

WEATHER

Table with 2 columns: Day (Thursday, Friday, Saturday) and High/Low temperatures.

Moisture for Dec.: .00
Moisture for year: 24.09
Moisture last year: 15.71

The Sunday Brand

52 Pages

Including 22 Colored Comics

Published Every Sunday

Our Slogan: "More People — More Farms"

Vol. 11 — NO 22

Hereford, Texas, Sunday, December 7, 1958

Price 10c Per Copy

Around Town

After a few false starts, the Christmas season finally arrived Saturday when Santa Claus arrived in Hereford...

Hereford Takes Tournery Victory

Hereford's Whitefaces shelled Littlefield with grim determination Friday in the opening round of Plainview's fifth annual invitational tournery.

The Herd hoopers poured in 80 points, while the Wildcats looked more like kittens with just 38. Center Steve Slagle paced the Herd to the easy team victory with 17 points.

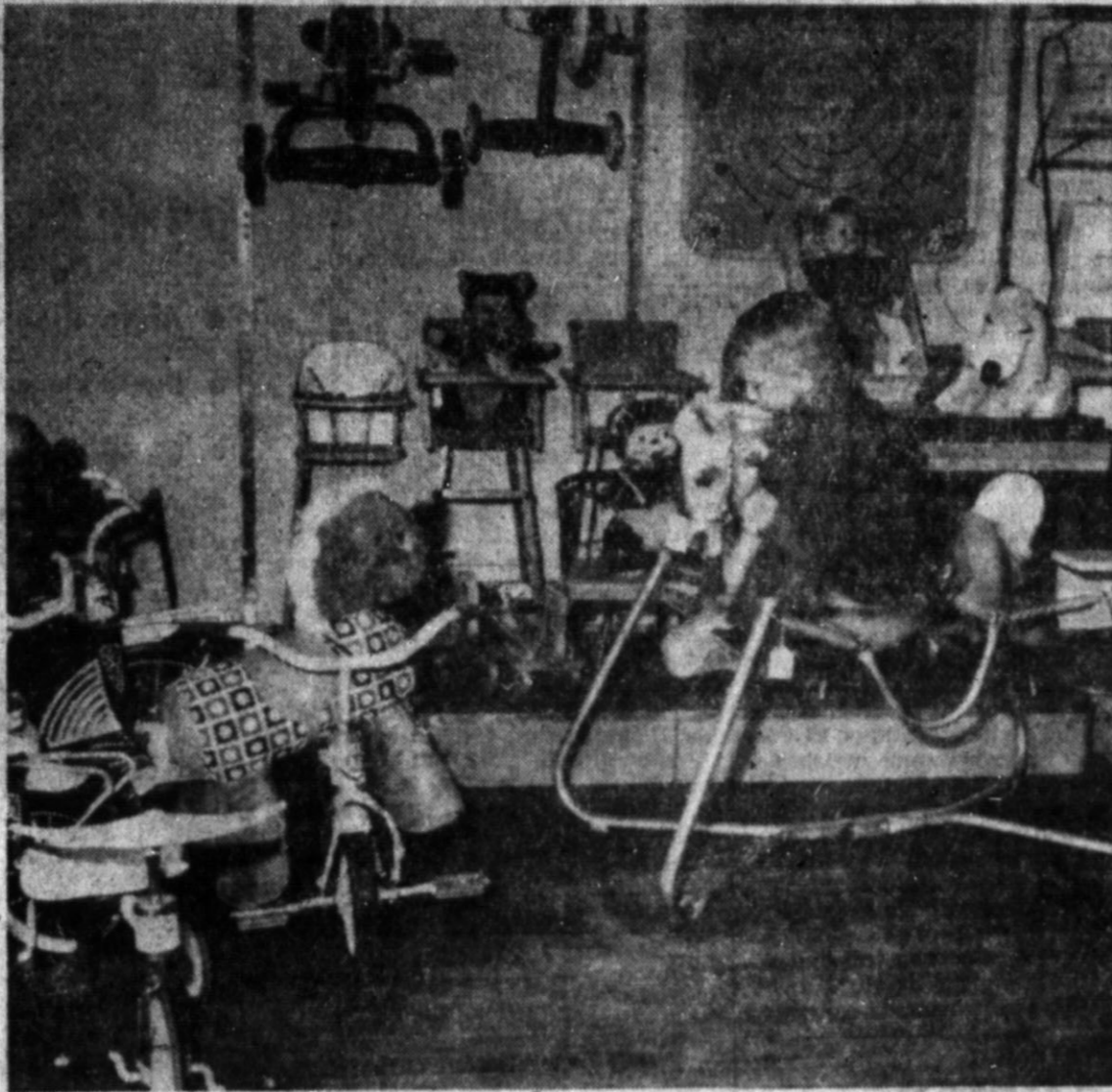
Hereford was slated to play Big Spring in the semi-finals Saturday at 1 p.m. Big Spring passed its first test of the tour.

Hereford Man Is Burned In Blast

L. J. Williams, 31, Hereford, was reported in an "improved" condition at Plainview Hospital Saturday morning, after receiving burns in a butane gas explosion in Plainview early Wednesday morning.

Concert Presents Symphony Choirs

The Hereford High School choir will join the Amarillo Symphony Orchestra in presenting the second program of the Community School Concert Series in the high school auditorium Tuesday night.



LOST IN TOYLAND, five-year-old Joey Am-burn, son of Mr. and Mrs. J. W. Amburn of Hereford, gives his parents a "hint" as to what he would like for Christmas this year.

Merchants List Christmas Buys In Shopping Edition

In this issue of the Sunday Brand, readers will find the Christmas shopping edition, which is loaded with Christmas buys for young and old.

District Grand Jury Meet Set

Members of the District Grand Jury will meet in session in District Court at 10 a.m. Monday.

Airport Runway Lighting Starts

Runway lighting installation at Hereford Airport will begin Tuesday, according to City Manager Dudley Bayne.

ward the holiday season, Hereford merchants will stay open later than usual beginning Dec. 18 so that shoppers may have time to do all their buying before the annual "rush."

Telephone Co. Lets Contract On Additions

A contract for alterations and additions to the old central office of Southwestern Bell Telephone Company in Hereford has been awarded to Doyle Construction Company of Amarillo.

Hereford Boxers Win Six Bouts In Local Card

Hereford boxers broke even in their first home appearance of the season Friday night, winning six of their 12 bouts in the Bull Barn.

Christmas shopping an easier task. At the last meeting of the Merchants Committee of Deaf Smith County Chamber of Commerce, merchants voted not to meet again until January.

The group also voted to recommend that merchants close at 7 p.m. on Saturdays after Christmas, during January and February.

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Deep Test Well Drilling Decision Due In 10 Days

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Revised Plans Approved For Community Center

Wildcat Test Drilling Stops

Drilling operations at a deep wildcat test 10 miles due south of Hereford have come to a halt, according to unofficial reports.

Allmon Services Set for Today

Funeral services for David Wesley (Buster) Allmon will be conducted at 2:30 this afternoon in the Temple Baptist Church of Hereford.

Castro County Farm Owners Near Location of the Skelly Oil No. 1 Wildcat Reported that Operations Stopped

Castro County farm owners near the location of the Skelly Oil No. 1 wildcat reported that operations stopped a few days ago and that the rig is now being disassembled.

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HOWARD BRODIE

'Power Of Faith' Starts In Brand

Some of the most moving human acts of faith in our time are now yours to see in "The Power Of Faith" which will appear each week in The Sunday Brand.

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At a meeting of the planning committee of the proposed community center Thursday afternoon, John M. Wiley, designer for McMorries and Associates in Amarillo, was given the nod to make final drawings for the building after being directed to make specified changes in design.

Major changes in design includes an additional 10 feet to the length of the recreation and banquet room and the omission of a chapel.

Tentative plans were to have an all-glass section between the recreation and banquet room and the outside terrace, but the committee felt that the section should be constructed of brick.

Committee chairman Earnest Langley pointed out that a larger banquet room was the major request presented at meetings of various Hereford organizations and representatives from Hereford schools.

The committee meeting was held at 4 p.m. in the City Manager's office for the purpose of getting final ideas and plans to the architect.

Set 'Tail Water' Hearing Tuesday

First hearing on a Deaf Smith County irrigation farmer for alleged mis-use of water has been scheduled for Tuesday in Lubbock.

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As no interested land owners attended a public meeting of the deep test well committee in the Jim Hill Hotel Friday night, Dodson set the time limit for the \$3,800 grant toward the project on Dec. 15.

"If no further interest in the project is shown," Dodson said, "the funds that have been raised for the program will be returned to donors."

V. J. Owens, farm owner six miles east of Hereford, who already has drilled a water well in deep formations on his land, offered to drill an experimental well in Triassic formations with the aid of donations, if the project was approved by the committee and businessmen and farmers who have donated toward the deep test well.

If both the committee and donors approve a donation of about \$2,000, Owens said, the well would be open to the public and data would be available at any or all times.

Owens plans to put in an eight-inch well capable of pumping 1,200 gallons per minute. Depth of the well would be more than 800 feet and in Triassic formations.

Included on the well would be an air line with a water level gauge, a meter showing how many hours the pump motor has been in operation and a gauge showing the amount of gas used to pump a certain amount of water.

Periodically, an analysis of the soil near the location of the well would be made, and information on the well and land would be available at all times in the Hi-Plains Underground Water Conservation District office.

The well would be located one-half mile from Owens' present deep well so that interference tests could be run from time to time.

Owens' present well is 835 feet deep and has been pumping a satisfactory supply of water for nearly two years. Owens said that the water supply has improved in the past two years and he expects increased improvement in the future.

The Friday meeting was called to determine whether or not land owners in the county were willing to invest money in a deep test well, in an attempt to find a supplementary source of water in deeper formations.

The deep test well committee was formed last year to raise funds and select a drilling site for the test, which would penetrate Ogallala (redbed) formations.

Dodson said the acreage value of land would be increased \$25 to \$50 if the additional source of water was reached.

Under provisions of the program, one-half the cost of drilling, casing and developing a well will be paid out of funds, materials and services donated by various groups toward the project. The land owner will pay the remaining cost of operations.

If water is reached and the well proves satisfactory for irrigation, the land owner will (Continued on page 2)



AMARILLO SYMPHONY ORCHESTRA will combine with Hereford High School choir and Girls Choir, will direct the program, which will begin at 8 p.m. Concert Series tickets will be good for the presentation and tickets will be sold at the door. (Miller Photo)

Concert.....

(Continued from page 1) presented by the Mixed Choir. A Hairston arrangement, "Mary, Where Is Your Baby," will be the last presentation by the Mixed Choir.

The Girls Choir will be featured when it presents two selections from "Ceremony Of Carols." The selections will be "Wolcum Yole" and "Balulalow" by Britten. The choir will be accompanied by Jan Waters, harpist.

The theme of the concert will change when Amarillo Symphony presents selections from Kumburg's "The Student Prince."

The orchestra will conclude the program when it presents "Elsa's Procession To The Cathedral," by Wagner.

Power.....

(Continued from page 1) page.

Howard Brodie, creator of "The Power Of Faith," is well-known to millions for his on-the-spot sketches during World War II and the Korean conflict. His work has appeared many times in national magazines.

The ordeals and triumphs of among the magnificent illustrations by Howard Brodie. Great men of the past who were influenced by their faith—such as Michelangelo, Bach and others also will be portrayed dramatically in the weeks to come.

You will want to save these drawings and brief messages to read and re-read again. There will be a new one each week, starting today.

Around Town

(Continued from page 1) ty are wonderful!

Calendar for Monday includes County Commission meeting and district grand jury session. The Amarillo Symphony and the high school choir will present the second Community Concert Tuesday night at 8 in the high school auditorium. On Thursday, Hereford High starts its annual three-day invitational basketball tourney. Also on Thursday, the Hereford Lions will celebrate with a big feed in the gymnasium, lighting the candles on 30 years of community service.

There was plenty of top-notch boxing at the Bull Barn Friday night when the Hereford team showed its wares for the first time this season. We were terribly disappointed with the small crowd, although those present made themselves heard. Even if you aren't wild about boxing, it is an easy way to support some fine youngsters who enjoy the sport.

Steve Clements, president of the Deaf Smith County Farm Bureau, called to tell us that the FB's research department has announced that prices for milo should be up from six to eight cents. This is top-notch news, since the county's major money crop is maize. Steve went on to explain why milo prices should go higher next year, based on support prices of corn.

Boy, don't things pick up speed around Christmas time? It seems there are more and more things to do and less and less time available. Governments, in the past, have legislated new Thanksgiving days, instituted daylight savings time and ruled everyone should spend at least three months working for the government. . . . so, why can't they go ahead and figure out how to make each day 36-hours long from Thanksgiving until the first of the year. It surely would give us more breathing time although more and more events would be planned, until even 36 hours would be too short and we'd be back in the same old rat race. But. . .

Revised.....

(Continued from page 1) naire and various meetings, and members felt that all reasonable changes have been installed so as to let the architect make final drawings for presentation to the committee.

Wiley said the building will be constructed to allow a maximum of 10 square feet per individual, with a minimum allowance of seven square feet per person.

In all, he said, the floor area of the building will cover 8,084 square feet and the terrace area will include 1,012 square feet.

Also to be installed in the building will be five club rooms and three heating and air-conditioning units, he said. Langley pointed out that the building site is located just three blocks off the geographical center of the city, which is a provision of accepting the Jim Hill Estate grant.

Proposed site for the building is a 300 by 500 foot lot at Park Ave. and Ave. C, which is owned by the city. After the building is constructed, the city will control its operation.

Langley pointed out that the youth of the city have shown great interest in the project. In a meeting with student representatives, each representative felt that he would participate in activities at the center at least four times a week.

He added that much interest has been expressed by adults. Many organizations already have offered donations of time and service toward completion of the building.

At Thursday's meeting, it was announced that members of Veterans of Foreign Wars have donated a pool table to the project, which Langley said was a popular request of the youth.

At a recent meeting of Hereford organizations, The Garden Beautiful Club announced that it plans to landscape around the building after construction.

Wiley said noise in the building would be at a minimum so that several clubs could meet in the building at the same time. Plans are to "blow on" acoustical plaster to control sound.

The Declaration of Independence was signed more than 14 months after the first hostilities of the Revolutionary War at Lexington and Concord.

It's a happy, enjoyable time and we wouldn't want to miss a minute of it.

Deep Well... Boxers.....

(Continued from page 1) Helen Keller, the American prisoner of war in Korea, and of Father Damien of Molokai are expected to return to the investment furnished by the committee so that funds will be available for another deep well at a new site.

If water is not found in the formation, however, the land owner loses only the amount of money that he has paid for drilling operations and is not obligated to return funds invested by the committee.

Dodson said the cost of drilling a deep test well will be between \$6,000 and \$7,000. The committee has raised \$3,800 toward the project, \$1,800 in funds and \$2,000 in services and materials.

Hereford.....

(Continued from page 1) ney, dropping Dimmitt 61-50. Last Tuesday, Hereford beat Dimmitt 58-52 in a squeaker at home.

Austin of El Paso downed Sweetwater 67-60 and Plainview banged Tulia 57-52 in other first round games. Austin of El Paso and Plainview were matched in the bottom half semi-final game.

Finalists were slated to meet at 9 p.m. Saturday.

Whitefaces will return to Plainview next Tuesday night for a game with the potent Bulldogs. Next Thursday, Friday and Saturday they will be hosting the annual Hereford invitational tournament.

Allmon.....

(Continued from page 1) Hereford from Brownfield in 1946.

He was married to Miss Myrtle Pharr on March 30, 1918, in Floydada.

He is survived by his wife, Myrtle, of the home at 514 Blevins; three sons, H. L. of Brownfield, Bobby of Harlingen and Jack of Hereford; two sisters, Mrs. Walter Gracey of Brownfield and Mrs. Carman Goff of Enid, Okla., and four grandchildren.

CHURCH GOAL DALLAS, Tex. — Texas Baptists have set their sights on establishing 300 new churches in the state in 1959. If the goal is reached, that will bring the total number of Texas Baptist churches to 4,114.

Pampa, KO 20 sec. first over Johnny Welty, 130. Hereford, Bob Welty, 149. Hereford, TKO second over David Kottkamp, 149, Amarillo. Glenn Ward, 151, Pampa, dec. Tunney Bayles, 151, Amarillo. Norman Rexroat, 155, Pampa, TKO second over Harold Foreman, 155, Clovis. Richard Winlers, 162, Levelland, dec. Robinson Nichols, 165, Amarillo, and Jeff Gomez, 165, Hereford, dec. John White, 165, Clovis.

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GRAND OPENING DECEMBER 8 Coin Operated - Self Service - Automatic ECON-O-WASH Located just East of Safeway 611 Park Avenue OPEN 24 HOURS A DAY Free Wash to each Customer Opening Day Register for Turkey to be given away December 22 (No purchase required) ★ 20 Speed Queen Washing Machines ★ Agitator Stainless Steel Tubs ★ Plenty of Hot Water ★ 5 Large Dryers ★ 10 cent Dry ★ 20 cent Wash W. D. Askew, owner





OOPS! This huge semi-truck straddled a private driveway west of Hereford late Thursday night, with the tractor on one side and the back wheels wedged against the culvert on the other. Two wreckers were needed to get the truck back on the road. Juan Guevara, 33, of Laredo, who was driving the truck for Gamez Bros. Produce Co. of Laredo, was found completely covered by a blanket in the sleeper cab. He was not injured, but was charged by Highway Patrolman Kenneth Maxwell with being drunk. According to witnesses, the truck drove into the driveway and up to the home of the Jack Bradleys, about two miles west of Hereford, then backed toward the highway, jack-knifing into the ditch. (Staff Photo)



**By JIMMIE GILLENTE**

You hear a lot of coffee-break talk these days about the difficulty of locating baby sitters. Things rock along pretty well until a big affair pops up, then the mothers start baring up the telephone wires. More often than not, they wind up with a substitute — and generally like her about as well as their regular sitter. It is a problem, but one which a lot of people would take in a swap which would make them young enough to have

small children. This also brings up the subject of grandmas, who are coming in for their share of sitting these days, and most of them dearly love the chore.

I was reading about a teenage baby sitter who met the lady of the house at the door to report:

"While you were gone, Ma'am, Junior swallowed a bug."

"Great heavens," replied the mother, "what did you do?"

## Yule Season Comes ... Ready Or Not!

IT'S: HER POINT OF VIEW

**By BETTY BABIONE**

Well, ya just finish planning for one turkey dinner and it's time to start plans for another and most probably several in between. And just as I predicted, December had barely arrived when forests of Christmas trees suddenly appeared to give a woody atmosphere to store fronts and sidewalks where they were placed on sale.

Ah me. 'Tis inevitable that the holiday seasons roll around whether or not we are ready for them. And to be serious for a moment, the most wonderful season meaning - wise is with us now and though it is accompanied by so much that is frivolous and hectic and highly commercialized, etc., of all the holidays it is the most anticipated and the most cherished and the richest in universally observed traditions.

And, in general, it is the happiest time of the year for many people for many reasons. I haven't the vaguest idea who first said it, but everyone agrees that it is a shame that we aren't able to keep "the Christmas spirit" all the year around. Perhaps if we would store a portion of it away — and not spend it all at once — we'd still have it long after the Yuletide has passed. How this can be done, I simply can't say. Maybe someone will come up with an idea on the subject.

**About the funnest UNfunny**

He finally made it up to Frank Beizer's and sent for help. Everyone who knew Mr. Allmon has a word of praise for him. He had an unusual hobby in the collection of advertising pens and pencils, and probably owned 400 or 500 of them, including some from England, France and other foreign countries.

Mrs. J. J. Zucker sends word that I am plain nuts. She says the play in Corinne Neely's scrapbook didn't happen in 1907. She is right, too, it was May 24, 1917, just 10 years later.

And speaking of time, I wonder how many people will pause today to remember another Sunday, Dec. 7, back in 1941. This, of course, was the day Japan bombed Pearl Harbor, and plunged the United States into the throes of World War II. It was hard for a lot of folks to actually believe the news back 17 years ago.

By the time this paper gets to you, we will know about the Army missile to the moon. I guess it will mean scientific achievement but, with so many nice places to go, who wants to go to the moon?

Unquestionably, Hereford merchants are displaying more and nicer Christmas merchandise than ever before in the history of the town. They also have some nice windows, decorations and displays. Most of them are reporting an upsurge in business over last year, too. Be sure and look over the Christmas Shopping section in this issue. It is pack-jammed with suggestions and bargains.

The Optimist Club boys have their Christmas tree project going full tilt on the lot across west from Orsborn-Norwood. It opens each day at 1 p.m., and proceeds will be used to expand their boy's work program.

Bill Phipps and Leroy Boyer are giving me a lot of trouble about this deal, due to the fact that our energetic news department (H. A. Tuck, Dan Mudd and Verita Sanders) decided to put a Western Christmas scene in The Brand window. Instead

## Gag Rule Keeps Coaches Mum On Views To Press

**By HAROLD V. RATLIFF**

The gag rule was the reason why Southern Methodist was put on probation in basketball. Some of the SMU athletic officials criticized a ruling by an official in the SMU-Texas A&M game last winter. So the school was told it couldn't compete in NCAA playoffs and the officials were reprimanded.

Athletic officials can criticize the work of the referees, umpires, et al, only by letter to the conference office. They can't air their grievances in the press.

This isn't the only secrecy practiced by the conference. It never allows anybody to attend its meetings, giving out the news it thinks is proper to print at a press conference following the meeting.

Every time there is a meeting some news crops up months afterward that would have been of interest to the public but had to be obtained via the rumor route. For instance Oklahoma went before the conference and suggested an agreement governing the recruiting of Texas athletes who had signed letters of intent. Nothing was said about it until Coach Bud Wilkinson of Oklahoma told about it a year later.

There's one thing the conference doesn't want to be secret about though. It likes for everybody to know it's having a football game so they'll buy tickets to see it. What the coaches might have however, must be kept from the public.

All over the country this football season coaches were giving out statements about the officiating and pointing out that something ought to be done. It is reasonable to think that this helped the situation by causing the officials to be more diligent in their work. There wasn't a peep in the Southwest Conference. Maybe the officiating was beyond reproach but the best bet is that nobody was talked about because of a certain rule.

The press ran into another instance of the so-called gag rule in the Southwest Conference and this one bordered on the ridiculous.

In the Texas - Texas A&M game, which was nationally televised, an official accidentally threw a towel into the face of a player who was preparing to pass the ball. It would have made a hell picture for the newspapers. But the University of Texas refused to release it because of a rule in the conference that says nothing is to be given out that might reflect on an official.

The incident was seen from coast to coast on television yet it couldn't be given to the press. The question arises: why wasn't the university taken to task for allowing such a thing to be shown on television?

Her Royal Highness, the Queen of England, doesn't do much of the cooking for her royal household (and that is understandable, don't you think?) But when she does busy herself in the royal kitchen, it is usually for the purpose of baking a particular cake, using her own recipe.

It is said that this particular cake is the only thing that she insists on making herself, and she shares the recipe with others only on the condition that it be used to aid a charitable cause.

So now the twenty members of Hereford's Calliopean Club have copies of the recipe. They are asking 50 cents each for the copies and they hope to raise an appreciable amount of money to be used for community betterment.

Anyone interested can phone Hazel Messick at EM 4-2491, and she will have the recipe delivered to your door. The cake is super-delectable and a very appropriate kind for the holiday season. Besides that, the money raised from it will certainly be put to good use by these civic-minded gals. Good luck to them in their sales, and happy baking to their customers!

Note to W. W.: the news and views on leather coats is in the offering for next week. Also, "who makes a spectacle in her spectacles?" ... I promise!

