

The Hereford Brand

20 PAGES
Electrified
in Home

MAKE EVERY PAY DAY
BOND DAY

JOIN THE PAY-ROLL SAVINGS PLAN

Published Every Thursday

"but one ISM in America—and that's AMERICANISM!"

Our Slogan—"More People—More Farms"

42nd Year—Number 52

The Hereford Brand, Hereford, Texas, Thursday, December 24, 1942

Price Per Copy 3c

AROUND A TOWN

Sights and Faces Seen
Seems as though about half the town is either working at the Jap Camp—or will go to work here after the first of the year. Now it's Donald Ray McCullough who started work Friday as secretary to one of the camp engineers.

Bobby Roles says that it doesn't pay to express a wish for a practical Christmas present when Hap Wiseman and Carroll Hagar are in hearing distance. She merely stated that she needed a dishpan and at the Southwestern Public Service party Monday night, she got one that she won't even have to wear out. The boys had picked it out of somebody's garbage pile and defrauded the scrap collection.

Don't know what Alex Thompson received at the Christmas tree at the courthouse Tuesday afternoon; but it should have been a Dan Donn "funny book." Alex has practically been sitting in his chair with worry over the gift of Mr. Dunn, who has been reached on a chair over a tub of type metal for the past week. Would suggest that Alex follow the example of Lil Abner, always tries to do what his "bearless Fopdick" does. Type metal is scarce and we have many large stores.

Notice the proud Mamas any public gathering where the parade is going to be held? Last Friday's Santa Claus parade afforded a swell opportunity to watch the proud parents as they strained their eyes to pick out their particular child and joy in the parade, and then follow him or her the length of Main Street.

It may not be a town record, but George LeGrand was saying the other night that on Jan. 1st (Continued on Page 12)

Business Scores On Bowl Games For Show Tickets

Are you good at guessing football scores?
The Hereford Brand and Star Theatre are sponsoring a joint contest on New Year's Day "Bowl Games" and passes to the theatre will be mailed the 25 winning contestants.

A complete list of the games and entry blank will be found on page 11 in this issue of The Brand.

Richardson Is Chairman Of Salvage Drive

A. J. Schroeter, civilian-defense chairman for Deaf-Smith County, this week announced the appointment of R. J. Richardson as chairman of the county salvage committee.

In announcing the appointment Schroeter states that the council feels particularly fortunate in obtaining the help of Mr. Richardson, who will have charge of all salvage work in the county in the future and will co-ordinate the work of all other agencies which have a part in the salvage drive.

Other members of the committee are A. R. Bateman, Miss Sadie Lee Oliver, L. H. Foster and Mrs. A. L. Manjeot.

Though no definite plans are yet ready to be announced, there will probably be a big salvage drive, sometime in the near future, probably in January, and the public is requested to cooperate thoroughly with plans of the new chairman.

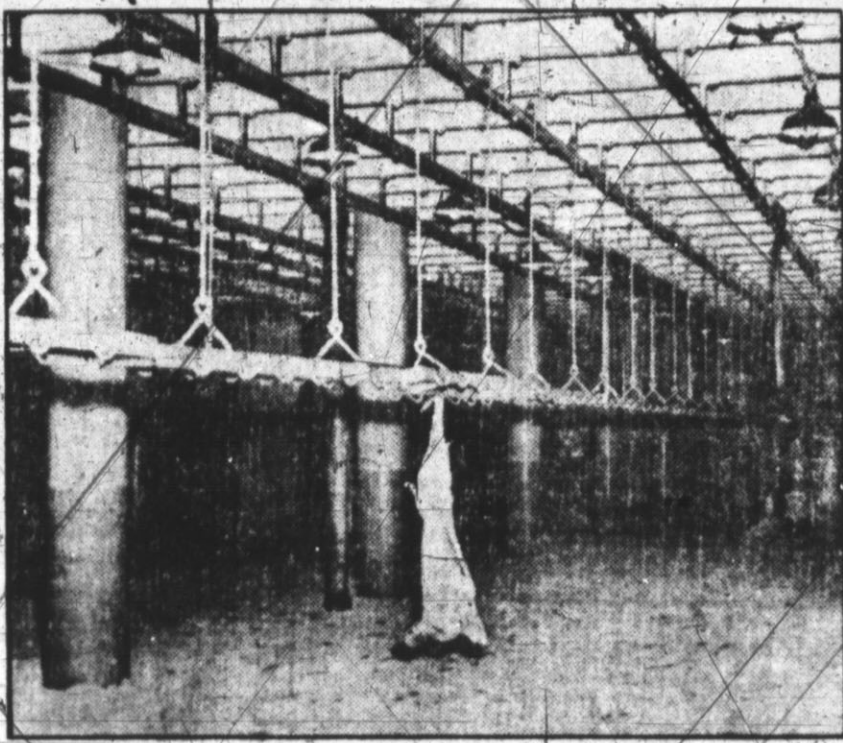
Mr. Richardson will take the place of Judge Schroeter, who has been heading the county salvage committee in addition to his other civilian defense duties since the resignation of the appointed chairman this summer.

