-Simmons band and West Texas State band will continue on to the Hotel where they will play a band concert. Buyers for the Bull sale will go to the Bull Barn.

Hardin-Simmons will play a half-hour long concert on the south side of the hotel and then the West Texas State Band will play for about half an hour in the banquet room of the hotel.

An informal, come-as-you-are, dance to the music of Carmen Cavallaro Saturday night.

Present plans call for a separate telephone cooperative with a separate Board of Directors and personnel. At the present time, Claude R. Wickard, Administrator of REA, has hired an engineering staff which is working on plans and specifications for the telephone line.

Of Hereford REA Office. Leo Forrest attended a Monday meeting in Austin where an attempt was made to learn more about the telephone program and what progress is being made toward getting the Legislature to pass the Enabling Act during this special session. Without the Enabling Act, the telephone program will be delayed about a year and a half, according to Loyd Lovell in the Hereford REA office.

Accompanying Forrest to Austin were J. C. Morrison, Joe Warren, Harold Carpenter and G. T. Watkins.

A Board of Directors meeting of the Rural Telephone Cooperative revealed 420 telephone applications with five dollars fee with each application in the Hereford office. The Hereford application has been received by the REA in Washington. No information on type of construction or rates is available. Actual start of construction is still unknown.

Additional telephone application blanks are available in the REA office.

Word has been received here of the death of B. M. Ferguson, 55-year-old Amherst farmer who died from a heart attack while riding with his wife in their automobile Friday morning, February 17.

Mr. Ferguson was born in Arkansas but had lived most of his life in the Texas Panhandle. He farmed near Hereford for many years before moving to Amherst nine years ago.

Besides his wife he is survived by two daughters, Mrs. Foy L. Huff of Hereford, and Mrs. Iva Pearl McCormick of Amherst. One son, Winston Ferguson of Amherst; and two brothers, Fred Ferguson, Spokane, Wash., and A. R. Ferguson, Dimmitt, also survive.

Funeral services were conducted Saturday afternoon in the First Baptist Church, Amherst, with the pastor, Rev. J. H. Cox, officiating. Burial was in the Littlefield cemetery.

Jefferson W. Gunter, Plainview, was arrested by City Police officers after midnight Monday night on East Highway 60 on charges of driving while intoxicated, according to Police Chief F. S. Buckalew.

Gunter was fined \$100 and costs, totaling \$129.50, in County Court Tuesday morning.

Officers L. A. McBrayer and Earl Pitman made the arrest.

Plainview Man Fined On DWI Charges Tues.

Former Hereford Man Is Injured

Twelve Women's Clubs Favor Civic Center

Former Deaf Smith Farmer Died Friday

RTA Application Must Be Turned In By March First

Historical Weekend Ahead For Hereford

WHITE-CLAD HARDIN-SIMMONS UNIVERSITY COEDS ASTRIDE SIX WHITE HORSES WILL LEAD PARADE—The nationally famous H-SU Cowboy band with their six white horses and Sheriff Will Watson leading will head the Junior Livestock Parade Saturday afternoon down Main Street. Parade starts at 1:30 o'clock sharp at Fifth Street. Seven bands will participate, including the West Texas State College Band and five High School bands.

Dr. Richardson Will Speak Sunday At Hereford First Baptist Church

ABILENE—Dr. Rupert N. Richardson, who will speak at the First Baptist Church in Hereford Sunday morning, is a scholar whose learning is liberally flavored with down-to-earth wit. And he's a historian who lives and thinks in the present. Dr. Richardson will also participate in the parade Saturday for the Fat Stock Show.

He is one of those rare folks who stayed "at home" and became a national figure.

He serves today as president of Hardin-Simmons University, a school he first became associated with as a prep student back in 1907. Except for his graduate studies and some summer teaching in larger universities of the land, he has been here since. Yet his research and writings have made him a recognized authority on history, especially that of the Southwest.

Dr. Richardson looks like what he is—a West Texan. He is a tall, lanky fellow with striking brown eyes. Students of many genera-

tions have found that those eyes can pierce—but more often they twinkle.

His dry wit, effective speaking manner and inexhaustible supply of stories and legends of the West make him a popular speaker—unable to keep the many dates pressed upon him.

If his stories don't concern history, they probably will be about bees. For they are one of his hobbies and he has become an expert on them—whether the need is for a speech on their social organization or for some practical advice on how to corral a wandering "swarm." Farming is his other hobby and he spends the little spare time he can find working on his place near Abilene.

Tall tales spun by oldtimers around the fireplace at his farm home in Stephens County are responsible for his historical studies. Young Richardson was fascinated by the stories. He didn't know they were "history." He thought that was something

STRICTLY FRESH

YOU should use as much care in selecting a dog as in choosing a marriage partner, an animal expert advises. Certainly, it's not easy to get rid of a dog once you have it.

The World Bank, before granting the Turks a loan, wants the country to allow more free enterprise. Then the WB will be willing to talk Turkey.

All this discussion about when the 20th Century actually started



has got some of us wondering when it will all end.

Taxpayers can sit back and relax, there will be no new taxes, says a news magazine. But it's the old ones that have got us on edge.

When the U. S. got the Atom bomb, Russia felt she had to rush an A-bomb out. Whichever one gets the mightier Hydrogen bomb first, the other had better get the H-out.

Dr. Adams Attends Ft. Worth Meeting

Teaching a child to "see" what he is looking at is just as important as the three R's and proper visual guidance could cut vision problems of children almost 90 per cent.

That was the comment this week of a national authority in the development of children's vision, Dr. G. N. Getman, Minnesota optometrist, who for the past four years has been a consultant in the famous Y. A. I. e. University "Child Vision Research project."

At the Tenth Annual Southwestern Congress of Optometry in Fort Worth, optometrists including Dr. M. C. Adams, of Hereford, heard the research expert relate how parents must realize that vision is being recognized as the dominating factor in growth and development of children.

Dr. Getman told the optometrists that pots and pans give a baby experience in size, shape, weight and temperature, the things he needs to develop vision. "Nine of out ten times," said the expert, "a child will ignore the fancy toys of getting relatives and, instead, take to the pots and clothespins."

Presbyterian Guild Meets In Graham Home

Presbyterian Guild members met in the home of Mrs. Will Graham Tuesday afternoon. Mrs. Bill Blood and Mrs. Bill Wolfe presented the program entitled, "Begging with ourselves," emphasizing the need for Christians to wake up from their complacency and to consider anew their place and responsibility in relation to God's purposes for humanity.

Those present included Mesdames Millard Nobles, Les Combs, Herbert Boardman, Pete Cowart, Bruce Woodell, M. L. Simpson, Palmer Norton, Charles Hill, Eugene Bagwell, Emil Dettman, Will Graham, Bill Blood and Bill Wolfe.

Young Peoples Training Union of First Baptist Church had a Fellowship Sunday night in the new Educational Building. Among the 16 who attended were Mr. and Mrs. Clinton Jackson, Dallas Phillips, Dewey Nicholson, Mr. and Mrs. Jack Searth, Mr. and Mrs. Earl Clark, Ray Cox, Doyle Cox, Karl Hutchinson, Aline Carroll, Mettie Roots, Ann Morgan, Ruth Pickens and Mollie Jo Scholfield.

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Hunters

SHOP WITH CONFIDENCE AND ECONOMY!

COFFEE

Red & White 1 lb. can **79¢**

Van Camp 16 oz. can **10¢**

Red & White 3 lb. can **65¢**

Peter Pan 12 oz. jar **29¢**

Sunspun Giant Box **15¢**

PINK SALMON

RED & WHITE Fancy Halves In Heavy Syrup No. 2 1/2 Can **33¢**

Brimfull, All Green No. 2 can **35¢**

Kuner's Little Cherub No. 2 can **29¢**

Brimfull, Golden 2 12 oz. cans **25¢**

Brimfull KRAUT 2 Large No. 2 1/2 cans **35¢**

Fruit Cocktail

Cudahy's Rival Sliced LB. **31¢**

Cured and Smoked BACON SQUARES Lb. **20¢**

Choice Chuck, From Fancy Beef STEAK Lb. **55¢**

Hickory Smoked or Garlic Flavor CHEESE Pkg. **32¢**

OCEAN TROUT

Marco CRANBERRY Sauce Can **15¢**

Ideal DOG FOOD 2 Cans **25¢**

Betty Crocker Vegetable-Noodle or Green Pea SOUPS 2 pkg. **25**

Bright & Early 1 lb. bag **59c**

Tommy Tinker Can **29¢**

Brimfull, Tomato or Mustard Sauce SARDINES Large Oval Can **21¢**

Brimfull Can **43¢**

Brimfull, Sliced for Pies No. 2 can **19¢**

Brimfull 46 oz. can **29¢**

Marco 1 lb. can **35c**

Brimfull 2 No. 303 cans **29¢**

NEW IRISH POTATOES 2 No. 2 cans **25¢**

Brimfull 2 No. 2 cans **33¢**

Brimfull 2 lb. pkg. **35¢**

Sunspun PINT **27¢**

Del Monte 2 Tall Cans **35c**

RADISHES Bunch **5¢**

CABBAGE lb. **4¢**

SPINACH Cello Bag **22¢**

TOMATOES Pkg. **18¢**

Frozen 1 Pound **19c**

Post Box **14¢**

QUAKER Large Box **31¢**

Marco MACRONI or SPAGHETTI 1 lb. pkg. **19¢**

Brimfull 28 oz. jar **24¢**

YOU'LL PREFER *White Swan* finer coffee

So Rich... So Mellow... So Fragrant!

READY NOW! **EVERYTHING** for your Spring Sewing Spree!

PRINTS—ALMOST WITHOUT END!
COLORS—JUST PLAIN HEAVENLY!
PRICE—LOW-PENNEY-LOW!

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If you're a Rondo fan from way back, you know what the cheering's about. Start with the prints! Square dance calicoes, rip-roaring Westerns, perky kitchen prints... there's a Rondo for most every need! Take color. Rondo comes in a rainbow of fashion's best muted pastels and deep tones! Now about price... RONDO IS ONLY 39¢ a YARD! No trick to figure the savings in that low price tag! They're at Penney's!

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BIG SAVINGS BIG VALUES

CARLOAD DOLLAR SALE

WE'VE got famous-for-quality Hunt Foods at CARLOAD PRICES! And our savings are passed on to you in this gigantic CARLOAD DOLLAR SALE. Stock up now at these amazing savings. The more you buy - the more you save!

4 BIG DAYS

Thurs.-Fri.-Sat.-Mon

HUNT'S No. 2 1/2 Can **3 For \$1**
PEARS

HUNT'S No. 1 Can **8 for \$1**
PEAS Tender Garden

HUNT'S No. 2 Can **5 for \$1**
CORN Cream Style

HUNT'S No. 1 Can Whole Kernel **9 for \$1**
CORN

HUNT'S No. 2 1/2 Can **5 for \$1**
PRUNE PLUMS

HUNT'S No. 2 1/2 Can **5 for \$1**
APRICOTS

HUNT'S 46 oz. Can **4 for \$1**
TOMATO JUICE

HUNT'S Tall Can **10 for \$1**
WHOLE POTATOES

HUNT'S No. 2 Can - Extra Heavy Syrup **4 for \$1**
BLACKBERRIES

HUNT'S No. 2 Can **4 for \$1**
LOGANBERRIES

HUNT'S **3** No. 2 1/2 Cans **\$1**
FRUIT COCKTAIL

HUNT'S 16 oz. Jars **5 For \$1**
APRICOT PRESERVES

HUNT'S 16 oz. Jars **3 For \$1**
STRAWBERRY PRES.

HUNT'S 16 oz. Jars **5 For \$1**
PEACH PRESERVES

Hunt's No. 2 Cans, In Heavy Syrup **4 for \$1**
BOYSENBERRIES

Hunt's Tall Cans **6 For \$1**
FRUIT COCKTAIL

Hunt's Boysenberry, Blackberry, 1 lb. **4 For \$1**
PRESERVES

Hunt's 8 oz. Cans **6 For \$1**
TOMATO SAUCE



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In Our Store

Saturday, February 25th

Prem CELLO lb. **45¢**
FRANKS

BEEF GROUND lb. **39¢**
All Beef

HAMS Picnic lb. **33¢**
Morrell's Pride, 6 to 8 lb avg.

SPARE RIBS lb. **39¢**
Fresh Young Pork

Swift's PEANUT **29¢**
BUTTER

12 oz. jar **2 cans 21¢**
Swift's **Cleanser**

PARD DOG **2 Cans 23¢**
FOOD

Colored Allsweet, Qts. **37¢**
Oleomargarine

12 oz. Can **35¢**
PREM

LETTUCE **2 heads 29¢**
U.S. No. 1, Extra Large Heads

Fresh Tomatoes **pkg. 19¢**
Pick O' Morn, Every Tomato Guaranteed

CABBAGE lb. **4¢**
Firm Green Heads

RADISHES Lrg. Bu. **5¢**
Fresh Red

LEMONS Doz. **39¢**
Large Sunkist

APPLES lb. **10¢**
Fancy Winesap

Hunt's Tall Cans, California **10 Cans \$1**
Tomato Juice

Hunt's No. 2 cans **4 cans \$1**
Green Beans

Hunt's No. 2 cans Tender **6 For \$1**
Garden Peas

Hunt's No. 2 1/2 Cans **5 For \$1**
Pork & Beans

Hunt's No. 2 Cans, California **6 Cans \$1**
SPINACH

Hunt's 14 oz. **6 For \$1**
TOMATO CATSUP

and 12 oz. can of **6 For \$1**
CHILI SAUCE

Hunt's Tall Cans, Halves **5 for \$1**
PEARS

Hunt's No. 2 cans Syrup-packed **3 for \$1**
Pie Cherries

Hunt's 12 oz. jars **4 for 49¢**
FRESH CUCUMBER

CHIPS **4 for \$1**

Shurfine No. 2 cans **10 for \$1**
HOMINY

Shurfine No. 2 Cans **10 for \$1**
KRAUT

Shurfine, 25 lb. sack **\$1.59**
FLOUR

Soffin **15 rolls \$1**
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PIGGLY WIGGLY



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February 22, 23

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Notice to Classified Advertisers:

Now effective, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand:

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

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

Identical rates will be maintained in both publications.
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I. FOR SALE Miscellaneous

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

FOR SALE: Delicious home made sweet rolls, pies and cakes. Place your order at the Green Hedge.
B-1-17-3-tfc

I. FOR SALE Miscellaneous

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

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

1. FOR SALE Miscellaneous

FOR SALE: 1947 Remington typewriter. Only been used by one person for six months. Phone 398.
B-1-16-34-2p

TRAILER HOUSE for sale. Almost new, 1949 model. Pan American 22 foot. Easy terms. L. L. Kendall at Hereford Plaining Mill. Nights call 563-J.
B-1-23-34-2c

FOR SALE or trade: Reasonable, either of two milch cows. Fresh. Small Jersey or large Holstein, heavy milker. W. E. Useton, 413 Avenue A, Telephone 966-J.
B-1-26-8-2p

FOR SALE: 2,000 bales Alfalfa. See V. O. Christian, Black, Texas.
T-1-11-8-1p

2. FOR SALE Farm Equipment

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

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

DAVIS-McCRACKEN
DEEP CHISELING SUB-SOILERS

To Mount on your Home Plow Pull to 13" deep with farm tractor.

Minneapolis - Moline Dealer
B-2-5-tfc

FOR SALE
New White Irrigation Motors and repairs.

JOHN R. WOOD, Inc.
B-2-32-tfc

USED
2 Model L. Case Wheatland
1 S. C. Case Row Crop
2 C C Case Row Crop

2 New D. C. Case Tractors
JACOBSEN BROS., INC.
137 MILES
Phone 777
B-2-6-tfc

FOR TRADE: 314 inch moul board plow for 8 foot Hamey or Jeffery plow. D. E. Pulliam, 3 1/2 miles south of Hereford.
B-2-22-8-2p

FOR SALE: 1250 gallon butane tank, Amarillo gear head, Ensign butane carburetor. Frank Fortenberry, 12 miles north on Hiway 51.
T-2-20-7-3c

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

WHITE IRRIGATION MOTORS
INSTALLED ON WELL COMPLETE WITH BUTANE EQUIPMENT
\$75.00

Full Line Repairs Available
JOHN WOOD, Inc.
B-3-3-34-2c

Cars and Real Estate
Give us a trial. We won't hurt you.

West Side Auto
Phone 997
B-3-8-tfc

GOOD BUYS in CARS AND TRUCKS

'47 OLDSMOBILE 78
Two Door, Radio, Heater

'49 CHEVROLET
Four-Door, Radio, Heater

'48 CHEVROLET
Stylemaster, Heater

'48 CHEVROLET
4-Door Fleetline, Heater

'41 CHEVROLET
Club Coupe, Heater

'41 CHEVROLET
Two-door, Heater

'40 PLYMOUTH
Club, Radio, Heater

'40 HUDSON
Two-Door, Radio, Heater

'38 BUICK
4-Door

1-Ton, 1 1/2-Ton, 2-Ton Trucks
3/4 Ton Pickups

KINSEY MOTOR CO.
OK USED CARS
Second and Schley
T-3-8-1c

FOR SALE: 1941 Plymouth 2-door, with radio and heater. Motor, Body, and Rubber in good condition. For sale by original owner at 301 East 14th Street, Hereford.
T-3-28-8-1c

1938 cab-over 1 1/2 ton food truck. New motor. Only 7,000 miles. H. E. Wester, 545 West 2nd. Phone 446-J.
B-3-18-8-tfc

4. REAL ESTATE For Sale or Trade

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

REAL ESTATE
Irrigated Farms, Dry Land Farms, Homes and City Property.

CHARLES SOWELL
Office Ph. 792 228 Ci. St.
Res. Ph. 193-W
T-4-5-tfc

MY HOME
7 Room House -- 30 Acres in Alfalfa; 8 in irrigation well. Joining City Limits

FOR SALE OR TRADE
W. J. (Jack) WILSON
B-4-2-34-3c

FOR SALE: Two new houses, two and four room to be made on Hiway 60, edge of Hereford. Contact O. E. Hext, phone 147.
B-4-24-34-tfc

SALE: Large lot. 7th and Jackson. Phone 80-W.
B-4-9-6-tfc

4. REAL ESTATE For Sale or Trade

FOR SALE
Have some good buys in irrigated and dry land farms from 80 acres to 640 acres also small tracts irrigated and dry improved and unimproved from 10 acres to 40 acres near Hereford.
J. M. HAMBY
1/2 Mile South and 4 1/2 East Hereford
B-4-27-tfc

IRRIGATED FARM FOR SALE

110 acres seven miles North of Hereford. 2 1/2 miles off payment. All in cultivation and perfect for irrigation. Good Irrigation well. Small house. Immediate possession. Price - \$150.00 per acre.

C. B. SMITH & SON
Over Brand Office
B-4-7-tfc

\$1,177,676.48
One of our Companies had 2390 claims in Oklahoma, Texas & New Mexico Plains Area.

Nearly one & one quarter million dollars paid to wheat farmers in 1949!

We will again be in the hail insurance business this year and welcome you to our office.

SAM NUNNALLY
B-4-34-2c

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

\$100 BUYS
Improved 160 acre stock farm. \$8000 Buys improved 25 acres on pavement.
Modern Rock House at Lot Springs, (trade for Hereford property).

CLAUD HIGGINS
Phone 134-W
T-4-1 1/2-8-1p

DUPLEX
A good investment, 2 BR on one side, 1 BR on other side. First house facing north on Norton. Get Keys at office.

\$5,500.00
\$2,500.00 down
\$50.00 Per Month
SAM NUNNALLY
T-4-8-1c

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

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

FURNISHED Apt. 712 on 12th street.
B-5-9-tfc

FOR RENT: Light housekeeping rooms or sleeping rooms for men or couples. 109 Avenue A.
B-5-15-34-2p

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

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

FURNISHED Apt. 712 on 12th street.
B-5-9-tfc

FOR RENT: Light housekeeping rooms or sleeping rooms for men or couples. 109 Avenue A.
B-5-15-34-2p

5. FOR RENT

ROOM for rent: Kitchen privileges. 308 Jowell.
B-5-9-34-2p

FOR RENT: Two unfurnished rooms. Third and Lee Avenues.
B-5-9-34-2k

FOR RENT: Attractive 2-room efficiency apartment. Electric refrigeration. Inner spring mattress. Lots of drawer space. 711 East 3rd.
T-5-19-tfc

FOR RENT: Light housekeeping room; also a bedroom. Phone 545-W, 511 Lawton Avenue.
T-5-13-8-1k

FOR RENT: Two room modern furnished house. Phone 415-W.
T-5-9-8-1k

FOR RENT: Three room unfurnished apartment. Apply 507 Jackson.
B-5-9-8-tfc

6. WANTED

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

WANTED TO BUY
One 2-row high-speed Iron-Age potato planter.

JOHN WOOD, Inc.
B-6-34-2c

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 alterations. Mrs. Mathis, 224 Avenue C. Phone 1040-W.
B-7-23-27-tfc

WANTED: Ironing to do in my home. Mrs. Kate Dixon. Phone 194-J, 611 East 3rd.
B-7-15-8-2c

10. NOTICE

NURSERY: Plant now -- fruit trees, hedge, evergreen, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main.
B-10-29-21-tfc

11. BUSINESS SERVICES
UPHOLSTER and furniture repair. J. H. Hinds, 310 McKinley, phone 447-J.
B-11-11-7-tfc

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

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

ROOF PAINTING
CALL 1016 J
HEREFORD, TEXAS
T-11-8-1p

Bob Wear Speaks To Canyon Rotary On Separation Of Church And State

"The wall of separation between church and state was erected by the first amendment to our American Constitution. The clause, 'Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, is the foundation of this wall of separation. It does not build up enmity between church and state, but does make possible the preservation of religious freedom. Under this plan, truth and right have prospered in these United States of America. This wall of separation must be made as strong as possible in order to preserve the American way of life. There is no need for, in fact, there is no place for an official state religion in our way of life. If any religion should ever be-

12. LIVESTOCK Strayed and Found

STRAYED: Wild whiteface cow with bobbed horns. M. S. Benefield, Benefield Motors.
B-12-12-7-tfc

POLITICAL ANNOUNCEMENTS

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) RUTTER
FOR Commissioner Precinct 2
G. T. HIGGINS
J. C. (Clarence) MORRISON
FOR Commissioner Precinct 3
J. T. GUINN
FOR Commissioner Precinct 4
CARL FERRIN
C. G. RICHARDSON
FOR County Judge and Ex-Officio School Superintendent
EZRA NORTON
LEONARD FOSTER
FOR County and District Clerk
FOR Mayor
WM. McGEHEE

Personals

John Newsom, freshman Texas Tech, was home in Hereford last week end.