## School Menu

**MONDAY** — Beef stew, (potatoes, tomatoes, macaroni, cabbage, onions), carrot sticks, applesauce cake, cornbread and butter, milk.

**TUESDAY** — Fried chicken with gravy, mashed potatoes, green salad, jello with fruit, bread and butter, milk and cookies.

**WEDNESDAY** — Chill con Carne with beans, perfection salad (celery, cabbage), peach rice pudding, cornbread and butter, milk.

**THURSDAY** — Dixie dogs, 1/2 peanut butter sandwich, spinach, stuffed celery, fruit cobbler, butter and milk.

**FRIDAY** — Tuna pie, black eyed peas, pear and cheese salad, whole wheat bread, milk and brownies.

**CHRISTMAS SPECIAL**

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## RED STAR FERTILIZERS

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T. E. Seigler, former Deaf Smith Hospital manager, is now located with a hospital in Bay City, Texas, where he says folks slip out after work and bring home a tub filled with two to four pound fish. He also had a Bay City parking meter card, which was something new to me.

The card costs \$2 at the City Hall and is printed with \$2 worth of 5 cents and 10 cents figures around the edge; something like the old fashion meal ticket. When you leave the car, you stick the ticket under the windshield wiper and if the Meter Maid finds the car on a red meter, she punches 10 cents — instead of 5 cents — and drops a nickel in the meter for you. This leaves the City another nickel for the extra trouble.

T. E. says it is a popular deal down in Bay City. He also says that additional meter revenue seems to offset the loss in fines, because the meters collect more.

Jim Roberts was telling me that he has leased the old First National location and plans to move his appliance business there from its present Fourth Street location. He has to have some special wiring, though, and may be a few days in getting located.

I am hearing some nice compliments on the McClure Dine-A-Teria, recently opened on Highway 60 in the old Goodrich building. Quite a few people have said for a long time that Hereford could support a cafeteria. Looks as if they might be right. I asked C. N. McClure if he was doing the cooking, but he hastily informed me that there is no connection. The Jim McClures came this way from the South Plains.

Gil Lamb, Alcoholics Anonymous representative who spoke at the high school and at the Lions Club last week, made quite an impression among his listeners. It has no connection, but Deaf Smith was already probably the driest county in Texas. They locked up four bootleggers Monday — and it seems to have created quite a drought. On the other hand, it is hard to figure out how even one bootlegger can make a living, when you consider the proximity of Hereford to Amarillo.

I sometimes wonder if Mac Noland ever gets out of sorts. He always has a pleasant smile when I see him. Fact is, I have never seen him the least bit ruffled or upset, and I have seen him lots of times.

D. H. Allmon, who died Thursday evening as the result of a heart attack said that he pulled his truck over and tried to stop several motorists when the attack struck him — but was unable to halt any of the cars.

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"HITTING IT with a great exuberance" Band members in their presentation of "It's In The Book." (Staff Photo) School auditorium were the Whiteface

BIPPUS NEWS

# Residents Attend Sunday Singing

By Christine Fortenberry

A total of 70 people attended the fifth Sunday singing recently. Visitors from Hereford, Hart, Amarillo, Adrian and Rosedale, N. M., attended the affair.

Fred Fortenberry of South Plains visited Tuesday afternoon in the home of his uncle, Mr. and Mrs. Jack Fortenberry and family.

Mr. and Mrs. Elmo Hall are visiting in Amarillo in the home of his parents, Mr. and Mrs. Tom Hall.

Mr. and Mrs. Jack Fortenberry and Christine visited in the Melvin Henderson home Monday night.

Mr. and Mrs. Jimmy Perrin and family visited over the Thanksgiving holidays with relatives in Haskell.

Mr. and Mrs. Melvin Henderson and sons visited with the Crisly Rudd family of Sudan recently. The Rudds formerly lived in this community.

Mr. and Mrs. Melvin Henderson and sons visited over the Thanksgiving holidays with

friends and relatives in Levelland.

Mr. and Mrs. Jimmy Stocks and Mr. and Mrs. Jack Weaver and children spent Thanksgiving Day and night with their mother, Mrs. Miles, in Pampa.

Henry Barton of Wichita Falls, uncle of Jimmy Perrin, died Nov. 29.

Mrs. Claude Bogle has returned home from Plainview, where she underwent surgery last week.

Mr. and Mrs. John Powers are the parents of a boy born in Northwest Texas hospital in Amarillo Nov. 25.

Mrs. Albert Glass attended club meeting at Mrs. J. G. Fortenberry's Wednesday.

Mrs. Jack Weaver and Mrs. Jim Stocks were in Clovis, N. M., Tuesday.

Mr. and Mrs. Vernon T. Adrian visited with the Edwin Banks Thanksgiving Day.

Mr. and Mrs. Tom Hunkie and his mother of Muleshoe visited Thanksgiving Day in the home of Mr. and Mrs. C. F. Hornfeld.

Mr. and Mrs. Sweeney and family of Fort Sumner, N. M., visited over the weekend in the Albert Glass and C. F. Hornfeld homes.

Mr. and Mrs. Albert Glass visited in the C. F. Hornfeld home Saturday night.

Mr. and Mrs. Jack Fortenberry and Christine visited in the Hugh Fortenberry home Sunday night.

Mr. and Mrs. Charles Higgins and Clifford visited in the home of her parents, Mr. and Mrs. Jack Fortenberry, Thanksgiving Day.

Miss Rherea Adrian and friend of Dallas visited in the Vernon T. Adrian home over the weekend. She is the daughter of the late W. G. Adrian.

Mr. and Mrs. J. T. Miles and baby of Dallas and A. C. Miles of Denton visited during the Thanksgiving holidays with their mother and sister, Mrs. Florence Miles and Mrs. Charlie Burton.

ELECTED SECRETARY

Carolyn Virden of Hereford has been named secretary of the German Club at Hardin-Simmons University in Abilene. Carolyn is the daughter of Mr. and Mrs. Ben Virden.

The German Club is composed of students especially interested in Germany and the student sponsor.

## Seventh Grade Wins; Eighth Grade Loses

By RICHARD LEGGITT

In the basketball opener for the seventh and eighth grade teams of Stanton Junior High, the seventh graders defeated Canyon's seventh grade, 43-24, while the Canyon eighth grade cagers downed Stanton 27-12. Stanton's seventh grade hoopers led all the way, getting

out in front 8-5 at the first quarter, 20-10 at the half and 39-16 at the end of three periods. Green had 24 and Haney 19 for the eighth grade.

The eighth graders from Hereford couldn't hit against Canyon, scoring just 12 points. Turner netted 10 for Stanton, and Steele made the other two. By quarters Canyon led 8-4, 15-4 and 23-8.

Both Stanton teams travel to Plainview on Thursday, Dec. 11, for contests with Plainview Junior High.

See Us for Your  
CUSTOM CLEANING

- All Kinds of Feeds
- Fertilizers
- Floor Sweep

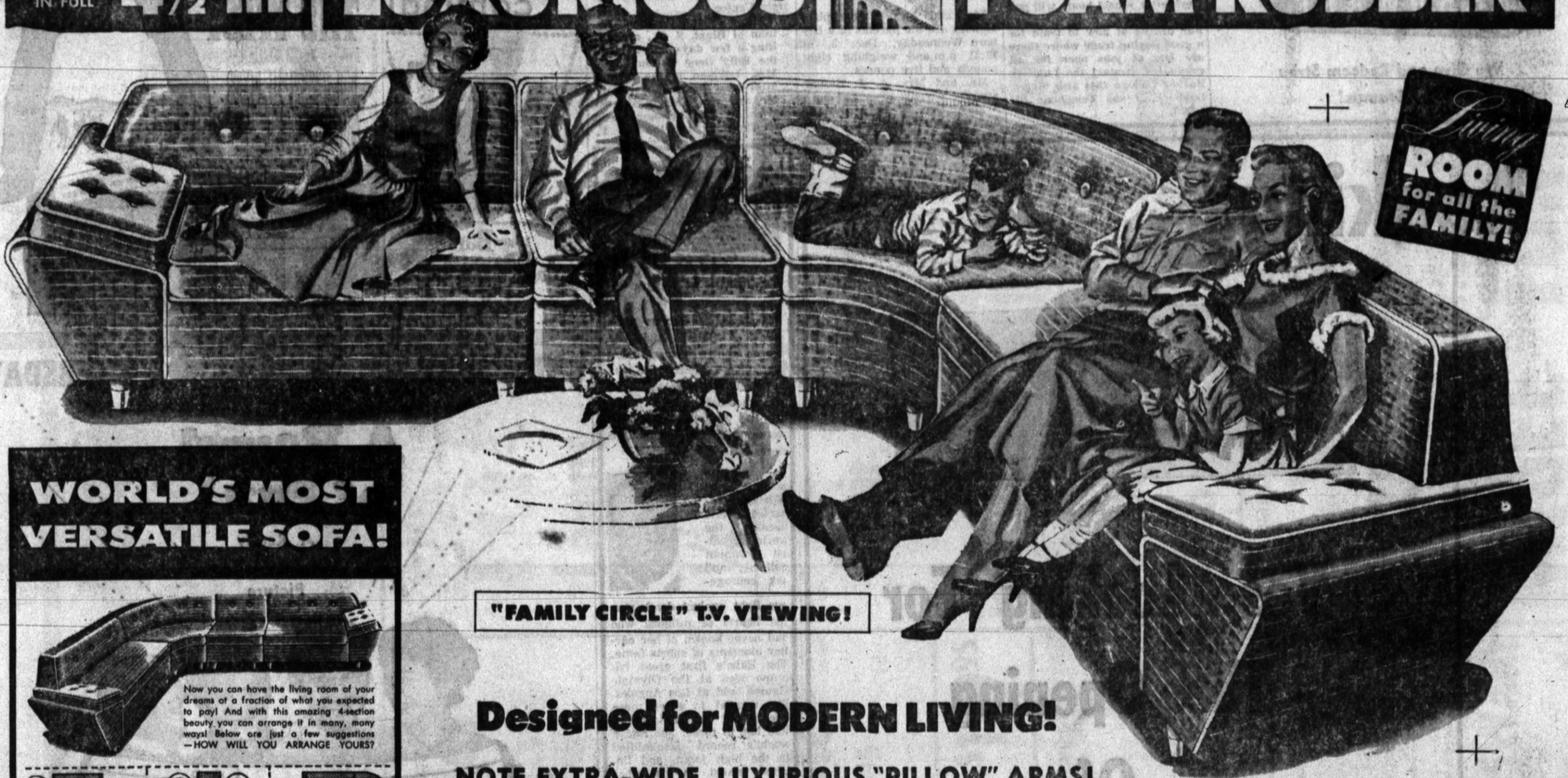
Morton's Water Softener Salt  
Need Storage Space?  
See Jack Wright at  
**WEST TEXAS FEED,  
SEED & HATCHERY CO.**

Jack Wright  
Hereford, Texas  
We Give Gunn Bros. Stamps

\*\*\* Sale! Greatest Living 4 Room news in over ten years!

# MAGNIFICENT 4 PC. SECTIONAL

CUSHIONED IN FULL 4 1/2 in. LUXURIOUS FOAM RUBBER



**WORLD'S MOST VERSATILE SOFA!**

Now you can have the living room of your dreams at a fraction of what you expected to pay! And with this amazing 4-section beauty you can arrange it in many, many ways! Below are just a few suggestions—HOW WILL YOU ARRANGE YOURS?

**UNLIMITED ARRANGEMENTS!**

"FAMILY CIRCLE" T.V. VIEWING!

### Designed for MODERN LIVING!

#### NOTE EXTRA-WIDE, LUXURIOUS "PILLOW" ARMS!

Our sensational special purchase brings you this fascinating new style sectional at \$100 less than regular price! Not just 3, but 4 giant pieces! It's the fashion that all America has taken to the heart! "Around the corner" sectional sofas, gracefully curved. For this terrific low price you get all four pieces shown above! Left section, curved center section, right section plus the "chair" section! Beautifully tailored in choice of textured fabrics! Limited time only at this saving!

#### COMPARE THESE WONDERFUL QUALITY FEATURES:

- Giant Size. Not 3, but 4 pieces
- Fine Decorator Tweed Fabrics
- Dramatically Styled
- 4 1/2 in. Foam Rubber Cushions
- Round Legs, Brass Ferrules
- Amazingly Versatile
- Smart, Massive Modern Design
- Superb Quality Construction
- Beautifully Tailored

In Black, Green, Beige, Brown, Red and Charcoal

# \$ 225

## at \$100 Savings!

# H & H FURNITURE

One Mile West of Hereford on Clovis Hiway  
Phone EM 4-3552

First Come - First Choice!  
**A TRUCK LOAD**  
that was not to be delivered until Jan. 15... but  
**WE HAVE 'EM NOW—and we're GOING TO SELL THEM!**

### Bert Cagle Is B.S.U. Head

Bert Cagle, son of Dr. and Mrs. R. H. Cagle, Colorado Springs, and former pastor of the First Baptist Church of Hereford, was elected to the Fourth Annual State B. S. U. Convention at Fort Collins Nov. 7-8. He represented Colorado University, Boulder, at the convention.

### Attorney Talks To National Bar Group On Suit

City Attorney Earnest Langley Wednesday returned from a meeting of the National Institute of Municipal Law Officers in Chattanooga, Tenn., where he appeared on a panel and was on the roster of speakers. On the first day of the meeting, Monday, Langley made a short talk on the case of Phillips Chemical Co. versus Dallas Independent School District, involving the question of local taxation of federal property leased to private companies for profit, which was a case the Witherspoon law firm recently won. Langley handled the litigation on behalf of the firm. During the meeting, Langley was a member of a panel which discussed federal-city tax relations. More than 400 city attorneys from 46 states, Hawaii, Puerto Rico and Canada attended the meeting.

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### SUMMERFIELD NEWS

## Baptist WMU Group Has 'Week Of Prayer'

**By BETTY WALSER**  
The W. M. U. ladies of the Summerfield Baptist Church held their week of prayer this past week. The theme for each meeting was "And Yet Abide Hope." Various meetings were held in the homes of Mrs. Carlyle Sargent, Mrs. Merle Weathers, Mrs. Earl Lance, Mrs. Guy Walser and Mrs. J. C. Clearman.

The Young Mother's Study Club met Wednesday in the home of Mrs. Jim Lookingbill with Mrs. J. D. Greeson presenting the program on "How to Plan a Party." Members present were Mesdames Opal Bell and baby, Laverne Lance, Reese Dawson, Nadine Lance, Billy Gene Cotton, Roy Botkin, Jean Beene and the hostess, Jim Lookingbill.

The W. Y. A. girls met Tuesday afternoon in the home of Linda Noland. Girls and their leader present were Mrs. Reese Dawson, Ann Lance, Carolyn Lee and Linda Kay Noland.

Dennis Sargent, whose hand was broken recently, fell Thursday and broke it again. He had to have it reset again Friday morning.

Miss Bette Jean Noland, daughter of Mr. and Mrs. Charlie Noland, formerly of Summerfield, was crowned Annual Queen Thursday evening at the annual Stunt Night.

Attending Stunt Night from this community were Mrs. L. B. Lookingbill and Ann, Dianne and Nannetta Clearman, Mr. and Mrs. Guy Walser and Ken, Joe Wright, Carolyn Lee, Mr. and Mrs. Roy Campbell and family, and Jerry Don Lance.

Mrs. L. B. Lookingbill, Mrs.

J. B. Noland and the Rev. Merle Weathers attended graveside services for the three-week-old son of Mr. and Mrs. Otho Noland Tuesday in Amarillo.

Miss Florence Bankale of Nigeria, Africa, a student at Wayland College, spoke Sunday night at the church. Her subject was why she is studying in this country and what her plans are when she finishes school here. She told what her people do in Nigeria and what the missionaries do and how they work with the people of Nigeria. After the services a social hour was held.

Mr. and Mrs. Roy Euler returned this week after visiting relatives in Weatherford and Hydro, Okla.

Mr. and Mrs. Carl Lee, Carolyn, Jackie and Ann Lance returned Sunday after visiting in the W. Y. Lee home of Gatesville.

Mr. and Mrs. R. B. Baker and Mr. and Mrs. R. R. Rule were in Lubbock Tuesday on business.

Mr. and Mrs. J. R. Euler and family visited in the Glen Smith home in Dimmitt last Saturday evening.

Tuesday evening Mr. and Mrs. L. H. Lookingbill Jr. entertained friends from Tulla and Hereford. The honored guests were Miss Pat Owens of Amarillo and Albert P. Denin of Tulla who were married Dec. 6.

Those present for the buffet dinner were Mr. and Mrs. Walt Brown, Miss Mary Montgomery, W. C. McClung and Jim and Joe Graham of Tulla, Mr. and Mrs. J. P. Jones, Mr. and Mrs. Bill Craig of Hereford and Mr. and Mrs. Jim Lookingbill of this community.

Mr. and Mrs. R. E. Baker, Durven and Betty Walser attended the wedding of a nephew of Mrs. Baker's, Dick Schaleford, last Saturday at Hale Center.

Mr. and Mrs. Gayland Lohman of Blunt, S. D., are visiting a few days this week in the Billy Gene Cotton home. Mrs. Lohman is the former Miss Jean Jones of Hereford. Mr. and Mrs. Carlyle Sargent and children were dinner guests last Thursday in the J. F.

### Hospital Notes

**Patients in Hospital**  
Ofelia Mendoza, Hereford; Hazle Cole, Sudan; Dennis Sargent, Summerfield; Raymond Chism, Dimmitt; Mrs. Ruby Coke, Dimmitt; Mrs. A. J. Bezner, Rt. 1; Jerry McGowan, Dimmitt; William Graves, Dimmitt; L. L. Lowery, Earth; Harry Bennett, 509 E. 5; Daisy Rangel, Rt. 5; Mrs. A. R. Dillard, Rt. 5; Cliff Patton, Hereford; Mrs. Archie Tarter, Friona; Mrs. Dick Ross, Hereford; William S. Dameron, 808 Ave. K; Robert E. Risinger, Carona, N. M.; C. V. Burgess, Rt. 1; A. J. Duffie, Vernon; Mrs. R. S. Fletcher, 201 Funston; Cliff Elleston, 108 Ave. E; Rex Hand, Friona; Robert Newsom, Rt. 3; Jack Miles, 915 Union.

**Patients Dismissed**  
James Manning, 12-2.  
L. R. Cherrhomes, 12-3.  
Mrs. A. G. Ralen, Mrs. Bertha Castillo, Mrs. Lois Mendez, Syble Griffing, Earl Behrends, 12-4.  
Mrs. Pauline Maldonado, J. E. Andrews, 12-5.

### Learn the Barber Profession

Lubbock Barber College is the cheapest way to a good profession since the full six month course costs only \$250.00. Upon completion of the state approved course, anyone over 16 1/2 years of age is eligible to take the examination for a state license. Since the student is in school only seven hours a day, some work after school hours will pay the expenses. For details of how to train for a good paying trade where there are lots of jobs open for all graduates, contact the Lubbock Barber College 2844 34th Street, Lubbock, Texas Telephone SH 4-8837.

### Look Who's New!

Mr. and Mrs. Conception Mendez are the parents of a boy born Wednesday, Dec. 3, at 12:31 p.m. and weighing eight pounds and five ounces.  
Mr. and Mrs. A. J. Bezner are the parents of a girl born Friday, Dec. 5, at 5:33 a.m. and weighing eight pounds.



**RCA Victor Portable 4-Speed Manual "Victrola."** Play all your records everywhere! Rich "Golden Throat" tone. Featherweight tone arm. On-Off-Volume-Tone controls on cabinet. Lightweight metal case covered with washable vinyl. Can't be scratched—won't peel or crack. In gray, green or tan. Model 9EMP21. **\$29.95**  
\*RCA trademark for record players.



We Give and Redeem Streu Hardware Stamps!

## Looking?



# Yes, Looking For The Opening Of Pat's Flower Shop

715 25 Mile Ave.

Coming Very Soon!



## REMEMBER WHEN?

By CHARLIE SEEDS

She shared a famous nickname. "Babe". And she was to women in sports what that other famous Babe was to baseball. She stood head and shoulders above them all, the greatest all-around woman athlete of modern times.

Her name was Babe Didrikson Zaharias. She became the world's greatest woman golfer. . . and her courage.

She fought against death when the hearts of millions who had never known of her earlier moments of sports fame. The Babe's first great triumph was at the Olympic Games held at Los Angeles. She wanted to enter more events, but the officials limited her to three. She had a world's record disqualified in the high jump, and finished second. In her other two events, the javelin throw and the 80-meter low hurdles, she scored record smashing wins. That year, she was just 17 years old. Remember the year?

It was a year when a man who could afford to buy a car at all couldn't afford to take just any deal. He looked around. . . compared cars and prices. . . and he took the deal that meant cash savings.

The year was 1932.

If you're looking for that kind of deal today. . . then just compare the beauty and power of a new 1959 FORD with any other car. Compare its price. . . and then compare our deal! You'll get real savings on a new 1959 FORD from Charlie Seeds Motor Co. Inc. 146 E. Second. Phone EM 4-2727.

The Sunday Brand, Hereford, Texas, Sunday, Dec. 7, 1958  
dinner for Miss Pat Owens of Amarillo and Albert P. Devin of Tulla. Lookingbill served as an usher at the wedding Saturday, Dec. 6, at the Trinity Methodist Church.

## Gift Books

Something All the Family Will Enjoy  
At Sale Prices . . . Now  
Right When It Means the Most!

You Get A \$10.00 Coupon Book Plus 8 Free Bonus Tickets	You Get A \$5.00 Coupon Book Plus 4 Free Bonus Tickets	You Get A \$2.50 Coupon Book Plus 2 Free Bonus Tickets
A \$15.20 Value For Only \$9	A \$7.60 Value For Only \$4.50	A \$3.80 Value For Only \$2.25

Call EM4-2037 for Details - Get 'em at your



### SUNDAY MONDAY TUESDAY

MAN OF THE LEAN JAW AND HARD FIST...  
MAN OF THE NOTCHED GUN AND FAST DRAW...

## GARY COOPER

as the  
**MAN OF THE WEST**

A WALTER M. MARSH PRODUCTION  
JULIE LONDON - LEE J. COBB  
ARTHUR O'CONNELL  
JACK LORD  
DIRECTED BY ANTHONY MANN  
COLOR BY DE LUXE - CINEMASCOPE  
AN AMBITION PICTURE  
RELEASED THRU UNITED ARTISTS



HEAR JULIE LONDON SING "MAN OF THE WEST"

"Take them clothes off, girl..."



is coming!



FRANK, FRENCH AND FONNY!

Original Bardot  
**La Parisienne**  
TECHNICOLOR  
SOON!

WEDNESDAY

THURSDAY

## A Barrel of Fun!

A Really Funny Motion Picture



The Matchmaker is a matchless mirthmaker!

Paramount presents  
THE DON HARTMAN PRODUCTION OF  
**The Matchmaker**  
SHIRLEY BOOTH - ANTHONY PERKINS  
SHIRLEY McLAINE - PAUL FORD

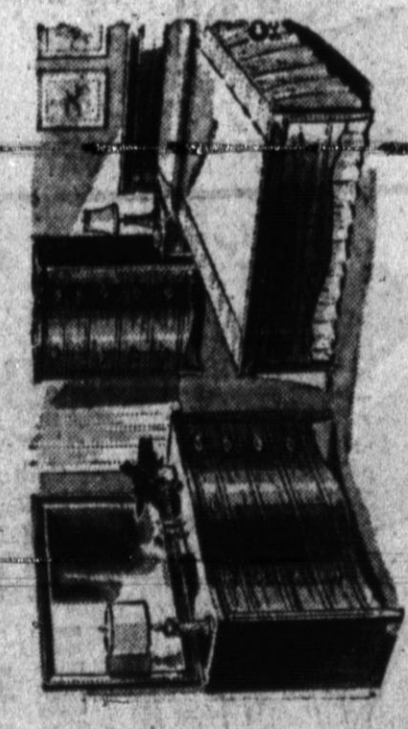
GOOD ENOUGH to RUN OVER 4 Weeks in One Theatre in Dallas!!!!