Registration Of 18-Yr.-Olds Very Light In County

Registration of 18-year-olds for selective service has thus far been a light job in Deaf Smith County, where only 13 boys, two of whom will be transferred to other boards, had been signed up by Monday morning.

Reason for the small number of registrants here, it is explained, is because of the large percentage of boys in the 18-year-old group who have already enlisted in the Navy or in some other branch of service.

Regulations in the whole selective service set-up will probably undergo drastic changes as organization of selective service as a part of the overall Federal control of manpower is completed; but local officials point out that the 18-year-old



LONESOME LITTLE LAMB—All that's left of the meat supply in the storage room of Philadelphia's Consolidated Beef Co. is this lonesome lamb. The city is suffering an acute meat shortage, with beef impossible to get, and lamb and veal becoming increasingly scarce.

Fire Department Faces Difficulties In Meeting Hazards of Xmas Season

Former Hereford Man Is Buried In Ringgold Sunday

Funeral services for C. L. Gass, former Hereford man, were held in Ringgold Sunday afternoon. Mr. Gass died in the General Hospital in Wichita Falls Friday after a lingering illness. He had been confined to the Wichita hospital for the past two and a half months following a fall in which he suffered a broken hip, but had been an invalid for the past five years.

Funeral rites were held at the Ringgold Methodist Church with other ministers of the city officiating. He is survived by his widow.

Relatives from Hereford attending the rites were Mr. and Mrs. N. E. Gass. The deceased was also a brother of Mrs. George V. Stambaugh.

Watch Night Program Planned by Young People

Young people of the Methodist, Presbyterian and Christian Churches have arranged a Watch Night Program for Thursday Night, Dec. 31.

The program will be held at the Methodist Church, starting at 11 o'clock and will consist of a social for the first 45 minutes, followed by a worship service to take place as the old year comes to a close and 1943 is ushered in.

While the program is being planned by the young people adults are cordially invited to attend.

Christmas Welfare Problem Here Is Lightest In Years

Though original reports indicated that there would be no need for the giving of Christmas baskets in Deaf Smith County this year, some cases of severe need have been made known to the county welfare office, it was revealed this week.

However, all cases thus far reported have been well taken care of, Mrs. Dyalthis Brady states, adding that many persons who wished to help needy families had left their names at her office and were contacted when cases were discovered.

The toy room has been kept open this year, as in the past, and toys will be distributed to the children of needy families.

Mrs. Brady points out that the Christmas relief problem this year has been the lightest in the history of organized welfare work in the county. All employable persons who desire work now have jobs, Mrs. Brady states, and most welfare work is confined to aged persons and persons unable to work.

Fire Chief John Patton and members of the Hereford Fire Department have addressed the following information:

Several reasons have prompted us to address you at this season and we are giving you certain information.

Our department, like most others in Texas, has suffered the loss of experienced men during the past year. We are, therefore, operating with a shortage of manpower; wartime living conditions make it imperative that we make every effort to conserve automobile tires and gasoline.

Based on fire loss records of previous holiday seasons as compiled by Marvin Hall, State Fire Insurance Commissioner, it is to be expected that there will be a number of fires in Texas within the next several days. Among these fires will be some loss of life. Such disasters will result from carelessness; neglect and "taking chances" with unsafe decorations.