LLL Sunday School of First Baptist Church met home of Mrs. O. M. Dickey day night.

Mr. and Mrs. Jack Pickett in McKamey last week end.



Remember

Club Calf Show

LET THE HEREFORD LOCKER SYSTEM HANDLE YOUR CLUB CALF

We will pick it up and slaughter it for the hi and we guarantee to save the heart, liver, sweet breads, and brains for you.

We will cut your beef to your individual instructions and wrap it in CELLOPHANE, the finest wrap known to the industry.

Also we have locker storage for as little as \$10. per year.

Make an appointment and supervise the cutting and wrapping job yourself.

Call 64

Make our store your Headquarters

HEREFORD LOCKER and COLD STORAGE

Come in and get acquainted with your pharmacist... he is one you can trust. We have resolved to give the best prescription service possible, priced fairly, compounded accurately.

Three Registered Pharmacists
To Serve You

EDWARDS PHARMACY
Conveniently Located Next Door to the Clinic

WELCOME VISITORS

ALL BLOOD TESTED CHICKENS
We have started our Hatchery and are booking chickens for **FEBRUARY and MARCH**

Hatch Each Monday
Week-Old Chicks

WE BUY
CREAM, EGGS, POULTRY, HIDES
West Texas
FEED, SEED and HATCHERY CO.
Jack Wright, Manager
HOME OF "MERIT" FEEDS
Hereford, Texas

Hereford Bull

By JIMMIE GILLENTE



It is surprising how much you can learn about Hereford — in Amarillo.

At request of the board of hotel directors I went to Amarillo Tuesday with Pete Cowart, C-C Secretary, to especially invite Old Tack, Wes Izzard, T. E. Johnson, Dave Rasco, Uncle Jay and

two or three others down to the big hotel opening Friday night. Incidentally, they are planning to be here and seemed most happy over the invitation. Old Tack was still interested in lettuce down here and he seemed to think that they will strike oil around Hereford within a few years. Wes Izzard said he is still getting nasty letters from Tullia wanting to know if he (Wes) is connected with the Hereford Chamber of Commerce.

Everyone we met in Amarillo was talking about the hotel opening. They all seem to know about it and are really interested. We had lunch with Gene Smith of Morrow-Thomas Hardware where, it seems, Pete was once employed. I tried to trade Pete back to Morrow-Thomas, but Gene says he absolutely has no one he would swap; however, he was willing for his competitor, Amarillo Hardware, to have Pete. Well, Gene seems to know a lot about Hereford. He asked about Urlin Streu, Don Zimmerman, and Mr. Landrum. He even remembered Gus Streu back from the early days.

Saw Mr. Nichols, who is in charge of the Coca-Cola plant there, and he was telling me that they plan to build a large warehouse building in Hereford — just north of H. E. Miller Oliver Company. He was also interested in the hotel opening and wanted to know all about it. Pete went into the Amarillo National Bank to see his brother, and everyone in there was talking about the opening.

Just for good measure, I also learned while in Amarillo that Lewis Nordike, poet laureate of the Amarillo News, has closed a deal to buy the Canyon News. The Canyon News, since I can remember, has been operated by Clyde Warwick. This will make quite a shake-up in newspaper circles. Clyde, I presume, plans to retire — but he probably won't. Lewis almost came to Hereford back in 1937 when I came here, but couldn't make up his mind. You as you probably know, he is an author and writer of considerable renown.

at this time for their annual praise in sponsoring the big calf show. We have said so many nice things about them that we are about to run out of words, but this calf show is the one thing around Hereford that cannot be praised or boosted too much, and the Rotarians deserve all of the credit. In addition, sponsoring the show is an annual task that requires a lot of work and planning. Understand by the grapevine that tickets on the car are going a little bit slow. When you are approached next time, just remember that it is one of the best causes ever presented, that all net proceeds remain here at

home to promote, and sponsor the calf show, and that the ticket sellers are giving their entire time to the project. This is one deal we can afford to dig just a little bit deeper to help.

The calf show seems to be getting bigger and bigger each year. It is a natural for this community which, after all, is probably the reason that it keeps on growing.

Watch for the Brand comic section next Sunday. We think it is wonderful. Please let us know how you like the deal. We figure we will have the best comic sec-

tion in the whole Panhandle — also a few more than Amarillo, Ft. Worth or Dallas. Please let us know how, and if, you like them.

Wayland Choir Will Appear Here Tuesday

The 34 voice Wayland International Choir will give a concert in Hereford Tuesday night. The choir has been enthusiastically received in many Texas and New Mexico cities because of its unusual emphasis on international good will. The roll call of the nations which is a part of the program is said to be very in-

teresting and educational. The students sing in seven different languages dressed in the national dress of these countries. The costumes have been collected from every country of the world

and are valued at \$20,000.

It's about time for the baseball fans to resume their arguments about the possible pennant winners.

DR. MILTON C. ADAMS
OPTOMETRIST

140 West Third
Phone 37

Hereford, Texas
Office hours—8:30 5:00



JOHN McLEAN

this question:

have just adopted a little Does my Comprehensive Personal Liability Insurance — write in my name — cover my liability for injuries the child might cause to another person?

On any insurance problem con-

John McLean Agency
Phone 181 or 273
Hereford, Texas

FURR'S

GIANT BOX TIDE 69¢
SOUP 25¢
LOW PRICES MEANS MORE FOR YOUR DOLLAR
PLUS NATIONALLY ADVERTISED FOOD

Guaranteed MEATS

- FISH Red Perch Fillets Lb. 29¢
- PURE PORK, Country Style Lb. 23¢
- SAUSAGE Young & Tender Lb. 35¢
- PORK LIVER Tender Young Pork Lb. 34¢
- SPARE RIBS Lean Shoulder Lb. 39¢
- PORK ROAST Fresh Ground Lb. 34¢
- HAMBURGER 1 Lb. Layer Lb. 34¢
- BACON Sliced 1 Lb. Layer Lb. 34¢

Meat Specials Thurs., Fri., & Sat.

FURR'S

OVEN FRESH BAKERY TREATS

- Oven Fresh - Topped with Thick Creamy Icing and Topped with Fresh Nuts Med size Ea. 69¢
- Cherry Nut Cakes 69¢
- Good For Any Meal - Golden Brown - Delicious Ea. 22¢
- Coffee Cakes 22¢
- Your Choice of Fresh Hot Dog or Hamburger Buns Or pkg. 12¢
- Dinner Rolls 12¢

Mayfield CORN 2 No. 2 Cans 21¢

Gold Inn TOMATOES 2 No. 2 Tins 23¢

Large Fresh EGGS Doz. 25¢

Del Monte 2 No. 2 tins 29¢

Spinach 2 29¢

Rippen Fresh COOKIES pkg. 25¢

Armour's 3 - 16 oz. tins 25¢

Pork & Beans 25¢

Canned Milk 2 tall tins 23¢

Carnation 23¢

Folgers COFFEE lb. 79¢

Armour's Cloverbloom Lb. solids 60¢

Butter 60¢

SAVE AT FURR'S

Kraft DINNER 2 pkgs. 25¢

KRAFT'S CHEESE

- American, Pimento or Pimiento Velveeta 2 lb. loaf 79¢
- VELVEETA 2 lb. loaf 69¢
- Fratt's Cheese Spread Olive Pimento, Relish Cream Pimento Cream, Pineapple Cream, 5 oz. Glass 23¢
- Limburger 23¢
- Tilghman 26 oz. 35¢
- Herring 35¢

Regan Tomatoes 2 No. 2 Tins 23¢

- Mission 2 no 2 cans 27¢
- Green Beans 27¢
- Campbell's 2 - 1 lb. tin 25¢
- Pork & Beans 25¢
- Armour's 2 - 4 oz. tin 35¢
- Vienna Sausage 35¢
- Libby's 2 no. 2 tins 35¢
- Pineapple Juice 35¢
- Angelus 10 oz. pkg. 19¢
- Marshmallows 19¢
- Serve Tea 1/4 lb. pkg. 29¢
- Lipton's 29¢
- Assorted Flavors Dessert 3 pkgs. 21¢
- My-T-Fine 21¢
- Franco A. 2 tall cans 29¢
- Spaghetti 29¢
- Cup and Saucer Premium With 1/2 lg. box 39¢
- Mother's Oats 39¢

HEINZ KETCHUP 25¢

PENICKS SYRUP 5 LB. TIN 35¢

AUNT JEMIMA PANCAKE FLOUR 2 1/2 LB. BOX 31¢

EXPRESS BRAND SALMON 35¢

Fresh VEGETABLES

- CELERY HEARTS lb. 19¢
- CABBAGE 2 lbs. 5¢
- FANCY CARROTS bunch 5¢
- RADISHES large bunches 5¢
- YELLOW ONIONS Lb. 5¢
- IDAHO RUSSET POTATOES 5 lbs. 23¢
- Fancy 23¢
- WINESAP APPLES 2 Lbs. 25¢
- Sunkist LEMONS 2 lbs. 25¢
- California ORANGES 2 lbs. 25¢

BARGAIN DAYS FOR USED CAR BUYERS

SAVE DOLLARS!

THESE CARS CARRY OUR PERSONAL GUARANTEE

1949 HUDSON CLUB COUPE
All the Extras

1947 COMMODORE
Supermatic Drive
4-Door
Loaded

1946 PLYMOUTH 4-DOOR
New Motor
Loaded

1947 DODGE PICKUP

1946 FORD, 2-Door, Loaded

1941 CHEVROLET, 2-Door

1950 GMC Pickup

SPECIALLY PRICED!

1939 FORD \$95.00

1937 TERRAPLANE \$75.00

HEREFORD HUDSON COMPANY

1221 East First

Phone 723

GUNN BROS. STAMPS - DOUBLE WEDNESDAY with purchases of \$2.50 or More

Flour PURASNOW 25 lb. bag \$1.37	Purity OATS 20 oz. pkg. 15¢	Bestyett HONEY lb. jar 29¢	For Frying or Baking WESSON OIL Pt. Bot. 29¢ Qt. Bot. 57¢	Ideal DOG FOOD 2 TALL CANS 25¢	Toilet Soap CANAY 3 Reg. Bars 21¢ 2 Bath Size 21¢
IVORY SOAP 3 Med. Bars 24¢ 2 Large Size 27¢	Laundry Soap P & G 4 Giant Bars 25¢	LAVA SOAP 2 Medium Bars 19¢ 2 Large Bars 25¢	Hardwater Soap KIRKS CASTILE 2 Bars 15¢	Swift's Shortening JEWEL 3 lb. tin 55¢	DUZ Large Pkg. 25¢
OXYDOL Giant Box 69¢	Toilet Tissue NORTHERN 4 ROLLS 29¢	IVORY SNOW Large Pkg. 25¢	IVORY FLAKES Large Pkg. 25¢	Cleanser SPIC AND SPAN Box 23¢	Blue Plate OYSTERS 4 2/3 oz. cans 39¢

Young Dimmitt Girl Will Be Buried Today

Funeral services for Myrna Kay Benson, age 9, daughter and only child of Mr. and Mrs. Joe Benson of Dimmitt, who died in Dimmitt Hospital at 11:30 Wednesday morning after a lengthy illness, will be held at 3 o'clock this afternoon.

Services will be conducted by Rev. Horace Brooks of Dimmitt and Rev. Sherrel of Sudan in the Dimmitt Methodist Church.

Burial will be in West Park Cemetery Hereford, under the direction of Gilliland Funeral Home.

Grandparents of Myrna Kay are Mr. and Mrs. A. T. Jones of Hereford.

Dr. G. W. Heard left last week for California, where he will attend business and visit with a niece and nephew who live there.

Week end guests of Mrs. Seth B. Holman were Mrs. H. T. Neely, Mrs. John H. Barry and Mrs. Jessea Cook, all of Amarillo.

High School Fresh Five Beats Canyon

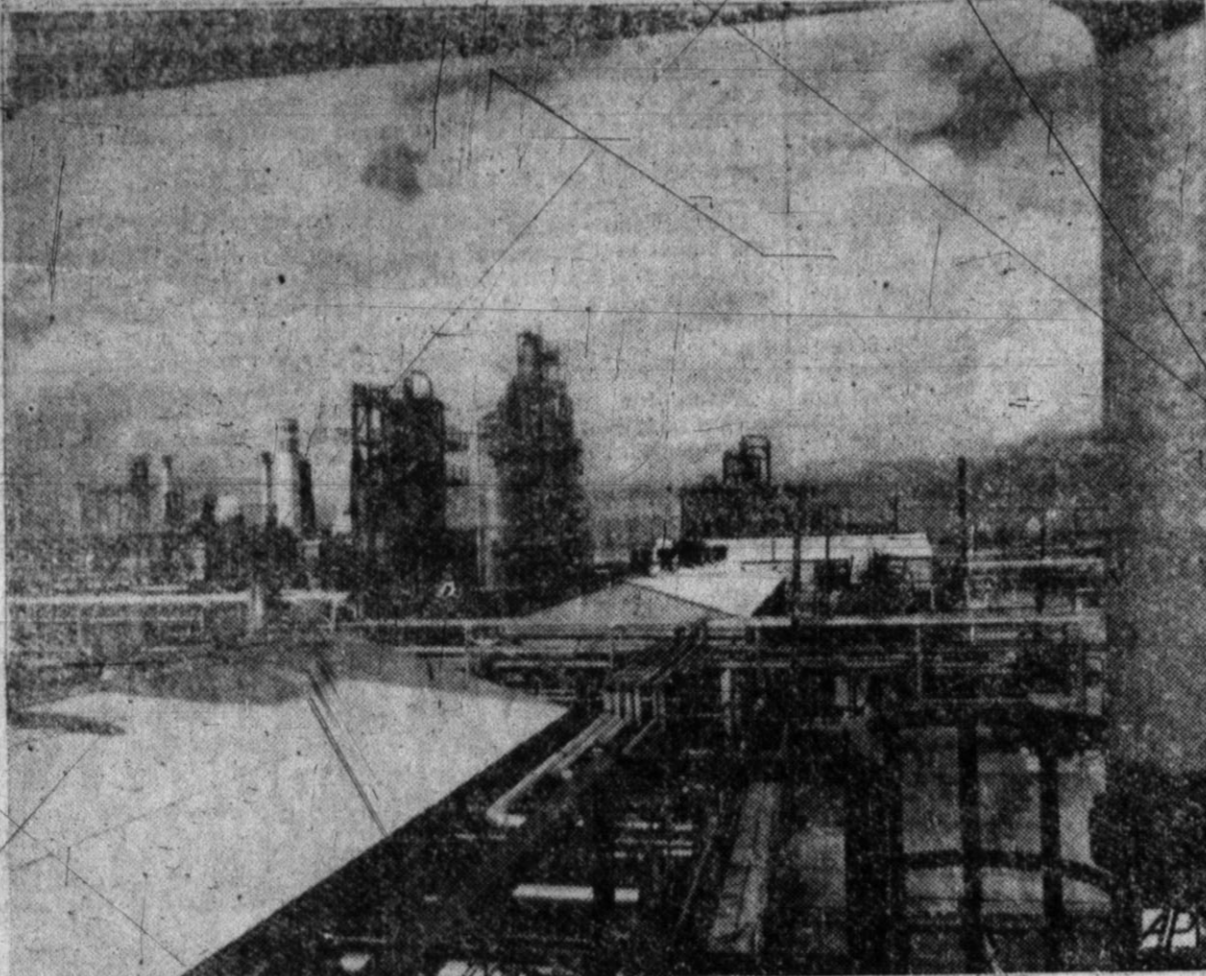
Raymond Dement led the High School Freshmen to a 32-21 win over the Canyon Fresh Tuesday afternoon in Whiteface Gym. Dement scored 11 points to become highest scorer for the game.

This brought the season record to a won two, lost three standstill. Coach Wayne Stark said two more tournaments are set up for this season for the Fresh team, but Hereford's participation is still undecided.

Coach Kenneth Mays, Junior High team, was swept to defeat by Canyon Junior High Tuesday afternoon in Whiteface Gym. Canyon won, 31-28.

Virginia Cutsinger and Frances Young were in Clovis, N. M. shopping last week.

Mr. and Mrs. H. C. Baird left Tuesday for Oklahoma City where they will be joined for a few days by their daughter, Mrs. John D. King of Wagonchick. Mrs. Baird will accompany her daughter to her home the latter part of the week.



NEW LUBRICANTS PLANT—This is a general view of the processing area of the Pure Oil Company's new lubricants plant at Nederland, Texas, which will open Feb. 25-26. More than one thousand different products will be made by the plant, which sprawls over 70-acres and employs process of cooling and heating from 15 degrees below zero to 750 degrees Fahrenheit. (AP Photo)

Rose Family Sets High Standard In Education

Mr. and Mrs. Austin Rose of Hereford were indirectly the subject of a short piece in the Texas Tech campus newspaper recently which read, "Speaking of Roses in the old days when Tech campus was mighty sandy for roses, the roses flourished nevertheless."

"Mrs. R. E. Willis, the former Juanita Rose, is a home economics graduate of '42 and one of a family of Roses who attended Tech. Katherine is now Mrs. B. C. Spratt and Lucille, Mrs. Robert Miekler, are former Techsians. Nuge Rose, a brother, is a former Aggie student at Tech and Mrs. Ivy Barton, also attended Tech. Another sister is the wife of L. O. Harman, an instructor in the Dairy Manufacturing department of the Agriculture division. And the frost still hasn't gotten the roses, Austin, Jr., is a student."

Mrs. Rose says there's even more to this story.

Youngest daughter Joycé is a senior in Hereford High this year and will enroll as a freshman at Tech next fall, which will make seven of seven children.

The per acre corn yields for Texas in 1949 were the highest since 1919 and were 6.5 bushels per acre higher than the average for the past 10 years.

Three Hereford Scouts Will Attend Jamboree

Three Boy Scouts from Hereford will be selected to make the Boy Scout Jamboree trip to Valley Forge, Pennsylvania next June, according to Roy Ford, District committeeman.

The Jamboree will last from June 30 through July 6 and additional trips to Washington, D. C. and other points of interest have been planned.

Three Hereford civic clubs, the Lions, Rotary and American Legion are sponsoring one boy each at the cost of \$150 each, ac-

ording to Scout leaders. Although possibly more qualifications for the trip are set up, it is probable that the boys going must be at least a Second Class Scout and at least 12 years old as of January 1, 1950. The Second Class Scout is one grade above Tenderfoot. The Scouts to make the trip from Hereford along with 40,000 other Boy Scouts from all points of the United States haven't been selected as yet.

Personals

Mollie Jo Scholfield was in Lubbock to visit an aunt last week end.

Staff Sgt. Robert Bicknell, son of Mr. and Mrs. Bob Bicknell, stationed at Tinker Field, Oklahoma City, Okla., has re-enlisted in the Air Force for an indefinite period, according to Mrs. Bicknell.

Mr. Hugh R. Lee and daughter of Windon, Texas, visited Mr. and Mrs. Bob Bicknell Saturday.

**ANNOUNCING
OPENING**

of the

HOTEL BARBER SHOP

Friday, February 24th

by two home boys you already know!

G. S. (Mutt) Wheeler -- Charlie A. Morris

LOCATED JUST WEST OF HOTEL ENTRANCE ON THIRD ST.

Everyone Cordially Invited



Bed Room Suites

We are now offering for your approval a splendid variety of bed room suites either the conventional 4 piece suite or open stock, buying only the part of the suite that you need.

We have these in Walnut and Mahogany finish in Blonde and Lined Oak, or in solid Walnut and Solid Mahogany, or the new Pine Suites, and Solid Maple. A quality and a price to match any need. Trade in your old furniture on new furniture.

1901

1950

E. B. Black Co.
FURNITURE

KITCHEN CABINETS

Made from Select White Pine



CUSTOM MADE FURNITURE

CATTLE FEEDER TROUGHS

Woodwork Done Anywhere For Anything

Hereford Planing Mill

231 East Second

GENE MEDLIN

LAWRENCE L. KENDALL



SAVE! SAVE! SAVE!

WELCOME VISITORS

CONGRATULATIONS to the 4-H and FFA MEMBERS and to the sponsoring **HEREFORD ROTARY CLUB**

We Will Feature **4-H Beef**

WHAT A BUY!

- COFFEE** 77¢ Admiration, 1 lb. can
- Puffed Wheat** 33¢ Quakers, 2 large boxes
- SALMON** 39¢ Chum, Tall can
- TUNA** 37¢ Starkist, Can
- MACKERAL** 19¢ King Solomon, Tall Can
- SARDINES** 15¢ Sun Harbor, Tall Can
- VELVEETA** 79¢ Kraft Cheese Food, 2 lb. box
- Fillet of Haddock** 63¢ Frozen, Hubay, 1 lb. box

WHAT A PRICE!