# McGEE'S

We are making room for new furniture arriving daily. We have a very large selection of MAPLE furniture and more coming in every day. What ever your needs be in furniture come to us and if we don't have it we can get it in a few days.

This is just part of the large selection of furniture that we have in stock. Why not come by and select those Christmas gifts now?

## Bedroom Suites



Discontinued Style Kroehler

## Bedroom Suite

Light brown mahogany book-case bed, double dresser. Reg. \$239.95 Now **\$199.95**

3 pc. Polar White Bookcase Bed, double Dresser, chest. Reg. \$149.95 **\$119.95**

20.00 for your old mattress and box springs on a new set of **Simmons or Springair** during this event

**Bedspreads** Reg. 8.95 Values **\$5.00**

**Pad & Cover** Only \$2.89 values. **\$1.00**

**PILLOWS** Rainbow  
 Reg. 1.69 . . . . . 89c  
 Re. 1.95 . . . . . 1.29  
 Reg. 2.95 . . . . . 1.98

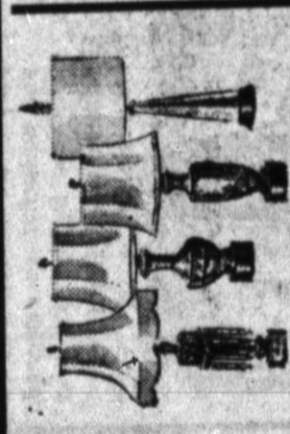
**GLASSWARE**  
**25% off**



**BIGGER**

# Christmas BUYS!

This Sale Lasts from Now 'til Christmas

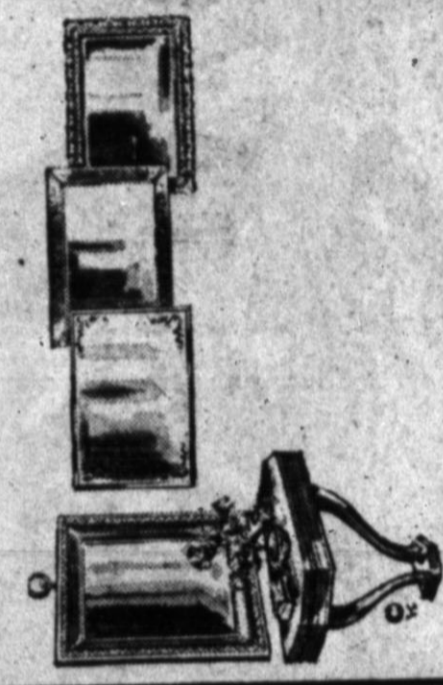


**Lamps**  
 Floor Lamps, Table Lamps, Vanity, etc.  
**1/4 off**

Quilted Pullman **Chair**  
 Reg. \$159.95 Value. Now **\$129.95**

Group Occasional **Tables**  
**20% off**

Hoffman **T V**  
 As Low as **\$259.95**  
 With useable tradein



**Mirrors, Pictures**  
**Clocks & Wall Decorations**  
 Some Beautiful Gift Items Among these Groups  
**1/4 off**

Durham **Card Tables & Chairs**  
**20% off**

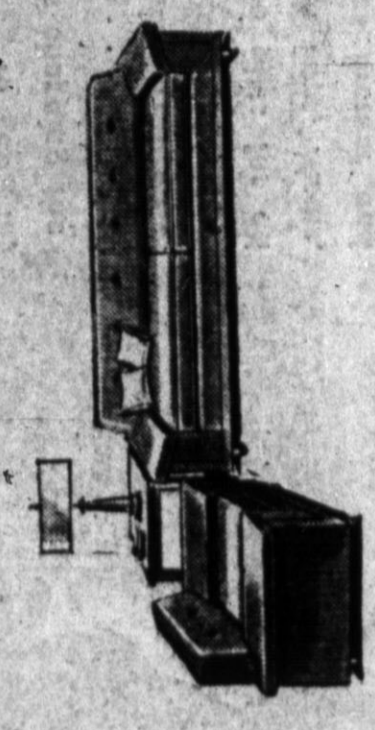
Large Group **Occasional Chairs**  
 Rockers - Spot Chairs - Recliners  
**20% off**

**Dinettes**  
 One 7 piece Set. Reg. \$119.95 Now **\$84.95** with trade  
 One 5 piece set. Reg. \$64.95 Only **\$44.95** with trade  
**This is just a sample of our many Dinettes**

**Baby Furniture**  
 Bedds and Mattresses  
 Play Pens - Toy Bins  
 Child's Card Table and chairs  
 Swinging Bassinet  
**All Reduced**

Lane **Cedar Chests**  
 with each Lane Chest sold a Free Bedspread!  
 • Modern Walnut  
 • Lined Oak  
 • Bleached Mahogany  
 • Sea Foam Grey

## Living Room Suites



2 piece Turquoise **Living Room Suite**  
 Kroehler T Cushion Reg. \$369.95 On Sale for **\$299.95** with trade

2 pc. Turquoise. Reg. \$189.95 **\$149.95** with trade  
**Studio Suite**

5 pc. Plastic **Western Suite** **\$189.95** with trade  
 Sofa, Chair, Platform Rocker, Stop and Coffee Table. Reg. \$229.95.

Simmon's Beautyrest - Blue **Studio Couch** Reg. 139.95 **\$109.95** with trade

3 pc. Beige, Metallic Cover **Curved Sectional** **\$229.95** with trade  
 Foam Rubber Cushions. Reg. \$289.95

Brown, Heavy Metlisse Cover Reg. 299.95 now with trade **\$229.95**  
**Pullman Sofa**

**McGEE FURNITURE CO.**  
 511 N. Main  
 Ph. EM 4-2586

Confidentially, I do  
ALL My Shopping

# at HEREFORD HARDWARE

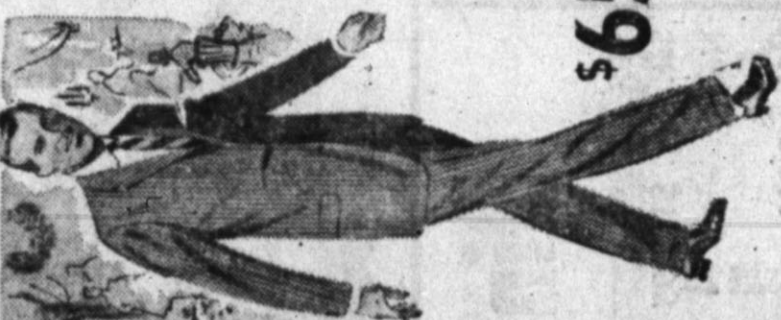
Sure, I'm only human, and I like to do my Christmas shopping the easy way . . . so, I just visit Hereford Hardware! At Hereford Hardware, you'll find gifts for all ages, both Pops, Moms, as well as brother and sister. For instance . . . why not surprise mom with a set of beautiful Franciscan Dinnerware or one of the many small appliances that are so popular today. Or, if it's Dad you're buying for, have you looked in the sporting department? If he's a hunter or fishing enthusiast, then we have your gift problem licked. Come in at your earliest convenience . . . the shelves are bulging at the seams, loaded with an array of gift items for every member of the family. Complete selection of gasoline powered Model Airplanes in our hobby shop. Also, oil repair parts.

## Hurry While Selections Are Good HEREFORD HARDWARE

Phone EM 4-2525

# Give Gifts to Wear!

S & H Green Stamps



Men's 'Botany' '500' tailored by Daroff  
**SUITS**  
Whatever your size, now you can enjoy perfect fit, in perfect fashion with our 'BOTANY' '500' clothing. This famous clothing is proportioned - tailored to fit you perfectly. It's designed that way by the skill and experience of Daroff of Philadelphia.

\$65.00

See our large Selection Resistol HATS  
8.95 to 40.00  
Men's Johnsonian Dress Oxfords \$10.95

**Luxurious Gift Robes!**  
He'll really feel gifted in one of our handsome easy-care leisure robes. Choose from wools, jacquards, cottons and terris. All priced to please!  
**6.95 to 14.95**

Men's Botany 500 Holiday Tailored Sport Coats **39.95**  
We have them in a wide variety of new fall patterns

Men's House shoes Galore!  
**Leather Slip-ons 3.98 & 4.98**  
Brown or blue Plaid corduroy SLIPPERS **3.95**

**Sport Shirts**  
Beautiful Patterns Styled by Wings 2.98 to 4.98  
Campus & Ensenada Also slims for the tall man

Selected Genuine Buckskin Gloves Designed by a West Texan for the Great West **\$4.98**

Large Selection Men's Famous **Higgins Slacks**  
Fabrics and wools - Flannels and wash and wear **7.95 to 16.95**

Men's genuine Morocco and Buffalo **LEATHER BELTS** Colors Brown or Black **\$2.50**

Men's Irish Linen Handkerchiefs **\$1.00**  
Other Fine Quality **25c to 49c**



Free Gift Wrapping

# GIFTS FOR SANTA HIMSELF

Flight Weave All combed cotton Wash and Wear **DRESS SHIRTS** By Wings **\$3.95**

100% Hi-Bulk **ORLON SOCKS** Solid Colors and Novelties **\$1.29**

Hanes **BOXER SHORTS** Elasticized waist or snap closing - Broadcloth. **98c**

Dynaflex Comfort **PAJAMAS** By Wings **\$3.98**

Wings **JERSEY SHIRT** Slip-over with button trim. **3.98 and 4.98**

Large Selection Lined and unlined **LEATHER GLOVES** **2.98 to 4.98**

Fine Quality **BILLFOLDS** Craftsman **1.98 to 5.00**

# HARMAN'S

We Give S & H Green Stamps

**TIES GALORE!**  
He's got a definite taste in ties, and you're certain to find the ones to please him in this big group!  
**\$1.00 to \$2.50**



# MORE TO GIVE

## PENNEY'S

ALWAYS FIRST QUALITY!

**MORE to give, MORE to save when you shop at PENNEY'S**

**Custom-Made Candles Give Glow Of Hospitality At Christmas Time**

Making your candles is not only a lot of fun, it can be less expensive than buying the ready-made ones.

Here's how to do it: First, place a mixture of old candle stubs and paraffin in an empty tin can (a shortening can is good) and blend to form a spout. Now add crayons or oil paints for color. As the candle stubs melt, remove the wicks and save those long enough for reuse.

Use ingenuity in selecting molds, a glass with fluted sides, cottage cheese or milk cartons, gelatin molds or baby food cans. Check your home (and garage or basement) for other possibilities.

**Many Youngsters Find Interest In Model Building**

Today's model boys are a far cry from the days when children easily assembled simple cars, wagons or planes.

The model kits on the market for Christmas '58 are charged to develop ingenuity and dexterity, and make available exciting toys, authentic reproductions of antique cars to an exact reproduction of an early "box car" plane complete with control team.

The famous Harley-Davidson motorcycle is recreated in a model kit designed from official blueprints, accurately detailed and scaled to 3 inches in length.

The world's first experimental helicopter-plane, the McDonnell XV-1 is also available in authentic miniature and comes with three life-like figures.

From the first Ford car through the Stutz-Bearcat of Dad's day, right to today's sleek Thunderbird, model cars automatically detailed and scaled are instructive and fascinating for "boys" of all ages.

**MORE BRILLIANCE TO GIVE!**

**FAMOUS MAKER'S COSTUME JEWELRY**

Every piece exceptional at Penney's more-for-the-money low price! Every piece exquisitely crafted by a top maker! Melting moonbeams, stones, rhinestones, tailored metal! Bells, chains, earrings, bracelets. Just the sight of them will make you feel more feminine.

**\$1**

PENNEY PLUS VALUE

**Women's Blouses**

Buy gift boxed deacon and cotton blouses

**\$2.98**

Sizes 32 to 38

Turn your laundry's head with this pretty package of femininity! These deacon Perma tuck blouses have more lace trims to choose from. More Savings!

**CHRISTMAS BEST DRESSES IN BEAUTIFUL POLISHED COTTONS!**

Aren't they festive party-goers! Penney's collection of lacy, embroidered and flaked polished cottons fashions for all the girls. All hand wash. Bring your daughter in soon.

**2.98** Sizes 3 to 6X

**5.95** Sizes 7 to 14

**Boys' Sport Shirts**

Save Hours of Ironing with Dan River Plaids

**1.98** Sizes 4 to 18

Boys' love 'em and you will, too! The fabric's all-combed cotton with Dan River's easy-care Wash 'n Wear finish! The tailoring is Penney's finest.

**Women's SLIPS**

Angel's Touch Unequaled Price

**\$3.98**

It's a wonderful fashion in deluxe nylon tricot, with more lace, more embroidery, more crystal pleating trims. It's proportioned to fit more beautifully!

**Women's Warm Slippers**

Comfortable, too! They are in pink, blue, red and white. Easy to clean, wonderful gifts.

**\$2.98**

**Women's Slippers**

Comfortable with wedge heel for support. All sizes. Gift boxed.

**\$2.98**

**GET MORE IN PENNEY OPERAS**

**\$3.98**

men's sizes 6 to 12

More style in our smooth-finished leather uppers... more warmth in our thick pile lining... more top wear in our rugged soles and heels!

**DRESS SHIRTS OF FINE PIMA COTTON**

Lustrous Pima cotton broadcloth in Towncraft proportions to fit better, feel better. All styles including new convertible cuff. Sanforized, too!

**\$2.98**

**Women's Gift Certificate - Good in any state Available Now**

**Women's Warm Slippers**

Comfortable, too! They are in pink, blue, red and white. Easy to clean, wonderful gifts.

**\$2.98**

**Women's Slippers**

Comfortable with wedge heel for support. All sizes. Gift boxed.

**\$2.98**

**Use Penney's Gift Certificate - Good in any state Available Now**

**SHOP PENNEY'S... YOU'LL LIVE BETTER, YOU'LL SAVE!**

**Modern Games For Young Set**

It was once a standing family joke that Junior's "night" games were really purchased for Dad! Today, with Christmas Games like "Candyland," "Baseball," and "Candyland," based on matching colors are for the youngest.

From 6 to 60, everyone plays games this Christmas!

The new Swedish submarine, "Tillem" (which means "Polecat"), has been raised from where it sunk off Southern Sweden shortly after it was launched. Reason for the sinking was that somebody left a torpedo port open. The submarine is now okay. All torpedo ports closed.

Dy Pont's new synthetic rubber factory opening in Londonberry, Northern Ireland, in 1959 will cost \$19,600,000.

**Only 15 days 'til CHRISTMAS**

Do you know how to accomplish the latter... cool some wax until it begins to jelly, then whip with a fork until frothy. Apply to the base candle with a table knife, just as you would ice a cake.

If you want a candle of a size that is too small to stand up by itself and too big to fit in any of your holders, there is a way to make a base simply, without buying a thing.

Just take three forks that you own. Dip them in hot adhesive wax. Dip them in hot water. Dip them in waxed containers, such as milk cartons, and they are ready to use. Cut the wick to desired length.

There are infinite number of ways to decorate the candle. Adhere colorful stickers, drip crayoned wax from another candle down the sides, stick sequins and fake jewels around the sides in a pattern... or add fluffy

**Better Hurry on Down to RUTHERFORD & COMPANY for the nicest gifts of all!**

Our store is overflowing with Christmas excitement! Time's getting short too, so shop soon and remember, we'll gift-wrap your purchases free of charge!

**May we offer these Gift Suggestions...**

- ★ Arrow Shirts
- ★ Luggage by Samsonite
- ★ Dresses
- ★ Shoes by Freeman
- ★ Lingerie
- ★ Socks
- ★ Stetson Hats
- ★ Curlee Suits and Slacks
- ★ Hose
- ★ Houseshoes
- ★ Shirts - Sport Shirts
- ★ Blouses - Sweaters

Plus Hundreds of other Beautiful Gifts Throughout our Store.

**RUTHERFORD & COMPANY**

**Holiday Table Decor Tricks**

Bring out the evergreens, glittering tinsel, and colored balls and make your Christmas table merry and bright for the holidays!

Here are some colorful, inexpensive table decoration ideas that are easy-to-make!

First of all, buy some gay red linen-weave material; beige, and use as a table cloth.

Over it place a horizontal and vertical wide green mesh ribbon.

The above idea can be varied with Christmas trees or candy canes cut out of felt and placed at each corner.

Of course every table must have a centerpiece, and with your colored or white cloth, try one of these motifs.

An evergreen bough makes a wonderful base; add shimmering gold-sprayed pine cones, colored balls and candles, or put a ceramic Madonna or other Christmas figurine, in the center, and surround with pebbles of hard candy.

Fill a wicker cornucopia or a toy Santa and sleigh with sweets, ornaments and make-believe gifts.

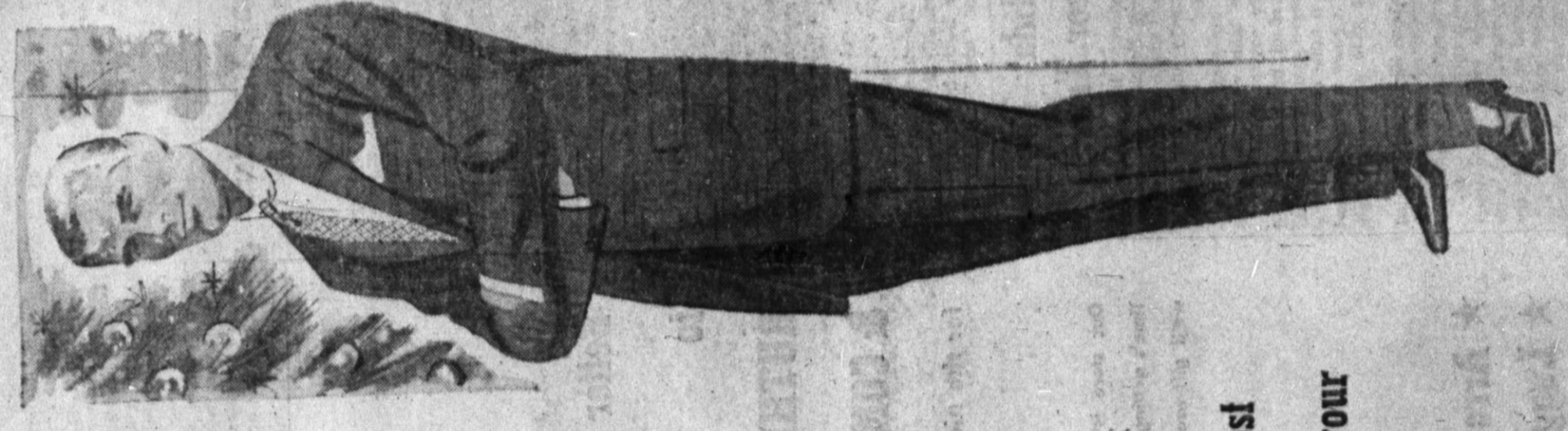
Take two fancy candy dishes, place one on top of the other, cover with painted chicken wire, and decorate with balls.

Buy a miniature, artificial, table-size Christmas tree and decorate with ribbons and tiny balls.

Whatever idea you use, create your masterpiece before the holiday and use it until New Year's day for compliments unlimited!

# Give Gifts to Wear!

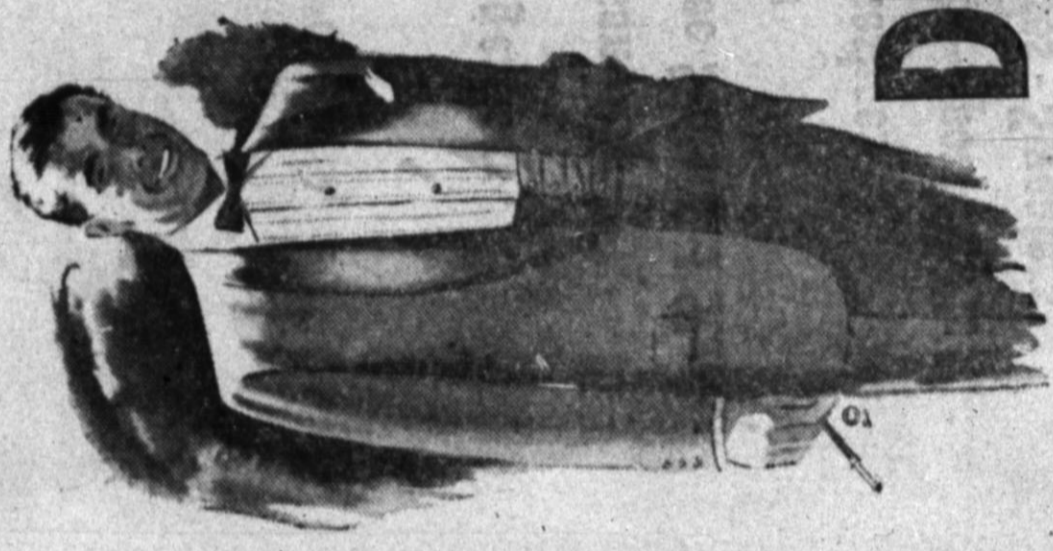
**SHOW HIM YOU CARE**



## DUB'S MAN'S SHOP

Our Selections are Complete and We Suggest that you shop early And if you don't know his size, chances are, we do!

- ★ Varsity Town Suits ★ Florsheim Shoes
- ★ Varsity Town Topcoats ★ Steison, Dobbs and Stevens Hats
- ★ Fortune Shoes
- ★ Swank and Pioneer Accessories
- ★ Socks
- ★ Ties
- ★ Underwear
- ★ Shirts



And if you're looking for a most distinctive gift, why not place your order now for a New Tux for formal wear!

# DUB'S MAN'S SHOP

Phone EM 4-0204

And . . . if you're not SURE, may we suggest a Gift Certificate from Dub's

### Gifts Designed To Delight All Junior Scientists

From missile launching to space stations, the limitless future of our scientific age is reproduced in miniature for Christmas-giving. It's the age of the junior scientist, and such subjects as chemistry, microbiology, entomology, archeology, atomic energy, missile construction and ICBM launchings are featured in a variety of new play kits, designed to discover and develop the scientific aptitude of young Americans. A portable junior planetarium projects 30 constellations and can be adjusted month by month to fit the changing pattern of the sky. A space-station was designed by the noted scientist Werner Von Braun, and is an authentic replica of our projected bridge to outer space. The typical problem of atomic waste is tackled with a miniature car modeled after the latest design approved by the AEC. Even the traditional electric train sets have adjusted to the new era with a train accessory that reproduces rocket launching in exact detail.

## McLALLEN'S BEN FRANKLIN

High Quality • Fair Price • Satisfaction Guaranteed!