"In order that we of the fire department may schedule our individual activities, and be ready to answer your fire alarm with a minimum loss of time and with as little confusion as possible, kindly supply us with the following information:

"1. Have you decided when you want us to make a hurry-up call to see you? If so, please state the day and approximate hour.

"2. At what hour do you plan to expose your combustible decorations to open fires, heavy lights, matches or candles?

"3. Please let us know the hour of day or night you plan to place in use, your old frayed electric cords, lights or appliances.

"4. We can reduce your fire loss if you will let us know when your accumulation of paper, waste, wrappings and boxes will reach a peak, allowing a few minutes time before it is ignited.

"5. By letting us know about five minutes before you allow your Christmas tree to become ignited in the house, your loss (Continued on Page 12)

C. P. McCullough Rites Held In Panhandle

C. P. McCullough, formerly of Hereford, died suddenly at the home of his sister, Mrs. W. R. Cain, in Panhandle Tuesday morning and funeral services are being held at 2:30 o'clock this afternoon at the First Methodist Church of Panhandle.

Mr. McCullough lived in Hereford for several years and operated an abstract office here. He also had farming interests in the Hereford territory. His old home, in about 1932 and at the time of his death was serving as a clerk of Garson County.

Xmas Buying Hits New High Here As Merchants Report Rush

Two War Boards Set New Dates For Meetings

The Farm Machinery Board and the county O. D. T. Committee will meet each Wednesday morning until further announcement, it was stated today by County Agent A. R. Bateman who said that the machinery board will meet in the county agent's office to consider applications for purchase of new farm machinery, nearly all of which is now rationed, and the farm transportation committee will meet in the grand jury room to consider applications for certificates of war necessity.

There are many errors in the certificates received in this county," Bateman states, "and truck owners who feel that their mileage or gas has been cut too low for efficient production may apply for extra mileage and gas."

It is felt by the committee that in cases where extra mileage and gas are being applied for, they are making a real contribution to the nation's food production program.

Members of the Farm Machinery Board are N. E. Gass, C. H. (Continued on Page 12)

Final Date For Loans On Small Grain, Dec. 31

Small grain farmers of Deaf Smith County have until Dec. 31 to obtain loans on this year's crop.

According to N. E. Gass, chairman of the county AAA committee, applications for loans on wheat, barley and rye will not be taken after the closing date.

He explained that producer's notes, secured by chattel mortgages or warehouse receipts, must be dated on or before the deadline date and that loan papers showing local agencies as payee should be presented for payment prior to Jan. 1, 1943.

Loan papers mailed to Commodity Credit Corporation for payment must be postmarked prior to the closing date.

Notes secured by farm-stored wheat will mature on demand not later than April 30, 1944, and notes secured by barley and rye stored on farms and notes secured by warehouse receipts representing wheat, barley and rye will mature on demand, but not later than April 30, 1943. All loans bear interest at the rate of three per cent per annum, Gass said.

At the same time he called attention to the closing date on small grain loans. Gass pointed out that grain sorghum loans still are being taken throughout the grain sorghum area. Closing date for this type of loan has been set for Jan. 31, 1943.

Rainfall Of Nearly An Inch Reported Here

A slow rain Sunday afternoon and night brought .90 of an inch of moisture to Hereford and reports throughout the territory show an average fall of about an inch to add to the already good winter rainfall received here.

Ice formed on trees, light and telephone wires Sunday night, but the coating was not heavy enough to cause any damage and comparatively warm weather Monday prevented any danger of a repetition of 1940's "ice storm" experience here.

Crop conditions throughout the territory are good, and though moisture has kept farmers out of the fields and prevented the completion of some row crops, nearly all of the fall harvest is over and the winter rains are helping provide good pasture and a good season for wheat.

Known as the West Point of the Air, Randolph Field, 12 miles east of San Antonio, is the world's greatest school for aviators.



FELINE TYPE "Steno" pet kitten of Don Edd's Royal Silverside, the new chain store's secretary, types the office records.