- PEACHES** No. 2 1/2 can 27¢ Stokley's, Sliced or Halves In Heavy Syrup
- CAKE MIX** Large Pkg. 33¢ Duffs Spiced or White
- BEETS** No. 303 can 17¢ Stokley's, Medium Size, Whole
- OATS** 3 lb. box 33¢ Purity, Instant or Regular



- Red Spuds** 35¢ 10 lb. Mesh Bag
- Cabbage, Green** lb. 3¢
- Grapefruit** 5 for 37¢ Large Size



- California **Lettuce** 2 lrg. heads 25¢
- Extra Heavy Heads **Texas Carrots** bu. 5¢



PRIZE BUYS in FINE MEATS

- BEEF ROAST** lb. 49¢ Chuck, Table Trimmed
- SLICED BACON** lb. 36¢ Morrell or Pinkney
- ELKHORN CHEESE** lb. 43¢
- PORK LIVER** lb. 23¢ Longhorn
- Lunch Herring** 6 1/2 oz. jar 59¢ Spiced, Cut
- Imported **HOLLAND HERRING** 10 lb. keg 3.50

CITY FOOD STORES

No. 1 at Second and Main, Phone 15

No. 2 on East First, Phone 430



Diggin' Divots

Weather was so good Sunday 53 duffers and hotshots couldn't resist the urge to tour the local links. Among the visitors were Buddy Posey of Clarendon who sizzled in with an even par 36 on one nine while playing with his brother, J. M., Ted Young and Club President John Chan-

L. G. Carter of Borger was another visitor. He passed several compliments on the course.

T. A. Slinger and son Elta of Dimmitt were up for the first time. T. A. tried to put the old Dimmitt course in shape last year but couldn't get enough support. Now he tells us that he thinks all the towns in this area ought to support the Hereford course and make it even better than it is now. That's the kinda spirit everyone likes to hear about.

Don't forget, since it is along those lines, that the semi-annual membership drive is on right now. Three new stockholders joined last week from the Dimmitt bunch.

Southpaw Henry Benson played his first time on the new layout Sunday and will probably be back for more.

Raylon Evans, home from Tech for the week end, played with Wayne Evans and Dewey Nicholson, H-SU professor who was in town.

Mr. and Mrs. John McClesky can also be added to the list of converts.

Hereford High School golfers will play the strong Amarillo High aggregation here sometime this week. Joe Kerr, Ray Graham, Kenneth Brock, Pat Kerr, Alvin Shirley, Alton Brock and Pat Corbett will make up the Whiteface team.

Pro Jim Terry reports he saw some mighty nice golf shot by girls and women in Florida. He saw the Bauer sisters, Louise Suggs, Babe Zaharias and the best of the feminine mashie wielders in a couple of tournaments. The girls really swing at the ball, according to Jim.

Take a look at some of the pictures he took and you'll see what he means. They take the club on the backswing to where it almost points straight down at the ball.

Jim also has some of the "new" golf clubs that are supposed to be great stroke-savers for the average week end golfer or duffer, down at the Proshop now. Three sportings good companies are putting them out in their



DONNA NELL and JOAN WOMBLE

SISTERS AND MEMBERS MORSE GIRLS BASKETBALL

TEAM HOPING TO MAKE AN IMPRESSIVE SHOWING IN DIST. 19 TOURNEY TO BE HELD IN SUNRAY, FEB. 23-25. DONNA NELL, 18K SEASONS OUTSTANDING POINT-GARBER SCORED 700 POINTS LAST YEAR; MORSE WON CHAMPIONSHIP OF HANSFORD COUNTY 24-15 OVER SPEARMAN EARLIER IN SEASON. HOWEVER BOTH SPEARMAN AND MORSE WILL REPRESENT HANSFORD COUNTY IN THE TOURNAMENT.

JOAN IS AN OUTSTANDING GUARD, CAN SHOOT WITH EITHER HAND, ONLY 14 YEARS OLD AND IS A SOPHOMORE



CHARLIE LYLES

ONE OF AMARILLO'S BETTER BOWLERS WON SOUTHWESTERN ALL-EVENTS CHAMPIONSHIP IN 1943 BEATING BUDDY BOMAR. WON 1946 STATE SINGLES CHAMPIONSHIP WITH 646 SCORE



SPORTS

The Hereford Brand

Thursday, February 23, 1950 Section Two

Saturday Night Bouts Start at Nine O'Clock

Because of the Fat Stock Show, Guy Lawrence said next Saturday's wrestling will be set back until 9 o'clock when three bouts will be fought.

In the first bout, Olin Boynton, Amarillo, will fight George Drake, Catalina Islands, for a one-fall decision within 02 minutes time limit.

Another 20-minute time limit bout will find Dale Haddock, Wayne, Michigan, trying for a one-fall win over Whitey Walberg, Walbert comes from Minneapolis, Minnesota.

The main event will be a tag-team match between Dale Haddock and Olan Boynton against George Drake and Whitey Walberg. It will be the best two out of three falls within one hour time limit.

Corolla Poggi, Albuquerque, will referee. Last Saturday one of the best fights ever staged in Hereford ended in a deadlock between Whitey Walberg and Billy Widner. Both grapplers are Nelson specialists. They were wrestling every minute of the whole hour but neither could hold their advantages. It was a matter of pure strength and no falls were registered.

In other bouts last Saturday, Joe Miller from St. Louis was disqualified for unnecessary roughness after he had taken the first fall within 14 minutes from George Drake. Drake won

the second fall in 10 minutes. Miller got rough in the last fall which caused his being ruled out of the contest, giving Drake the decision.

Other wrestling news reveals Wayne Martin will fight Dory Funk to defend his recently won title for the Southwestern States Light-Heavy Championship. The fight will be in Amarillo and after Martin's nose heals, Martin broke his nose in Tulsa last week end.

Hole In One Pays Off For Hereford Golfer

Making a hole-in-one such as Bill Miller did here January 15 is a worthy accomplishment. And is rewarded as such by sporting goods companies and others.

At least that's how it looks from the following list of things Miller will realize from the "perfect shot" he hit on number 6 that Sunday afternoon.

Walter Hagen Golf Company will give him a certificate telling how, when and where he made the shot, signed by Walter Hagen suitable for framing. Acushnet and Dunlop companies, both golf ball manufacturers, mount the ball that was used as a trophy and give a trophy case, if the ball used was one of their products, which unfortunately was not the case for Miller.

U. S. Rubber company which makes the U. S. Royal gives a bronze hole-in-one medal. Wheaties company gives a case of the "Breakfast of Champions" breakfast food.

Life Savers corporation gives a carton of Life Savers with all flavors and Del Monte Properties company of California gives a large map of Monterey Peninsula which is said to be very nice.

The trouble with many community improvement schemes is that they depend, for success, upon a contribution from somebody designed to prevent everybody from working to a successful conclusion.

Joe Kerr Named On All-District

Head basketball coach Douglas Groom said he has high hopes for the 1950-51 basketball season in the Hereford camp in spite of the loss of four good players, one becomes ineligible and three are graduating seniors.

Interest has picked up here a little this season for basketball but it is still not where it should be. Groom said Wednesday. "Hereford could have beaten Phillips in the Dumas Tournament if they had played ball. They were sloppy on defense and sloppy on offense."

Groom says that proper basketball interest and spirit on the part of the players can never be attained until adequate playing facilities are obtained.

Joe Kerr, a stand-out all season on the court, placed on the All-District 1-A team in the Dumas try in spite of the fact he was on a losing team all the way. Kerr, Wendell Morton, and Dick Alston will be lost through graduation and Nathan Hopson will be overage.

For next year Groom looks to Gerald Shirley who was ineligible because he just moved here from Oklahoma and Orlan Teed and Bob Mathers from the B team to fill the holes made by graduation.

Final results of the Dumas Tournament sent Canyon and Dumas into Regional play probably at Canyon next week. Canyon played Dumas 28-19 in the final rounds of the Dumas Tourney last week end.

Track Team Bolstered By Several Basketball Players

The close of basketball playing this year at Hereford High School brought new candidates out for Coach Dalton Criswell's thinly-clad track crew. He now has 45 boys out for drills he said.

Although only one meet is definitely in the offing, Criswell says more will come this year. There will be confusion in scheduling track meets with other than Class A schools as both AA and B schools are busy this

spring with football drills. Some dual and triangle meets will probably be arranged with surrounding towns like Dimmitt and Frona.

The annual Panhandle Meet is the only one now on the slate for the Whitesides. This comes up March 25.

Five seniors turned out with the cindermen. Ted Houston who won the district high hurdles and placed second in high-jump last year will be back along with competition from Phillips Blackhawk Bobby Lundy, Charles Gresham, a quarter-mile man, won fourth place in the district meet last year and won first in 1947 and second in 1948. His competitor from Phillips, Billy Morris, is also back in school.

Duane Christian and Bill Kelly are two returning two-mile relay men. Criswell said the two other positions are wide open with Orlan Teed a good prospect for the half mile.

On the whole, the Hereford squad is weak in field events. Some races are weak but Criswell and assistant coach Wayne Stark will expect polishing and improvement with the progress of the season. Truck equipment was basketballers Monday. The basketball crew bowed out for 1950 last Saturday when they met defeat against Canyon and Phillips.

Our farms, in 1949, equalled the production record of the year before but they lost nearly ten per cent in cash from sales. Not many business can say the same.

new models. The principle is that weight has been added to the toe of the club to give a wider "sweet spot" on the face of the iron.

Sammy Snead says he hasn't hit a bad shot since he started playing with the new model. Of course a bad shot for Snead would probably be mighty good for most of us dubbers but anyhow he says, "If they help me one stroke a round—or even one stroke a tournament—which I believe they are doing, they'll be worth their weight in gold."

Dunno what gold is worth per ounce, but Slammin' Sammy only collected \$3,837 the first 15 days he played with the new clubs; plus 25 per cent of the gate receipts in his playoff match with Hogan at Los Angeles—an estimated \$1,500.

Many an office-holder finds it difficult to talk good sense in an election year.

Second-Guessing

By JERRY STOLTZ

Dry weather has gone too long for most of the holes along the draws around the country. Minnows and fish are dying like the proverbial fly, as the water leaves them high and dry.

Notice Ben Hogan favors giving the role of Ben Hogan in the picture "Follow the Sun" to Montgomery Cliff.

Did you see where the Dallas Eagles are going to play their Texas League opener in the Cotton Bowl. That's right—they'll meet the Champion Tulsa Oilers in the Cotton Bowl just a little

more than a month from now. Owner Dick Burnett hopes to break the Texas League attendance record of 18,018 set in Fort Worth in 1930. There'll be 75,479 seats available, so maybe he'll do it.

Texas Aggies and University Exes won't know what to do on Thanksgiving Day, 1950.

It will be the first time in 37 years the two schools haven't played football on the last Thursday in November. They'll play Dec. 1 next year and then switch back to Thanksgiving Day again after that.

Dell Morgan has a successor to Albie White as Tech Freshman coach. Carl Mulleneaux, veteran of 17 years of football and line coach at Arizona Uni. got the job.

Hereford High School basketball team didn't come out of the District tournament with much

lustre added to their record. By the way the reason the story on the team last week said their record was 12-12 before the tournament was like this—the second section of the Brand is printed on Tuesday and the Whiteface quintet was to play Happy that night. We had it figured that they would win that one and end up with that 50-50 average. We were wrong—they went into the journey with a 11-13 record.

But even if the team did lose they had some consolation in Joe Kerr's making the All-District 1-A squad. That's a real honor to be picked like that from a losing team.

24 PAGES

STARTING SUNDAY IN THE SUNDAY BRAND THE PANHANDLE'S LARGEST COMIC SECTION

32 FEATURES

INCLUDING...

FOLLOW THE BOY OF THE YEAR...



...IN THE SUNDAY COLOR PAGE OF THE YEAR!

RUSTY RILEY Begins Sunday

BLONDIE



CHIC YOUNG DAGWOOD'S AT IT AGAIN!

BUZ SAWYER



A great new adventure comic is about to make its appearance in this newspaper.

Follow the thrilling exploits of Buz Sawyer, daring aviator, and laugh at the woes and antics of Rosco Sweeney, his clumsy but faithful assistant and pal.

LOOK WHO'S HERE!



Popeye WATCH FOR US!



A rootin', tootin', he adventure strip KING of the ROYAL MOUNTED WATCH FOR IT FOLLOW IT THRILL TO IT



her first high heels!

A most amusing episode in the many amusing episodes of TEENA that hilarious new comic page dealing with the trials and tribulations of the female adolescent.

Also

THE KATZENJAMMER KIDS LITTLE ANNIE ROONEY JOHNNY HAZARD and other famous comics!

Also

MANDRAKE THE MAGICIAN TEENA BRINGING UP FATHER And Even More!

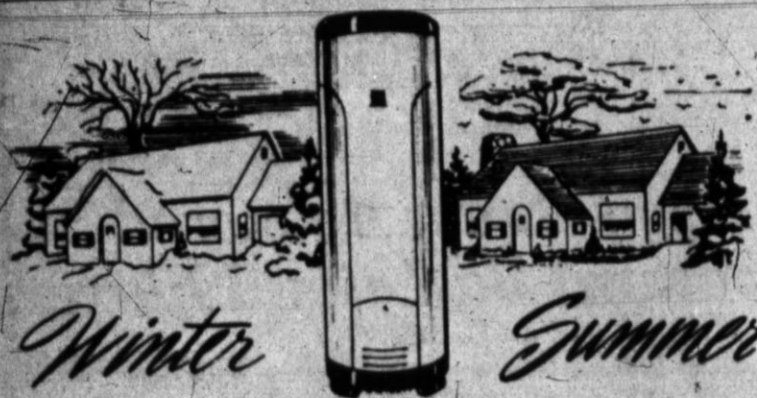
Long Time Ago

25 Years Ago
 Week of February 19, 1925
 Hereford was one of 47 Texas towns allowed a maximum credit of 15 per cent on the final rate of fire insurance on account of good fire records for three years. Four cities were granted 12 per cent, four were granted nine per cent, three got six per cent and one got three per cent. The local fire insurance agents said the loss ratio of Hereford for 1922, 1923 and 1924 was .279. The record had been filed and checked and approved by the State Fire Insurance Commission. Under the provisions for credit for good fire records of cities and towns, this record en-

titled Hereford to a credit of 15 per cent. Local agent deducted from the final rate on all policies written on or after March 1, 1925 to February 28, 1926, covering property located within Hereford.

The Hereford Real Estate Board completed their organization with J. E. Hill and A. M. Jones elected president and secretary respectively. The Board was Tom Bruner, C. P. Atwood, J. R. Gaut and John Gilvin, all members of Amarillo Real Estate Board.

Washington's birthday was fittingly celebrated by the local Masonic lodge. A patriotic mov-



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"THE BROTHERHOOD OF MAN under the Fatherhood of God is our only guarantee of the preservation of the blessings of Democracy," Governor Allan Shivers says in an official memorandum designating February 19-26 as Brotherhood Week in Texas. Governor Shivers, far right, issued the memorandum at the request of Protestant, Catholic and Jewish leaders. Shown with the Governor from left to right are W. F. McNamara, Joe C. Carrington and Dr. H. J. Ettinger, Austin leaders of the National Conference of Christians and Jews, sponsors of the 17th annual national observance of Brotherhood Week. In issue of the call to observe Brotherhood Week, Governor Shivers urged all to rededicate themselves to that principle of our government that recognizes "the dignity and worth of every citizen" and guarantees these rights through the Declaration of Independence and the Bill of Rights.

ing picture film was presented. George V. Stambaugh, Hereford, graduated from University of Southern California. Miss Riva Burnett, District Deputy Grand Matron of Order of Eastern Star, was guest of local OES chapter. The meeting was held in the home of Mrs. J. W. Hicks. Mrs. W. I. Valentine brought The Brand a huge, over-size egg laid by one of her chickens. The monster measured seven and a half inches in diameter. While attempting to light a fire in his kitchen, Lonie Huckert, Summerfield, was severely burned by an explosion of gasoline. Judge L. Gough, president of Wheat Growers Association of Texas, held a Farmers School at Progressive. Sunbeam band of the Baptist Church made a clothes hanger for the hospital nursery. The Sunbeams ranged in age from three to 12. Stork specials were to Mr. and Mrs. M. C. Matthews, a boy on February 11. Mr. and Mrs. Virgil

MASONIC BULLETIN

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

NOTICE OF MEETINGS

ODD FELLOWS
 Each Monday Night
 REBEKAHS
 Each Tuesday Night

Money can't buy true happiness a modern philosopher says. No but it can make shopping around for it so much more enjoyable.



built-in television set. Now a housewife can have her ham and coo; it at the same time.

Headline: Congress needs some kind of "must list" for legislation, columnist says. But they've had one for years, and it just keeps getting mustier all the time.

for a new high school building. The petitions were prepared and circulated by a committee headed by E. B. Black. The men to have charge of the bond election work were Henry Wilkinson, A. O. Thompson, George L. Muse, G. A. F. Parker, E. B. Black, Carl Gilliland, Jno. P. Slaton, Earl W. Wilson, W. E. Dameron, W. R. Hill, J. O. Haymes, J. E. Hill, E. W. Harrison, Dr. G. W. Heard, Dr. G. F. LeGrand, H. H. Hawkins, Mrs. M. L. Steele, Mrs. M. B. McLean, Mrs. Homer Fox, Mrs. Carl Mounitz, Mrs. C. H. Dyar, Mrs. W. F. Gabbery, Mrs. Sherm Williams, Mrs. W. R. Steckman, Mrs. J. W. Hicks and Mrs. Edith Hughes.

The Girls Auxiliary of the Baptist Church appeared in "An Uninvited Member" at the church. Taking part in the play were Lillian Sawyers, Nina Powelson, Anna Bell Sawyer, Gladys Vance, Margaret Thompson, Pauline Jackson, Norma Powelson, Bettie Carter, Nona Brazil, Lucile Jackson and Willie Thurmond. Frances Guinn, Margaret Thompson and Lucile Jackson were on the program. Lulu D. Connell was also on the program. Mrs. Roy C. Ferguson, Shawnee, Oklahoma, was a visitor in the Hereford home of her sister, Mrs. H. Witherspoon.

Martin, a boy, February 14. Mr. and Mrs. Loyal List, a girl, February 16. Mr. and Mrs. Homer Mason, a girl, February 11. Mr. and Mrs. Lee Dennis, a girl, February 12. Mr. and Mrs. Thomas Horn, Friona, a girl, February 17. Mr. and Mrs. Clifford Acker, a girl, February 18. The business men of Hereford, through the Chamber of Commerce, voiced their opposition to the proposed bill in the legislature to legalize carbon black plants in Texas. Hereford music lovers were delighted when the Hereford Band was reorganized. L. F. Borden was to direct the band. J. Hal Wilson, 24-year-old son of Mr. and Mrs. Henry Wilson died after a brief illness. He was an operator with Santa Fe in Winoka. Funeral services were held in the home conducted by Rev. O'Malley of Amarillo. Buchartman and Rosson formally opened the new International Harvester Company. Zena Owen and Thomas Frank Kendall were married February 10, 1925 in the home of the bride's parents, Mr. and Mrs. C. D. Shaw. Rev. J. O. Haymes officiated. They were going to make their home in California. W. E. Fallwell, Hereford, and Sarah Pearl Pipkin, Canyon, were married by Judge Earl W. Wilson in the Judge's office. Dr. John Avery Freeman, 63, died in his Hereford home after several months illness. Mrs. M. L. Stiles, 75, died in her Big Square Community home after a lingering illness. At a meeting of the Board of Trustees of the Hereford Independent School District it was decided to hold an election for voting on a bond issue of \$125,000

WELCOME VISITORS
 and
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NUMBER 6,000 at NORTH TEXAS—James A. Brown, right, became the six thousandth student to register at North Texas State College for the 1949-50 school year when he flew from Saginaw, Michigan, to study dance band music at Denton. Welcoming Brown, the first "No. 6000" in NTSC history, are Mrs. Virginia Briscoe, who completed his papers in the business office, and Dr. W. J. McConnell, who remembers that for his first year as president, 15 years ago, the comparative nine-month figure was only 1,700.

**Hereford Garden Clubs
Attend Council Session**

Members of Hereford's three Garden Clubs attended a special program meeting arranged by the Hereford Council of Garden Clubs and held at the Camp Fire Hut Friday afternoon. Clubs represented were the Hereford Garden Club, Garden Beautiful Club and Bud To Blossom Club. Featured flower arrangement for the afternoon was done by Mrs. John Jacobsen, Jr. and was made of red carnations and lemon leaves with red candles as accessories.

Mrs. O. G. Hill, president, presided and introduced the guest speaker, Aubrey Crosland of the West Texas State College Agriculture department.

Mr. Crosland spoke on layering and grafting, discussing the two main types: mound layering and tip layering, both of which may be done at any time of the year.

Mound layering was defined as where the soil is banked around the base of a plant and left until new plants form, and may be separated from the mother plant and used as individual plants.

Tip layering is where a branch or twig is bent down to the earth and covered with soil until it takes root. Grafting and budding are vegetative methods of plant reproduction. Grafting

may be begun now and may be done successfully for the next 60 days. Begin budding now and continue until the sap starts to rise, he said.

He listed tongue grafting and cleft or stump grafting as the most commonly used types and gave descriptive demonstrations; and concluded his demonstration with tea bud and patch bud, "which is the simplest form of bark grafting," the speaker said.

Hereford Garden Club Meets

Following the program at the Camp Fire Hut, members of the Hereford Garden Club held a business meeting at the home of Mrs. Leroy Aven. The president, Mrs. W. S. Fluit, announced that the Bluebird Group, which the club sponsors, will sell pies at the Fat Stock Show Friday, Feb. 24 and all members of the club are requested to send pies or cash donations.

Mrs. Jim Black was named 2nd. vice-president and in that capacity she will serve as chairman of the annual Flower Show. Mrs. S. S. Dodson was named to the Flower Show committee.

**Wych HD
Club Meets
Thursday**

Wych Home Demonstration Club met Thursday afternoon in the home of Mrs. J. V. Pickens with Mrs. W. T. Kelly directing a ten minute recreation period.

Mrs. N. G. Elliston gave reports on the recent county federation meeting and from the market committee. Members of the club voted to order roses on the co-operative plan. A report on the work simplification meeting held recently was given by Mrs. W. T. Kelly.

Mrs. Lowe, from the extension department of Texas A&M College, was the instructor, and a delegate from each home demonstration club attended the meeting.