**Men's Nylon STRETCH Dress Sox** 2 Boxed Pairs For \$1.00

**"Brach's" Christmas Boxed Chocolate Candy** Reg. 39c box **3 99c**

**54 in. Ironing Board Pad and Cover Set** Silicone Cover Reg. 1.49 **99c**

**Bleached Flour Sacks** Ready to use Reg. 29c **5 99c**

**"QUILTED" Double Faced Cotton Printed Percal** 36 in. wide Washable Reg. 1.39 yd. **99c**

**Permanent Finish Everglazed Chintz or Wash & Wear** Crease Resistant Drip Dry **2 yds. for 99c**

# Big Discount Sale!

Our Entire Stock of Complete Selection Christmas Cards

25% Off	1.50 boxes	\$1.42	25% Off
	1.00 boxes	75c	
	89c boxes	66c	
	59c boxes	44c	

**BATES BEDSPREADS** 20% Off

Washington's Heirlooms

Our Whole Stock

Chewing Gum: **Wrigley Adams Dentyne 5 for 19c**

47 Titles to Choose from Children's **READING BOOKS** Ages 7 to 14, New Christmas Stock 59c each Reduced to **33c**

**LADIES' PURSES** Dark Winter Colors All Reduced to Clear Limited Quantity **25% OFF**

Complete Stock of Velum and Paper **LAMP SHADES** Large Selection of Colors, Sizes **20% off**

\$1.95 shades for	\$1.58
\$1.49 shades for	\$1.19
98c shades for	78c
49c shades	39c

Sensational values from Our Full Stocks

**Men's and Boys' Wrangler Blue Jeans** 13 3/4 oz. Denim Dark Winter Coats

Boys' 6 to 11	2.79
Boys' 12 to 16	3.39
Men's 28 to 30	3.49
Men's 31 to 40	3.69

# BATTLES 99c

Disciplined Feltic Printed Reg. 1.39 yd.

McLALLEN'S BEN FRANKLIN

McLALLEN'S BEN FRANKLIN

**SAVE UP TO 25%**

SERVE YOURSELF AND PAY LESS

SERVE YOURSELF AND PAY LESS

McLALLEN'S BEN FRANKLIN

McLALLEN'S BEN FRANKLIN

McLALLEN'S BEN FRANKLIN

### Suggestions, For Guys 'n' Gals Who 'Have Everything', Listed

Finding a gift for the people who seem to "have everything" is no problem this year, say the Luggage and Leather Goods Manufacturers of America. A selection of distinctive and unusual items will be available to solve your problems.

#### Trim The Tree With Real Fancy 'Easter Eggs'

"Easter Eggs" on a Christmas tree? Make them especially glittery and glamorous — and they are perfect on a miniature tree or a small piece of trees-shaped drift wood.

First paint brown hen's eggs and then trim with gold or silver braid, rick rack, sequins and jewels. Designs can be painted on with oil or water base paint. Thread a small ribbon through with a needle that has been waxed, and tie on to the tree with a bow. They're stunning!

One puzzler on your list will enjoy a leather kit containing several decks of cards and pencils, plus score pads for his or her favorite card games; these come in sets of six or more. Another complete game set will allow for many evenings of fun with checkers, chess, backgammon and many more, all in one handy case.



Christmas time and, every time — you give more than stockings when you give.

# Humming Bird

Exquisite fit, colours keyed to every important fashion colour range, incomparable stocking fabric, the hosiery name she respects and treasures. They're all part of your HUMMING BIRD gift... a gift she'll use with appreciation, long after the carols are sung. Select from a wide range of styles and shades.

## HARMAN'S

We Give S & H Green Stamps

### New Transistor Clocks Are Novel Decorator Items

There is something new under the sun! A brand new selection of high-fashion, cordless, transistor clocks that operate for a full year on two ordinary flashlight batteries!

# MCDOWELL DRUG

## The Family Gift Center

### FOR HER!

- Chocolates
- Billfolds
- Manicure Sets
- Cosmetic Gift Sets
- Record Album
- Diary
- Scrap Books
- Picture Albums
- Costume Jewelry
- Jewelry Boxes
- Leather Zipper Note Books
- World Globes
- Card Table Covers
- Garden Books
- Cook Books
- Cosmetics
- Bibles
- Heating Pads
- Silent Butlers
- Canister Sets
- Electrical Appliances
- Such as:
  - Irons
  - Waffle Irons
  - Electric Coffee Makers
  - Toasters
  - Hair Dryers
  - Electric Hand Mixers
  - Kitchen Clocks
  - Dish Sets
  - TV Lamps
  - Alarm Clocks
  - Electric Blankets
  - Baby Books

### FOR HIM!

- Men's Toiletry Gift Sets by
  - Yardley's
  - Kings Men
  - Arden
  - Max Factor
  - Old Spice
  - Sportman
- Travel Shave Kits
- Shoe Shine Kits
- Shaeffer Pen & Pencil Sets
- Parker Pen & Pencil Sets
- Cigarette Lighters
- Cameras and Equipment
- Projection Screens
- Men's Manicure Instruments
- Electric Razors
  - Norelco
  - Schick
  - Remington
- Pipes:
  - Kaywoodie
  - Medic
- Timex Watches
- Billfolds
- Barometers
- Gloves

person who up to now has had everything! Designed by Raymond Loewy Associates for Charles Deming, Ltd., these time-keeping marvels combine advanced engineering, advanced electronic principals and the most advanced design. Traditional and the newest contemporary models, complete any decor. And, with no ugly cords to dangle, they can be used on wall or mantel with equal effectiveness.



# GIFTS

## For the Home

Try as we might, we could never list in this space, all the beautiful gift items that are available now at E. B. Black Company.

This year, more than ever before, the furniture buys are out-of-this-world. We have now in our showroom, the loveliest in Modern, French Provincial, Traditional, Victorian, etc. . . whatever your heart desires in the way of quality furniture, you'll find at E. B. Black Company.

So . . . come in tomorrow, while our selections are still complete. Remember . . . there are no better gifts for the entire family than gifts of furniture, and as in the past, you'll find E. B. Black Company has quality furniture at COMPETITIVE prices.



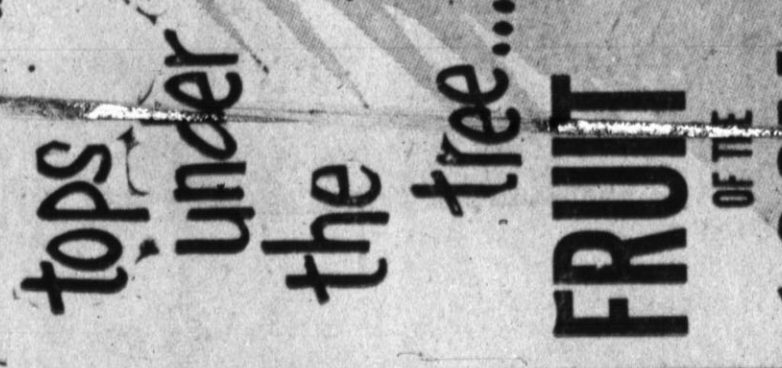
Since 1901

# Wrap Parcels Carefully For Yule Mailing Rush

If you want that Christmas package to arrive at its destination and all in one piece—pack and wrap it well. Use double-faced corrugated cardboard for boxes or other sturdy material. Leave at least two inches between the inner and outer boxes. Seal the package with crumpled newspaper or other material to absorb shock. Wrap the outside with heavy wrapping paper (plain, pleated) and tie with string. If the package is sealed, it must contain the original shipping label. Opened for postal inspection. For extra insurance, purchase low rate postal insurance on every package. Also, insert a small piece of paper with the recipient's address, well as your own. If the outside is damaged, your package may still be delivered. Fragile items should be packed individually with some absorbent material, especially if they could leak. Most anything can be sent through the mail except liquor, firearms, explosives, inflammable materials and scenic articles.

Don't forget that there are new postal rates now. Any package weighing less than one pound goes at three cents for the first two ounces and one half cent for each additional ounce. There is a 26-pound limit on parcel post sent between first class post offices. Packages cannot exceed 72 inches in combined length and girth.

as seen in **LOOK**



**tops under the tree... FRUIT OF THE LOOM MEN'S GUARANTEED UNDERWEAR**

**ATHLETIC SHIRTS**  
NYLON-reinforced neck and arms for long-lasting good fit. Sizes 34-54. Box of **6 FOR 2.90** each

**TEE SHIRTS**  
NYLON-reinforced neckband keeps its shirt shape through countless washings and wearings. Sizes S, M, L, XL. Box of **6 FOR 4.10** each

**SANITIZED SHORTS**  
NEW HIGH QUALITY broadcloth with seamless seat and generous cut. Sizes 28-32. Box of **6 FOR 4.10** each

**KNIT BRIEFS**  
NYLON-reinforced leg openings and 100% stretch line elastic waistband insure long comfortable wear. Sizes 28-34. Box of **6 FOR 4.10** each

**HARMAN'S**  
We Give S & H Green Stamps

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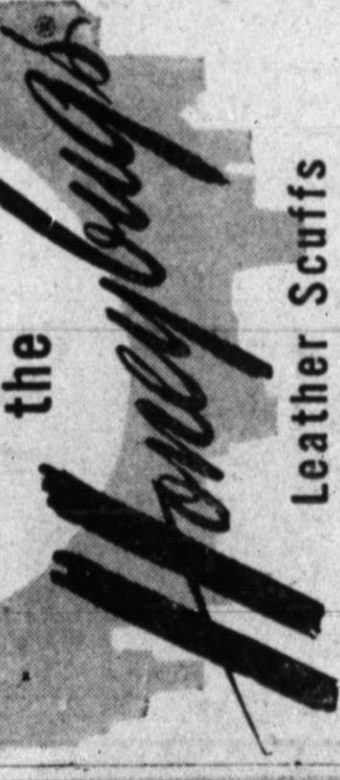
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**HARMAN'S**  
We Give S & H Green Stamps

your packages, deadlines have been set up for various parts of the country and are displayed in the post office. Should you miss a deadline, use air parcel post and special part, too.

**BRING YOUR GIFT LIST...**  
we've got the **Honeybugs** Leather Scuffs



3.98



2.98



3.98



3.98

For the most feminine girl you know (we think it's you) ... a Honeybugs slipper delightfully concocted with fur, a rose bud and heavenly comfort.

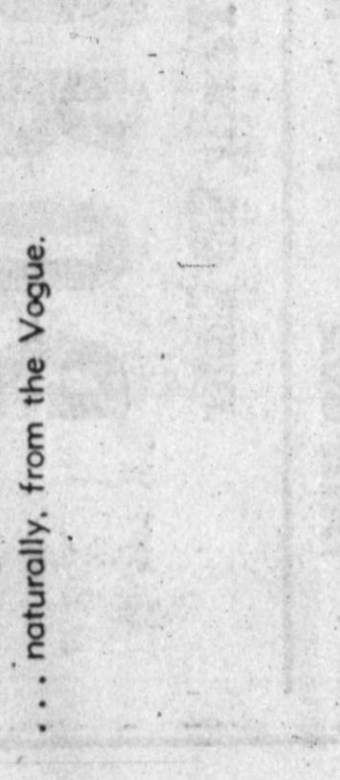
**HARMAN'S**  
We Give S & H Green Stamps

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We Give S & H Green Stamps

Our store is overflowing with lovely, intimate Gifts for all your favorite ...

# CHRISTMAS EVE

Christmas comes but once a year ... and, of course, it's only fitting that your favorite Eve is wrapped in luxury ... naturally, from the Vogue.



★ Hose

★ Sweaters

★ Suits

★ Dresses

★ Furs

★ Costume Jewelry

★ Handbags

★ Lingerie

★ Coats

★ Scarves

★ Moutons

★ Hats



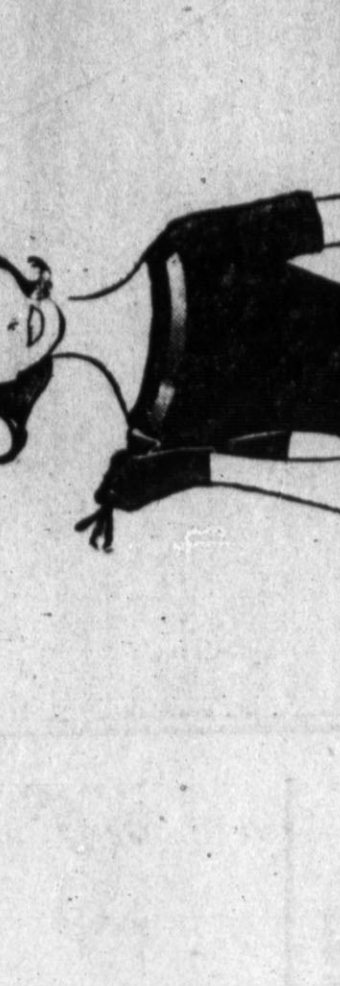
**Manor Furs**  
CHICAGO  
RUDOLPH J. MARKS

We will have a showing of the complete line of Manor Furs of Chicago by Mr. Rudolph J. Marks on Thursday, December 18th.

Our store is overflowing with lovely, intimate Gifts for all your favorite ...

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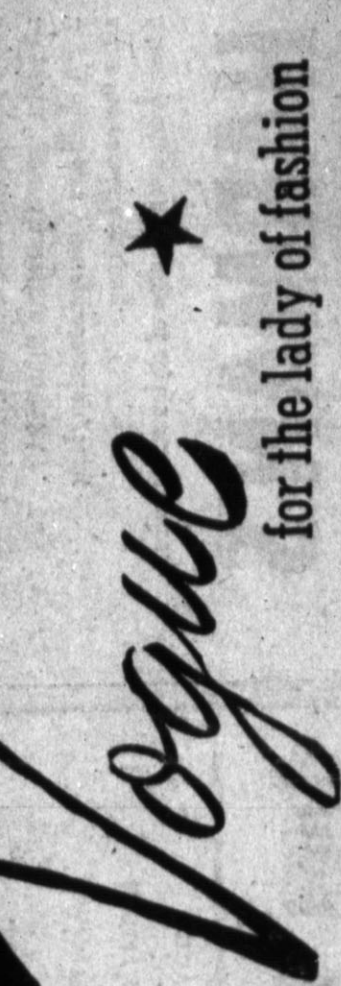
★ Lingerie

★ Coats

★ Scarves

★ Moutons

★ Hats



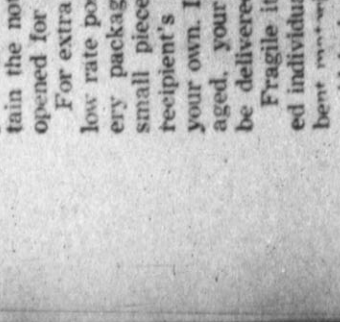
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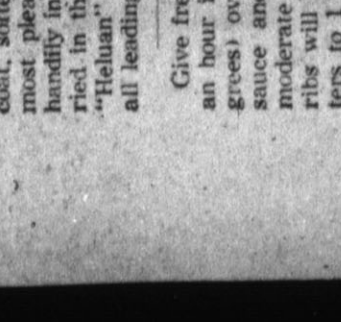
★ Lingerie

★ Coats

★ Scarves

★ Moutons

★ Hats



**Manor Furs**  
CHICAGO  
RUDOLPH J. MARKS

We will have a showing of the complete line of Manor Furs of Chicago by Mr. Rudolph J. Marks on Thursday, December 18th.

# Appliances May Please Most Of Those On Your Gift List

...anywhere. It's also a wonderful way for a family to pool their funds and give from the gift of a gift time... a heat control plus a complete set of appliances...  
 Whether home is a one-room kitchenette apartment, or a rambling ranch type, the electrical appliances...  
 Who wouldn't welcome an electric percolator, Dutch oven, fry pan, sauce pan, skillet, or deep-fryer?  
 A waffle-grill combination is Ameroid's finest appliance maker, and serves the double purpose of reducing the price on individual appliances, plus making it a cinch to feature an attractive, modern "cook center".

## Some 'Santas' Aren't 'Good'

Is the Western Hemisphere's Santa Claus a "good guy" or a "bad guy"?  
 No doubt, in America there is no doubt in any child's mind that Santa is a "good guy". But, if children in most other lands were used to judging all people as either "good guys" or "bad guys", as do so many American children, they would have a pretty hard time deciding about Santa Claus.  
 For instance, in Germany Santa Nickolous may arrive on Dec. 5 with a basket of cookies and fruit, in addition to the Christmas Eve visit from Kriss Kringle who is the Christ Child himself. Or, on Dec. 6, Bolshoi, the ruler of Nikolous may bring evilthas instead of either European children or so-called "bad" Santa Nick.

...the thought of the devil...  
 Actually, in each country there is a "good" Santa though... but he may have a "bad" alter ego or helper. In our country, however, even Santa's merry Christmas to American children is the thought of "bad" gifts... but, somehow, they are always there on Christmas morn!

## Bracelets Hold Charm For Girls

A bracelet of a simple link chain and a single charm makes a gift that will grow with significance and sentimentality as the years go on, and will, incidentally, which will provide you with plenty of gift ideas for the future.  
 Fill her bracelet with a series of symbolic charms, or with a collection of one kind of charm, or with charms to complement her interests and activities — a chain of miniature dogs, for instance, or a fleet of tiny boats, a golf bag, a dress maker's dummy, a diminutive typewriter with keys that push down, a tiny heart set with ruby, or one of many, many more.  
 Bracelet charms are available in sterling silver as well as in karat gold. Some are set with tiny pearls, diamonds or colored stones. For every occasion that you want a charm, you'll find several from which to choose at your jeweler's.

## Bright Toppings For Gay Belles

A wonderful gift for the style-conscious are the newest costume covers-ups, hooded in neck, the waist, and snugged in controlled stop at the hips. They are created to turn your outfit into a high-fashion costume.  
 Topping skirts, slipped over heads or used as mini-wraps over cocktail and evening outfits, these covers-ups are available in "everyday" or evening fabric from rich brocades to bright wools and plush suits.  
 The cocoon, blouse, back ruffle is often seen in fashion with an opulent look.  
 The trapeze style, flaring gently from a natural shoulder, often Empire-accented with high set-in belt.  
 The newest casual jackets are rugged and unfitted, while the recently self-belted at the hip line.  
 Knit toppings make fresh weaves in nubby-textured wools and straight-as-a-die, long-turtlenecks; coat-sweaters that turtleneck separates into city-bound ensembles are favored.

...the thought of the devil...  
 Actually, in each country there is a "good" Santa though... but he may have a "bad" alter ego or helper. In our country, however, even Santa's merry Christmas to American children is the thought of "bad" gifts... but, somehow, they are always there on Christmas morn!

# Pleasing Presents!

rate "thank-you's" straight from the heart!  
 Fun-to-use rollers are available in many sizes, and make baking, grilling and broiling a thrilling experience.  
 And, there's the ever-so-useful blender which also purées vegetables. An electric mixer, whether large and complete with bowls, or the smaller-hand type is another "I want" at the top of every homemaker's list.  
 As you can see, appliances are so gracious and give heavenly to receive, and rate top consideration for Christmas.  
 Duke Kahmanoku, who won world titles for his swimming feats, is now on the Honolulu police force.

## Have you read the Classifieds?

...the thought of the devil...  
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# Santa's Ready

With Gifts Galore!  
 Sure you're ready, if you're one of the many people who joined the "Christmas Club" last year. Checks for the 1958 Christmas Club have been mailed, and we're rearing to go on the 1959 Savings.

# JOIN OUR CHRISTMAS CLUB For 1959

Don't wait until December 1st, 1959 and say "oh, I wish I had joined the First National Bank's Christmas Club . . ." Do it now, and you'll have the cash for a pre-paid Christmas in 1959. It's easy . . . it's fun, and you'll never miss the money. Hurry on down, now!

**ALL ABOARD FOR OUR Christmas Club**



Here's your last chance to join our Christmas Club this year and have plenty of money for Christmas. A small sum each week—you'll never miss it!—will mean a Merry Christmas for you and yours. Join now!

One of these plans is right for YOU:

Weekly Payment for 50 weeks	Check for you
50c	\$25.00
\$1.00	\$50.00
\$2.00	\$100.00
\$5.00	\$250.00
\$10.00	\$500.00

**JOIN NOW!**

**FIRST NATIONAL BANK OF HEREFORD**  
Member: Federal Deposit Insurance Corp.

# Everything FOR A MERRY CHRISTMAS

We have the largest stock and the most complete stock we have ever had. We are also in a position to sell it at a big saving to you, so why not come in today and let us show you our furniture.

Occasional  
**Chairs**  
 Spot Chairs, Rockers, Platforms, Swivel and Recliners

Portable  
**Appliances**  
 We have a complete line of GE Portable Appliances!

**Televisions**  
 We Have Sylvia and GE Television Sets

**Free Wrapping** and **Easy Terms**

**Appliances**  
 We have a Complete Line of GE and Maytag Appliances. Washers, Dryers, Ranges, Refrigerators and Deep Freezes!

"The Best of the Least"  
**Buy-Rite Furniture**  
 209 Park Ave. Ph. EM 4-3794



**GIFTING  
Here!**

**FREE  
GIFT  
WRAPPING**



**NEW HOMESTEAD DESIGN**



**Old Thompson**

**PEPPER MILL SET**

For the finest in flavor, do as the gourmets do... grind your pepper from this handsome Homestead design Old Thompson Pepper Mill. Available in choice of dark or blond wood finish. Priced at only \$3.95 for the set... just \$3.00 for the mill alone.

mechanisms guaranteed

**Christmas Paper Goods**

- Place Mats
- Coasters
- Table Cloths
- Bridge Cloth
- Napkins
- Bridge Tallies

**Attractive and Unusual  
Christmas Door Pieces  
and Decorations**

**Special Section with  
Gifts for Him!**

**See our Fine Selection of  
APOTHECARY JARS**

Use Our Convenient Lay Away Plan



330 N. Main Phone EM4-3842

Shop Streu's for All Your Christmas Gifts. Our Stocks are Complete!

**WE GIVE AND REDEM STREU'S SAVING STAMPS**

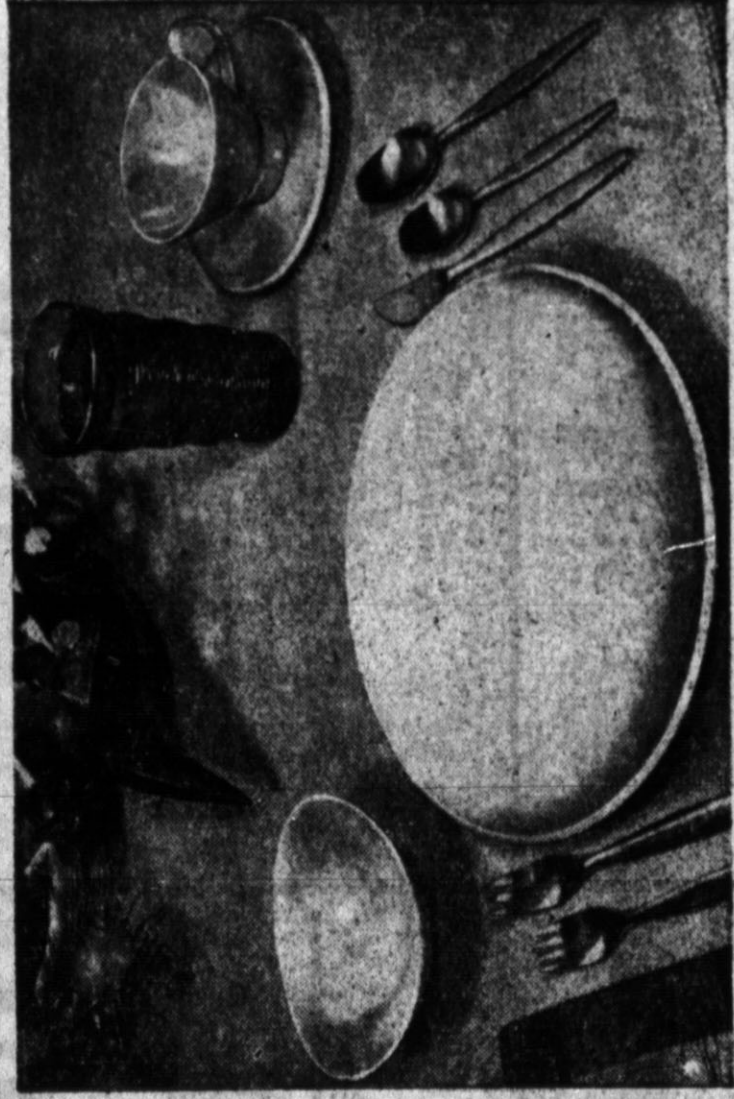
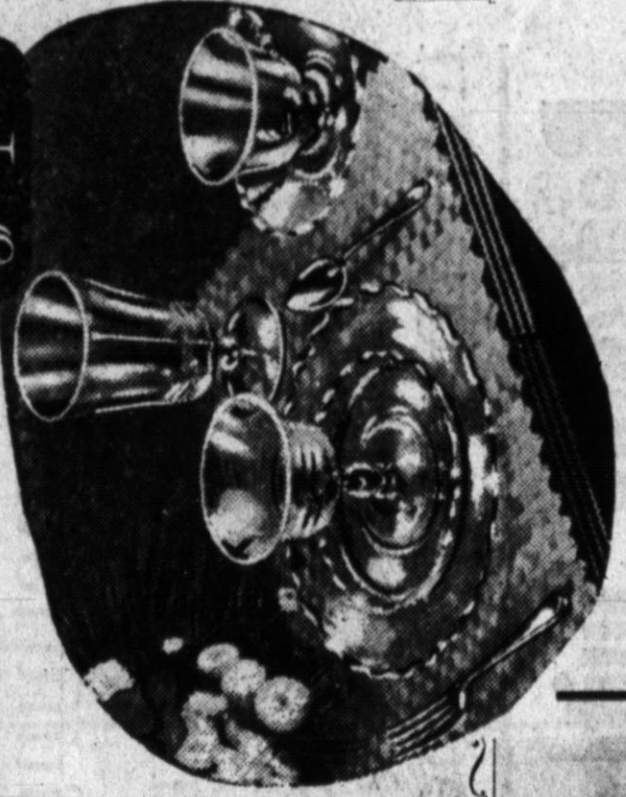


Like most homemakers, you want something different to add to the feeling of gracious hospitality in your home. Let Calart natural-color creations say "Welcome" for you. They're always in good taste.