Hereford merchants echoed the business reports from all over the nation this week with a story of the biggest Christmas buying rush in many years. Store shelves were cleaned off pretty thoroughly even before the influx of last minute shoppers, merchants state, adding that inventories this year will, in most cases, be the lowest in history.

Two Day Holiday To rest up from the rush of holiday business many stores in Hereford are taking an unprecedented step in preparing for a two day Christmas holiday, and will remain closed both Friday and Saturday. A petition for the two day holiday, circulated this week, met the approval of nearly all business men.

Tailor shops, beauty shops and most offices in town and at the court house will remain closed until Monday morning.

Christmas, 1941, was touted as probably the last "normal" Christmas till after the war; but Christmas, 1942, has set a new record for buying.

Most of the civilian goods, the chances are that Christmas 1942 will probably mark the beginning of a new era in the duration.

Sales were good in all lines—hardware, ready-to-wear, furniture and other items taking up the money that formerly was spent for cars, refrigerators and other "durable" goods now out of production.

Joint Worship Service Sunday For 3 Groups

Carrying out the program worked out several months ago for co-operative observance of special holiday programs, congregations of the Methodist, Christian and Presbyterian churches will meet together Sunday night, Dec. 27, for a program designed to emphasize the spiritual meaning of the holiday season. The program will be held at the Christian Church.

Young people of the three churches will meet at 6:30 for a New Year worship service, and Rev. Marvin Boyd, Methodist pastor, will bring the message of the regular evening service which starts at 7:30. Young people of the three congregations will form the choir for the occasion and music in keeping with the holiday season will be provided.

Members of the three church groups and all other interested persons have a sincere invitation to attend the joint worship program which ministers of the three denominations feel will provide a source of spiritual strength and uplift.

L. E. Schneiders New Owners of Green Hedge

Mr. and Mrs. L. E. Schneiders this week announce their purchase of the Green Hedge Inn on Highway 60.

The Schneiders state that they will operate the business personally, specializing in short orders and the serving of wholesome, well-cooked food and that they will feature prompt, courteous curb service.

Mr. Schneider, who comes here from Amarillo, is the son of Mr. and Mrs. A. J. Schneider of Hereford, was reared here and has many friends in this territory.

Something New Has Been Deducted—From Weekly Pay Check, As Of Jan. 1

If you're not worried about the new victory tax which you will be paying Jan. 1, you haven't been listening to the radio recently when the tax has been mentioned several times a day in connection with the income tax—the general idea being that good things are better than one—or come on kids, let's spoil Christmas.

Anyway, this is the story on the Victory tax:

1. It is imposed in addition to the income tax and the rate will be five per cent of the income in excess of \$12 per week or \$24 annually.

2. Payment, both for married and single persons, starts at the same figure; so girls, don't grab your 4-F and head for the marriage license bureau—it won't be a profitable trip so far as the victory tax is concerned.

3. However, married persons will receive a greater post-war credit than the amount allowed for single persons. Single persons will receive a 25 per cent war credit, and married persons a credit of 40 per cent, plus two per cent for each dependent.

4. But don't plan to get rich if this credit, because, in no case can it exceed \$500 for a single person or \$1,000 for a married person, or \$100 for each dependent.

Commercial flying activity began in Texas, May 12, 1926, with first airmail service between Dallas, Fort Worth and Chicago.

LOCALS

First Reunion in 5 Years
Mr. and Mrs. E. A. Herr are looking forward to the first re-union of their family in five years on Christmas Day, when a daughter, Sister Emma Marie of Pitsman, N. Y., will join the family group. The Herrs also expect two sons, Erwin, a student at Texas Tech., and Raynold, who is stationed at Duncan Field, San Antonio.

Mr. and Mrs. Jim W. Robinson and children will spend Christmas in Amarillo at the home of Mrs. Robinson's brother, Cleat Nation. Other members of Mrs. Robinson's family will attend the Christmas get-together.

Bill Clutter is at College Station this week to attend a special meeting of Soil Conservation Service representatives. The meeting is expected to last until Thursday night.

Mr. and Mrs. Lloyd Bowsher and family of Clovis, N. M., and Miss Virginia Bowsher of Amarillo are expected to attend a family gathering of the H. C. Bowsher family on Christmas.