Members voted to offer a \$2.50 prize for the champion pen of chickens shown in the Poultry Show February 24-25, and voted \$2.50 toward the general prize fund for 4-H clubs.

Mrs. H. H. Caraway, clothing demonstrator, gave a demonstration on altering patterns with Mrs. W. T. Kelly serving as a model. The next meeting of the club will be held with Mrs. Curtis Traweck on March 2.

Members present were Mesdames N. G. Elliston, R. W. Elliston, W. T. Kelly, A. E. Jury, Ira Ott, George I. Olson, Jack Williams, H. H. Caraway, Raymond Paetzold, Ira Scott, and the hostess.

**Jolly Teens Horizon
Club Elects Officers**

Jolly Teens Horizon Club elected officers at the regular meeting held Thursday afternoon. Those chosen were Joan Orr, president; Gerry Patterson, vice-president; Marilyn Matthews, secretary; Glenna Finley, treasurer; Maxie McCathern, historian and Nelda Guy Lawrence, reporter. Lois Verne Pitts also attended the meeting.

The next meeting is being held with Maxie McCathern this afternoon.

Hereford Students Enroll
Canyon, Texas. (W T N S) — Three students from Hereford are listed among the new enrollees on the campus of West Texas State College in Canyon for the spring semester.

New students are: Charles Van Pelt, junior; Albert Plummer, freshman; and James M. Corbett, freshman.

Personals

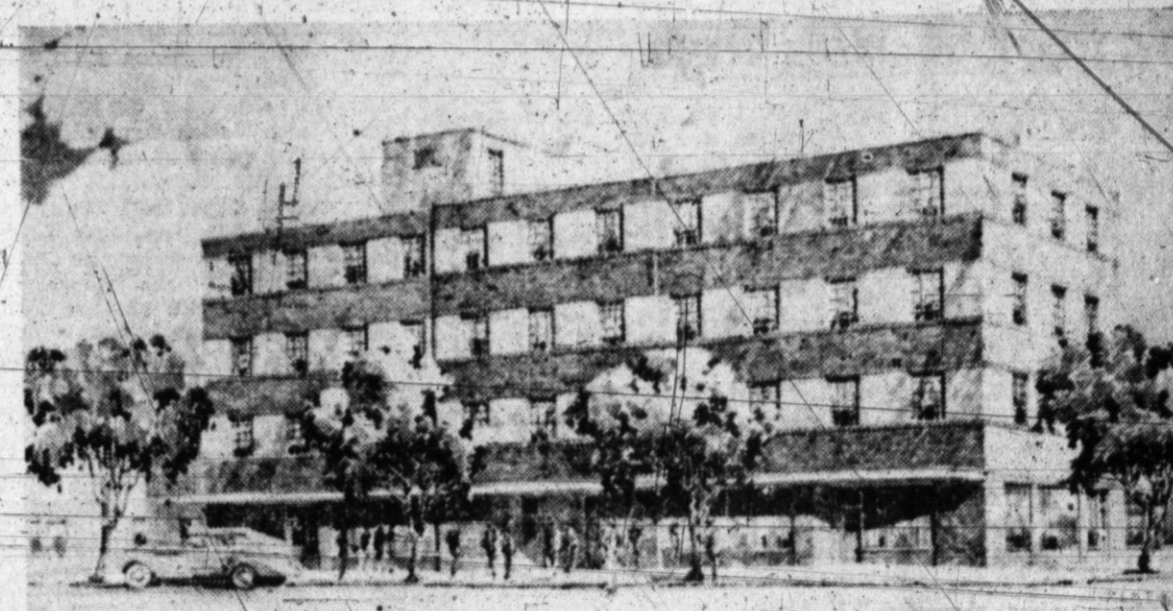
Entertains Amarillo Friends

Mr. and Mrs. Bill Helton who recently moved to Hereford from Amarillo, entertained a group of Amarillo friends in their home two miles north of Hereford on 25-Mile Avenue last week end.

Bridge and Canasta were played. Attending were Mr. and Mrs. Bill Moseley, Mr. and Mrs. Frank Jordan, Mr. and Mrs. Harry Warren and Brutt, Judge and Mrs. Gene Jordan and Bob, Mrs. Velma Flynn and Mr. and Mrs. Earl Curry.

Mr. and Mrs. R. G. Alexander of Silverton visited Mr. and Mrs. D. H. Alexander in Hereford Tuesday.

Mrs. R. R. Wills left Sunday for New York City where she will spend some time with her husband, Dr. Wills, who is doing special study in New York.



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FRIO NEWS

Large Community Group Enjoys 'Auto Party' Fri.

By MRS. OWEN ANDREWS
Brand Correspondent

The community party, announced in the Sunday Brand, was enjoyed last Friday night. The announcement was intended to appear in last Thursday's paper, but failed to appear until Sunday. The party was thoroughly enjoyed by a large group of people. The committee, Mrs. Frank Robbins and Mrs. Henry Dobbs, planned it to be an "Auto Party." Games all were related to automobiles and were very cleverly planned. Mrs. Robbins was master of ceremonies. "Filling station" operators, Clark Andrews and James Dobbs,

served refreshments of cookies, apples and water, at the close of the party.

A party, at the Bill Starry home on Saturday night, was enjoyed by the young people. Music and roasting wieners and marshmallows furnished the entertainment. Visitors from out of the community were Misses Maxie McCathern and Carol Walker, of Hereford and the M. B. Odom family, south of Dimmitt.

Miss Lyla Robbins, accompanied by Rhea Robbins of Canyon, spent the week end at the Robbins home.

Mrs. H. M. Mobley and family

went to Floydada Sunday to see her sister, Mrs. Claude Price and family. Their brother, J. W. Taylor and his family, from Lamesa, were also there to enjoy the occasion.

Mr. and Mrs. J. B. Thompson spent Saturday night with the M. B. Odams.

Lonzo Shannon of Meadow, spent from Wednesday until Friday in the home of his parents, the R. L. Shannons.

The A. T. Jones, H. F. Bensons and other relatives have been spending some time at the Dimmitt hospital, at the bedside of Myrna Kay Benson who has been seriously ill, since Friday. She seemed to be some better on Sunday. She is the young daughter of Mr. and Mrs. Joe Benson of Dimmitt.

Rev. and Mrs. R. L. Shannon and Miss Lavada Shannon went to Meadow Sunday afternoon, where Rev. Shannon was the guest speaker at the dedication of the new Baptist Church. The church was built during Rev. Shannon's ministry there. They reported a very good time, meeting many friends and acquaintances from their seven years of living there.

Among those who were ill during the week end were Messrs. T. L. Sparkman, Sr., and H. E. Lindley.

Wade Thompson was home from Tech this week end.

Dale Dickson spent Sunday in the D. Johnson home.

James Dobbs spent Sunday with Gene Dickson.

Mr. and Mrs. Leonard Irwin, Bill and Don, were Sunday dinner guests in the Olin Parris home and in the afternoon they all went to Tulsa to visit the Luther Dowdy home.

On Thursday, Mr. and Mrs. Tom Johnson and their daughter, the former Miss Marie Johnson and two of her children, all from Hale Center, visited the home of their relatives, the J. E. Warrieks. In the afternoon, they also visited a niece, Mrs. Owen Andrews and family.

Announcement is made that on this coming Friday night, there will be an "Apron and necktie" party for the young people of the community at the Robert Simpson home. The girls are to bring aprons and matching "ties" or strips of material.

Mr. and Mrs. Luther Ellis visited her sister and family, the Davises, at Levelland last Sunday afternoon, and were accompanied home by the young Davis' daughter, Miss Barbara Ann.

Mr. and Mrs. T. L. Sparkman, Jr. and children of Dawn spent Sunday with the J. E. Andrews.

Mr. and Mrs. Jim Brooks attended a P-TA meeting at Frio on Thursday night. Their grandson, Gene, a first grader at the Frio school, was in the



DOLL INTERESTS CHILDREN—Even the boys show interest as one of the girls of the Foster Parents' Plan for War Children in Athens, Greece, receives a doll from America. The Greek kids were given clothing and food also, but the doll seemed to steal the show. It's a rare thing among the children, most of whom have had little time for playing games.

Mr. and Mrs. W. H. Andrews and family visited in the home of his sister, Mrs. Roscoe Burris near Clovis, Sunday afternoon.

Guests in the W. H. Thompson home Sunday were Mrs. Thompson's mother, Mrs. Eva Odom, Mr. and Mrs. W. B. Odom and family, Mr. and Mrs. Raymond Odom and family and Mr. and Mrs. Hiram Odom and family, all of south of Dimmitt; Mr. and Mrs. Bill Starry and family, Mr. and Mrs. J. B. Thompson, Lester and Tommy Irwin, Misses Velma and Winnie, Jo Irwin, Leroy Dowdy and Wade Thompson, a student at Tech College at Lubbock. A total of 37 were present.

Several games were played during the evening with prizes of heart-shaped candy mints for the winners. Entertainment was furnished by Wayne Williams and Carl Johnson. After games were played refreshments of heart-shaped cookies and hot chocolate were served.

Attending were Mr. and Mrs. Charles Wilder, Beverly Barkley, Gladys Pitner, Gene Smith, Carl Johnson, Wayne Williams, Viola Rettman, Jo Ann Pittner, Jiramy Sparkman, Marie Denton, Evelyn Ford, Mr. and Mrs. Bill

Stanford, Mrs. E. W. Solomon, Mrs. John P. Slaton and Mildred Morehead.

Care and management of your pecan trees is not complete without insect control. Even with the right variety growing in good soil, a pecan crop or the tree itself can be lost from attacks of uncontrolled insects.

The 1949 rice, wheat and grain sorghum crops in Texas were the second largest on record.

Rev. Don Davidson attended a church meeting in Canyon all day Monday.

Wesleyan Class Members Have Valentine Party

Wesleyan Bible Class members of First Methodist Church held a Valentine party in the home of Mrs. John P. Slaton Tuesday night. Miss Mildred Morehead was hostess.

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THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY

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program.

Mr. and Mrs. W. S. Dixon of Dimmitt visited the J. H. Dobbs on Tuesday afternoon.

Misses Mary Frances Rogers and Nellie Jo Simpson spent Sunday night with Miss Sue Berryman at Hereford. The Berry-



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Church Notes

FIRST METHODIST Laymen League will have charge of the services next Sunday morning in the church. One of the members of the League will hold the services. This is part of their observance of Brotherhood Week, being observed in churches this week.

Last Wednesday the Carrie Black and Emma Wheeler Hawkins Circles met in the home of Mrs. C. B. Williams at 105 West Sixth Street. An interesting meeting was held.

Choir practice will be held tonight as on every Thursday evening in the First Methodist Church at 7:30.

FIRST BAPTIST guest seapker next Sunday morning will be Dr. Rupert Richardson, president of Abilene. He will bring the sermon Sunday morning, according to Rev. E. H. Cagle, pastor.

There was an Associational training meeting at Dimmitt Monday night at which members of Hereford First Baptist Church sent delegates.

Rev. Cagle mentions the biggest event of First Baptist year coming up February 28 and March 1. District Nine Baptist Convention will be held in Here-

ford. Dr. E. D. Head, president of Baptist Seminary in Ft. Worth will speak three times during the convention. Dr. C. Wade Freeman, superintendent of Evangelism of Texas, will give closing message Wednesday afternoon of March 1.

CHURCH OF NAZARENE begins, for the first time, a Young People's service starting next Sunday evening at 7:15 in the church. Increasing numbers has brought about a need for this service, according to Mrs. R. L. Bickford, wife of the pastor. Mrs. Bickford says the Sunday School attendance has been running from 50 to 80. The church has been here in Hereford for about three years.

In addition to the regular Wednesday night prayer meeting, Cottage Prayer meeting will be in the home of Mr. and Mrs. Bud Hapeman at Black next Friday evening.

Rev. Bickford, ill part of the week last week with virus infection of the throat, is up now. He was unable to hold services Sunday and Mr. Hapeman served in his place.

SEVENTH - DAY ADVENTIST had as their guest Saturday, El-

der and Mrs. C. H. Lowe from Amarillo. Elder Lowe is secretary of the publishing department for the Texico Conference of the Seventh - Day Adventist. The office is located at 1522 Van Bur-

Elder Lowe came to the Texico Conference October 1, 1949 from Spokane, Washington to take over the duties of Publishing Secretary. The position was formally filled by C. L. Woodland. Mr. Woodland went to Bozeman, Montana to work in the North Pacific Union.

For the 11 o'clock service, Elder Lowe used the parable of Matt. 20:1-16 to deliver his sermon.

"We each are hired into the Master's service as labourers with God. Whether hired early in the day, at noon or at the eleventh hour, He has a work designed for us. If done well, we shall receive a just reward."

The District Pastor, R. E. Reiger, was in Hereford Wednesday helping the members of the Hereford Church raise their Ingathering Goal.

FIRST CHRISTIAN Minister, Rev. Roy Ford, attended a District Ministerial meeting in Canyon Monday. It was an all-day meeting and Rev. Ford returned Monday evening to Hereford.

Next Sunday the goal for Personal Visitation will be given. The goal will be the number of people joining the church April 2 which is Decision Day. During

February, March and April personal visits by Church members will be made in an effort to secure new members. Last week in March Visitation Evangelism starts.

Tuesday night was Family Night in the Church Home talent was used in the program along with film. There was no outside speaker. It was the Annual Brotherhood Dinner.

AVENUE BAPTIST are holding a series of Prayer Services Tuesday and Friday nights in the church and homes. The Friday services are at the Church and Choir Practice and singing is held at the same time. Last Tuesday night the services were held in the Pastor's home. These services are in preparation for the Revival which will be from March 19 through April 2.

A regular Wednesday evening prayer meeting consisting of Bible Study and service is held in the church at 7:30.

Guest speaker Brother A. A. Simons, Summerfield, spoke to the Brotherhood at the church Tuesday evening.

Avenue Baptist Women's Missionary Society meets every Tuesday afternoon at 2:30 in the church. Mr. Moody Stephen, president, presides over the meetings. The Sunbeams, a children's group from the age of 8 and younger, meets the same time.

Regular Sunday Services are at 11:00 a. m.

ASSEMBLY OF GOD Church will begin in a few weeks to build a new auditorium according to Mrs. Eldridge. She said the present auditorium will be moved to the back of the lot, 137 G Street, and would be used for classrooms.

Last Sunday's attendance set a record. A good offering boosted the building fund to the stage of beginning actual work very shortly.

This is the Church's 51st Anniversary in Hereford. A section of the Young People had a rally Monday night at the church. The Men's Prayer meeting was held last Tuesday night instead of Monday.

Today the Woman's Missionary Council is holding an all-day Rally at the church. They will have lunch there. Visitors from all over the district will be present. Mrs. E. R. Foster, Amarillo, district president of the Assembly of God WMC will be a speaker.

ST. THOMAS EPISCOPAL Church had Ash Wednesday services in the church at 7 o'clock. Special services will be held each week during Lent, beginning February 22 and lasting through Easter. Services will be conducted by The Reverend Henry Seaman.

Members from Canyon, Hereford and Plainview will attend Brotherhood of St. Andrew meeting in Plainview Sunday night. This is a national organization.

St. Thomas Episcopal Auxiliary held a meeting Wednesday in the home of Mrs. T. L. Alexander, 213 K Street. Mrs. Bruce Miller had the program, which dealt with what the church work is doing with colored people. Mrs. Alton Fraser had the devotional. Attending were Mrs. Bob Brammell, Mrs. Worth Ware, Mrs. Bruce Miller, Mrs. Helen Pipkin, Mrs. Alton Fraser and Mrs. Roy Crutchfield.

AT IMMANUEL LUTHERAN the first Lenten service will be held Wednesday night at 7:30. The theme will be Jesus' first word from the cross: "Father forgive them for they know not what they do."

There will be a 15-minute special Lenten music before the service.

The Sunday service will be at the regular time. Sunday school will be at 10:30. Services will be at 11:30.

The 15-minute broadcast over KPAN at 1:30 will be by Rev. E. W. Lichtsinn.



SMALL FRY FASHION—The delicate cyclot apron tops a lounced red velvet skirt to make a pretty costume for this tiny miss, who models self-consciously at a New York fashion show. Eyelet trims the collar, and puffed sleeves of the white organdy blouse.

aid of the Civil Aeronautics Authority will provide for a public airport with three runways and several hangars, plus other airport facilities.

The contract between the city and the CAA was underway but the city and county officials decided to deed the land to the college for airport purposes. The college presently is engaged in making a new contract with the CAA and a representative from Big Spring is expected on the campus soon to see proposed plans and make estimates.

In addition 20 acres of land was deeded, the city to the National Guard for the purpose of constructing an armory and other guard facilities in the area.

In a statement yesterday, Dr. James P. Cornette, president, revealed that if the contract with the CAA went through the airport would be developed to the full extent that aid money would cover.

In the temporary status of the airport, plans call for one paved runway 4200 feet long. Two graded runways of 4300 and 3200 feet are also indicated. Installations could accommodate commercial planes, revealed Ted

Reid, veteran coordinator and past head of air study at the college.

Mr. Reid also stated that under a bill passed by the legislature only two colleges in Texas were authorized to own and operate

an airport. The two schools are West Texas and Texas A&M.

Dr. Cornette stated that if the contract went through that some of the runways and facilities might be finished by fall.

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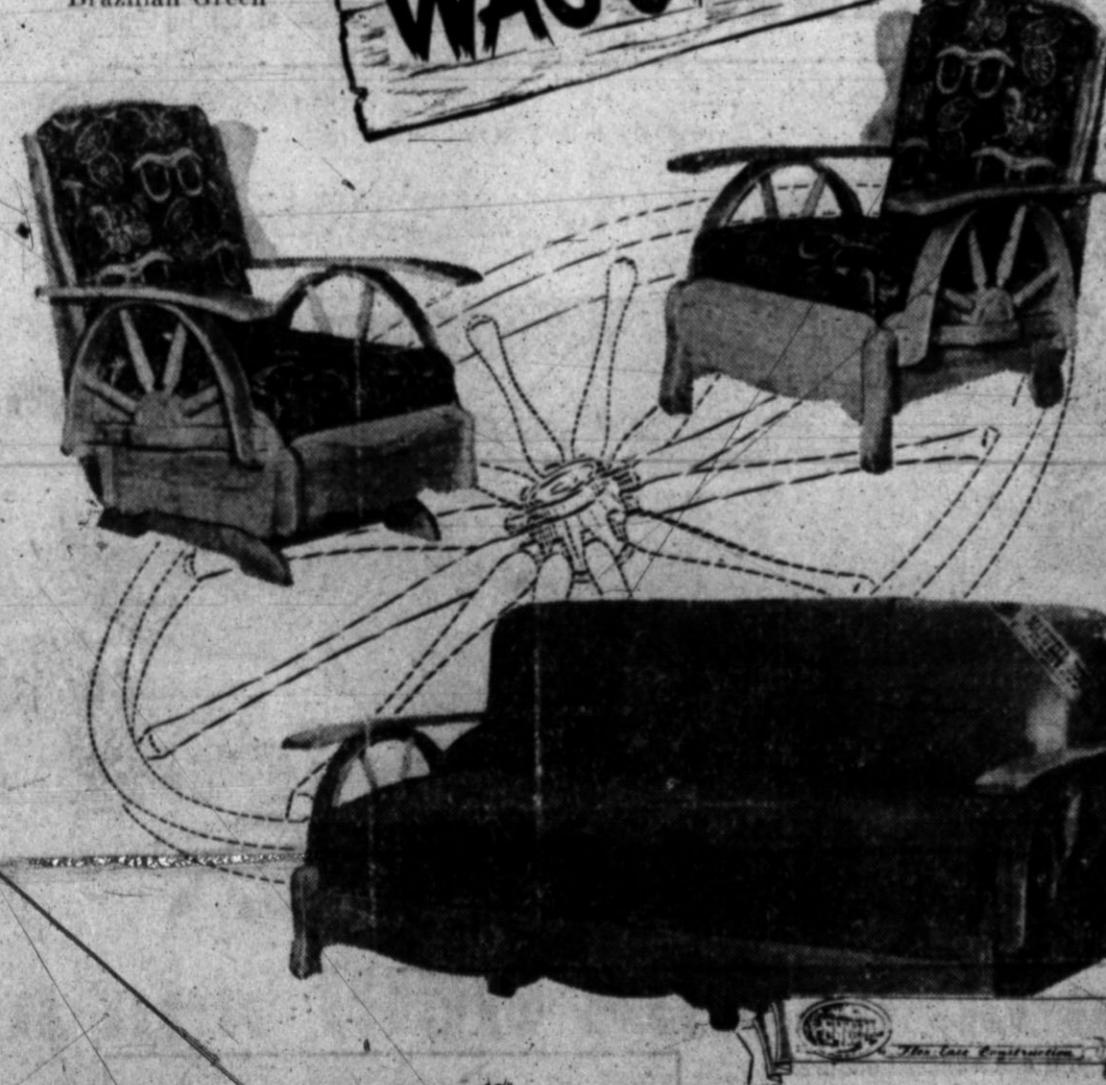
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WTS Is One Of Two Colleges In Texas Owning An Airport

Canyon, Texas (WTNS) —West Texas State will have one of the largest college-owned and operated airports in the United States as a result of action this week when officials of the city and Randall county handed over deeds to 217 acres of land east of the present campus. Future development programs with the

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Worship... 11:00 A.M.

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We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE and PRACTICE.
Church of Christ



Whiteface News

Items of Interest Compiled and Published by students of Hereford High School.

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- LINDA BETZEN, GERRY PATTERSON
- JOHN SOUTHALL, MAXIE MCCATHERN

Middle of Second Semester with Higher Hope, Tension

As we are, smack dab in the middle of the second semester. There's a slight lull in the air, but everyone seems to agree that it is nothing to compare to our confusion at the first of the year. Let's go back and review our first semester.

Just got our schedules and settled down when it came for six weeks' tests. That even was over, we all sure we'd better get on our notebooks. But the book fever didn't last too long and we found other interests to take its place.