*Century*

**for the young in heart**

For youthful tables and modern homes, there's nothing nicer than Century. Its smart appearance will excite you. Its moderate price will surprise you... and so much to choose from: complete table settings or many choice accessory pieces. Come in to discover open stock Century in our glassware department.



**New Fostoria Melamine**

*fine dinnerware with Fashion Flair... break resistant, too!*

CASUAL FLAIR offers you the very best of contemporary styling in four solid tones: Fawn, Harvest Yellow, Sky Blue, White. Never before has break-resistant dinnerware been so beautiful, so smart.

Design to go with your ribs things, Fostoria Melamine - Quality Melamine is fade-proof, dishwasher-proof, even husband- and child-proof... unconditionally guaranteed for one full year.



16-piece starter set (4 dinner plates, 4 cups, 4 saucers, 4 fruit/cereal bowls), or individual place settings. Open stock, including many serving pieces.

# The Sunday Brand

Published Every Sunday

Hereford, Texas, Sunday, December 7, 1958

Our Slogan: "More People—More Farms"

**COME ONE! COME ALL!  
ENJOY OUR GRAND AND GALA**

# Christmas Evening

*It's that time again... when your community merchants throw open their evergreen-decorated doors and invite you to shop for gifts from the biggest, best-priced selection of merchandise you'll find this year!*





Oh What Fun It Is To Shop For...

# GIFTS at

## Anthony's

YOUR FAMILY STORE



Lovely Styles  
Luscious Colors  
Ladies'  
**ROBES**  
In soft easy to wear chenille  
**\$5.95**

Ladies' robe with elaborate one tone overstitch around skirt for eye appeal, early or late. The push-up type sleeves are best for those rush jobs or those lazy minutes. Sizes 12-20 in an amazing array of colors. Can also be bought in sizes 38-46.

### EMBROIDERED BOXED TOWEL SETS

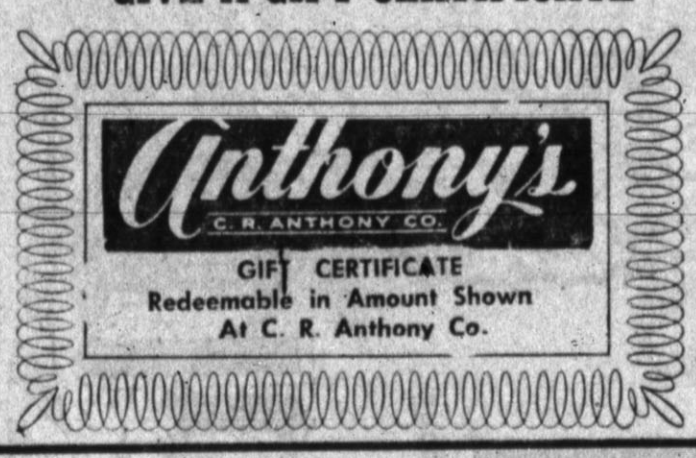
"April Showers"—embroidered umbrella with gold Mylar raindrops—are exquisite in their colors of pink, gold, green or white. The boxed towel set includes a bath towel, hand towel and wash cloth.



**2.98**

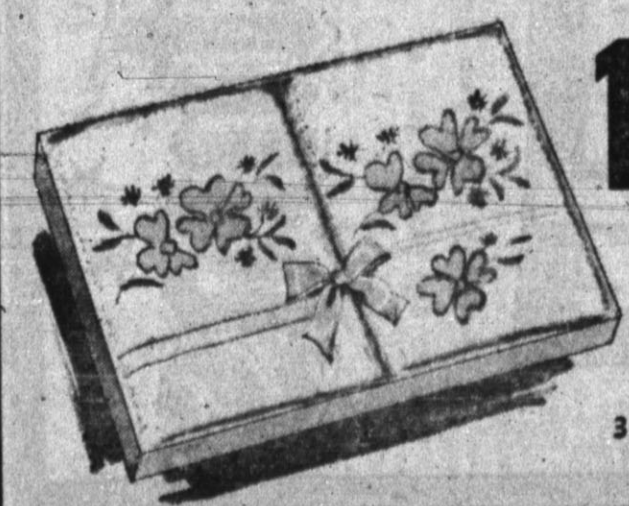
• WHITE • PINK  
• GOLD • GREEN

If you are having annual problems  
What shall I give?  
Then here is a suggestion  
**GIVE A GIFT CERTIFICATE**



### BEAUTIFULLY DESIGNED BOXED TOWEL SETS

A beautiful three-piece embroidered dogwood blossom with gold trim set consisting of a bath towel, hand towel and wash cloth. This exceptional Anthony value of towel sets comes in lovely shades of pink, maize, white or green.



**1.98**

3 and 4 Piece

Fine Feather  
**Seamless Nylon**  
400 needle  
**\$1** New Fall Colors  
400 needle Bare Leg 15 denier 8 1/2 to 11

POPULAR MEDIUM WEDGE FELT  
**LADIES SLIPPERS**  
Compare Up to 5.95  
**\$3**

Rubber cushioned sole. Moccasin toe. In sand, black, red and royal. Sizes 4-9.

Fancy Trimmed Nylon  
**PANTY and HALF SLIP SET**  
Ladies sizes S-M-L  
**\$2** set  
Pink, white, Red, Blue, Black

Full Bed Size  
**Chenille Bed SPREADS**  
**\$5.99**  
Colors of White, pink, Aqua, tan. Beautiful lint free chenille spread a gift that any one will appreciate.

50-YARD SWEEP  
**PETTICOATS**  
GIFT PACKAGED SUB TEENS—S-M-L  
**\$4**

Choose from White, Red, Nile, Orange Juice, Black, Maize and Blue. Treet knit top. Comes in round cartate gift package.

EXTRA BIG VALUES  
**BOYS' SHIRTS**  
WASH-N-WEAR PRINTS OR PLAID FLANNELS  
**2 FOR \$3**

Regular or Ivy League styles in the newest colors and patterns. Wash and Wear, Plaids, Stripes, Flannels and Jac-types. Sizes 6-16.

SAVE NOW ON THESE FINE QUALITY  
**SLACKS**  
MEN'S 28 TO 42  
VALUES UP TO 9.90  
**\$6**

Superbly tailored of top quality fabrics for perfect fit and smart appearance. Popular colors and patterns. Extended waistbands, pleated fronts. Big savings.

Best Styles  
Extra Quality  
**Sport Shirts**  
**2 for \$5.00**  
Men's Long Sleeve Sizes S-M-L  
Any color, any pattern any man would desire in many colors.

For the Man on your Gift List  
**TIES**  
98c to \$1.49  
A large Selection of Beautiful shapes and colors. A gift that is always useful.

CANNON COLORFUL  
**TOWELS**  
PRETTY STYLES  
**2 FOR \$1**  
Buy now

Buy now for gifts thick, thirsty, Cannon quality. A wonderful gift. Big selection

This Christmas  
Treat Him to  
Smart Comfort

## ROBE

8.95 & 10.95



Favorite colors Some real comfortable, well tailored. Here it is, what you most want to see the man of your life wearing on Christmas morning.

### Men's Brown Kid LEATHER OPERAS



**\$3.98**

If you appreciate fine craftsmanship you'll want to give these Opera Slippers this Christmas. Kid leather uppers with kid lining, hard leather sole, rubber heel. He will appreciate the NIGHT-GLO label in these that makes them visible at night. No more groping for footgear in the dark.

Men's Gift Sock  
Stretch Sock  
**3 PR FOR \$2.00**  
Already gift wrapped. pattern any man would be proud to wear. Don't have to worry about size one size fits all feet.

### Over-the-knee STOCKINGS

Made of 100% DuPont  
Stretch Nylon  
for  
Dress or Sport



**\$1.00**

SIZES  
• Medium  
• Large  
COLORS  
• Red  
• Black  
• Royal

THE NEWEST FASHION TREND

# Preparation Simplifies Shopping For Presents

of the dinner beforehand, and set the table the night before. (A big beef stew may be made the night before, heated up to taste even better after a day of shopping.)

7. Dress for comfort. Stores are warm so wear lightweight clothes. Wear low-heeled shoes.

8. Eat a good breakfast in the morning so that you can eat a late lunch at the store.

9. Besides the expense and waiting in line, it will not improve your disposition.

10. Stop to sit down when you get a chance! This will ward off fatigue and lift your spirits, re-storing energy.

11. She who shops alone, shops fastest! might well be your clue to a happy shopping day. It's fun to shop with the girls the rest of the year, but when it comes to Christmas, you're better off alone. That goes for the youngsters too! It'll be cheaper in the long run to hire a baby-sitter than pay for

11. Keep your sense of humor with sales people. They don't create the crowds, set the prices or manufacture the merchandise. They're tired too, so don't pick on them.

12. Stick to your budget. You don't want to pay for your Christmas fun for 364 other days. And if you charge your Christmas purchases, remember: bills catch up with you sooner or later. Don't buy more because you can charge it.

13. Relax at home after shopping. A good bath will help. Put some bath salts into the water and soak until your heart's content.

14. Get in bed with your check list. What didn't you manage to get? Make another list for your next shopping trip.

15. Just as soon as you can get to it, wrap the presents you shopped for. Hand some to your pipe rack and a good reading lamp.

1. Shop early. Avoid the crowds by leaving home early and returning home early.

2. Organize your shopping thoughts before leaving home. preferably the night before. Your gift list should include two possible gifts for each name. If you don't find one, settle for the other, rather than walking 'til your feet hurt. You'll save money too, by having alternate gifts because your first impulse may be too expensive. Put the list in your handbag the night before so you will not forget it.

3. Send as many gift-wrapped packages from the stores as you can, particularly to those relatives away from home. It'll be easier for you if the store wraps and mails.

4. It's a good idea to prepare your feet for the shopping trek. Rub them with camphor ice in the morning. Mild liniments, camphor and petroleum jelly combine to ward off aching feet. Rub your feet again when you arrive home.

5. You should have studied the ads before you set off on your shopping trip. Know the stores that carry the gifts you have in mind. This will save aimless wandering, and get you the best values.

6. Plan a simple evening meal for shopping day. Prepare part

### Famed Dickens' 'Carol' Now A Holiday Classic

A tale of the redemption and new-found happiness that Christmas brought to a miserly old man has now become a part of our Christmas observance, as the story of Scrooge and his three ghosts is told and re-told.

Charles Dickens wrote "A Christmas Carol" in 1843. It was first published in London, appearing a few days before Christmas of that year.

As an immediate success, it spread throughout the world in countless editions issued in many languages.

Dickens wrote other Christmas tales and essays but none so remembered as that of the miserly Scrooge, who became the man who knew how to keep Christmas well, and of Tim the Tim, whose Christmas wish "God Bless Us Every One" is read in churches in every town.

In addition to rereading this Christmas story, almost all of us enjoy one of the numerous radio and television presentations of this classic — or one of the fine recordings now available.

Deeply moved, he went home and wrote the words to the Christmas carol. The next morning Father Mohr arose and took his song to his organist, Franz Gruber, who caught the spirit of the carol.

The night the audience in the little church missed their organist — that is until Father Mohr singing and Gruber accompanying him on his guitar, played the beautiful strains of "Silent Night."

### Rodents Given Indirect Credit For Famed Carol

"Silent night, holy night..." Schools and churches throughout the world once again are ringing with this beautiful Christmas carol.

It was given to the world by an Austrian priest.

The organ of a little church in Austria had become unfit for use because rodents had destroyed the bellows. It was only a few days before Christmas and Father Josef Mohr was troubled that the church's organ would not give forth its melodious strains.

Father Mohr told his organist that they must have something special for the midnight mass. The day before Christmas Eve Father Mohr was summoned to administer rites for a dying woman.

It was late when he returned to the little village, and as he came to a hill overlooking the sleepy little town, he fell to thinking.

The outline of the village below, snow-capped mountains above and an occasional flickering of light in the village left the priest spellbound. He imagined that the scenery must have been similar that night in Bethlehem.

### Letters To Santa Claus

Dear Santa Claus,  
I am a little girl nearly five years old. I have tried to be good. Would you bring me a doll and some play dishes. I would like a doll house too.

Warm Ella Smith

Dear Santa Claus,  
I am a little girl four years old and I want a doll and a cradle and play chair. Also I have a little sister 1 year old that wants a doll and toy pick up wagon.

Your Friend,  
Debbie Roberts

Dear Santa Claus,  
I am a little girl four years old. I am warm Ella's little sister. We have tried to be good girls. Would you bring me a doll that wants a doll and toy pick up wagon.

Karen Sue Smith

Dear Santa Claus,  
I am a little girl four years old and I want a doll and cradle, also wagon and baking set.

Dear Santa Claus,  
I am a little girl 7 years old and I want a doll and toy pick up wagon.

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.

### Some Gift Ideas For Gardeners

Nothing could be more appreciated by the gardening enthusiast than a gift that reminds him of his hobby.

Anything from a package of seeds to a power tool, such as electric hedge clippers, is sure to make a hit.

But, the indoor gardening gift is one any gardener can enjoy.

For tall symmetrical Christmas trees, emphasize their heights by hanging lights horizontally in a series of even loops or drapes.

Donald Onslager, a top flight designer of Broadway stage settings, was decorated with the Bronze Star for his organist, Franz Gruber, who caught the spirit of the carol.

The night the audience in the little church missed their organist — that is until Father Mohr singing and Gruber accompanying him on his guitar, played the beautiful strains of "Silent Night."

### So Many Gifted Ways To Please Your Menfolk

A new Yuletide custom is for the entire family to chip in and buy their favorite male something big!

A handsome wool over-jacket is one gift, whether he's sixteen or sixty, that's really appreciated.

Even junior will be glad the folks gave him a good-looking melton cloth over-jacket with a warm wool shawl collar. It's smart and practical, just what boys and youths are wearing today.

Wool plaid over-jackets are the right gift for the out-of-door man, too. Keep the hunter happy and warm in the new safety color — yellow — now-being endorsed by hunting and safety clubs. Yellow wool hunting shirts, caps and over-jackets are shown too.

For other warmly-welcomed gifts, choose wool socks in either fancy designs or conservative ribbed, sleeveless lamb's wool sweaters. In gay solid colors to go with a checked or striped Scotland sports coat... comfortable wool slippers for at-home ease.

Wool flannel slacks are new in pleated styles with back-strap and buckle... for young men.

The more mature look best in pleated trousers. But whatever the style, remember that all wool slacks hold a sharp crease and wear best.

Gift that sports car enthusiasts will treasure is a wool hat with leather palms.

Wrinkle- and -crush - proof wool challis ties in striped and foulard patterns are popular and many can be bought with matching belts. Knitted wool ski caps are tops of course, for sportsmen.

A gift set of matching ski-patterned gloves or mittens and muffler in wool provides warmth and helps prevent chills and tends a bright inexpensive note to the Christmas season. They're popular-priced, so kids can give them to each other.

High schoolers and collegians will write a very warm thank you note if you gift them with a six-footer wool muffler in campus colors, maroon and white, blue and white, or whatever you like.

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Warm Ella Smith

Dear Santa Claus,  
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Your Friend,  
Debbie Roberts

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.

Karen Sue Smith

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.

Dear Santa Claus,  
I am a little girl 7 years old and I want a doll and toy pick up wagon.

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.

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Karen Sue Smith

Dear Santa Claus,  
I am a little girl four years old and I want a doll and toy pick up wagon.



Shop for All Your Gift and Food Needs at

# Christmas

## Piggly Wiggly

is just around the corner!

At Lowest Prices, Anywhere!

- DRY IRON** Universal Deluxe Each **\$6.95**
- FRY PAN** Presto 11-inch Complete with Control and lid **\$12.95**
- Scotch Oven** For Toasting and Broiling Each **\$4.95**
- Percolator** Mirro-Matic 8 cup size **\$7.95**
- FRY PAN** Presto Big 12 inch Size - Complete with control & lid **\$16.95**
- Coffeemaker** Universal Copper 5 cup size **\$11.95**
- TOASTER** Laska Deluxe Automatic **\$8.95**
- BATH SCALES** Health-o-Meter Assorted Colors Each **\$4.95**
- POP CORN POPPERS** Comet, Elec. with cord - each **\$3.95**

### THE SENSATIONAL NEW GENUINE UNIVERSAL

*Coffemate*

America's best seller

Nationally Advertised at \$19.95 Piggly Wiggly Price **\$13.95**

---

### Electric Mixer

White Each **\$11.95**

Dormeyer Portable

---

### TOASTMASTER

Automatic Z **\$11.95**

Slice Toaster Each

### WEST BEND Electric BEAN POT

Nationally Advertised at \$19.95 Piggly Wiggly Price **\$4.95**

Plastic, large size, Pink, Yellow, White

**Clothes Hampers \$4.95**

**Free Christmas Tree Stand** With Each Christmas Tree **at \$1.49 to \$2.95**

Fancy Christmas Wrapped **Box Chocolates 59c to \$3.49**

Complete stock Christmas Tree Lights, Decorations, Wrapping, etc.

**DOUBLE S&H Green Stamps** Every Wednesday with \$2.50 purchase or over!

- ### GROCERY SPECIALS
- Prices effective all week! These are only a sample - Many more throughout the store!
- Miracle Whip** Quart Jar **39c**
  - Orange Juice** 6 oz. cans 5 for **\$1**
  - Biscuits** Shurfresh Sweet Milk or Buttermilk **3/19c**
  - FLOUR** Shurfresh 10 lb. bag **69c**
  - COFFEE** Shurfresh 10 lb. can **69c**
  - CHILI** Wolf or Ireland's No. 2 can **59c**



### Little Mamas' Like Doll Gifts

The instinct of most little girls to play "grown-up" is catered to more than ever in the pack of toys that herald the approach of Santa. Fashion consciousness seems to be instinctive with the little sis, judging from the Yule-tide crop of dolls. Completely clothed with extra outfits available, these dolls reflect the newest Paris trends in silhouettes and accessories. Empire gowns are of course, the favored style.

A note of nostalgia is achieved with the popular re-emergence of the Shirley Temple doll, which was also one of Mom's favorites.

The doll mother of 1958 will find that good grooming gets special attention with kits designed to provide top-to-toe care for her charges.

This basic training in personal care is equalled only by the breadbasket she receives in the profession of baby-sitting, provided by a kit containing plastic disposable, color-proof nappies, a drip-proof doll carriage and a miniature bath-mat.

All in all, it seems "baby-pre-tend" to be "real" with toys acting as her introduction to an adult world.

### Jewelry Items Are Ideal Choice For All On List

The warmest, nicest way to say "Merry Christmas" is your holiday shopping expedition. To keep you toward that goal, the Jewelry Industry Council has just issued its annual Christmas gift round-up.

Known for expert gift counseling, the Council has previewed Christmas gifts in jewelry stores across the country and has emerged with a list of gifts for all age groups, in practically every price range.

There are jewels real and synthetic, styled in new, beautiful pieces for women and handsome accessories for men.

There are shelves of silver holloware and many flatware suggestions to please the host and hostess on your gift list. The preview highlights briefly the treasury of gift ideas at your jeweler's, inviting you to pay a visit soon.

If there's a special lady on your list, you'll find that jewelry or watches have a magic appeal, whether she's sixteen or sixty. She appreciates the flattering personal compliment expressed in a gift of jewelry or of a watch.

The actual choice of a piece of women's jewelry or a watch is often a stumbling block. Particularly for men shoppers, it need not be, for your jeweler is trained and ready to be of assistance in guiding your choice according to your budget. He knows, for instance, that a strand of cultured pearls is as much an ideal gift for a woman of mature dignity as it is for a young girl.

He may suggest a single love-ly pearl, the very gift of future generations, or a pair of pearls for a young lady. There are beautiful designs for future additions of cultured pearls, offering a wonderful gift idea for important occasions in the year to come.

If it is to be a gift for her home, the bride and experienced housemaker alike will cherish a gift of silver. One of the most practical and beautiful gifts you could choose is a silver flatware, either a chestful of silver plate or individual pieces of sterling.

If she's planning a wedding, a place setting of six pieces (fork, knife, teaspoon, salad spoon, butter spreader and soup spoon) or perhaps a pair of serving spoons will be a welcome contribution to her collection.

She may be a housewife of long standing who has never acquired a group of place settings in sterling. If so, flat-silver in her favorite pattern is sure to be the beginning of a dream come true.

Continuation settings, which include extra pieces such as the dessert spoon and cocktail fork, also make fine gifts if the lady on your list has begun her sterling collection.

In the holloware department, your best gift clue is to take a quick inventory of her silver supply. She may not have a vegetable dish, candlesticks, cigarette urns, coasters or a platter. Remember that the price range is wide because beautiful holloware is available in both sterling and silver plate.

There are gifts for the whole family to be found on your jeweler's silver shelves. Starting with the youngest, there are attractive porringers and cups that can live a lifetime of beauty, growing up in usefulness with the lucky youngster who owns them. Bent handle spoons and other baby silver, junior place settings, brush and comb sets and picture frames are also suggested by the Council for the small fry.



THE PERFECT JEWEL for beneath the Christmas tree is this lovely set of matted and mobile jewelry. The multi-strand necklace of milky pearls has a moveable shower sparkled by iridescent peacock stones. Wear it as you will, for throat shrouder or back accenting. The huge drop earrings are miniature showers of pearls and stones to match the necklace.

Young gentlemen, who need encouragement to brush their hair, will find a pair of silver-backed military brushes, a discontinued to good groom-line.

Men's jewelry gifts are many money clips. — and among the many gifts for men are watches, rings, tie clips, cuff links, watch bracelets, military brushes, a discontinued to good groom-line, pen and pencil, sets, pocket knives and money clips.

### Amateur Musicians Toot Their Own Horns' At Christmas Time

Keeping in tune with the holiday spirit is an easy matter this year for some 29,000,000 American amateur musicians. They'll usher in the holiday season with every instrument from the humble harmonica to the concept grand piano.