Mr. and Mrs. Guy Austin will spend Christmas day with Mrs. Austin's parents, Mr. and Mrs. E. L. Smith, in Muleshoe.

Mr. and Mrs. J. C. Gilbreath

and family of near Dimmitt will have as their Christmas guests, Mrs. Gilbreath's parents, Mr. and Mrs. W. M. Stovall of Nara Visa, N. M., and her sister, Mrs. E. L. Brady, Mr. Brady and Billy, of Hereford.

Pvt. Glenn Smith of Camp Luna, Las Vegas, N. M., is spending a ten-day furlough with his parents, Mr. and Mrs. Ralph Smith. Also visiting his parents here is Pvt. Myron Morgan. Both boys are in the Army Band at Camp Luna.

Misses Ona Faye and Klitten Smith will leave tonight for Amarillo to spend Christmas with their sister, Miss Lillie Mae Smith.

Miss Ruth Sachs left last Thursday for Boston, Mass., where she will spend the Christmas holidays.

Dr. and Mrs. R. R. Wills and Judge and Mrs. J. W. Witherpoon were Amarillo visitors Friday afternoon.

Mrs. Woodrow Ireland is at home following an operation in an Amarillo hospital last week. She is doing nicely and her many friends hope for her a speedy recovery.

Troy Womble, Jr., who teaches at Aringer, is spending the

Christmas holidays with his parents here.

Harriette Carter of Amarillo arrived last week-end to spend the Christmas vacation with her grandmother, Mrs. Hatlie Rutherford, Mrs. Rutherford's daughter, Mrs. Beulah Lee Carter of Amarillo, will spend the Christmas week-end here.

Mr. and Mrs. Geo. Conklin of Amarillo are expected Saturday to spend the week-end with his parents, Mr. and Mrs. Lee Conklin.

Mrs. Nettie Kindle of Carlsbad arrived Friday for a visit in the home of her daughter, Mrs. Sam H. Batton.

Dickie Kindle, who makes his home with his aunt, Mrs. Sam H. Batton, is spending the Christmas holidays in Carlsbad.

Sgt. Charlie Hays of Camp Campbell, Ky., will spend a Christmas furlough with his father, A. C. Hays, and other relatives here.

A life is a poor substitute for the truth, but up to now it is apparently the only substitute that has been discovered.

Miss Holman To Be Bride Of Pvt. O. C. Curtzinger

Mr. and Mrs. E. H. Holman of 313 E. Sixth St., announce the marriage of their daughter, Miss Lola Holman, to Pvt. O. C. Curtzinger, Jr., of the Army Air Base at Gainesville, Fla. Miss Holman left Hereford last

week and the wedding was scheduled to be performed in Gainesville today.

The bride attended the public schools in Foster, Okla., and Pvt. Curtzinger, born and reared in Hereford, is a graduate of Hereford High School.

Mrs. Curtzinger expects to return to Hereford in a few weeks.

WISHING YOU A

Merry Christmas

MAY LIFE'S BEST GIFT MAKE GLAD YOUR DAY AND JOY LIGHT UP THE NEW YEAR WAY.

The Beauty Mart

"Ona Faye" — "Kitten" — "Florence"

Merry Christmas

May you have the best of everything on this glorious occasion... with an abundance of prosperity in the New Year.

The Vogue

Mrs. C. W. Seed — E. D. Fox
Helen Seed — Mrs. Jess Trimble — Marie Cogdell

In the Spirit of Christmas



There's more than enough Christmas joy to go around... so we're dividing our share into generous portions, and sending you a good measure in the wish... A MERRY CHRISTMAS!

Thompson Service Station

ARTHUR THOMPSON

Rockwell Bros. & Co.

LUMBERMEN

Extends

A MERRY CHRISTMAS

Today, as on previous occasions, we greet you with all the sincerity that is in our hearts; and thank you with a deep feeling of grateful appreciation for your thoughtfulness in the year just closing.

MAY 1943 BRING PEACE AND HAPPINESS TO THE WORLD!