Dear. Second six weeks. They get harder all the time. Teachers work us about as hard as they can in the third six weeks. We now ourselves into the work. Jump out again. Why get book, read a poem—memorize when you can go to the show. The zero hour draws near. Finally, we turn in book reports, back papers and poems. Teachers. Their hair droops and their eyes sag all because we were thoughtless procrastinators. Well, we'll make up by being good in class. Of course we're to talk a little, chew gum and write notes, and throw a few pen-wads or teachers would be from sheer surprise.

And the last mile, slowly we walk to our doom, (otherwise known as classrooms), where our

semester tests awaits us. Teachers and classrooms plan to hold us for an hour and a half. The tests become mocking faces, leering and laughing at us. Darling you to find their hidden secrets. Teachers become blue clad police officers and our own clothes become black and white striped.

After two days, eight hours and fifty minutes and three seconds we are released from our prison to go home blessed relief.

But no parties, shows and the numerous odd jobs our parents have planned for us to do hit us in the face.

By Monday the schoolhouse has lost its luster until we go willingly, gladly, to our classes in a physical rest.

So now we look behind our first semester and hope that we can do better and in hopes that things won't be the same.

Tri-Hi-Y Meets Last Tuesday With Program

Tri-Hi-Y met Tuesday night and was opened by a prelude by Shirley Sharp. The group then sang, "Have Thine Own Way, Lord." Mrs. Don Little was introduced by Nan Buckner. She gave a talk on "Boy and Girl Relationships." The business meeting was conducted by Earlena Phillips. A financial report was given by Barbara Smith and cheer was discussed. The devotional was given by Datheline Snare. Reba Dones, Jaye Knox, and Ruth London then sang a trio of "Moonlight and Roses." The troop formed the Friendship Circle and gave the Tri-Hi-Y Benediction after which refreshments were served.

HHS Ideals

- My Ideal Boy—Anna Mae Caster**
Personality—Duke Christian
Complexion—Bill Engman
Smile—Eldon Powell
Teeth—Hershel Miller
Nose—Jack Reynolds
Hair—James Nunnally
Eyes—Ray Graham
Best dressed—Eldon Powell
Feet—Jack Stanton
Hands—Randy Thomas
Photographic—Emmet Brown
Ears—Dale Doaks
- My Ideal Girl—Joe Woolery**
Personality—Sue Smith
Complexion—Sharon Moore
Smile—Sharon Moore
Teeth—Colleen Brown
Nose—Joan McGee
Hair—Earlene West
Eyes—Joyce Potter
Best dressed—Nancy Cagle
Feet—Dalla Ann Twiner
Hands—Bobbie Brownlow
Photographic—Gayle Foster
Ears—Pat Frye

Fire Drills Serious Business For Student

It is very hard to get students interested in their own safety when they are perfectly safe at the moment. The large majority treat a fire drill as some sort of huge joke inflicted upon both faculty and student body by the student council. Always when the fire bell sounds someone can be heard saying, "I hope it does burn because I left my books in there," and other comments.

Obviously this has never occurred to any of them that the drills are really important. Were you ever in a room when a mouse ran across the floor? A minor panic ensues. Now make that a fire drill. Then what a panic that would be.

Perhaps this would be far fetched but it could happen here, it has happened elsewhere. Take the fire drills seriously for your own good!

The control of external parasites on hogs should be a must with every Texas swine producer. Unthrifty hogs do a poor job of utilizing their feed and there is no profit in feeding parasites.

Football is Full of Air—Girls Don't Understand It

By CHLOE FORTENBERRY
Maybe girls don't understand football, so what? Now let's put two and two together and see just what the fellows are doing. First of all they are making themselves look more muscular, which is only deceiving the girls. Then they take the ball, called football, (yet they carry it under their arm). And just what is a football?—Air covered with leather—and what is air? Nothing, so what are they playing with? Nothing.

Now let's go to the defense side. They go out and either get hurt some other girls, "dream boy," or else they get themselves knocked around by having the enemy grab them by the ankles and see how flat he make the fellow's nose, how easily he bleeds.

Seems the girls just can't see why the fellows go out and let other teams use them for dummies, or how the guys can have a heart to use the team for dummies, as the case usually is.

O. K. fellows, say a touchdown is made. What comes next? They try for an extra point. Just what is the object of taking a poor, innocent little ball that has done no harm, and kicking it as hard as he knows how?

Then if it doesn't go where you want it to, who suffers? Why, the football, of course, or possibly the player's big toe. So why make a touchdown? Think of the aches and pains that could have been saved.

Now putting all jokes aside, just what do we get out of football. Strength, enjoyment, and honor for the team, the player, the school, the town, and last, but not least, the coach. And here even we gals must take time out to thank and praise you players. For truly every football player is a hero in some one's eyes, be it his mom, dad, sister, kid brother, or even the gal down in the bleachers.

Shari Carmichael Is Honored With Party

Shari Carmichael was honored with a Valentine Tea Party on her fifth birthday when several small fry came to her home the afternoon of February 13.

After games and picture taking, refreshments were served from a pink and white table. The cake was a white heart-shaped confection, topped with pink coconut, five pink candles, and a pink heart bearing the birthday message, "Shari 5."

Pastel baskets filled with candies and Valentines helped decorate the table and were used as favors.

The invitation list included Barbara Pulliam, Linda Pulliam, Jane Brown, Gary Brown, Doris Parsons, Mere Carmichael, John Bob Drake, the little honoree's grandparents, Mr. and Mrs. D. R. Carmichael and "Pop" Harris.

It's funny, with all this money spent on research, that the cost of living stays put.

Farm buildings require management along with maintenance and the more uses that can be made of the structures the more profitable they are to the farm business.

Improper roof and ground drainage are chief causes for failure in buildings. Keep water away from the foundations and the parts of the buildings near the ground.

Save your radio set; in about two hundred years, when television is everywhere, it will be a rarity, worth much money.

Friends and Kindness Are Rarely Evident These Days

By CHLOE FORTENBERRY
Friendliness and kindness are virtues rarely found today. You ask, "Why?" and say it isn't true. I'll tell you why; people are too worried over their own welfare to help anyone else. Oh, yes, you nod and sometimes even smile at your casual acquaintances, you speak to your best friends, but WAIT—what about the "man on the street?" The old gent trying to cross a busy street—do you dash by and say, "Come on, Gramp—let's shake a leg?" Of course no one in our friendly city would think of such a thing!

Take the case of the small town hotel manager. An older couple came to him seeking a night's lodging and they were told that there were no vacancies. The old gentleman mentioned that his wife was ill, so out of the kindness of his heart the manager gave his own room to them. In the morning, the grateful traveler thanked the manager and added, "If you ever need a new hotel to manage let me know." The manager didn't give this a thought until several years later, when out of a job, he contacted his "traveler" of years ago. Soon our manager had a new hotel, the "Waldorf-Astoria," built by a man with money and a grateful heart toward the man who had given up his room to a sick woman.

None of us will probably ever have anything like this happen to us but it happened once and it could happen again.

Personality Quiz

There are more of them. Can reach this person at 2 fours and 1 five with a J on the end.

Has a cheery hello for everyone.

Born two weeks before Halloween.

Has crowning glory of red. Lives in a house I block off of 900 block of East Third.

Could be another concert pianist.

Hails from the town without a toothache.

The personalities last week were Dan Gaylor and J. a. m. e. s. Nunnally, Dorothy and Catherine Drerup guessed Dale Doak but no one guessed Joyce Potter.

Senior Who's Who

- By RUBY BARCLAY**
Name: Jack Ramey
Ambition: To be—or not to be.
College: WTSC or Tech
Likes: Sports, food and to have fun.
Dislikes: Cooked cabbage and turnips.
Pet Peeve: People who brag all the time and ones who think they are so much better than anyone else.
Organizations: Band and Hi-Y
Offices: Treasurer of Hi-Y.
- Name: Walter Paetzold
Ambition: Farmer or business manager.
College: None.
Likes: Food, payday, Teresa, vacations.
Dislikes: Cooked carrots, windy days.
Pet Peeve: The expression, "Why sure."
Organizations: Dramatics.
Offices: Vice-president of Dramatics.
Name: Mattie Jane West.
Ambition: To own a boys ranch (small boys).
College: Wayland.
Likes: Pecan pie, snow, horses, friendly people and Richard.
Dislikes: Conceited people.
Pet Peeve: People who talk against other religions.
Organizations: Pep Club, FHA, Glee Club, A cappella choir.
Offices: None.

Poe's Corner

I LOVE THE PAPER
I love the paper
I think are fine,
On Thursday mornings
I run pell mell
To get my copy
And read each line.
The stories and columns
I think are fine.
I laugh at the jokes,
I read all the ads,
I note all the news,
I take up the fads,
When I praise the paper,
I scorn those who laugh.
I'm really most loyal,
I'm on the staff.
—Unknown

FAUSE AND LOOK BACK

Onward and upward your motto should be.
Climb the steps of life's ladder, one by one;
But pause and look back, that you may see
The scenes of your struggle, and battle won.
Looking back will teach you to count the cost,
And set a correct value on time and gain.
Extend sympathy to those who have lost,
And whisper encouragement to try again.
—Chloe Fortenberry

A double decker bed may be the answer to your problem of providing an extra bed for the son's bedroom or the summer cottage.

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Assessor-Collector, Deaf Smith County, Texas



"Better than ever" NEW MERCURY

NOW \$100 LOWER IN PRICE!

Yes! You save money owning . . . you save money driving . . . the big "better than ever" new MERCURY!

YOU'VE seen the big, new 1950 Mercury! Like thousands of drivers, you've wanted to own one. BUT . . .

It was a question of money! Now you can go right ahead! For now you can own the big, new 1950 Mercury—at a new

low price—saving you one hundred dollars! And what a value it is! Big! Roomy! Comfortable! Beautiful! And so thrifty, too!

This year, with new Mercury "Econ-O-Miser" carburetion, Mercury's lively, low-cost performance is better than ever.

So nothing's holding you now! Come in today! Hear our new low price! Get our special new "deal." Go for a ride in the better than ever new 1950 Mercury. You'll be glad you did!

COME IN FOR A SPECIAL APPRAISAL OF YOUR PRESENT CAR TODAY

- BIG NEW 1950 MERCURY**
"Better than ever" in everything!
- BETTER IN STYLING—with "Customized" interiors!
 - BETTER IN ECONOMY—with "Econ-O-Miser" carburetion!
 - BETTER IN PERFORMANCE—with "Hi-Power Compression"!
 - BETTER IN COMFORT—with "Lounge-Rest" seats!
 - BETTER IN HANDLING EASE—with "Stedi-Line" steering!

Hereford Motor Company

HEREFORD TEXAS ARCHIB SCOTT
DUDLEY GREEN

Homer Fox Says: DID YOU KNOW.....

Did you notice those two "Bull Columns" last week? That "varmint" sketch of Sam Nunnally is still at the head of it, but it looks like that old boy that is not tall enough and "too wide" (in spots) has gone to work, guess my raking over will do some good after all. Jim said he had a hard time writing those two articles, because his neck and shoulders pained him so. Said he spent a lot of time counting the stories in those buildings in N. Y. and one he never did get counted, every time he would get started good, some meat head would run into him and he would have to start over again. Some one asked Jim about directions up there. Jim said, "boy, the only direction I can tell you about is straight up and I am not too sure about that."

Haven't seen a "Mirage" in a con's age, remember how you used to drive out on a bright sunshiney day and all at once there would be a big lake, a lot of trees, windmill, buildings and cattle, right in the middle of the road, but it always disappeared as you drove up to it.

Back in 1915 when Mr. and Mrs. E. W. Kinney moved to Hereford from Missouri and Kinney took over the Ford Agency

and garage, Frank Marrs was the head mechanic and foreman of the Ford Shop. The Kinneys and Marrs came from the same town in Missouri and were good friends. Everett had been here some time before Mrs. Kinney arrived, and of course he was on to a lot of stuff in this new country, so on the first Sunday, Kinney and Frank cranked up a splinter and fired new Model T and spent the day showing Mrs. Kinney this unusual country of rolling prairie, no hills and especially no trees.

It was one of those bright days when mirages were a dime a dozen, but certainly new and unusual to Mrs. Kinney. Anyway, in their rounds they came down the road that goes south of the Boardman place south of town, at that time—like most other lake roads—the road ran through the Boardman lake when the lake was dry and of course around when there was water in the lake. At this particular time the boys had turned the steering wheel over to Mrs. Kinney and they were enjoying the ride immensely.

As they approached the Boardman lake, Mrs. Kinney mentioned the lake in the middle of the road. Everett sorter winked at



OUTSTANDING GENERAL PRACTITIONER OF TEXAS—Dr. J. R. McGee, New Boston (center), is congratulated by Governor Allan Shivers, on receiving a plaque as the outstanding general practitioner of the year 1949 from Dr. G. V. Brindley of Temple (left), President of the State Medical Association of Texas. The presentation was made in Austin.

Frank and said, "Aw, drive on, it's just another mirage, you have seen them all day." And again, when she was too close for comfort, she said, "Everett I know that is a lake." He said, "drive on, drive on. I tell you it is just a mirage." Frank said he looked at Kinney and that wink was still hanging on that eye, so he decided it was his job to keep still, and he did carry out the joke, and so did Mrs. Kinney. She drove off into the lake. The boys got good and wet trying to get the car out and finally had to get some help. Frank said it wasn't so funny then, but he said you can bet your last pair of socks that no one in that crowd ever failed to drive AROUND a mirage that didn't move after that.

Combat Colds Before More Serious Illness Can Give You Trouble

"There is hardly anyone who hasn't caught cold at one time or another and besides making you feel miserable they steal your time and money, declares Dr. George W. Cox, State Health Officer. They fool you too, because the early signs are often the same as those of more serious illnesses.

Long continued colds may pave the way for an attack of pneumonia, tuberculosis, or a chronic infection of the nose, throat, ears or sinuses. Do your best to keep from catching cold. If you do catch one, take care of it promptly by going to bed, keep warm and dry, drink plenty of citrus juices and water. If the cold is severe, consult your physician.

Another enemy is pneumonia, an acute infection of the lungs. Virus pneumonia is the most common of all pneumonias today. It may occur at any age, and usually appears in local outbreaks instead of far reaching epidemics. In any case of pneumonia, good medical care and nursing play a great role in recovery.

Lobar pneumonia is caused by a bacteria, not a virus, and is very contagious. A generation ago one out of every four who had this disease died. Today thanks to the "miracle drugs" many are saved. It is most common in late winter and early

spring. The most frequent victims of broncho-pneumonia are the aged, the invalid and the baby.

Letters To The Editor

February 17, 1950

To The Brand:

It did my heart good to read what Bob Wear had to say to and about the school teachers of the nation. It is so true that they, and not the generals of armies, are on the front line in the battle for the survival of the American way of life, which is being bombarded with false propaganda and insidious sophistry on all sides, today.

I used to teach school and I know what a nerve-racking job it can be, something that never occurs to the students, quite naturally. But the teacher's job begins where the parents' leaves off, every day. If the parents, aided by the church and Sunday School, do a good job, then the teacher's part is a pleasant and rewarding, though hard-working, one. When the parents fall down on the job and the church fails to play its part, then the teacher's job becomes well-nigh unendurable, because no one individual can possibly do the work of three offices, adequately.

Therefore, since the parents'

responsibility comes first, any shirking of that must inevitably breed inefficiency in the teaching procedure, eventually. It won't show immediately, but in the course of a generation it will show up disastrously.

The teachers are the guardians of the American heritage, but that heritage is not a democracy. The public school is the bulwark of the republic, We were founded not only as a Christian nation but also as a republic and as a Christian republic we became great, with God's blessing. A republic is representative government, the highest form of human government yet devised by the finite mind of man. A democracy is, and always has been throughout the annals of history, "mob rule," and all through the unfolding of history when a government became a democracy it was already decadent, and the next step was a dictatorship. That sequence has never failed.

And so, we are still a Christian republic, God willing.

Mrs. Lee Smith,
Box 852, Hereford.

Read the Want Ads

Mrs. Holman Is Hostess To Mary Palmer Group

Mrs. Ann Holman was hostess February 15 to members of the Mary Palmer group of the First Presbyterian Church. Mrs. H. C. Baird was assistant hostess.

Mrs. Lee Conklin, vice-chairman, gave the opening prayer and read a poem from the book "God Speaks."

A short business meeting was conducted by Mrs. Henry Hastings. The group voted to serve the John Deere dinner February 22 for Mr. Will Kerr.

Mrs. Vern Witherspoon had charge of the program and the devotional was presented by Mr. Kent Snare. Mrs. J. T. McClung gave the year book of prayer.

Refreshments were served Mesdames Vern Witherspoon, Will Kerr, George Millard, J. T. McClung, Henry Hastings, C. O. Wilkins, E. H. Norton, H. A. Close, Paul Mathers, C. C. Ferguson, H. G. Behrens, W. A. Hunter, Kent Snare, Mary Bodkin, Mary Draper, Lee Conklin, H. C. Baird and Ann Holman.

Associated Growers of Hereford

JOHN PAETZOLD & SONS

A Word About Our Faith.....

in the

SOIL PEOPLE FUTURE

of Parmer and the Surrounding Counties

The potentialities of the land of this area were first proved to me years ago when, with irrigation, I first sowed forty-five acres of wheat on irrigated ground, sowing thirty pounds to the acre. That year, even with adjacent land blowing over it, I harvested over thirty bushels per acre, with a large increase on following years. My first barley produced 20 bushels to the acre, and sudan matured 1200 pounds of seed to the acre; sixty five acres of row crop averaged 30 bushels each; eight acres of cotton yielded a bale each.

These yields seem very modest now, with the advent of fertilizers "tailormade" or mixed for each particular soil, and with improved irrigation methods. But these first ventures proved to me the now undisputed fact that this area is in reality a "Garden of Eden."

From those old standard crops I branched out, experimenting on a larger and larger scale with carrots, potatoes, sugar beets, onions and lettuce. They each yielded high returns.

Working with the soil myself, producing the diversified products thriving in this section, I feel that I have a solid understanding of the needs and possibilities of farming here. That is why I established the Associated Growers of Hereford, specializing in the services outlined in this ad.

We are looking forward to greater years, both in production and shipping. We have the facilities, the equipment, and manpower, and I might modestly say the "know how" to get the job done for the farsighted people of this section.

We appreciate your cooperation, your interest, and your suggestions in growing with this section and the surrounding territory.

Sincerely,
John J. Paetzold

WELCOME

to the big

FOUR-COUNTY JUNIOR LIVESTOCK SHOW

Announcing

... A NEW INDUSTRY

THE FIRST COMPLETE

FERTILIZER MIXING PLANT

IN THIS AREA

FEATURING:

- COMPLETE MIXING FACILITIES
- COMPLETE STOCK FERTILIZERS
- "TOP O' TEXAS" BRAND FERTILIZERS
- Our Own Brand
- COMPLETE LABORATORY SERVICE FOR SOIL ANALYSIS (Free to our Customers)
- FERTILIZER DISTRIBUTOR SERVICE

Our Registered Mixes as authorized by the state are:
10-20-0
10-10-5

IN STOCK FERTILIZERS

Phillips 66 Chemical Company
AMONIUM NITRATE, 83 1/2%
AND AMMONIUM SULPHATE
Colorado Fuel and Iron Co.
AMMONIUM SULPHATE
NATURAL CHILEAN NITRATE
Pelleted
16-20-0
11-48-0
0-20-0
5-10-5
0-14-7
45% PHOSPHATE
Armour's Pelleted

(Contact your County ACA office and learn the benefit payments available for use of this Phosphate)

MURATED POTASH, 60%

We can mix any of the above to obtain the desired analysis for your particular requirements as custom mixes.

WE INVITE ALL INTERESTED PERSONS TO VISIT OUR MODERN PLANT AT ANY TIME

The Associated Growers of Hereford are installing equipment necessary to handle Anhydrous Ammonia 82%; will be ready as soon as Phillip 66 Chemical Co. can get storage tanks installed.

Bumper Crops Begin With

Top O' Texas

FERTILIZER

I wouldn't take \$1,000 for it if I couldn't get another



Daniel J. South
McPHERSON, KANSAS

"MY KRAUSE PLOW helped bring in the best stand of wheat I ever had in my life," says Dan Borth. "Plowing 6 1/2" deep my 12-foot Krause, cut down to 9 feet, pulls easier than three 16-inch moldboards. My UTS Tractor hikes along at 5 miles per hour in third gear with my Krause at full 12-foot width, 4" deep. Last time over pulls 12-foot 2" deep at 6 mph. Krause kills all vegetation without drying out the soil too much and protects my land from erosion. It has certainly paid for itself on my farm."

THE PLOW THAT PAYS FOR ITSELF

- Timken Bearings
- 9 to 30-disc sizes
- For every tillage need
- 22" discs, 8" spacings



KRAUSE PLOW CORPORATION

KRAUSE PLOW CORPORATION • HUTCHINSON, KANSAS

KERR IMPLEMENT

Hereford, Texas



Studebaker Champion regal de luxe 4-door sedan. While sidewall trim and wheel trim are optional at extra cost.

Reduced prices on new 1950 Studebakers

[ALL MODELS AND BODY TYPES]

save you \$86 to \$141

Share in Studebaker's success! Get the benefit of Studebaker's all-time peak production! Drive America's most distinctive car—the fastest selling car in Studebaker history!

COME in and get your share of Studebaker's sensationally lower prices—made possible by new high production. Come in and see how the strikingly beautiful "next look" Studebakers excel

in sleek modern styling! No bulging excess bulk! No squandering of gasoline! Come in and save \$86 to \$141 and drive away in a low, long, alluring new Studebaker—a real 1950 car!

JOHN WOOD, INC.

EAST FIRST, HEREFORD

Contract Awarded On Field House And Chapel At West Texas State

Canyon, Texas (WTNS) — Another chapter in the progress of West Texas State was completed this week with the announcement by Dr. James P. Cornette, president that the board of regents has approved contracts for the new West Texas State Field House and the college chapel.