According to the American Music Conference, more children and adults are playing as well as singing Christmas carols than ever before. In fact, many amateurs greet the holiday season with more than one instrument.

Most popular single instrument for the center of family Christmas sessions is the piano. Added to the swell of instrumental Christmas music are more than 3,000,000 violins and other strings. Approximately 4,500,000 guitars will chortle and 500,000 harmonicas. Just about 500,000 accordions and 1,800,000 ukuleles popular recreational instruments in any season.

### Letters To Santa Claus

Dear Santa Claus, Tears doll, a nurse suit, a little highchair, a baby stroller, a doll suitcase, a bundle of clothes for my doll, a little refrigerator, a portable T.V., and a horse. So that's what we want you to bring us. Love, Debbie and Dee Dee Boardman

Rubber rings from cunning elves make a good base from which to make festive, miniature wreaths.

### 'Tips' For Better Christmas Cookies

Here are a few hints that will make your Christmas cookie baking a lot easier. First of all, prepared mixes are only slightly more expensive than "starting from scratch" — but are great time-savers!

Fancy, thin cookies tend to lose their shapes in transferring them from cutting board to baking sheet. So, roll the dough directly on a greased and lightly floured cookie sheet, cut desired shapes, and remove surplus.

If you wish to hang decorative cookies on the tree, press a small navy bean into the top of the cookie for a loop-hole. Remove after baking. Colored bead candies will adhere perfectly to cookie surfaces if you brush rolled-out cookies with a pastry brush dipped sparingly in cold water.

To flatten drop cookies, cover bottom of glass with damp white cloth, and use to press down cookies. Here's to good eating and easy bakin'!

### 'Christmas State' Title Claimed By Sunny California

Sunny, (southern) California in where balmy breezes sway the palm trees... could this be the "Christmas State"? There are many unique Christmas activities carried on in the area that suggest it well may be, and after all, The Christ Child was born in a land of palms and desert sands.

To support what may be a claim to this title, first of all, there is the official "Nation's Christmas Tree" located in central California. At its site a program is held each Christmas.

The poinsettia was really developed just north of Los Angeles in Ventura, now called "Poinsettia City."

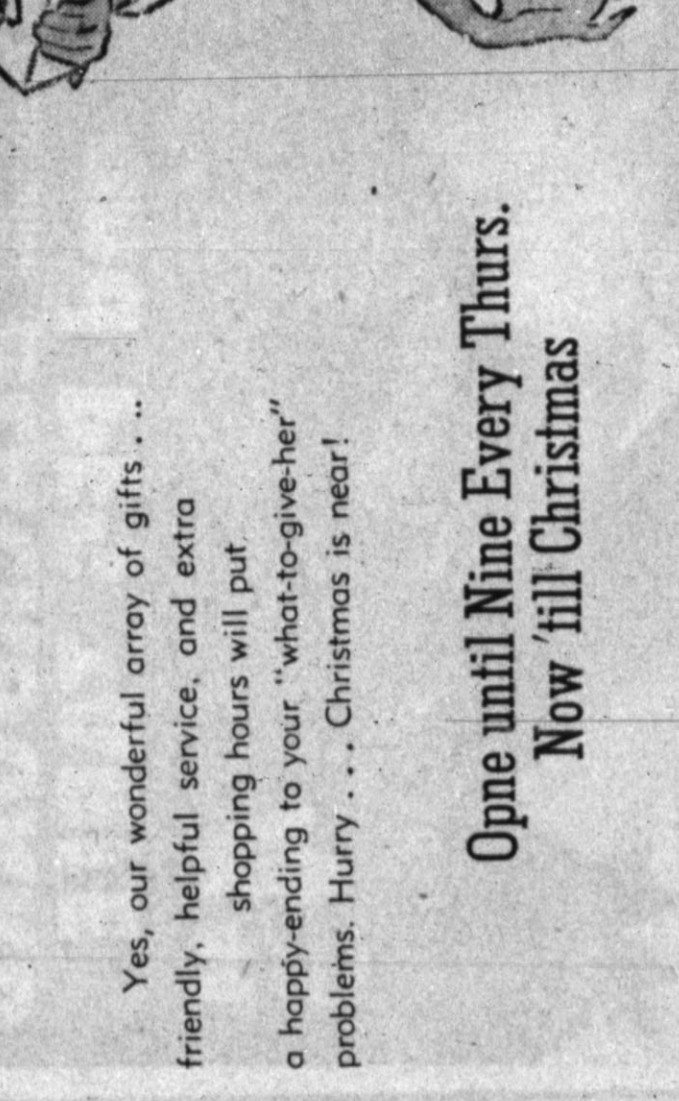
Today, however, San Diego is better-known as the poinsettia center. Annually during the holidays the city has parades, a fiesta and a game in the Poinsettia Bowl.

An awe-inspiring sight nearby is the 100 acres of poinsettias at Camp Pendleton. Home of the famous Della Robbia wreaths is in Chino. Among the first community Christmas trees was one placed in the atop Mt. Wilson near Pasadena.

Just outside Pasadena in Altadena is a famous mile-long avenue called "Christmas Tree Lane." Each Christmas huge doodar cedars are beautifully lighted and visited by many.

# COOKIES

PRETTY, PERSONAL SHE'LL TREASURE



Yes, our wonderful array of gifts... friendly, helpful service, and extra shopping hours will put a happy-ending to your "what-to-give-her" problems. Hurry... Christmas is near!

Open until Nine Every Thurs. Now 'till Christmas

## Santa Suggests:

- ★ Slips
- ★ Pajamas
- ★ Hose
- ★ Blouses
- ★ Coats
- ★ Suits
- ★ Costume
- ★ Jewelry
- ★ Scarves
- ★ Dresses
- ★ Gowns
- ★ Panties
- ★ Sweaters
- ★ Knit Dresses
- ★ Moutons
- ★ Leather
- ★ Jackets
- ★ Slim Jims
- ★ Hats
- ★ Gloves
- ★ Belts

Free Gift Wrapping

Shop Little's Now

While our selections are complete

for a more glamorous Christmas

select her gift from

LITTLE'S

of Hereford

Smart Clothes for Smart Women

# SHOP-NOW WESTERN AUTO'S

Giant Balcony . . .



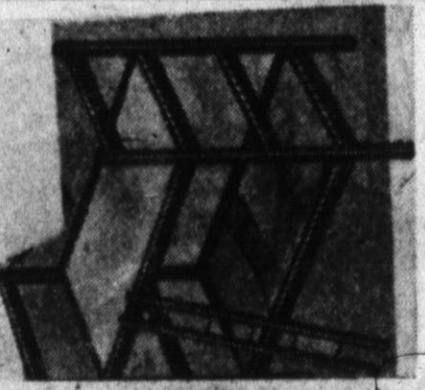
**ELECTRIC IRONS**  
110 volt Electric Play  
Iron just like mother's.  
Fabric names on dial.  
**ONLY 98c**



**69c** 99c Value  
**Friction Helicopter**  
Metal body with plastic cowl,  
rotors and rubber wheels.  
Amazing realism! As "copier"  
"tastes," rotors turn, and  
pistons pump, seen thru  
cowling.



**Ironing Board . . . 98c**



**6.98**  
All Metal  
pr.  
**Bunk**  
Bed  
Each game, only . . . . . 98c

**Your Choice 98c**  
**ASST. MARBLE GAMES**  
Bagatelle Games, Shoot-the-  
Chute, Over-and-under,  
Transparent plastic game  
sealed, marbles can't be lost!  
Each game, only . . . . . 98c



**34" SHAGGY BEAR.** Loved by  
children and adults alike!  
Stuffed with feather-light ma-  
terial, bear has rolling safe-  
ty eyes, felt tongue.  
**\$4.88.**



**22" Sleepy Dog 2.88**  
Royal plush dog fea-  
tures fastened Scotch  
torn and tinkling bell. With  
felt eye-lashes, pom-pom  
nose, satin ear-liners and  
suede cloth bottom. Colors.  
**Shuffleboard**  
**Sets**  
**\$9.95**

# BOYLAND OPENS!

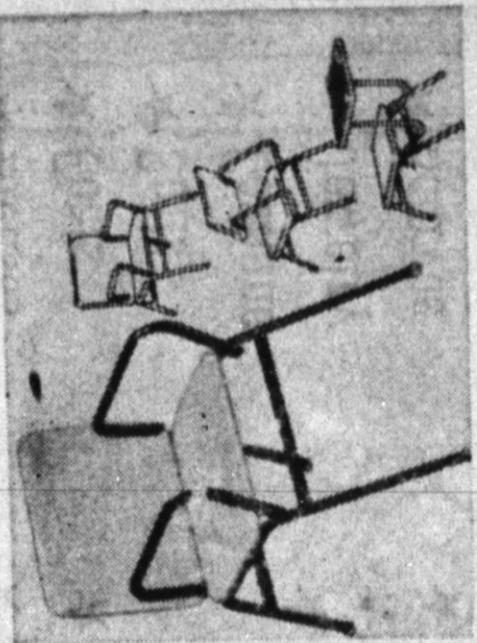
## Combination BLACKBOARD and PEG TABLE

**4.44**  
\$ 98 Value

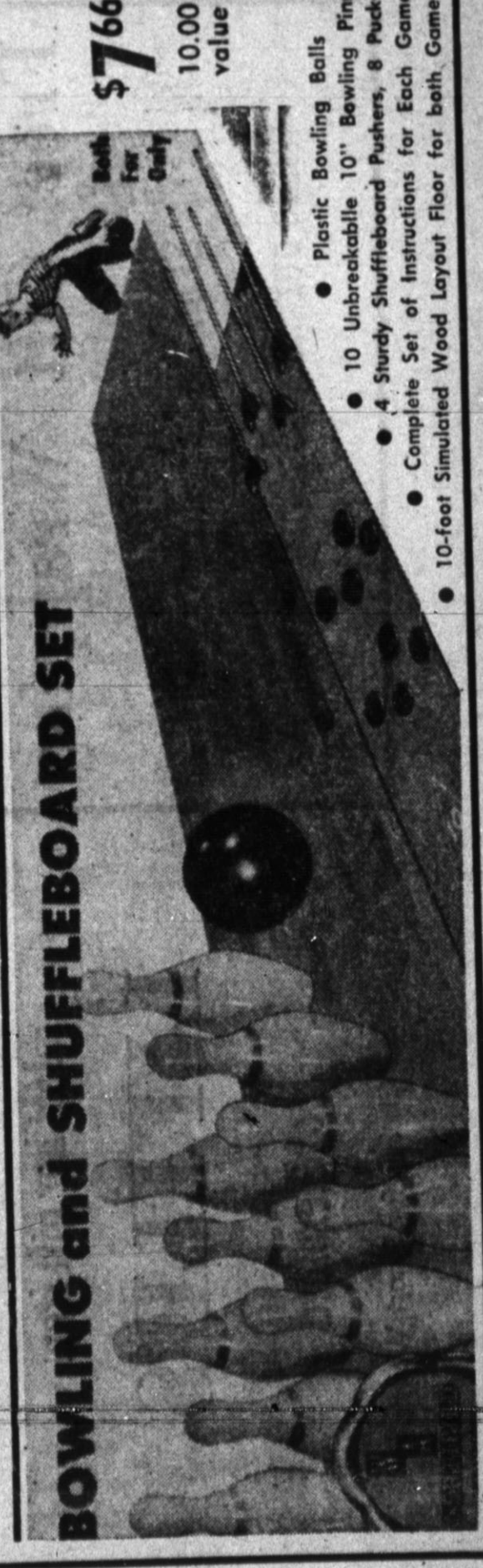


*You get . . .*  
• Complete Pounding Board • Perfect Writing Level  
• High-Grade Blackboard • Shaped Hardwood Seat  
• Handwood Construction • Full Set of Accessories  
A small child will enjoy the pounding board . . . then "grad-  
uate" to blackboard. Hammering, writing, drawing, scrib-  
bling . . . this versatile desk set gives him a full choice of  
constructive activities! Mallet, pegs, eraser, beads included.  
Hurry!

**Complete, Official  
Size  
Basketball and  
Goal Set**  
All-rubber, all-weather-  
er Ball  
Sturdy Welded Steel  
Goal!  
Heavy Cotton Twine  
Netting!  
**\$3.98**  
Ball only . . . . . \$1.98



**6.95 value Convertible TV Chair**  
It's a chair . . . flip the back, and . . . it's a chair  
and table! Ideal for youngsters 3 to 12. Strong  
tubular steel construction, enamel finish.  
Washable fabric. 23" high.  
**5.88**



## BOWLING and SHUFFLEBOARD SET

**\$7.66**  
10.00 value

- Plastic Bowling Balls
- 10 Unbreakable 10" Bowling Pins
- 4 Sturdy Shuffleboard Pushers, 8 Pucks
- Complete Set of Instructions for Each Game
- 10-foot Simulated Wood Layout Floor for both Games

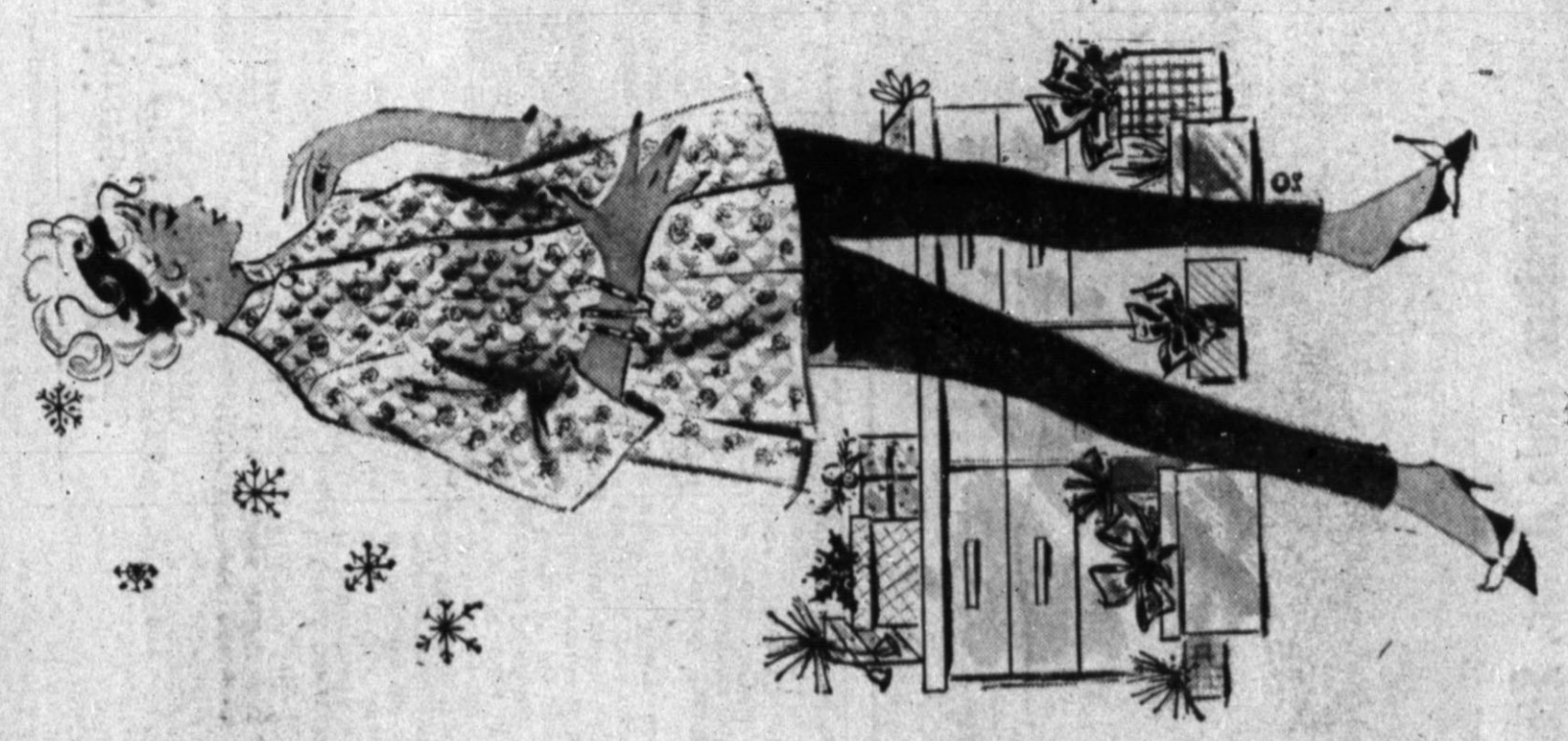
When You Think of

# Gifts for her



you naturally think of the

# popular store



Again in 1958, the Popular Store has assembled a most magnificent collection of gracious gifts to enhance the sparkling beauty of favorite Miss (or Mrs.)  
Come in soon . . . choose from our fine selections of

- ★ Furs
- ★ Slips
- ★ Costume
- ★ Jewelry
- ★ Jeweled
- ★ Leather
- ★ Jackets
- ★ Coats
- ★ Slim Jims
- ★ Pajamas
- ★ Scarves
- ★ Party Dresses
- ★ Gowns
- ★ Sweaters
- ★ Pixie Shoes
- ★ Hose
- ★ Blouses
- ★ Billfolds
- ★ Gloves
- ★ Suits

Can't Decide?

GIVE GIFT CERTIFICATES FROM THE POPULAR STORE

## Free Gift Wrapping

Be sure to shop our complete Children's Department for gifts for the little Angels!

# Holiday Cheer

... but for 365 days

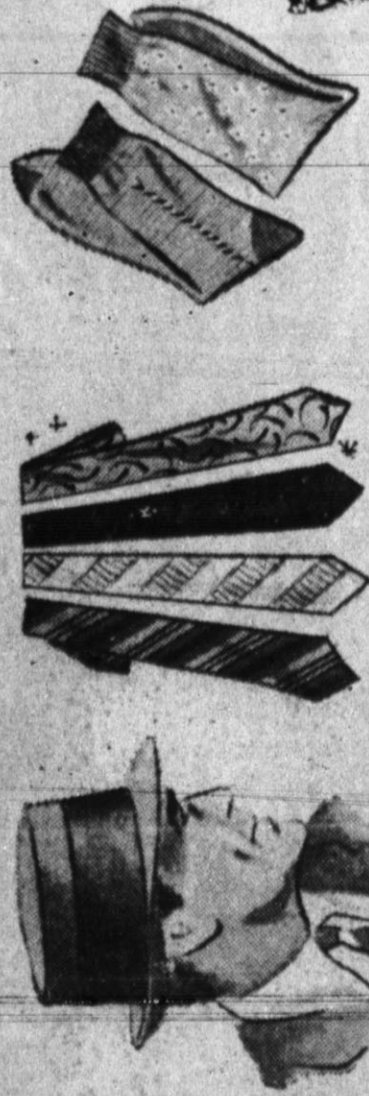


Christmas '38 is soon over, but the feeling lasts the whole year through in the heart of one who's lucky enough to receive as a gift a handsome Style-Mart suit or sport coat. It's really very easy, as our staff, trained in the ways of good appearance, will be happy to show you. And, considering the bonuses in quality and styling, the cost is very modest.

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- ★ Gloves ★ Socks ★ Manhattan Wash & Wear
- ★ Luggage ★ Shirts
- ★ Men's Suits ★ Robes ★ Electric Blankets



- ★ Pendleton Shirts ★ Pendleton Blankets
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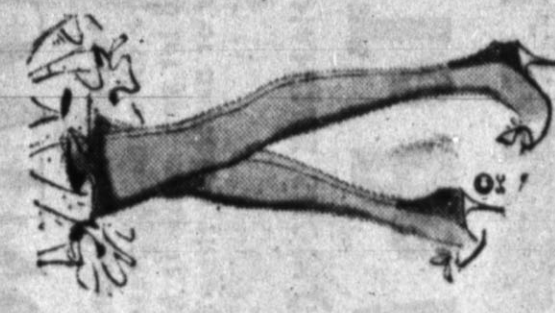
For Better Merchandise



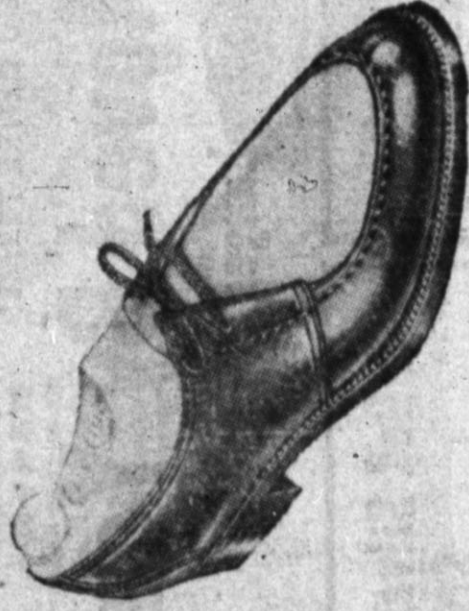
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FITS TO A "T"!

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Weatherbird Shoes  
for  
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**Gent's 17 jewel Cowan WATCHES**  
\$29.95 value For \$22.50

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Diamonds Sets from \$29.95 up to \$1000.00 check the quality and styles for money saving values!

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See our selection as well as savings from 49c up

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Regular \$14.95 value Guaranteed 2 years

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**Selection of TIE SLIDES**  
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\$100.00 value \$49.95 (set only)

**Ice Tea Spoons** \$1.00 ea.

**Genuine Cultured PEARLS**  
Single Strand On Special \$19.95

**Simulated Pearls**  
at 1/3 off Regular Retail Price

**Sunbeam "88" Razors**  
While they Last \$13.95

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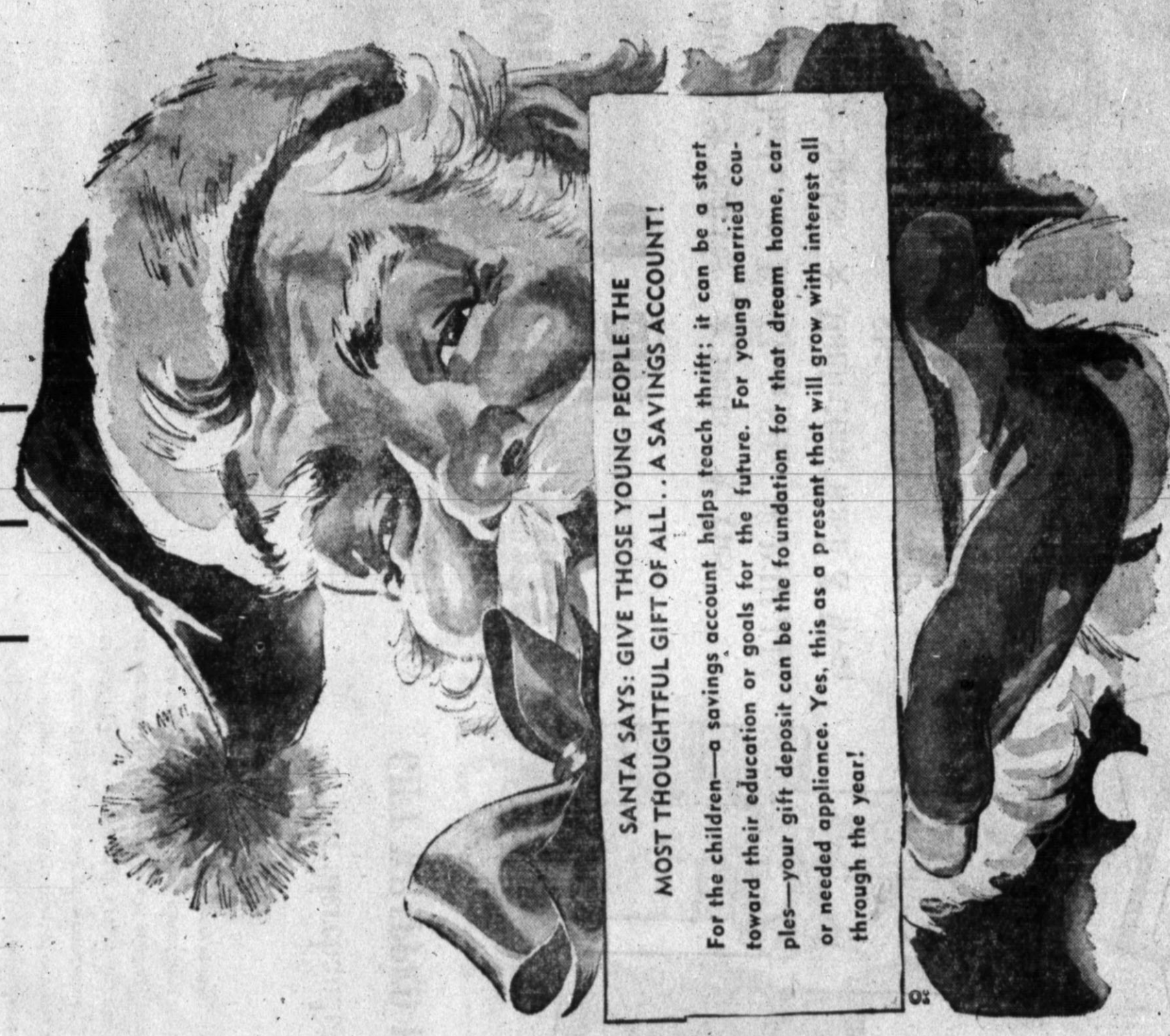
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Special \$5.95

**Holloware Special**  
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**SCHEAFFER**  
Fountain Pen & Pencil Sets 1/4 off

**Quality Screw On EAR SCREWS**  
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**COMPACTS**  
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**SANTA SAYS: GIVE THOSE YOUNG PEOPLE THE MOST THOUGHTFUL GIFT OF ALL... A SAVINGS ACCOUNT!**

For the children—a savings account helps teach thrift; it can be a start toward their education or goals for the future. For young married couples—your gift deposit can be the foundation for that dream home, car or needed appliance. Yes, this as a present that will grow with interest all through the year!