Well-Singleton, Amarillo, was awarded the construction job on the \$378,000 field house. Work is to begin within ten days with completion due prior to the 1950 basketball season. Wedding and Cochran, Amarillo firm, was announced as low bidder on the chapel. Cost of constructing and furnishing the chapel will be \$44,350.

Seating plans for the Field House call for a 3600-capacity with room for enlargement. Completely modern facilities for basketball, wrestling, boxing, weight lifting, tumbling, rope climbing, handball and apparatus work will be included in the structure.

Site of the new building will be on the block north of the college cafeteria and facing the Amarillo highway to the west.

Ous Miller, athletic director, said detailed planning for the foyer of the spacious Field House call for ticket booths, trophy cases, drinking fountains, and a concession stand. The sculptured replica of Old Charlie, Buffalo mascot, will be mounted in the lobby.

To the sides of the foyer will be large offices for the coaching staff. Underneath the tiers of seats on the south side will be an equipment and checking rooms, dressing rooms and showers to accommodate 75 persons and

another dressing room and showers for physical education students.

On the east end of the structure will be facilities for wrestling, boxing, tumbling and other sports. The north side underneath the seating will be the same as the south side and will be separated into areas for varsity and freshman basketball teams.

Physical education classrooms will be located on the balcony level at the west end of the building.

Construction on the chapel also is slated to begin within the next 10 days.

To be located just north of the president's new home and facing west to the street running north of the Science Building, the chapel is being built as a result of a project and campaign headed by President-Emeritus Dr. J. A. Hill. Private donations will finance the project.

The chapel will accommodate about 200 people. It has been recommended that no services be conducted in the chapel building during the regular church services of the churches of Canyon.

Completion of the chapel is scheduled for early fall. Bids for the construction of the new \$500,000 library building for the college will be opened soon with regents' approval slated for May. Construction will begin immediately after approval and it is planned to be ready for occupancy sometime next fall.

The 1949 Texas cotton crop was the largest ever produced in the state—5,900,000 bales. The per acre yield was the best since 1894-264 pounds per acre.

Now is the time to get the farm tractor in shape for the busy days ahead.

Bunks to Lick Space Issue

Here is one way to lick the space problem in the son's bedroom or in the summer house when more beds are needed. You may not have the floor space for an extra bed, but you can use some of the space above the bed, says Mrs. Bernice Claytor, extension home management specialist of Texas A&M College, by building a double decker bed.

She says the beds should be well built to take care of the strain that comes from climbing on them. They should be at least 39 inches wide and built so they can be cut and made into twin beds later. The addition of a guard rail will make the double decker safe even for the small child.

She says you'll find it easier to make the double decker from soft wood. She recommends glue and screws for putting the bed together and adds that angle braces should be used to make the bed strong. This is a job, she believes, the young men in the family will enjoy doing and suggests that you visit your local county home demonstration agent and ask her for a set of the plans for constructing the bed.

When you make this visit, ask her about other plans for suggested time and space savers for the home. She can supply you with plans for many items that will help make your home more comfortable and enjoyable, says Mrs. Claytor.

The 1949 Texas cotton crop was the largest ever produced in the state—5,900,000 bales. The per acre yield was the best since 1894-264 pounds per acre.



WHO WEARS THE PANTS?

SPENCER KATHARINE
TRACY-HEPBURN

MGM's **Adams Rib**

You'll split your sides laughing!

JUDY HOLLIDAY
TOM EWELL
DAVID WAYNE - JEAN HAGEN

FUNNIEST PICTURE IN 10 YEARS!!

Directed by GEORGE CLUDD - Produced by LAWRENCE WEINGARTEN

SUNDAY-MONDAY-TUESDAY

STAR YOUR COMMUNITY CENTER

Congratulations!

Anniversaries from Thursday, February 23, through Saturday, February 25.....

Mr. and Mrs. R. C. Anderson
Mr. and Mrs. Sylvester Slagle
Mr. and Mrs. Delbert Buland
Mr. and Mrs. N. L. Thomas
Mr. and Mrs. E. V. Gleaton
Mr. and Mrs. C. C. Renfro

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

OUTPOST IN MOROCCO

GEORGE RAFT

OUTPOST IN MOROCCO

with AKIM TAMIROFF
MARIE WINDSOR
AND A CAST OF THOUSANDS

It's a handful against thousands... to hold the fort at all costs.

MIDNITE PREVUE SATURDAY

SUNDAY-MONDAY-TUESDAY

Texas YOUR FAMILY THEATRE

STAR THEATRE HEREFORD

SCOOP!

All Other Theatres

MARCH-2-3-4

THE MOVIES OFFER THE CHEAPEST - BEST AND MOST POPULAR ENTERTAINMENT AND RELAXATION DURING YOUR 4-H CLUB CALF SHOW

GREAT ACTION DRAMA RETURNS TO THE SCREEN!

THE DESPERADOES

RANDOLPH SCOTT
GLENN FORD - CLAIRE TREVOR
EVELYN KEYES - EDGAR BUCHANAN

Screen Play by Robert Carson • Produced by HARRY JOE BROWN • Directed by CHARLES Vidor
A COLUMBIA RE-RELEASE

FRIDAY **STAR** SATURDAY

WHITE CAPTIVE OF INVADING BEAST-MEN!

TARZAN TRIUMPHS

Tarzan musters all his jungle cunning to save the helpless Princess of the Wildlands beset by ruthless raiders from the skies! Marvel at the Pit of Pythons... the River of Cannibal Fish!

Based upon the characters created by EDGAR RICE BURROUGHS

Meet thrilling **ZANDRA** exciting glamour girl of the jungle!

Starring **JOHNNY WEISSMULLER** with FRANCES GIFFORD
JOHNNY (BOY) SHEFFIELD

Produced by SOL LESSER • Directed by WILLIAM THIELS
("TARZAN TRIUMPHS"; Screen Play by Roy Chanda and Carroll Young • From a Story by Carroll Young)

FRIDAY **TEXAS** SATURDAY

"The Kid From Texas"

The True Story of "Billy The Kid"

MARCH 2nd - The Only Showing - ONE DAY AFTER WORLD PREMIERE IN DALLAS - and 3 Days Ahead of National Release Date

Also - Special Two-Reel Chill Wills Featurette

THURSDAY - FRIDAY - SATURDAY

CLOSE Rexall DRUGS

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Rexall ...The BUYword for QUALITY • SERVICE • SAVINGS

Quality merchandise, courteous service, worthwhile savings—you get all three at Rexall!

We greatly prize the privilege of serving your prescription needs

ALARM CLOCKS 2.50 Value Special 1.98	STATIONERY ASSORTED 1.00 VALUES Special 59c
ANAHIST FOR COLDS & HAY FEVER 60c Size 49c 1.20 Size 98c	COLORED GLASSES A LARGE ASSORTMENT 49c to 7.50 Special Bargain 1/3 Off
FREE A 49c SIZE JERGENS CREAM SHAMPOO With 1.00 Size Jergens Lotion All For 89c	MY OWN SELECTION assorted chocolates Nymor Neal's own selection from his finest candy creations... the perfect box of candy! 2 pounds 3.00 1.50 ONE POUND BOX
WATER SOFTNER BATH CRYSTALS ASSORTED ODORS 4 lb. bag 59c	

EVERYDAY NEEDS AT EVERYDAY LOW PRICES

50c DR. WEST TOOTH BRUSH	39c
60c ALKA SELTZER	39c
50c PHILLIPS MILK OF MAGNESIA	39c
CHERROSOTE COUGH SYRUP	98c
KLEENEX TISSUES 200's	2 for 33c
75c CASTORIA	59c
70c SAL HEPATICA	59c
50c COLGATES SHAVING CREAM	39c

For your listening pleasure — PHIL HARRIS and ALICE FAYE on our Rexall Radio Show — Sundays, NBC

Gala Opening Friday And Saturday

The Hereford Brand

Thursday, February 23, 1950

Section Three

Name is Symbolic Of Effort To Get Hotel

Jim Hill, first general chairman of the board of Hereford's newest hotel, wanted the best possible name for the swank structure so it was decided in the middle of 1948 to have a contest with a prize going to the person submitting the most fitting tag.

The prize was \$200 either in cash or in hotel stock. The contest was open to everyone. By July of the same year, 172 entries had piled in to the judges. The most popular proposed name was "Whiteface Hotel." The name was suggested 13 times. People from Hereford as well as from several surrounding areas submitted names. Some submitted several entries and one, Fred Frye from Dawn, sent in 67 different names for consideration.

A. J. Elwert sent in an entry all the way from Tillamook, Oregon and Mrs. J. W. Berry wrote from Oxnard, California. They were the two most distant participants.

Following is a partial list of suggested names:

Hotel Deaf Smith, Hotel Tierra Blanca, Hotel Dameron, Hotel

Evans, The Wheatland Hotel, Hotel La Grande, Hotel El Capitan, The Western Sun Hotel, The Eau Claire Hotel (Clear water), Whiteface Hotel, Atlas Hotel, Prairie Hotel, Frontier Hotel, Plains Hotel, Wagon Wheel Hotel, Casa del Rancho, The Cosmopolitan and many, many more.

It was left to Mrs. E. Y. Crow of Hereford to name the \$400,000 Hotel Jim Hill. She won the prize and had the honor of naming the most beautiful building Hereford has ever seen.

Jim Hill moved to Hereford because the people and the community were so progressive. He came to Deaf Smith County in 1917 and moved to Hereford in 1920.

Foremost in Mr. Hill's dreams was the establishment of a modern hotel here. He attended meetings and talked hotels for years and when the drive for Hotel Jim Hill was opened in 1948 he led the group in charge of the drive to raise funds.

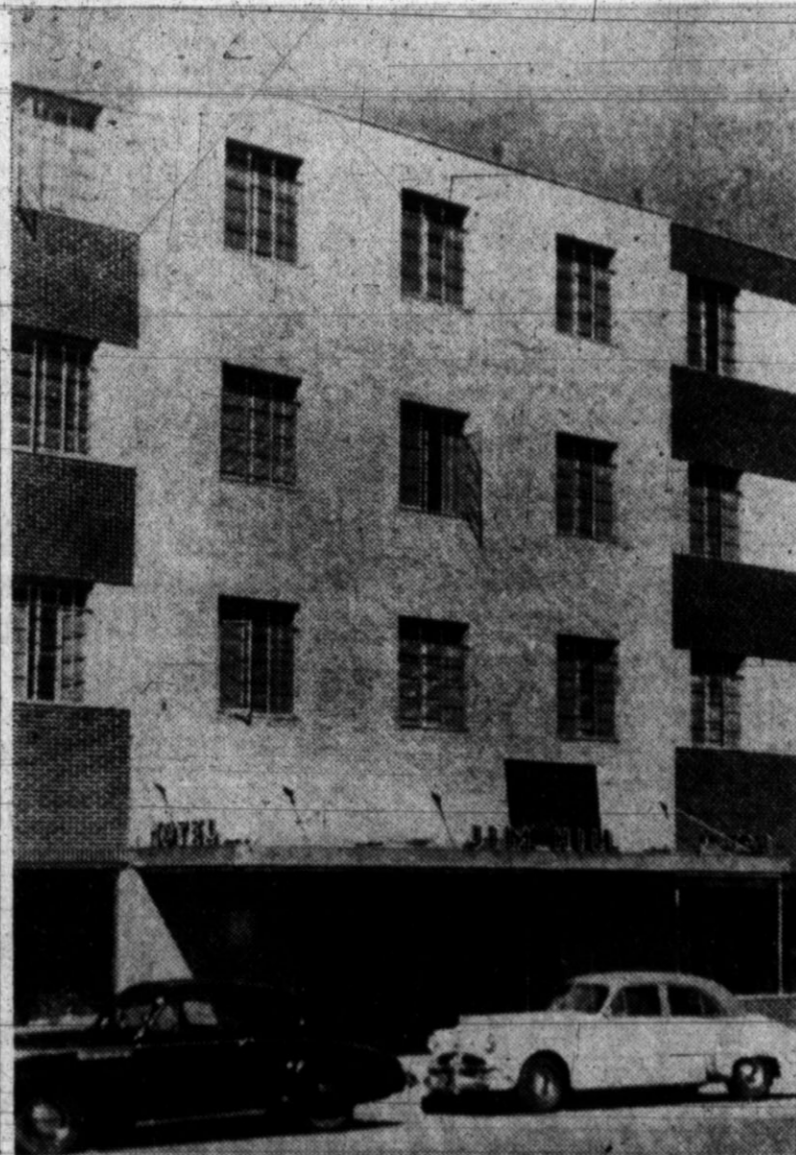
Later Hill was named Chairman of the Board by stockholders and directors of the corporation.

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

Mr. Hill died September 4 but not before Hotel Jim Hill was named.

It was through Jim Hill's efforts that a fourth story was added to the original plans which called for three floors in the hotel which bears his name.

Mrs. E. Y. Crow who still lives in Hereford said that from reading of Jim Hill's activities in this city and in this part of Texas she thought the hotel should be named after him. She says her husband didn't think she had a chance but she sent in the entry anyway.



EVANS AS WHEAT—Hereford citizens may pause and wonder this week if the final completion of Hotel Jim Hill and as the long needed hotel may not be opening new avenues for the future of the community. Only time will tell, but those who have worked so hard in seeing the hotel become a reality look upon it as a step to a greater future.

Elaborate Furnishings Make Hotel Finest In West Texas

The 60 rooms of Hotel Jim Hill were furnished and styled in color with an angle on the mental as well as the physical properties of relaxation.

The color hues of the walls, a pale rose, a pale green and a light cocoa, were recommended

by the National Lighting Institute as the most conducive to relaxation and ease. That is the reason they were selected—to make the days spent in Hotel Jim Hill restful ones.

The heavy furniture was chosen from chest of drawers to table lamps to blend in with the over-all scheme of arrangement.

The furniture is solid oak with a Smoky Finish which is typically Western in style. The tops of the table and chest of drawers are completely immune to cigaret burns or any sort of cosmetic stain. It just can't be hurt without an axe.

In each room, red leather borders are hob-nailed around a large mirror. The hobnails are brass. Nothing has been spared in making the hotel furnishings the most modern and luxurious.

Room Furnishings Cost \$30,000

In charge of the furnishings and representing Carson-Perry-Scott Furniture Company of Chicago is Alex Ullrich. He estimates \$30,000 as the cost of furnishing the rooms. And he says a good job has been done. His company just finished re-furnishing the Westward-Ho of Phoenix at a cost of \$1,000,000. His company also furnished the Palmer House and the Stevens in Chicago. At one time his company did a \$10,000,000 business opening leading hotels around the United States in a short time.

The furniture was made up especially for Hotel Jim Hill.

The carpets are "Sunset On Texas Plains" color. They are fixed on the floors over a cover, in every room.

Actually the cost of furnishing each room will run over \$500 each. This figure will run a little higher if you consider the corner rooms as one unit.

Each corner room has been laid out as a two-room suite featuring two divans in one room which can be used as beds at night. The corner suites have two bathrooms which are modern to the most minute detail.

Finest In West Texas

Each bathroom features a built-in corkscrew which, Ullrich said, will be used to open listerene bottles.

Across each venetian-blinded window, will hang draperies which are screen prints of a West Texas scene. Pictures in the rooms are painting of scenes in West Texas.

BUILDING GOES UP—Above left, Hotel Jim Hill is a mass of steel girders on the Hereford skyline in July 1949. (Lower left) December found the Hereford Community Hotel nearing completion.

\$500,000 Hotel Jim Hill Opens With Many Dignitaries Present

Hotel Jim Hill, result of hours of hard effort by many Hereford citizens, will be formally opened Friday night with the most elaborate banquet in the history of Hereford and the Panhandle.

About three hundred \$20 a plate guests will be present as the monument to nearly four decades of hoping, working and planning becomes an integral part of the life of the community.

Although Hereford citizens have worked or talked of a hotel ever since 1916 the final drive that pushed it over was started in 1948. From about 1928 to 1946 the hotel was merely a subject that recurred time and again in Chamber of Commerce meetings but which never received action.

In 1946 private promoters wanted to put a hotel in Hereford for a lot and \$40,000.

Although it is difficult to say one or a few persons were most instrumental in putting Hotel Jim Hill here, most local citizens will agree that Joe Evans, Cecil Guseman and John Pitman were leaders in the project even before the idea was generally accepted.

Jim Hill, Wayne Evans, Dr. L. B. Barnett and a host of others picked up and carried the hotel over the top in an all-out community project.

However considerable money and time was put forth in trying to get a hotel located in Hereford even before the Hotel Association and the Corporation was formed.

Today that hotel, worth a half a million dollars, is owned, lock, stock and barrel by Hereford-minded individuals.

After the Hockenberry survey was returned early in 1948 indicating that Hereford was in need and capable of sustaining a hotel such Hotel Jim Hill the Chamber of Commerce met in

April 1948. They decided to have a fund raising campaign and build Hereford's own hotel.

Chamber of Commerce president Francis Hardwick appointed Jim Hill chairman of the executive committee. Mr. Hill in

turn appointed Wayne Evans to organize the stock sales committees and Dr. Barnett was stock salesman.

Although they didn't raise all the money they wanted they did get \$173,500 and hired an archi-

tect to draw up a sketch of the proposed hotel.

The Hotel corporation was formed at a meeting of the stockholders. They organized with Dr. Barnett, president; Wayne Evans, vice-president; Pete Cowart, secretary-treasurer and Jim Hill as Chairman of

FRIDAY NIGHT OPENING

A purely informal program at a formal opening is on the schedule Friday night at Hotel Jim Hill. Corporation President Dr. L. B. Barnett and visiting dignitaries will say a few words and Carmen Cavallaro's band will start playing at 8:30. Tickets are on sale at Chamber of Commerce and Hotel offices for \$20 a person. Tickets for the dance following the banquet are \$4.50 a person. The dance will be from 10 to 1 o'clock. The Banquet starts at 7:30 p. m.

The Board, The Board of Directors was composed of R. J. Richardson, John Pitman, J. W. Witherspoon and Francis Hardwick. Cecil Guseman took Mr. Hill's place as a director when Mr. Hill died in September.

Bids were received, all of them too high, and the building was redesigned. The present structure is of steel and cement instead of all cement as originally specified and they cut out tile wainscot and some of the fancy trimmings without detracting from the hotel in any appreciable extent.

Perhaps the biggest and most all-out drive in Hereford's history started June 14, 1948. Within three days \$63,400 worth of stock had been sold by the 12 teams totaling about 75 men.

Co-Chairmen and Planning committee members were Dr. Barnett, Lyle Blanton, John Pitman, R. J. Richardson, D. H. Alexander, Jimmie Allred, Mrs. L. E. Brady, G. W. Brumley, H. A. Close, Homer Brumley, O. P. Cowart, W. E. Dameron, W. L. Davis, Joe G. Evans, Wayne Evans, Howard Gault, Jimmie Gullentine, Dr. Will Graham, Cecil Guseman, Wm. F. Hardwick, E. B. Hedrick, A. V. Hendrick, Dr. R. B. Wills, W. N.

SATURDAY NIGHT DANCE

Tickets cost \$5 a person, dress will be informal or western, Carmen Caillaro will be playing (probably the same pieces he plays Friday night, says, Pete Cowart) and the dance will be from 9:30 to 1:30 o'clock.

Hodges, Jim Kirby, Carl McCaslin, Herman Neff, Gaylord Newell, J. B. Noland, T. E. Seigler, Jr., S. H. Slagle, Mrs. Seth B. Holman, Bob Wilson, James W. Witherspoon.

Associated Federal Hotels received a 20 year lease to operate the hotel on a per cent of net income basis.

Back in 1929 some Hereford citizens were advocating a 100 room hotel. The drive didn't go over then, just as it failed in 1916, 1925 and at other times. Probably the brightest spot old-timers remember was when Wilson Gyles bought the Cordova Hotel, changed the name to Texas and completely remodeled. That happened in the late 30's.

Namer Of Hotel Won't Be There For Opening

Mrs. C. Y. Crowe said Tuesday afternoon that she won't be able to attend the formal opening of Hotel Jim Hill for 20 reasons.

The 20 reasons aren't odd because a lot of people have those same 20 reasons, but in Mrs. Crowe's case it is odd.

She won the contest for naming the hotel. She selected the name Hotel Jim Hill and received \$200 in stock in the corporation.