Convenient Banking Facilities for all needs

**HEREFORD STATE BANK**

Member: Federal Deposit Ins. Corp.

### Letters To Santa Claus

Dear Santa, My Momma is writing this letter since I am too little. Please bring me a baby doll with a bottle, doll clothes and pairs and pants to cook with. Love and kisses, Valerie Ann Craig

Dear Santa Claus, My name is Alisa Kirby and I am three years old. I have been a good girl and a good helper for Mama. I want a Tiny Tears doll for Christmas. My little brother, Terry, wants some presents too. Love, Alisa

Dear Santa Claus, I will be good for you Santa Claus. Love, Marsha Ame Morgan

Dear Santa Claus, I want you to bring me a ring. I wanted Mama to buy me one. I would like for you to bring me a ring. Love, Alan D. Clark

Dear Santa Claus, Please bring me some paints. Love, Kim Williamson

Dear Santa Claus, I have a Tiny Tears doll for Christmas. With a car and a way by the way how are you and Mrs. Santa? Oh! By the way will you bring me some skates and a baton. How are some cars and trucks. Don't forget my little brothers. Love, Joe Childress

Dear Santa Claus, I want a Winchester rifle and a football helmet. Please bring me a motor plane, too. I like all boys and girls and want them all to have toys. Love, Bobby Brotherton

Dear Santa Claus, I want a bicycle and bow and arrow and Fanner-50 gun. Be good to boys and girls. Merry Christmas. Love, Jackie Evans

Dear Santa Claus, I want a nurses kit and a baby buggy, and some doll dishes, bicycle and a cowgirl suit. Love, Becky Edelman

Dear Santa Claus, I want a Betsy McCall doll and cowgirl suit. Be good to all boys and girls. I love you. Love, Benjie Gayle Adcock

Dear Santa Claus, I want a Tiny Tears doll. Be good to all boys and girls. I love you. Merry Christmas. Love, Rose Escobar

Dear Santa Claus, I want a bicycle and some dishes. Be good to all boys and girls. I love you. Love, Deborah Sue Clark

Dear Santa Claus, I want a nurses kit and a walking doll with some "bunk" beds. I want some roller skates, cowgirl suit. Let the Waco

get my little brothers. Love, Joe Childress

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Dear Santa Claus, I want a nurses kit and a walking doll with some "bunk" beds. I want some roller skates, cowgirl suit. Let the Waco

The Sunday Brand, Hereford, Texas, Sunday, Dec. 7, 1958

Home kids and boys' Ranch get plenty. Your friend, Camille Langley

Dear Santa Claus, I want a white, cowboy hat and sharp pointed boots. They have to be black. Merry Christmas. Love, Mark Woodward

Dear Santa Claus, I want a nurses kit, a Betsy McCall doll and some doll dishes, bicycle. Be good to all boys and girls. I love you. Love, Karen Gilbert

Dear Santa Claus, I want a doll house with furniture, walking doll, some doll dishes, bicycle. Be good to all boys and girls. I love you. Love, Rudy Jackson

Dear Santa Claus, How are you Santa Claus? Will you please bring me a bicycle. Love, Gracielida Tulamanities

Dear Santa Claus, Please bring me some skates and a walking doll. Love, Amelio Valdez

Dear Santa Claus, I would like a Tiny Tears with car bed, and skates and a portable radio. How are you? Love, Rose Erita Rogers

# Cooper's Slash Prices

Receive Valuable GUNN BROS. STAMPS with all your Purchases at Cooper's

Buy NOW at These LOW PRICES for your Christmas Giving

## Sunbeam

THE BEST ELECTRIC APPLIANCES MADE



### Sunbeam CONTROLLED HEAT EVEN HEAT FRYPAN

with easy-to-set dial in handle

America's favorite. Easy-to-use Frypan controls heat scientifically correct temperatures for foods. Square shape cooks 20% more than an ordinary round pan. Water-sealed element makes washing easy.

Built to last—Enjoy ECONOMY through Sunbeam QUALITY

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Cooper's LOW PRICE \$13.95

4 lids extra


Controlled Heat Automatic ELECTRIC FRYPAN —LARGE SIZE— COOPER'S LOW PRICE

THE AMAZING NEW **Lady Sunbeam** CONTROLLED HEAT HAIR DRYER

LIST PRICE \$26.95

Cooper's low price \$19.95

Dries hair faster, more conveniently, leaves hands free! Soft vinyl cap fits easily on head and concentrates drying air where hair is heaviest. Cap has no electric wires—Choice of colors.



THE NEW **Sunbeam IRONMASTER DRY IRON**

Lighter weight. Weighs only 2 pounds

New! FASTER HEATING Hot in 20 seconds

New! THUMB-TIP Hot in 20 seconds. Easy-to-use. Start-to-end

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THE NEW **Sunbeam MIXMASTER HAND MIXER**

Lightweight, powerful. Has full-mix beaters, six mix settings, wide base head rest. Thumb-tip control. In white. Choice of colors.

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THESE SUNBEAM APPLIANCES AT MONEY SAVING PRICES, TOO

- Sunbeam COFFEEMASTER Automatic Coffee Maker
- Sunbeam WAFFLE BAKER & GRILL
- Sunbeam PERCOLATOR
- Sunbeam MIXMASTER MIXER
- Sunbeam STEAM OR DRY IRON WITH EXCLUSIVE STEAM FLOW VENTS! that give an...
- Sunbeam DEEP FRYER
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For easier, faster, better ironing Sunbeam ordinary Sunbeam

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Now at NEW LOW PRICES!

## ELGIN WATCHES

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A LADY ELGIN ASTORIA. Equipped in 14Kt. metal with synthetic diamond face. Time maintaining. \$100.00

B Beautiful, delicate steel, reserved LADY ELGIN LINDA. 10Kt. metal. Built-in case. \$99.95

C Masters of time LORD ELGIN. 14Kt. metal. Black dial. Strap-mounted crystal. Shock-resistant. \$79.95

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Come in now and pick up your copy of the popular new book "The Art of Dating" by Dr. Evelyn M. Duvall. This is the most up-to-date, well-known authority on dating for teens and young adults. This book sells regularly for \$2.50 in hard cover, but the makers of famous Keepsake Diamond Rings have prepared a special edition... available to you at our store for only 50¢ each! Get your copy now... then how to be a successful "date" and get the most out of those hot, hot years of your life.

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# KESTER'S JEWELRY & GIFT SHOP

# Best Remembered Gifts for Actors In Their Hearts, Not on Mantels

BY LANN FONTANNE and ALFRED LUNT

So selfish is one at a time like that. Then there have been Christmas gifts that are remembered in the hearts of the recipients, not on the mantels. Some gifts are not tangible things that can be displayed on the mantel, but they are remembered in the hearts of the recipients. They are the gifts that give joy and happiness to the recipient. They are the gifts that are remembered in the hearts of the recipients, not on the mantels.

## Click With All Sorts Of Handy, Dandy Photographic Accessories

Anyone fortunate enough to have a camera will appreciate the convenience of having a variety of accessories available for their camera. These accessories include filters, lenses, tripods, and other items that are essential for a good photograph. The accessories are designed to be compatible with all major camera brands, making them a valuable addition to any camera collection.

## Yule Log Is Age-Old Custom

Remember those familiar scenes of men and horses pulling a log through the snow? This is a tradition that has been passed down for generations. The Yule log is a symbol of warmth and light during the winter months. It is a custom that has been celebrated for centuries and is still popular today.

## Diamonds Can Spark Gift List

Since ancient times the diamond has been considered a symbol of love and commitment. It is a gemstone that is highly valued and is often used in jewelry. Diamonds are a popular choice for gifts because of their durability and beauty. They are a timeless gift that will be treasured for generations.

## Gift Books

Something All the Family Will Enjoy  
At Sale Prices... Now  
Right When It Means the Most!

You Get A \$10.00 Coupon Book Plus 8 Free Bonus Tickets	You Get A \$5.00 Coupon Book Plus 4 Free Bonus Tickets	You Get A \$2.50 Coupon Book Plus 2 Free Bonus Tickets
A \$15.20 Value For Only \$9	A \$7.60 Value For Only \$4.50	A \$3.80 Value For Only \$2.25

Call EM 4-2037 for Details At Your



**Doll's Red Dress Made A Grown-Up**

By DINAH SHORE

The most memorable Christmas gift I received was one given when I was six years old. It was a doll's red dress made into a grown-up dress. The dress was made of a beautiful fabric and had a classic design. It was a gift that I treasure to this day.

**Be 'Scents-ible' When Choosing Men's Fragrance**

For weeks before Christmas I had talked about almost nothing else than a doll that I had bought for my sister. The doll was a beautiful one, and I had been looking forward to it for a long time. It was a gift that I treasure to this day.

**MODERN DOIL HOUSE FURNITURE promises to be one of this Christmas season's biggest toy hits, according to toy guidance experts. The imported furniture shown here is custom styled and precision made. And, since every child's household needs toys, suggestions are the musical books, dancing monkeys and their music boxes, above. Delightful gifts, all!**

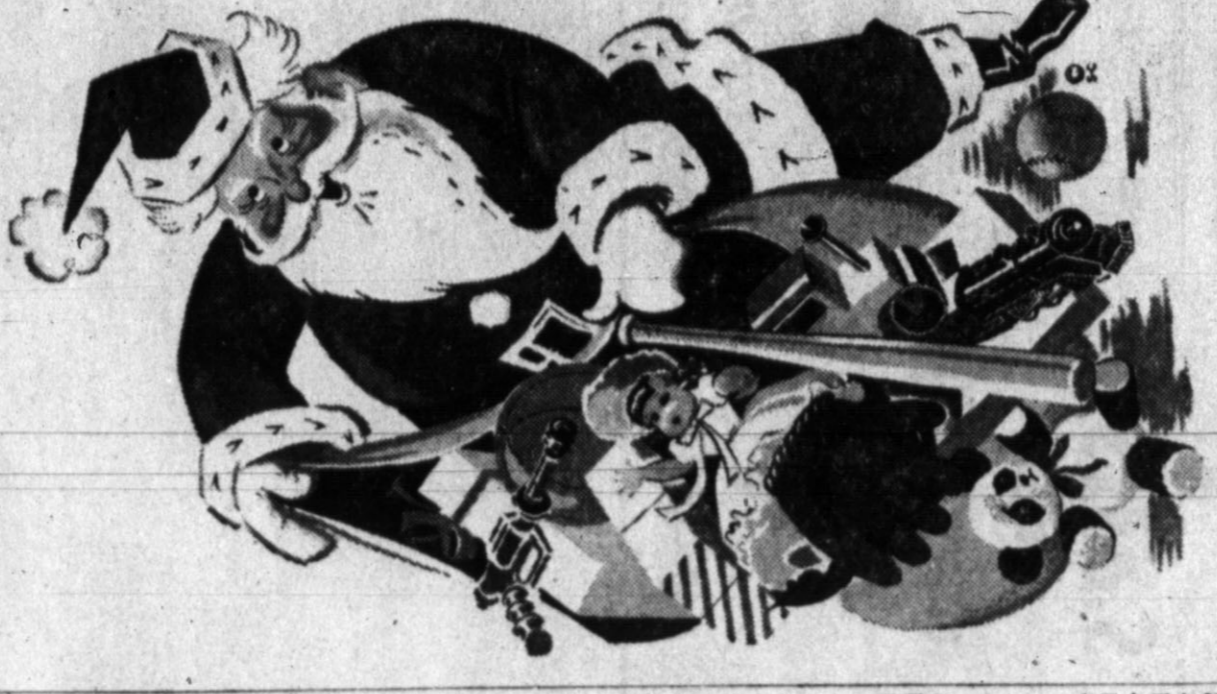
# The Sunday Brand

Our Slogan: "More People—More Farms"

Published Every Sunday

Hereford, Texas, Sunday, December 7, 1938

## Letters To Santa.....



Dear Santa Claus, I have been good at home and trying to bring my report-card up. Far Christmas I would like a baby doll and a bicycle. I would like to go back to Utah this Christmas. Your friend, Carolyn Anderson

Dear Santa, I wish you a happy new year and a merry Christmas. I wish a doll to I no I'm big for one but I like doll. I will like a little one so I can dress her. If well I'm ok thanks to God. Your friend, Maria Morkina

Dear Santa, I would like to have a Bicycle for Christmas. And S. D. would like to have a Bicycle to Randy is 8 years old and I am 9 years old. Your friend, Denny Balze

Dear Santa, How are you? I am just fine. How are you? I am just fine. We are going to have a Christmas tree this year. How is Miss Santa Claus this year? Daddy said that he was going to get my sister a bicycle for Christmas. Your friend, Gayle Minyen

Dear Santa, I hope you are not too busy to read my letter. I want a necktie and a pair of knitting needles and some knitting yarn. I hope you have a happy Christmas. Your friend, Duane Briesedine

Dear Santa, I don't think I will get every thing I ask for this year but I want some of the things I don't want. I haven't seen that nice, well let's get the point. I want a lot of books. I also want a little motor car. I would also like a belt with a lot of tools around it like pliers, flashlight, and other tools. And I would also like a Dennis the Menace game. I guess that's all I want besides I'm running out of paper. Yours truly, Robert Thompson

Dear Santa, I want two guns with some spurs on a play rifle a coe one. Your friend, Joe A. Kimble

Dear Santa Claus, I want a watch and a little madame Alexander doll. With some clothes and furniture with it. And some stuffed animals to set on my bed. And a little cat-nip for my cat Taffy. Your friend, Cindy Jones

Dear Santa, I want a pop-o stick. And a blacktail too. And some pamasas and soap. I suppose you will be going around and saying Merry Christmas to all of us well be to. Even our neighbor have a feast on Christmas. I hope you have a good Christmas. Love, Meredith Hooper

Dear Santa, Are you and your helpers getting along all right? For Christmas I would like to have a doll and clothes with it, a big motorcycle. I would like what my sister wants but I would like this piggy bank and the next. Thank you. Your friend, Charlot Hill

Dear Santa, I wish you a happy new year and a merry Christmas. I wish a doll to I no I'm big for one but I like doll. I will like a little one so I can dress her. If well I'm ok thanks to God. Your friend, Maria Morkina

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Dear Santa, I hope you are not too busy to read my letter. I want a necktie and a pair of knitting needles and some knitting yarn. I hope you have a happy Christmas. Your friend, Duane Briesedine

Dear Santa Claus, I want a nurses kit, a doll bed and a doll house with furniture. Be good to all boys and girls. I love you, Vickie Roberson

Dear Santa Claus, I want a doll, bring me plastic dishes too. Bring me some plastic dishes too. Bring me all the girls and boys some toys please. Margie Gomez

Dear Santa Claus, I want a Tiny Tears doll and a doll bed. Please bring me some plastic dishes too. Bring me all the girls and boys some toys please. Kerri Darnerton

Dear Santa Claus, I want a bicycle. Be good to all boys. I love you. Rosa Maria Salazar

Dear Santa Claus, How are you? Would you bring me a doll bed? How are your helpers? Thank you for the Tiny Tears. Have you got the toys? Love, Rose Elita Rogers

Dear Santa Claus, How are you how are Mrs. Santa Claus? I would like a Missile Factory and a bee be gun. Love, Edward Hammitt

Dear Santa Claus, I want a toy truck Santa. I like you Santa Claus for bring all those toys. I like Christmas. I like Santa Claus. Love, Ronnie Short

Dear Santa Claus, I hope everyone has a good Christmas and you bring them what they want. I want to have a good Christmas. Your friend, Freddy Coopers

Dear Santa Claus, I would like a bicycle. We like you too. We would like to give you a present to. I like to give because you are nice to us. You like us too don't you? Love, Patricia Vargas

Dear Santa Claus, I would like to have a set of guns. And a Winchester rifle and 3 trucks. Do you think you can get a bicycle. And also a boat and a drum too. And a new shirt and shoes. Love, David Norton

Dear Santa Claus, I would like to have a horse-mandoll. I would like to have a horse-mandoll. I would like to have a horse-mandoll. Love, Donna Coker

Dear Santa Claus, I want a beebee gun. How is the rainDeers? How is Mrs. Santa Claus? How are the helps? I hope I like the bee be gun. Love, Steven Hale

present for Mother and Daddy too. I hope everyone has a good Christmas and you bring them what they want. I want to have a good Christmas. Your friend, Freddy Coopers

Dear Santa Claus, I would like a bicycle. We like you too. We would like to give you a present to. I like to give because you are nice to us. You like us too don't you? Love, Patricia Vargas

# Christmas Customs In Many Lands

John McLean, Society Editor



**GERMANY**—Mrs. Douglas Kelley, 704 Blevins, tells the cuckoo clock to her small daughters, Doris Amalie, 3, and Barbara Ellen, 18 months, can hear it strike again. On the wall are pipes that German men smoke and the biersteins play a lovely little tune when opened. The girls are wearing new dirndl dresses, like the little German girls wear, sent to them recently by relatives. (Staff Photo)

At Christmastime the warmth of the Christmas spirit spreads over the whole world like a blanket, and like magic the significance of the day steals into every corner and crevice and men and women and little boys and girls can bow down to worship the King who was born in Bethlehem in a manger. Because of the event, the angels were heralding, men have built the great church of the Nativity in Bethlehem, and all the great Christian churches and cathedrals of the world. Today many people from every country in Europe and America will join the throng of native Christians in the "City of the Nativity" to worship.

Although we celebrate the birthday of Christ, many Christmas customs are built around ancient festivals.

We have attributed the Christmas tree as coming from Germany. According to legend, walking home from his church service on a clear Christmas eve, over a snow covered ground, underneath a glittering starlit sky, Martin Luther was awed and thrilled by the marvelous beauty of the snow-covered trees and the stars which seemed to shine brighter than he had ever seen them. He cut a small spruce tree, and with the help of his wife, he fastened candles to the tree's branches to represent the stars outside. When lighted, the candles not only brightened their small house but sent out a light for others and started a custom — Christmas Trees — that has come down through the centuries brightening hearts and homes the world over.

In Germany folks say "Frohe Weihnachten" (Merry Christmas) as they pass each other during the Christmas season. Mrs. Douglas Kelley, who came to Hereford four years ago from Sulzbach-Rosenberg, Germany, as a war bride, tells us that the holiday season begins on Dec. 6, when St. Nicholas calls at each house and inquires if the children have been good. He carries a large bag and a bunch of switches. If the children have been good he opens a bag and throws nuts about. If one has not been good, a switch is left to be used in punishing him. Then four Sundays before Dec. 25 a wreath is placed in the window of every home and a candle is lighted and placed on the wreath for each Sunday until Christmas. Prayers are said and songs are sung with the lighting of each candle.

Christmas is observed in all the churches and the merry-making centers around the home. On Dec. 24 all the stores close at noon so that the people can decorate their trees and worship in their homes. Some member of the family dresses like an angel, will come and distribute gifts for everybody, gayly ringing a little bell as she enters. The little children think the Christ Child himself brings their presents. On Christmas Eve the church choir sings at intervals all during the evening from the balcony around the church tower.

In England, according to historians, the first Christmas tree was placed in the nursery of Queen Victoria, daughter of Prince Albert, and her German husband in the year 1846. The tall tree was lavishly decorated with ornaments and candles, and on the topmost branch was the figure of an angel. The next Christmas there were trees in practically every household throughout England.

Mrs. L. C. Hewett, who with her two small daughters is now in her native country to spend the holidays with her parents, likes to remember happy Christmases in England. The celebrations there stresses the holy aspect in various ways, from churches to Christmas cards. Decorations are much simpler, with holly and mistletoe used in profusion instead of tinsel and lights. Their Santa Claus is called Father Christmas, and they have their Christmas tree on Christmas Eve as we do. In many homes the same tree is used year after year, and on the day before Christmas, there comes a solemn occasion of uprooting the fir tree from their garden and planting it in a big tub which is always used for that purpose. After Christmas, it is replanted in the same spot.

On Christmas Day everybody goes to church and then comes the noon-day feast. Wonderful fruit cakes, and the plum puddings Americans like so well. Mrs. Hewett's favorite holiday food is called the yule log, which is a cake very much like our chocolate roll, frosted all over with a rich chocolate topping. They place the lighted candles as in a yule log and serve it at the table.

In England the first week-day after Christmas is a legal holiday called Boxing Day, so named from the custom of giving Christmas boxes to letter-carriers, errand boys, servants and household help on that day.

In France everyone wishes you a "Bonne Annee" (Merry Christmas) and no one must be forgotten at Christmas time.

Christmas is kept especially for the children, who look for Father Noel to come down the chimney instead of Santa Claus. Everybody places their shoes in front of the fireplace and Father Noel fills them to overflowing, but they also have Christmas trees, very simply decorated. France is the country of mistletoe and everyone buys it, for a branch hung above the doorway at this season is said to bring luck to a house during the entire year.

Joelle Tillier-LaRoche, Hereford High School exchange student from France, tells of her own Christmas celebrations which begin on Christmas Eve when all the children and grandchildren gather at the home of the grandparents or parents for the family feast. After all the shoes are in front of the fireplace, they have a light supper and then comes an evening of performances when each contributes to a program of music and games. Then everybody goes to Midnight Mass and the service is very beautiful and impressive. Afterwards, they visit the "Creche", which is the representation of the stable at Bethlehem, with the three shepherds and the Star of the East hung above it, which is set there in a corner of the church to remind them of the first Christmas Eve and the real spirit of Christmas. Then they return to the family home for the Christmas feast, with turkey and goose and chestnut dressing with all the other trimmings.