Three Hereford Scouts Will Attend Jamboree

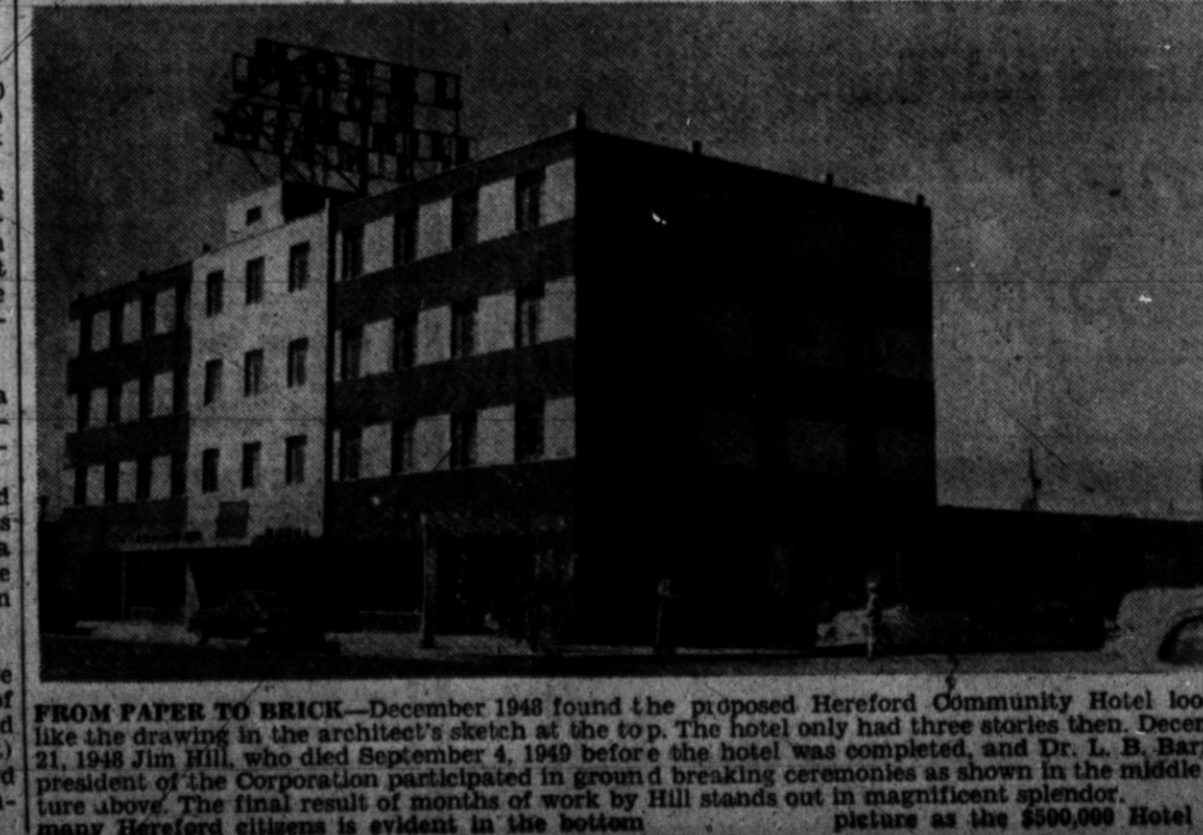
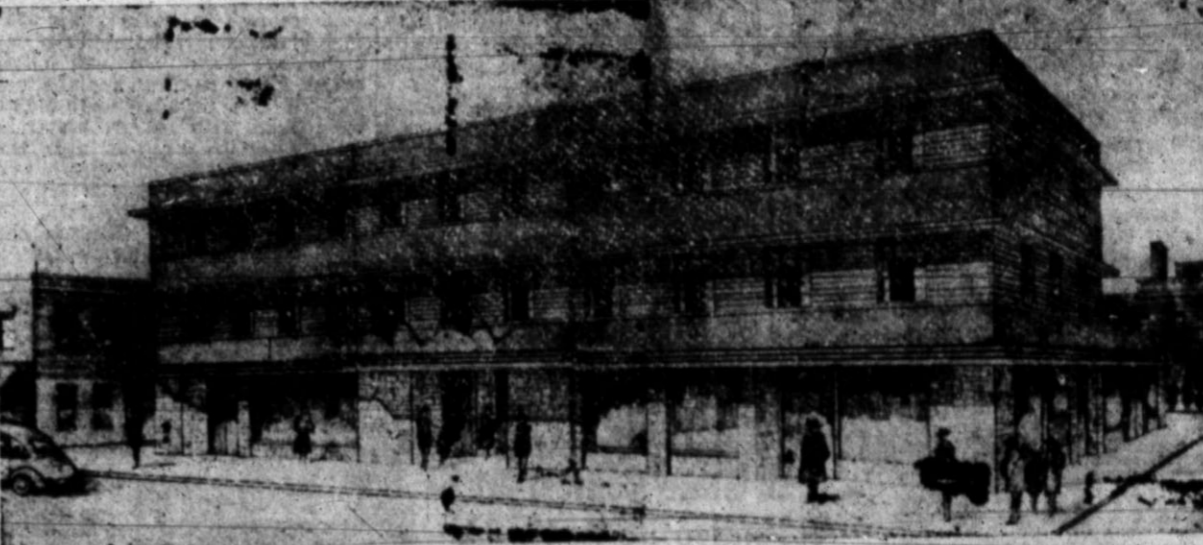
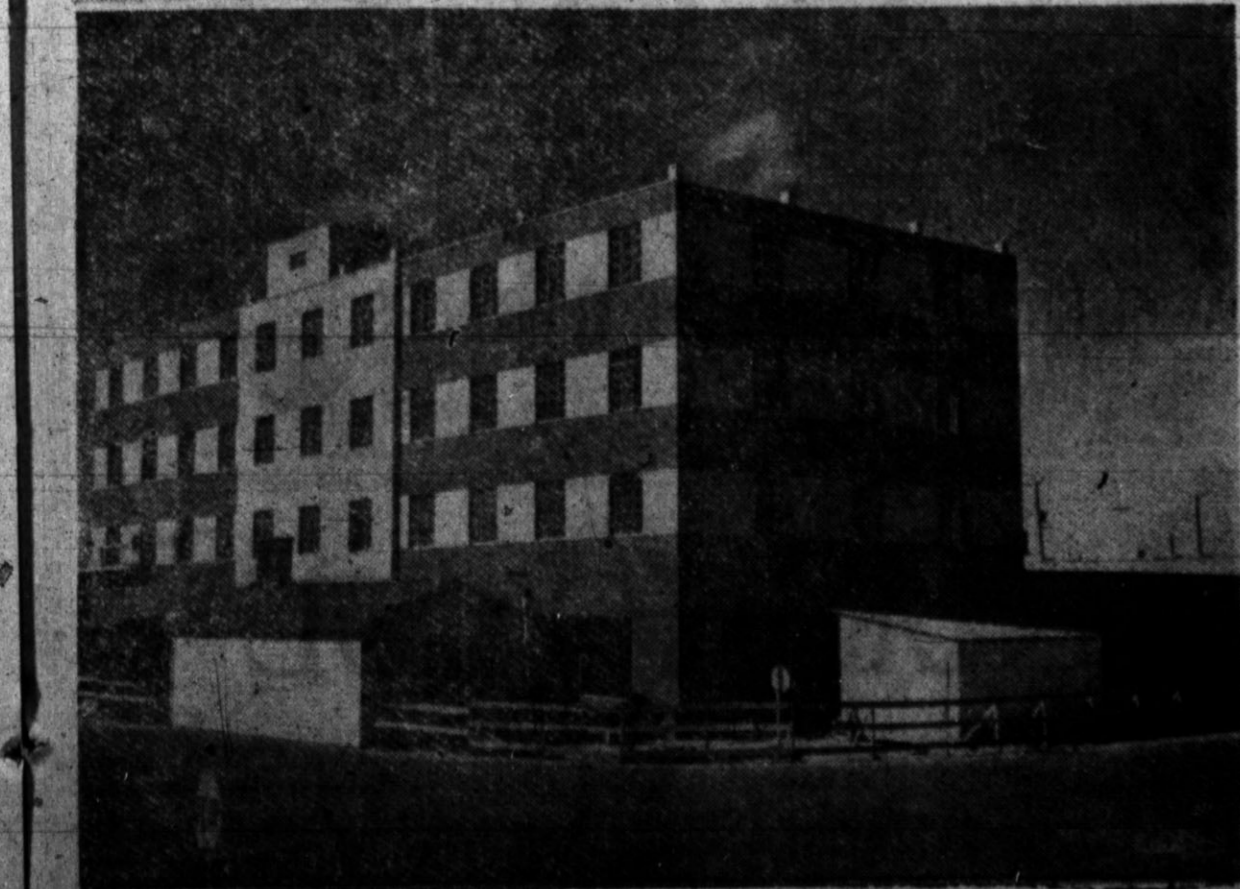
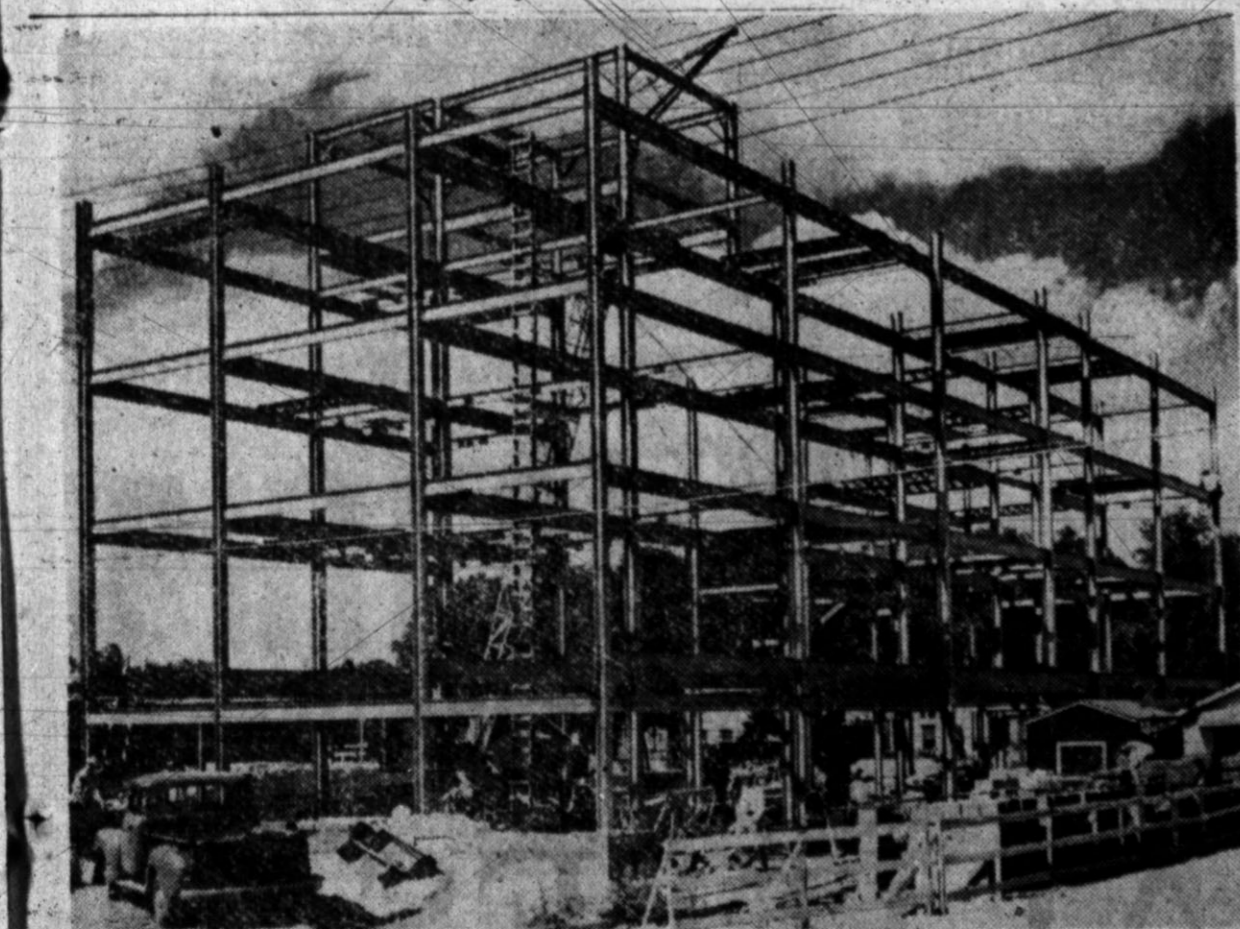
Two Amarillo hotels and one Plainview hotel are lending Hereford and Hotel Jim Hill a helping hand for the formal opening this week end.

The Capitol Hotel of Amarillo, managed by Fenton Cavenor, is bringing six waitresses and one white bell boy. Jim Hill manager Vaughn Riefel said.

The Hilton Hotel of Plainview is bringing a hostess, six waitresses and one waiter. Charlie Morgan manages the hotel.

The Herring Hotel of Amarillo, managed by Archie Cooper, is also bringing about six waitresses.

All are looking to a big opening and the crowd will be handled as well as any in the United States has ever been.



FROM PAPER TO BRICK—December 1948 found the proposed Hereford Community Hotel looking like the drawing in the architect's sketch at the top. The hotel only had three stories then. December 21, 1948 Jim Hill, who died September 4, 1949 before the hotel was completed, and Dr. L. B. Barnett, president of the Corporation participated in ground breaking ceremonies as shown in the middle picture above. The final result of months of work by Hill stands out in magnificent splendor, many Hereford citizens is evident in the bottom picture as the \$500,000 Hotel Jim

Good Management And Maintenance Of Farm Buildings Is Profitable

COLLEGE STATION — Farm buildings require management along with maintenance and the more uses that can be made of the buildings the more profitable they are to the farm business. W. S. Allen, extension agricultural engineer-buildings of Texas A&M College, compares farm buildings to a specially designed machine and notes that the parts of the machine that will receive the greatest amount of wear are provided with special lubrication. He says farm buildings should get the same attention.

Improper roof and ground drainage, he points out, are chief causes for failure in farm buildings. Water dripping from the roof of a building will splash dirt and water against the foundation and may cause the building to settle and over a period of time will cause parts of the building near the ground to rot. Good management he says, will include gutters and downspouts to take the water from the roof and away from the building and its foundation. Grading and drainage are mighty important items in prolonging the useful life of a building.

He points out that the use of wood preservatives and paint on farm buildings is a good investment and will add years to their useful life. Wood preservatives should be used on all parts of the building near the ground and too, termite proofing should be included in all farm building construction.

Roofs and roof coverings are most important, he adds. Selection of the roof covering should be carefully thought out and planned according to the needs and uses of the proposed building. If it is going to be a large permanent structure, a long-lasting type of roofing should be used. A cheaper type roofing can be used on the temporary structures. Regardless of the type of roofing used, he says it should

be put on correctly and kept in good repair. Leaks can cause lots of damage to the structure as well as to the materials or products stored in the building.

Changes in farming operations call for changes in the type and kind of farm structures, points out Allen. This may mean that existing buildings should be torn down and rebuilt or may be a remodeling job would be cheaper. He says there is little excuse for putting up with inconvenient buildings on the farm. Either build or remodel with them and this may involve a new location.

He says that many farm and home accidents are caused from improper building management and maintenance. Don't wait, he says, until a building becomes a hazard to repair it. Periodic checks should be made on foundations, framing, roofs and other parts of the farm buildings to see they are in good shape. If damaged or weak boards are found, make the necessary repairs and replacements. It will save you time and trouble later on and the accident you prevent may save a doctor bill or even a limb.

Every farmer, he concludes, should practice careful management and maintenance on all farm structures. It is just good business.

Personals

Mrs. Cecil Gunter is in Arlington for a two-week visit with her mother. Her mother will return to Hereford with her.

Mr. and Mrs. Jimmie Jindrick spent a few hours in Hereford last week visiting friends and relatives before going on to Plainview on business. He was only recently discharged from the Marines after a year's service. They came from Florida where they were stationed at Pensacola.

Fun to Make, Wonderful to Eat!



REMEMBER when you used to come home from school on a snowy winter day and find the kitchen filled with the lovely, unforgettable aroma of freshly-baked home-made rolls or coffee cake? And remember how you were given a still-warm sample—even if it was pretty close to dinnertime?

Today, few of us make home-made breads, partly because we have come to believe that they take a long time to prepare. The fact is that all the actual mixing can be completed in a few minutes. Then the dough itself does most of the work. Just put it aside and let it rise. Certainly nothing could be easier than that.

Here is a recipe for an easy-to-do stollen, good to look at, fine eating for any meal. Served with fresh fruit, it becomes a handsome dessert for dinner. Then—if there is any left over—serve it again for breakfast or lunch.

Morning, noon or night, stollen is at its delicious home-made best when it is served with generous cups of steaming, fragrant coffee. Fact is, it wouldn't really be quite complete without coffee! But don't forget—everyone will want extra helpings of stollen, and you'll need extra coffee to go with it. So be sure to make enough for second cups—all the way around!

- | | | | | | | | |
|----------------------------|--------------------------------------|------------------------------|---------------------------------------|-----------------------------|------------------------|---|---------------|
| 1 1/2 cups milk, scalded | 1/2 cup shortening | 1/2 cup sugar | 1/2 teaspoon salt | 1/2 cup dry yeast | 1/2 cup lukewarm water | 1/2 to 1 1/2 cups sifted enriched flour | 1 egg, beaten |
| 2 tablespoons diced citron | 2 tablespoons diced candied cherries | 1/2 cup confectioner's sugar | 2 teaspoons hot water (about 100° F.) | 1/2 teaspoon almond extract | 1/4 cup chopped nuts | | |

Combine milk, shortening, sugar, salt; cool to lukewarm. Soften yeast in water as directed on package; add to milk mixture. Add half the flour. Add egg; beat well. Add enough remaining flour to make a soft dough; mix thoroughly. Turn out on floured board; knead until smooth. Place in greased bowl; brush surface with melted shortening; let rise in warm place (90°-95° F.) until doubled in bulk (about 2 hours). Turn out on floured board; knead in citron and cherries. Pat out in circle 8 inches in diameter. Brush with melted butter or margarine. Crease, fold over like large Parkerhouse roll. Brush with melted shortening. Cover; let rise 1 hour. Bake in moderate oven, 375° F., 25 to 30 minutes. Combine confectioner's sugar and water to spreading consistency; add almond extract. Spread on warm stollen. Sprinkle with nuts.

title to the property set out in the abstract is good. The man who prepares the abstract merely puts into the abstract all instruments, which mention or affect this property. If is the job of a lawyer, to examine each instrument in the abstract, and determine whether, the ultimate effect of each of these instruments, is to establish title in the current apparent owner of the property. If this occurs, the man is said to have "good title." If some of the instruments show that other persons, have, or might have, some claim to the land, the title is not good and complete in the present apparent owner of the land, unless these claims have been released by other instruments in the abstract.

Among the things that must be kept in mind in checking the title to property is a proper description of the property, so that it can be clearly located. The following description, which was found in an abstract might have been good at the time of making the same, but it would be difficult to locate, after the lapse of a few years. "Beginning at a stake in the West boundary line of the present limits of the old corporation, then North 85 degrees and East to a Black gum marked with a cross, and with mistletoe in the top, and with a blue bird sitting on a limb, which tree is a short distance East of Ed Johnson's horse lot."

For information on your particular situation, see your local attorney.

Hospital Notes

Patients discharged from hospital: Lee Warren Drake, T&A; Mrs. J. L. Park, surg.; Mary Sue Collins, med.; Mrs. James Miles, O. B.; Mrs. J. D. Tyler, med.; Mrs. Don T. Martin, med.; Mrs. Barbara Hudson, med.; Walter Vance Spikes, emerg.; Marion Buckner, med.; Mrs. Robert Harms, O. B.; Jolyn Carlyle, T&A; H. T. Chesser, med.; Mrs. Connie Boatman, med.; Mrs. F. H. Oberthier, med.; Pearl H. Pruitt (Mrs.), surg.; Lowry Mollay, surg.; Oleta Carroll, med.; Cliff Crowell, med.; Terry Kirby, med.; Ronald Kerschen, med.

Patients in hospital: Mrs. Dora L. Smith, surg.; Mrs. Fred Henry, med.; Mrs. T. H. Davidson, med.; Jake H. Carroll, ortho.; Clifford Hayhurst, med.; Mrs. E. L. McGee, surg.; Mrs. B. C. Harper, surg.; Mrs. W. N. Hodges, Sr., med.; T. H. Davidson, med.; P. M. Houser, surg.; Joe Easley, med.; Mrs. Jim Wagnon, med.; Melvin Phillips, med.; Marlin Pierce, surg.; Mrs. Alma Hooper, med.; Mrs. Wayne Williams, med.; Mrs. A. L. Gray, med.; Mrs. Louis Beckman, surg.; Archie Cook, emerg.; Stephen Coneway, med.; Mrs. Loy Smith, med.; Mrs. H. D. Buse, Jr., O. B.; Homer Gore, med.; Mrs. O. L. Clink,

Best Wishes

to our

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And **GLENN BOARDMAN**

HEREFORD REPRESENTATIVE

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FFA Team To Compete In State Contest At Huntsville In March

The Hereford FFA Conducting team which placed second in the Panhandle-South Plains Leadership Contest for Area XI Saturday will be one of two teams from this area to compete in the State Invitational FFA Leadership Contest at Huntsville March 18, according to Bill

Stanford, who is advisor for the team. The team is made up of 10 boys.

Plainview won first place, with Hereford and Canyon following second and third. Plainview will be the other team from this area to go to the Huntsville contest.

A Chapter conducting contest consists of regular opening ceremony, order of business, with minutes of previous meetings, officers reports, committee reports, three parliamentary problems given by judges and closing problems. Ten questions are also put to each member which must be answered if the team is to receive 10 points for each question.

On the Hereford FFA team is Joe Hershey, A. L. Williams, Raymond Cummings, Bob Morgan, James Alston, Don Russell, Bedford Forrest, Johnny Fields, Dick Axe and Stanley Slagle. Two alternates are Richard Pickens and Johnnie McBroom.

Two teams from each of the 12 areas in the state will be in the Huntsville contest.

The Law and You

By BOB KIRK

DO YOU KNOW what an abstract of title is?

An abstract of title is simply a copy, or condensation of all instruments filed or recorded in the count where the property is located, which may affect the title to the property. These are prepared by persons who make the preparation of abstracts their business.

DO YOU KNOW what a person means when he says he has a "good title" to his property?

Possession of an abstract, no matter how large, or well prepared, does not mean that the

THE FASTEST BUSINESS FORMS EVER DEvised!

For your Handwritten Forms problem, consider:



THE MOORE PORTABLE REGISTER

- ... Light and easy to carry!
- ... 25% faster than the fastest operating sales book!
- ... 17% faster than loose forms and envelopes!

When teamed with Continuous Flatpak Register Forms, the Moore Portable will give you TOP SPEED!

Designed for all wholesale and retail transactions, for service stations, dry cleaning, clothing stores, specialty shops and all other retail stores; ideal for sales slips, cash receipts, invoices, delivery receipts and for hundreds of other operations. Complete Models also available.

Write or Phone Today!