New Year's Day is a great fete day in France, when all the members of the family meet again and presents and greetings are exchanged.

In Japan there was little Christmas celebration until after the war, when occupation forces introduced their seasonal customs to the Japanese. Their major holiday was a three-day New Year celebration, when they would decorate their homes and buildings with chains of braided grass, fruit, ever-signifying harmony, fertility, green boughs and paper fish, health and prosperity. All Japanese businesses and schools were closed; the streets were jammed with people in their brightest and best clothes; many of the girls and women would dress their hair in puffed and coiled styles which we see in paintings. Tea ceremonies were observed and every park and public square was the scene of some special activity.

Mrs. C. L. Chisholm spent three Christmases in Japan with her soldier husband, and each year the secular Christmas customs of the Americans were more and more in evidence. They started having Christmas trees and even an occasional Santa Claus would put in an appearance, but a thin, small-boned bronze-skinned Santa never seemed quite right.

She recalls that in Tokyo, the American Chapel Center, which was the main location for all religious services and activities, featured a lighted cross in the yard during the Christmas season and carols were played over a loud speaker. The people were not too interested in this because they did not understand the religious foundation of our Christmas celebration.

In Greece, Christmas is called "The Feast of Lights" and it is the Greeks who actually gave us our custom of burning candles on the Christmas Tree. Some have disliked the abbreviation of the word to "Xmas"; yet there is a basis of fact in its history. The "X" comes from the Greek and represents Christ. Connected with the "mas" it makes Christmas in another form.

Helen Hidioglan, a student from Greece attending Hereford High School, describes Christmas in Athens as it is today. She says "On Christmas Day we go to the church at dawn for worship and exchange kisses as Christmas greetings. Afterwards we walk home carrying lighted candles, and gather around the radio for Christmas programs (There are no TV sets). Then we have a delightful Christmas breakfast in the dining room nearby the Christmas tree. At this time, wandering singers visit the homes to sing the Christmas story from Mary's youth to the time when the three wise men came to present gifts to the new born (Continued on page 2)



**JAPAN**—Mrs. C. L. Chisholm, the former Miss Viola Phillips, is shown wearing her favorite Japanese evening wrap. She spent three Christmases in Japan when her husband was a member of the U. S. Army. She brought home many lovely things from the Orient, including china, knick knacks, and some of their exquisite dolls. Each Christmas she tells her three children about Christmas in Tokyo. (Staff Photo)



**ENGLAND**—Mrs. L. C. Hewett, a war bride, and her two small daughters are now in England to spend Christmas with her family. The children will be looking for Father Christmas instead of Santa Claus. They will have a beautiful green Christmas tree and will go to church with their grandparents on Christmas day. (Staff Photo)



**GREECE**—Miss Helen Hidioglan, a student from Athens, Greece, attending Hereford High School, will probably observe some of the Christmas customs of her native land right here in America, although Christmas in Greece is quite different. She says that in Greece so many have to do without at Christmas, and much time and effort is given over to helping the people in the poor villages so that they can, at least, have Christmas in their hearts. (Staff Photo)



**FRANCE**—Miss Joelle Tillier-LaRoche, exchange student, whose home is in Royan, France, will miss the "Bonne Annee" (Merry Christmas) greeting of her native land this Christmas. She will be looking for Santa Claus instead of Father Noel, but she won't forget to leave her shoes in a conspicuous place for him to fill. She is shown playing her mother's favorite melody, just as she would be doing on Christmas Day if she were in her own home. (Staff Photo)



**HAWAII**—Janice Kay Newsom, seven-year-old daughter of Mr. and Mrs. Carroll Newsom, was born in Honolulu while her parents were living there on tour of duty with the U. S. Air Force. She is wearing a muumuu (Japanese dress) and is holding a bamboo hula stick. The coconut straw hat, grass skirt and wood roses shown are used much in their Christmas decoration. The children go barefoot for the temperature on Dec. 25 is around 75 degrees and flowers are blooming in profusion all over the Islands. (Staff Photo)

Love, Steven Hale  
Sue Kirby  
Bring toys to gun.  
Hello Santa, would you please tell my mother and Daddy, and my all the children, I miss them very much.  
A typewriter and a base ball glove class is making a Christmas  
spurs an a play rifle a coke one.  
Your friend,  
Joe A. Kimble

Customs....

(Continued from page 1)

Christmas is family day and we play games or enjoy music all during the day. But at night we go shopping. The stores stay open until midnight and the streets are full of people, singing and laughing as they go from one shop to another.

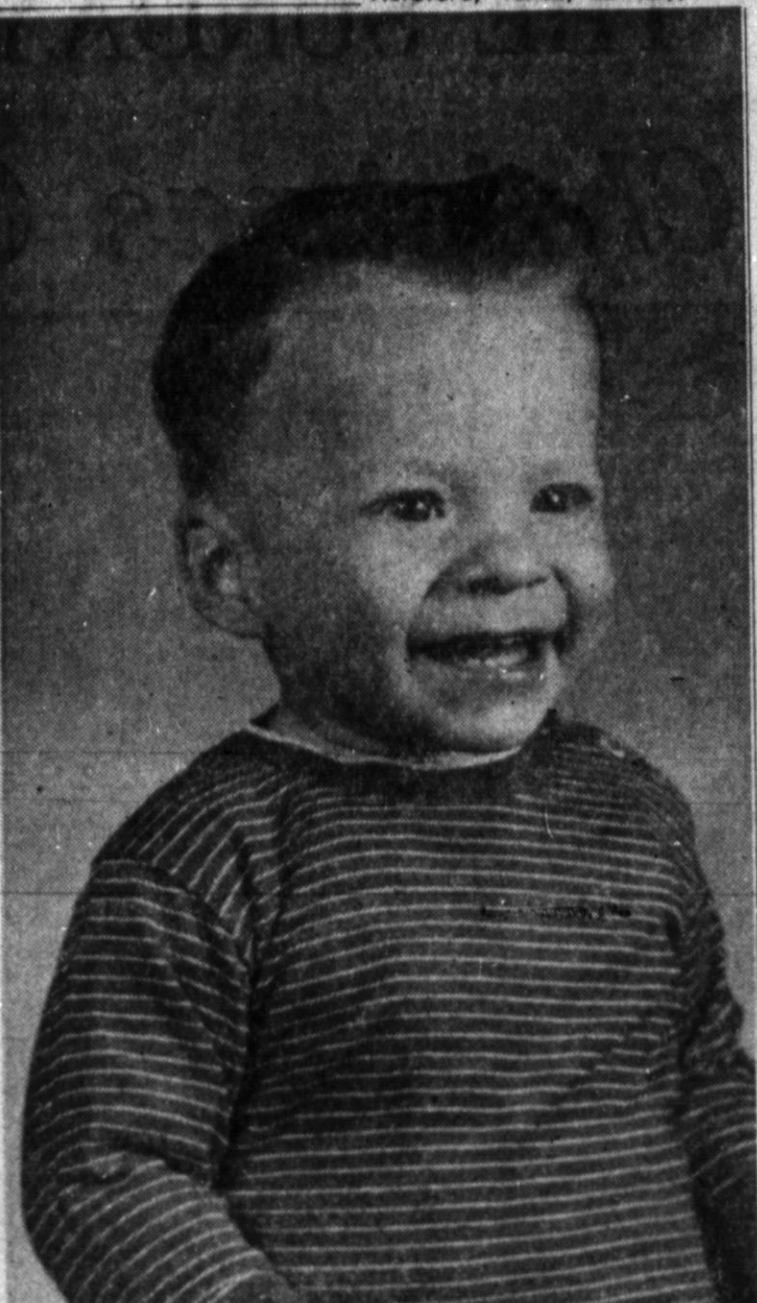
Beta Sigma Phi Sorority Chapters See Travel Films

A joint meeting of the Kappa Iota and Xi Epsilon Alpha chapters, Beta Sigma Phi Sorority, was held Tuesday evening in the Community Room of the First National Bank. A special program was featured and special guests were entertained.

Byrdie Dee Fellers, John Schneider, Albert Maxwell, J. Durham, James M. White of Borger, and Misses Joelle Tillier - LaRoche and Sheryl Patterson.

WSCS Sponsors Yule Program

The Woman's Society of Christian Service of the First Methodist Church held its regular monthly luncheon program in Fellowship Hall Wednesday.



Russell Wayne Gillenwater (Levine Photo)

New Members Are Welcomed By Les Meres Study Club Group

Two new members were welcomed at the Les Meres Study Club session held in the home of Mrs. Dick Gholson Tuesday evening.

Shower Honors Bride-Elect

Miss Gail Buzbee of Spur, bride-elect of Don Ray Parsons, was favored at a miscellaneous shower given here during the Thanksgiving holidays in the home of Mrs. Taft McGee.

Program On Salt Lake City Is Held By La Plata Study Club

Members of La Plata Study Club met in the home of Mrs. Claude McDougal Tuesday evening for a program on Salt Lake City and its religion.

Party Held For Gillenwater Boy

Russell Wayne Gillenwater celebrated his first birthday recently at a party given by his mother, Mrs. Johnny Gillenwater, and his grandmother, Mrs. Roy Russell, at the Russell home.

Ford 4-H Clubs Plan Yule Party

The Ford Boys' and Girls' 4-H clubs met in the community house Monday night, Dec. 1, for a called meeting to plan a Christmas party.

Attend Wedding

Mr. and Mrs. Burl France were in El Paso recently to attend the wedding of their niece, Miss Janyth Smith, and Thomas W. Tolson Jr.

Relative Dies

Mr. and Mrs. Carl Perrin have returned from Wichita Falls where they attended the funeral of his brother-in-law, H. W. Bartop, who died after a long illness.

Party Held For with six Holiday Guests

Guests in the home of Mr. and Mrs. William McGehee during the Thanksgiving holidays were Mr. and Mrs. J. W. Dines of Kress and Mr. and Mrs. Mack Garner of Ruidoso, N. M.

Church Schedules Supper

The W. S. C. S. of the First Methodist Church are sponsoring a chicken supper Friday, Dec. 12, 5:30 to 8 p.m. in Fellowship Hall.

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**Legal Notice**

**THE STATE OF TEXAS**  
**TO: Earl Gough, Leroy Gough, Irma Gough, Ray Gough, Coralee Gough and the unknown heirs and legal representatives of Ida Gough, if living, whose places of residence are unknown to Plaintiffs and, if dead, the legal representatives of each of said named Defendants and the unknown heirs of each of said named Defendants; the legal representatives of the unknown heirs of each of the said named Defendants; if the unknown heirs of said named Defendants are dead; the unknown heirs of said named Defendants are dead; Defendants, GREETING:**  
 You are hereby commanded to appear by filing a written answer to the Plaintiffs' Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday, the 29th day of December, 1958, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.

Said Plaintiffs' Original Petition was filed in said court, on the 12th day of November, A. D., 1958, in this cause, numbered 4173 on the docket of said court, and styled: **D. R. HOLT ET UX, IRENE HOLT Plaintiffs vs. EARL GOUGH ET AL Defendants**

The names of the parties to the cause are as follows: D. R.

Holt et ux, Irene Holt, are Plaintiffs, and  
 Earl Gough, Leroy Gough, Irma Gough, Mary Gough, Ray Gough, Coralee Gough and the unknown heirs and legal representatives of Ida Gough, if living, whose places of residence are unknown to Plaintiffs and, if dead, the legal representatives of each of said named Defendants and the unknown heirs of each of said named Defendants; the legal representatives of the unknown heirs of each of the said named Defendants; if the unknown heirs of said named Defendants are dead; the unknown heirs of said named Defendants are dead; Defendants.

A brief statement of the nature of this suit is as follows, to-wit:

A Trespass to Try Title action by said Plaintiffs wherein Plaintiffs seeks title to and possession of the following described realty, to-wit:

TRACT NO. 1:  
 Being a part of Block 1, Womble Addition to the town of Hereford, Deaf Smith County, Texas, more particularly described as follows:  
**BEGINNING** at a point which is 1072.6 feet West of and 225 feet South of the Northeast corner of the said Block 1, being the West right of way line of Texas Avenue;  
**THENCE** South, parallel with the East line of said Block, 59.67 feet to a point;  
**THENCE** West, 147.4 feet to a point;  
**THENCE** North with the East line of the alley, 59.67 feet to the place of beginning.

TRACT NO. 2:  
 Being a part of Block 1, Womble Addition to the Town of Hereford, Deaf Smith County, Texas, more particularly described by metes and bounds as follows:  
**BEGINNING** at a point on the North line of the said Block 1, which point is 707.1 feet East of the Northwest corner of said Block 1;  
**THENCE** South parallel with

the West line of said Block 1 to a point on the South line of said Block;  
**THENCE** East along the South line of said Block 1, 140 feet to the West line of the alley;  
**THENCE** North parallel with the West line of said Block 1, to a point on the North line of said Block 1;  
**THENCE** West 140 feet to the place of beginning;  
 of and from each and all of the said Defendants, and said Plaintiffs further claiming title and possession of said realty under the ten year and the five year Statutes of Limitations respectively; as is more fully shown in Plaintiffs' Original Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court at office in Hereford, Texas, this 12th day of November, A. D., 1958.

SEAL Attest:  
 Lucille Posey Clerk District Court, Deaf Smith County, Texas

**Hereford....**

(Continued from Page Four)  
 It was always ready to put on the table as we prepared for Sunday on Fridays and Saturdays, and were ready to have a friendly visit with all our neighbors and friends. There would be dozens of people and children to feed, but everyone helped, and before we realized it, everyone was fed.

"We canned food by the hundred quarts of each kind. Everyone raised food and if one neighbor was short of one thing, he was invited to come over and help himself until he had what he needed and so on until each family had plenty of whatever was raised there. If there was illness in the neighborhood, everyone gave whatever was needed until the person or family was well again.

"Once, when my sister was very ill, I had gone to help care for the children and was gone for several days. Harry had gone to spend the night with a friend, and our house caught fire and burned everything we owned. We decided that as we had lost everything and had only a change of clothes, we would visit the Staked Plains. We had no idea of making our home here, but here we are and after all these years.

"We came to the J. D. Thompson ranch. He had lived here since 1882. He had married my cousin.

"They wanted us to stay and thought we could do very well as I was a school teacher and Harry could find plenty to do in his trade. We stayed and were hardly settled when Mrs. Stambaugh called me and asked me to clerk in the store as their clerk had married.

"I went down and began my duties. I really enjoyed it as I met so many people and loved to tell the ladies how to make dresses of the material that I sold them. I have always loved to sew and design clothes and was happy in helping others to decide how to make a new dress. Harry went to work at his trade and we have enjoyed living in Hereford.

"I wonder if anyone remembers that Hereford was once a town of Flowering Locust Trees. When Spring came, their fragrance was breathtaking; how we loved it and planned to have a home surrounded by them. This, we did. Each morning was an utter delight as long as the blossoms would last. We enjoyed them for ten or twelve years.

"The tree-borers got into them and in just a few years they were all gone. I don't know if there is a single tree left in Hereford, but their fragrance has stayed with me through the years. How I would love to have them again, but we only have Chinese Elms and they have neither fragrance or long lives.

"We had gone to a little church where the Nazarene Church now stands, but now we had a new one, and May 19, 1929, was our first service in the new church. Rev. V. M. Cloyd Pastor could hardly wait

for Sunday to come. We wanted to worship the Lord in our new Church.

"On this glad morning we were at church by eight a.m. and the first people we met was George Brumley and family. They came from the west and we came from the east part of town, and it was great fun to meet them at the church door. How happy we were to come to the house of the Lord and meet our friends there for fellowship and to worship together. Ah yes! those were wonderful days.

"Mrs. A. O. Thompson was president of the W. M. U. and I was secretary - treasurer. We went all over the Staked Plains in the Tierra Blanca Association. I have always worked with junior boys and girls in the Junior Department of the Baptist Church.

"Those days I will never forget. Mrs. H. G. Conkright was superintendent and I taught the ten-year old girls and Mat Gilliland taught the ten-year old boys. How we worked with them and how we enjoyed working for the Lord. How proud we were of the new church and the Junior department upstairs.

"I wonder how many boys and girls we had over the years? I have never had the opportunity to sit in a Sunday School class as it seems I have always taught juniors. It has been a joyful experience.

"Just to show you that girls will be girls and were the same yesterday as they are today, in some ways, I had the material for a new dress and I had been planning to make it a certain way. I heard my aunt say that she would make it, but not as I had planned. I asked my cousin Bill if she would help me cut it. We got the material, took it upstairs, spread it on the floor and cut it out.

"I did not have a pattern but knew just how I wanted it so we took a tape measure and measured and cut. When I finished it, I loved it. I even made a wide cummerbund and worked tiny button holes for tiny buttons. I loved that pink dress and enjoyed wearing it until it was worn to shreds.

"We had hats and dresses to match in those days. We bought material for a dress, and when the dress was finished, we would take it to the milliner and she would make a hat to match. How we loved them and how well-dressed we felt. There were no ready-made hats. There would be frames and the trimmer would trim and make them to match our clothes.

"Mrs. Vogele had the only hat shop in town and when she went to market, she would bring back a trimmer for the season. Once it was a young lady by the name of McCulloch.

"Harry had gone into the Ford business with a partner named Brant.

"Later, Harry began building houses and finishing floors. He had the only power-sander on the plains. He was always so busy and would go from place to place, but he never seemed to get to all the houses he was asked to finish.

"After he became ill and

**ADRIAN NEWS**

**Reunion After 15 Years For Jameses**

By MRS. R. L. PINNELL  
 For their first reunion in 15 years, the W. H. James family gathered in Adrian at the home of the Bill James family on Sunday. Living children are Mrs. Green Clark, Mrs. Hardy Harris, Wilson James, Herman James, Mrs. Cecil Case and Leon, all of Amarillo, and Bill of Adrian. Guests were Jim Turner, father-in-law of Wilson; Gene Sweet, brother-in-law of Her-

man; and Mrs. Lelah Case of Claude, mother-in-law of Mrs. Cecil Case.

There were 48 relatives, including wives, grandsons and their wives and children who gathered for the day.

Mrs. Irene Brown enjoyed a partial family reunion, which was a complete surprise to her. A brother, Mr. and Mrs. Wilson Bourland, Dan and Sue of Lubbock arrived Wednesday night. Early Thursday morning in from Amarillo came another brother, Mr. and Mrs. P. A. Simpson, Billy Paul and Gaylon of Northfield and the mother of the family, Mrs. F. S. Bourland of Matador. The family had a great time Thanksgiving Day.

Sunday was Thanksgiving Day for the R. L. Pinnell family. Mr. and Mrs. R. C. Chism of Amarillo, Mr. and Mrs. Ed Russell of Amarillo and Mr. and Mrs. J. O. Johnson of Dumas gathered with the family to celebrate.

"My wedding dress? Why it was of bright navy wool, a tailored suit with a coat fitted to the waist and a circular peplum. It was piped with white silk and lined throughout. The skirt was fitted at the waist with many gores but was floor-length and very full at the hem.

"We loved long and very full skirts. I made a black pleated skirt which was so full that I carried one side over my arm and still my feet did not show. It was considered very bad taste to let your feet show if you were well-dressed. Ladies' dresses of the long ago were much prettier than now, and you could not make one with a small amount of material. It took yards and yards of material, but when they were ready to be worn, they were a dream to look at and wear."

**HEADS UP**

STAMFORD, Conn. (AP) - Stamford hospital reports it had a "heads up" weekend recently. Of the cases of youngsters admitted:  
 One hit his own head with a hammer. Another hit his head on a metal frame. A third had a toy fire engine fall on his head. A forehead was cut on a venetian blind and an insect stung still another head. Also among the 26 cases reported were several hit on the head by sticks and falls.

one-year service star.

New officers for the year were elected. Earl Brown will remain as Cubmaster. Mrs. Claudia Lovelless and Mrs. Alta Taylor are Den Mothers, Manuel Lovelless, Fred Taylor and Johnnie Williams will be committeemen and Carroll Gruhlkey will serve as treasurer.

Refreshments of punch and cookies were served by Mrs. Carrol Gruhlkey and Mrs. Grady Pridmore.

Mrs. Lena Gudgell and Bill spent Thanksgiving Day in Hereford with the Jay Crawfords.

**PASTIMES**

**In Sports By John & George**



THE FIRST AUTO RACE EVER RUN WAS FROM PARIS TO ROUEN, FRANCE A TOTAL DISTANCE OF 78 MILES.

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**Dr. Milton C. Adams**  
 OPTOMETRIST  
 Office Hours  
 8:30 - 5:00  
 335 Miles Avenue  
 Hereford, Texas  
 Phone EM 4-2255

**O.E.S. SALAD SUPPER**  
 Members of the Order of Eastern Star will have their salad supper Tuesday evening, Dec. 9, at 6:30 in the Masonic Hall. The deputy of District 2 is scheduled to be present. Members will exchange \$1 gifts and are reminded to bring their gifts for the O. E. S. Home.

**VISITORS HERE**  
 Mr. and Mrs. M. L. Simpson and their son and his wife, Mr. and Mrs. Garry Simpson, all of Wichita, Kan., were guests of Mrs. M. L. Simpson's brother, A. L. Manjeot, and family during the Thanksgiving holidays.

**CONTEST WINNER**  
**TULSA, Okla.** - Twenty-two years after she won a contest sponsored by a local bank, Mrs. Leland B. McCoy, of Enid, Okla., collected her prize - \$2 savings account. The bank had forgotten the contest, but after checking newspaper accounts, awarded prize to Mrs. McCoy.

Besides producing maple syrup, sugar maple trees are also highly prized to supply sturdy lumber for bowling alleys and ballroom floors.

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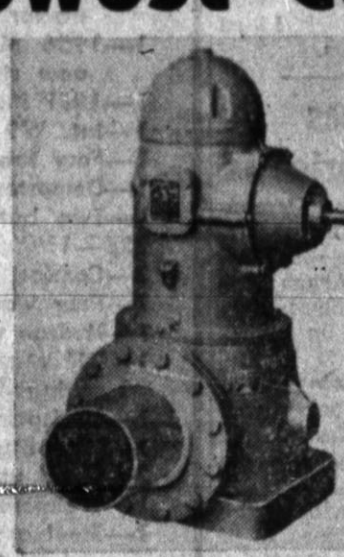


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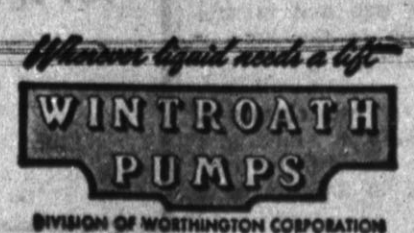
**Hereford Optimist Club**

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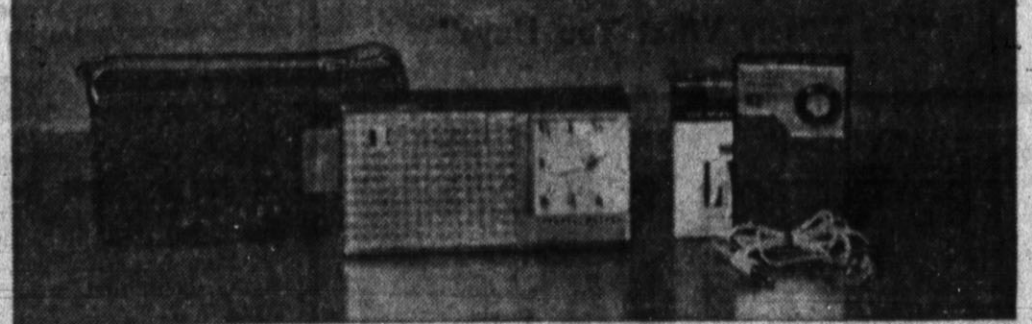


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