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Phone 30



Finest in Farm Machinery

H. E. MILLER OLIVER CO.

YOUR OLIVER DEALER

HIGHWAY 60

PHONE 195



WELCOME

VISITORS

To the Opening of Hereford's New Hotel Jim Hill

To the Annual Four-County Junior Livestock Show



EAT AT

IKE'S

Mr. and Mrs. Cliff Gleaton

WESTWAY NEWS

Society Has Covered Dish Lunch At C. A. Saulcy Home Wednesday

Rev. Don Davidson will preach here next Sunday afternoon at 3 o'clock. Rev. E. H. Harper of Hereford filled the pulpit Sunday morning and singing and Bible study were held Sunday night with Joe Landers in charge of the Bible study. Several visitors were present. Yolanda Hernandez had her tonsils removed last Thursday morning. She is recovering nicely and will be able to return to school in a few days. Clarence Morrison went to Austin Sunday morning to attend a telephone meeting. Clarence is on the Board of Directors to try to get telephones into the country in this county. Several from here attended a dinner Sunday at Hereford honoring Mr. and Mrs. R. M. Gunn. Among those attending were the families of Merlin Kaul, Robert Boyd, Joe Landers, Elmer and Clifton Combs, Roy Lee Wilson and G. C. Merritt. The Willing Workers Missionary Society met last Wednesday at the home of Mrs. C. A. Saulcy. A covered dish luncheon was held. The president, Mrs. Johnnie Townsend had charge of a lesson on Missions. Mrs. Robert Boyd led the prayer. Attending were Mesdames Saulcy, Elmer Combs, A. A. Head, Joe Wagoner, Mack Jackson, Johnnie Townsend, Paul Rudd, R. L. Wilson and Joe Landers. The next meeting will be held March 15th in the home of Mrs. Johnnie Townsend. "False Teachers" will be the subject of the study. Mrs. Clarabelle Wyckoff, Pasadena, California, is visiting her father at Hereford and her brother, Fred Severance. Mrs. Wyckoff is a teacher in Los Angeles and is taking off a sabbatical year. This means a year off every seven years of teaching for rest and study with half pay. She has taught in Los Angeles for 21 years. She was a guest for dinner Monday in the Norberto Hernandez home. Mrs. Merlin Kaul's Sunday School Class of Young Married Couples held their regular dinner meeting Saturday night in the home of Mrs. Kaul. The dinner honored the February birthdays of Glen Williams, Helen Melton and Mrs. Kaul. Attending were Mr. and Mrs. Virgil Dodson of Progressive, visitors, Mr. and Mrs. Jack Dean and boys, Mr. and Mrs. Glen Williams, Beverly and Jerry, Mr. and Mrs. Billy Jackson and girls, Mr. and Mrs. Waldron Melton, Mr. and Mrs. Harold Head and Mr. and Mrs. Merlin Kaul, Larry and Walter and Lynn Young.

The next meeting will be held in the home of Mr. and Mrs. Waldron Melton March 18.

Mrs. Jimmie Thomas and children, Deedy, Danny and Deborah Lou returned to their home at Post Sunday after spending several weeks here in the J. C. Morrison home. Wayne Thomas and his sister, Mrs. Red Floyd of Post came for them. Little Deborah Lou Thomas was taken out of the hospital Sunday morning where she has been kept in the incubator. Jack Renfro is in Washington, D. C. this week attending business. The box supper held Friday night for raising funds for the community house was well attended. The pies sold well and were served with coffee and sandwiches in the cafeteria. The Men's Quartette and the Ladies' Trio sang several numbers before the pies were auctioned. Berlie Northcutt was the auctioneer. Present from Hereford were the Bruce Wooddell, Wayne Edwards, R. M. Gunn and G. C. Merritt families. More than \$130 was realized from the supper.

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Dividend Check Delay Caused Several Ways

A disruption is caused when an error appears in any part of the many 1,000-name voucher of insurance dividend recipients. Insurance Chief H. W. Breining announced in response to numerous complaints from veterans about their late dividend checks. This causes the payment of all 1,000 veterans to be held up temporarily. This also accounts for the "guy down the street with higher numbers" being paid first. "Invariably," the VA notes, "this comes about because the veteran has taken out several insurance policies and has the mistaken idea he will get one complete check for dividends on all of them. This is not so." If he is paid for more than one policy, a statement will accompany the check and the information listed. Checks for other policies will follow close behind. The reduction of acreage planted to cotton emphasizes the need for using practices and methods of production costs and wise use of the diverted acres. We never argue with a man, regardless of how crazy his opinion may be; we just try to be to be thankful that we are, at times, not quite so crazy.

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Olive Hinds Studio To Present Recital

Olive Hinds Music Studio will present a group of pupils in a rehearsal recital of National Federation Festival piano numbers Sunday, February 26, at 3 o'clock in the Christian Church. Those appearing on the program are Sheryl Patterson, Marilyn Russell, Linda Kay Noland, Sybil Davis, Gladys Lee, Irene Witherspoon, Beth Gross, Sammy McLellan, Martha Heard, Nancy Story, Nancy Crawford, Virginia Sigle, Jonny Weare, Wayne Scott and Waldon Scott. Guest artists will be Barbara McGee, Bobbie Drury and Virginia Sigle. They will comprise a piano trio. Harold Deau Southward, Canyon College who is a former student of Mrs. Hinds, and Jerry Witherspoon will also appear. The public is invited to attend. Mrs. W. R. Scheihagen, Sr. left for Dallas by plane Sunday morning where she will undergo a medical checkup. While in Dallas, she will visit with her son Ernest Scheihagen and family.

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Plenty of Room Plenty Good Food for your EATING ENJOYMENT WELCOME VISITORS to the LIVESTOCK SHOW and HOTEL OPENING You'll like our Steaks, Hamburgers, and our Variety of Sandwiches Congratulations Club Boys and Girls We Feature This Same Fine Beef in Good Dinners, Lunches, Steaks, Hamburgers Engmans Cafe 126 East Third

NOW IS THE TIME TO GET YOUR POTATO MACHINERY IN SHAPE Bring those Planters, etc., on in for repair! PLENTY PARTS FOR IRON AGE POTATO PLANTERS John R. Wood, Inc. EAST FIRST HEREFORD

SPRING SHOWING 1950 PHILCO FRIDAY and SATURDAY Feb. 24-25

FREE! THIS FAMOUS SCHWINN-BUILT BICYCLE INCLUDED WITHOUT EXTRA CHARGE WITH THE PHILCO Upright FREEZER VALUE! FREE! A Schwinn-Built bicycle—yours at no extra cost when you buy the sensational new Philco Upright Freezer. Streamlined bicycle with rugged, oil-steel frame. Two-seat, built-in animal bath. For boys or girls. Guaranteed by Schwinn as long as you own the bike! Philco Freezer AV-75 gives you 7.5 cu. ft. capacity. Offers reach-in convenience with contents in full view. Three BIG compartments, one for sharp freezing. HURRY! LIMITED OFFER!

BEAUTIFUL CORSAGES for the Ladies Accept our Cordial Invitation to Attend this Complete Showing of the Better-than-Ever 1950 PHILCO

It's Here! The Sensational New PHILCO Advanced Design REFRIGERATOR True Full-Length Refrigerator Uses every inch of cabinet space, right down to the floor... no wasted space. You get increased storage space... 15.7 cubic feet with no increase in size. Philco Refrigerator Model 1095. GIANT HOME FREEZER Maintains zero-zone temperatures for freezing and long-time storage of large quantities of frozen foods. BALANCED HUMIDITY WITH SUMMER-WINTER CONTROL Proper "moist cold" for best food preservation... in every season and climate. 34% More Capacity WITH NO INCREASE IN SIZE COMPLETE SHELF ADJUSTABILITY Permits an unlimited variety of arrangements to accommodate foods of every size and shape. GIANT FRESHENER AND SNACK BOX Glass-covered, moist cold Freshener keeps fruits and vegetables fresh and tasty. Snack box keeps butter, cheese and snacks, preventing transfer of odors. Utility!

HEREFORD FURNITURE COMPANY JUST ACROSS FROM THE POST OFFICE IN HEREFORD

HEREFORD'S
 NEW
 HOTEL
 JIM HILL

GIVEN ADDED BEAUTY AND UTILITY

by

ROOM FURNISHINGS

from

**CARSON, PIRIE,
 SCOTT & CO.**

1 South State Street - Chicago, Illinois

ALEX F. ULLRICH, Texas Representative

Carson, Pirie, Scott, and Company joins the people of the Panhandle of Texas in wishing the new Hotel Jim Hill good luck and a long, successful career of service to Hereford, and Hereford's visitors.

This firm is proud of the fact that our furniture products were selected for use throughout the hotel.

These hotel furnishings were carefully selected and chosen for their beauty and utility, and because of their national reputation as leaders in the field.

We are confident that by contributing substantially to the comfort and convenience of the Hotel Jim Hill guests, our products will help to make Hereford's new hotel an institution of which all Texas may well be proud.

H-SU Band Plays Saturday Concert On South Side Of Hotel Jim Hill

"The World-Famous Cowboy Band."

That's what the Hardin-Simmons University Cowboy Band is called.

Quite a title? Quite an exclamation? Yes, indeed. But quite a band!

Now in its 26th year as an organization, the Hardin-Simmons University Cowboy Band has been the hit of two continents—having played in Europe and in all sections of the United States. It has appeared in London, Paris, Birmingham, England, and Mexico City.

In America it has played for the inauguration of Franklin D. Roosevelt, and was the first ci-

vilian group of musicians ever to toot their horns at the inauguration of the Chief Executive. Three International Conventions of the Lions Clubs of the world have been on the band's agenda—in 1941, 1947 and 1948.

In 1936 the band went to the Chicago convention of the national Democratic party.

Backed with the tradition of great outstanding performances wherever they go the band members have acquired a feeling of pride and confidence which belongs to few organizations. Three-fourths of the members have done solo work before becoming members of the band.

It is more the manner in which



SHEPPARD SWORN IN—John Ben Sheppard of Gladewater (center) is shown taking oath of office as Secretary of State. Administering the oath (right) is Associate Justice Meade Griffin of the Supreme Court. Gov. Allan Shivers (left) holds Sheppard's commission. (AP Wirephoto)

them present their show than what they actually do which gives such a realism to their music and acts. Though they are students in a university, they possess the secret of showmanship.

As for the work itself—it is excellent. They play the melodies that give color and spark to a western event. The boys are at home in this atmosphere, but they also play concert music that compares well with any group of artists.

The precision and harmonic quality of the band—all brass and reed instruments—is extraordinarily good and no less interesting are the rope spinning and baton twirling tricks with which they add variety to their performances.

The band will play a half-hour long concert Saturday afternoon after the parade just south of the hotel and before the Rotary Buick is given away.



SIX FIVE AND THEY'RE INSIDE—Hotel Manager Vaughn Reiffe (left) and Building Superintendent Gene Klinder inspect electrical outlets in the second floor hall in January, 1950.

COURTHOUSE RECORDS

Deeds of Trust
James E. Wood, Jr. and wife to First Federal Savings and Loan Association of Amarillo, Amarillo, Texas. All of lot 14, of J. A. Fox Subdivision of block 12, Evans Addition to Town of Hereford. \$5,000.
John I. McCutcheon and wife to American General Investment Corporation. Lot 13 of Ralph Smith Subdivision of a part of block 4, Mabry Addition to Town of Hereford. \$5,900.
O. G. Hill, Jr. and William Foster Hill to J. R. Kendall. The W 185.8 acres of that part of section 131, block M-7, lying north of the highway.
Edwin H. Flood to H. C. Speer. First tract: All of W 1/4 of section 26, block M-7, Deaf Smith County. Second tract: 14.1 acres of land out of NE 1/4 of section 41, block M-7, Deaf Smith County.
E. J. Copeland and wife to O. Lee Jenkins. All of the SW 1/4 of section 22, block M-7, certificate

1392. (276)
Warranty Deeds
Clyde Denton, et al, to Dr. Lewis B. Barnett and Wayne Evans. NE 1/4 of section 81, blk. K-3, except N. 3.651 acres thereof heretofore conveyed to State of Texas for highway purposes. \$27,291.75.
O. H. Loyd and wife to Jordan Grooms. S 1/2 of section 44, certificate 284, block K-5, containing 320 acres of land. \$12,800.
A. L. James and wife to O. J. Remling. A part of block 7, Evans Addition to Town of Hereford. \$3,000.
J. R. Kendall and wife to O. G. Hill, Jr. and William Foster Hill. W 185.8 acres of that part of section 131, block M-7. \$37,160.
Charles Inman and wife to W. O. Miles. Part of block 78, Town of Hereford and Additions.
Jno. Blake to Odice Bulls. All of lot 20 and south one foot of lot 21, all in block 22, Evans Addition to Town of Hereford. \$500.
G. P. Owen and wife to Robert L. Owen. Part of block 13, Rickette Addition to Town of Hereford.
E. W. Womble and wife to O. W. Harrison, Jr. and William G. Ordway. Section 8 and E 1/4 of section 13, block K-4, B&B Survey, Deaf Smith County.
Carl McCaslin and wife to Glenn Anderson and wife. Part of block 4, Evans Addition to Town of Hereford. (236)

Association of Clovis to Warren Daniel and wife. Lot 14 of J. A. Fox Subdivision of a part of blk. 12, Evans Addition to Town of Hereford.

Automobile Registrations
L. R. Hand, 1950 Pontiac club coupe.
Mildred McCrehead, 1950 Chevrolet 2-door.
Roy Campbell, 1950 Hudson sedan.
Thomas P. Griffith, 1950 Pontiac sedan.
Kirby Sales Company, 1950 Ford 2-door.
Ed Waggoner, 1950 Chevrolet sedan.
Art Lewis, 1950 Chevrolet sedan.
John P. Gallagher, 1950 Studebaker sedan.
E. S. Shelley, 1950 Studebaker sedan.
Mrs. W. I. Valentine, 1950 Hudson coupe.
J. W. Terry, 1950 Mercury sedan.
Bertram Jack, 1950 Chevrolet sedan.
C. W. Cogdell, 1949 Buick sedan.
J. T. Peters, 1950 Mercury coupe.
James R. Martin, 1950 Ford sedan.
James O. Hall, 1950 Pontiac sedan.

Class Elects Officers
A Valentine party of the Busy Bee Sunday School class of the First Baptist Church was held Saturday, February 11, in the home of Mrs. Alton Biggers.

An election held at the same time named officers for the coming term.
Sharon, Mary Ann, Sandra, Betty, Florence, Freda, Claudia, Ann and Mrs. Biggers were present.

Busy Bee Sunday School

WELCOME
to the
ROTARY SPONSORED
Four-County
Junior Livestock Show
Make our Firm Your Home in
Hereford
PLAINS INSURANCE AGENCY
INSURANCE & LOAN SERVICE
Jno. H. Patton Wm. H. Patton

Hotel Chef Is Specialist In Creole Dishes

When you find a man who gains 140 pounds after starting to work in a new profession you can pretty well be sure he likes his work and is doing a good job.

Ted Peters weighed 120 pounds when he started in the hotel business in 1937. Now, as he takes over as Chef of Hotel Jim Hill, he weighs 260 pounds and is the easiest man in the world to get along with.

A football fan, Ted says SMU would have won their third Southwest Conference Championship in a row last year if they hadn't had a little bad luck. He is an SMU booster, though he didn't go to school there, can be called part of the Mustang "Subway Alumni."

"I clipped the manager of the Herring Hotel in Amarillo for about a hundred on SMU last year. It liked to killed his soul," Ted revealed.

Creole dishes are Ted's specialty. Usually peppers, garlic, onions, celery and canned tomatoes are highly seasoned and cooked together with the fish. Peters claims this is the most popular serving nowadays.

But there will be steaks and other food, too. Peters is well in the know on cooking. He has had his kicks but in his own words, "you can't please them all." Steaks are particularly difficult when it comes to pleasing the customer. They always want a bigger steak than what they order.

"We will have waffles and pancakes here that are really cooked up right," he claims. "It takes thin syrup to make pancakes go."

Peters is busy getting the kitchen, which he vows is the most modern and well-equipped in Texas, ready to handle a huge crowd for tomorrow night's opening. He will have about 15 people working under him including the coffee shop and the kitchen.

He will have help on that coffee shop, though. His wife will have charge there and promises to have plenty of coffee ready at all times.

Special orders will come under Peter's direct care. He will supervise the rest of the vast activity that carries on in the shiny kitchen.

Mr. and Mrs. Ted Peters have two children. Donald, their 11-year-old son, will be in school here. Thurma, age five, is their daughter.

Peters, who has been around, is glad to come to a town the size of Hereford. He will look forward to the time spent here, he said. It costs a lot less to live here than other places like Galveston, Ft. Worth or Austin.

He has been with the National Hotel of Galveston, The Lubbock Hotel, Amarillo's Herring Hotel

and the Hardin Hotel in Hobbs, N. M. Mr. and Mrs. Jack Bradley and Mr. and Mrs. Ivan Block have visited in Hereford, returned home to Hereford after a 3-week vacation in Mexico, any other city in Texas, especially Galveston.

Visiting in the R. A. Freeman home is Mrs. Lillie Mae Vaughn and son, Willie. Mr. and Mrs. Freeman are parents of Mrs. Vaughn who lives in Indo, California.

Dale Tinnen went to Plainview Tuesday morning on business. He returned to Hereford Wednesday.

WELCOME EVERYBODY
to the
Big Week-End in Hereford
JUNIOR LIVESTOCK SHOW
HOTEL JIM HILL OPENING
Pay Us a Visit Too!
Rutherford & Co.
MORE PEOPLE WEAR STETSON HATS THAN ANY OTHER BRAND

Congratulations
to the
Stockholders and Operators
of
Hereford's Own Jim Hill Hotel
and
Participants and Sponsors
of the
Junior Livestock Show
Palo Duro Sales, Inc.
Allis - Chalmers Pontiac Willys Jeep

THE SUCCESS

OF AN

ENTERPRISE

... or any business operation

depends upon foresight, specialized services, efficient management and constant supervision. All who contribute to the success of a venture must also possess these qualifications.

The Hotel Jim Hill could not have been even planned, much less built, without these factors. The management of this project is responsible for demanding that all parties who take part in furnishing or operating the Hotel Jim Hill live up to the necessary qualifications.

We are proud to have been called on to contribute our services in wholesale foods.

WAPLES - PLATTER COMPANY

AMARILLO

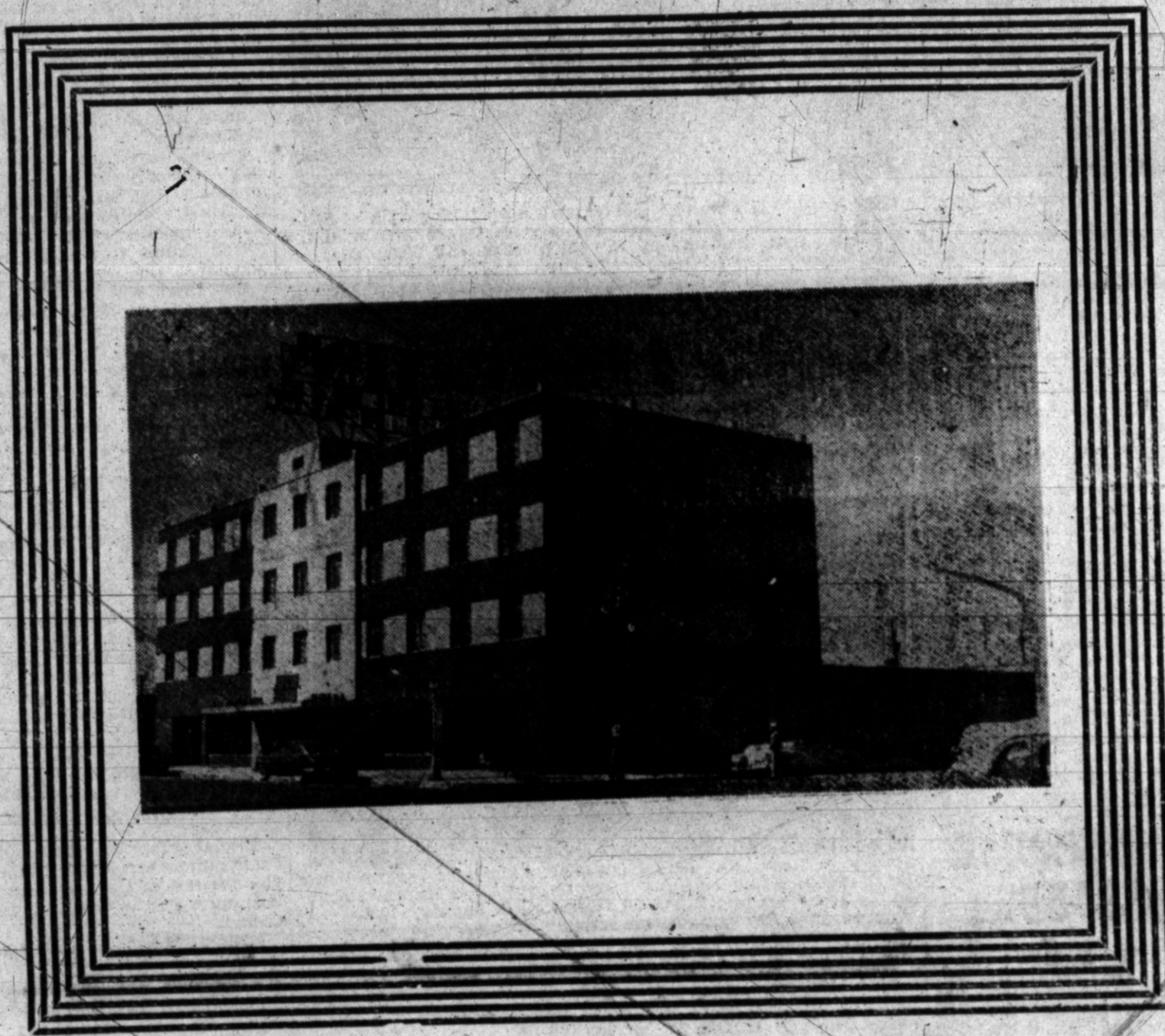
Santa Fe

... that's the System!

for swift, dependable freight and passenger transportation



Let your Santa Fe Agent help with your transportation problems



Attend the
**FORMAL OPENING
FESTIVITIES**

Check the Frong Page of This Issue
for Calendar of Events

BEST WISHES
from the
CONTRACTORS
B M P F
CONSTRUCTION
COMPANY
LUBBOCK