JACK KIRKSEY, Manager



A Christmas Wish

If you want to put everything nice in a package and send it from Us, you'd get some Christmas wish we're going to convey to you on Christmas!

Gulf Service Station

W. J. (Bill) SMITH

A Christmas Message

We are always glad of the opportunity to say "HELLO" to our friends, but somehow no occasion affords an opportunity quite so appropriate as Christmas to add a word of Good Wishes.

The occasion of Christmas and the New Year bring to mind the gratitude which is in our hearts for all of the blessings which have come our way. And through these friendships our lives have been made more enjoyable, because we have confidence and esteem of the people whom we serve.

In recognition of these things, we want to express our sincere Good Wishes to each of you for a Happy Christmas and the best possible New Year of all — a 1943 which will once again bring "Peace on Earth and Goodwill Toward Men!"

PITMAN GRAIN CO.

EMPLOYEES and MANAGEMENT

ON THE HOME FRONT....

While military planning charts the future on battle fronts all over the world, economic strategy on the Home Front is being designed to advance the war at the least possible cost to civilians, in discomforts and dislocations. But both are primarily intended to win the war—at whatever cost.

Probably the most important of the Home Front planning is in agriculture, with every effort bent to meet the huge production goals of food and fiber next year. Meetings with farmers already are being held by the U. S. Department of Agriculture, and many more are planned before the start of the planting season, to encourage more acreage of foodstuffs.

In this connection, definite action was taken by the Office of Price Administration to encourage poultrymen to meet the Food-For-Freedom goal of a record production of chickens and turkeys, third to beef and pork in American diet.

Specific price ceilings at wholesale have been issued on all types of domestic fowls at levels slightly higher than have prevailed at any time this year. Fixed margins over net costs for poultry at retail will be provided soon, as has been done for turkeys at retail.

Dollars-and-cents price ceilings also were established on lamb and mutton when sold by packers and wholesalers, as part of a plan to encourage fair distribution of available civilian supplies of meats. The new order cuts lamb ceilings back slightly, but advances mutton about 3 cents a pound over the level at wholesale in the Sept. 28-Oct. 2 "freeze" period.

Adjustments to cover added costs of packaging and transportation also were authorized at some, but not all, wholesale and retail levels for rice, dried fruit and dry edible beans. The OPA action of the last week to slight price rise in some retail stores, but would eventually assure housewives of supplies from low-price, low-margin outlets.

Important to producers and consumers alike also was the OPA action last week to reduce meat shortages. The agency announced Dec. 21 that it would limit to 10 pounds the amount of meat that could be purchased in one trip. This was the first time since the start of the year to prevent too heavy deliveries early in the quarter such as resulted in acute meat shortages in some areas in



FARM PRODUCTS MAKE RUBBER—Experimenting to find a new adhesive for adhesive tape, Dr. Herbert M. Strong of the U. S. Department of Agriculture is shown here bending a piece of the synthetic rubber after it comes from the oven.

May of this year. Comparison of the controlled and uncontrolled prices show how the OPA program is preventing rapid spirals upward.

For 1943, far-reaching changes are to be felt in our buying and budgeting habits. Before setting the "point" method of rationing will be in full swing, and families then must decide whether to use up more points or ration Book Two by purchasing scarce articles, or use less points by buying more plentiful ones.

By next summer there'll be fewer kinds of canned goods in metal tins on store shelves than at present. Tin-can metals are needed for our war machines. The bulk of our canned food products, if they continue to be sold, will come in glass or other metal—substitute containers. Many of the "fancy" canned goods and delicacies will be unobtainable, and the housewife will be cooking more products sold in bulk or brought in fresh from the farm without passing through a cannery.

The wartime demand for labor of all kinds will be felt in almost every home in the country, partly in the absence of familiar articles for the manufacture of which better labor has been

ials can be spared. The greatest change, however, will be in the number of members of families at work. It is expected that by the end of 1943 about 70 per cent of all persons in the United States between the ages of 15 and 65 will be employed or in military service. Around 20 million of these will be in war industries to secure millions of new workers and train them for skillful operations in war plants will be a stupendous under-taking—must be done if we are to meet next year's production schedules.

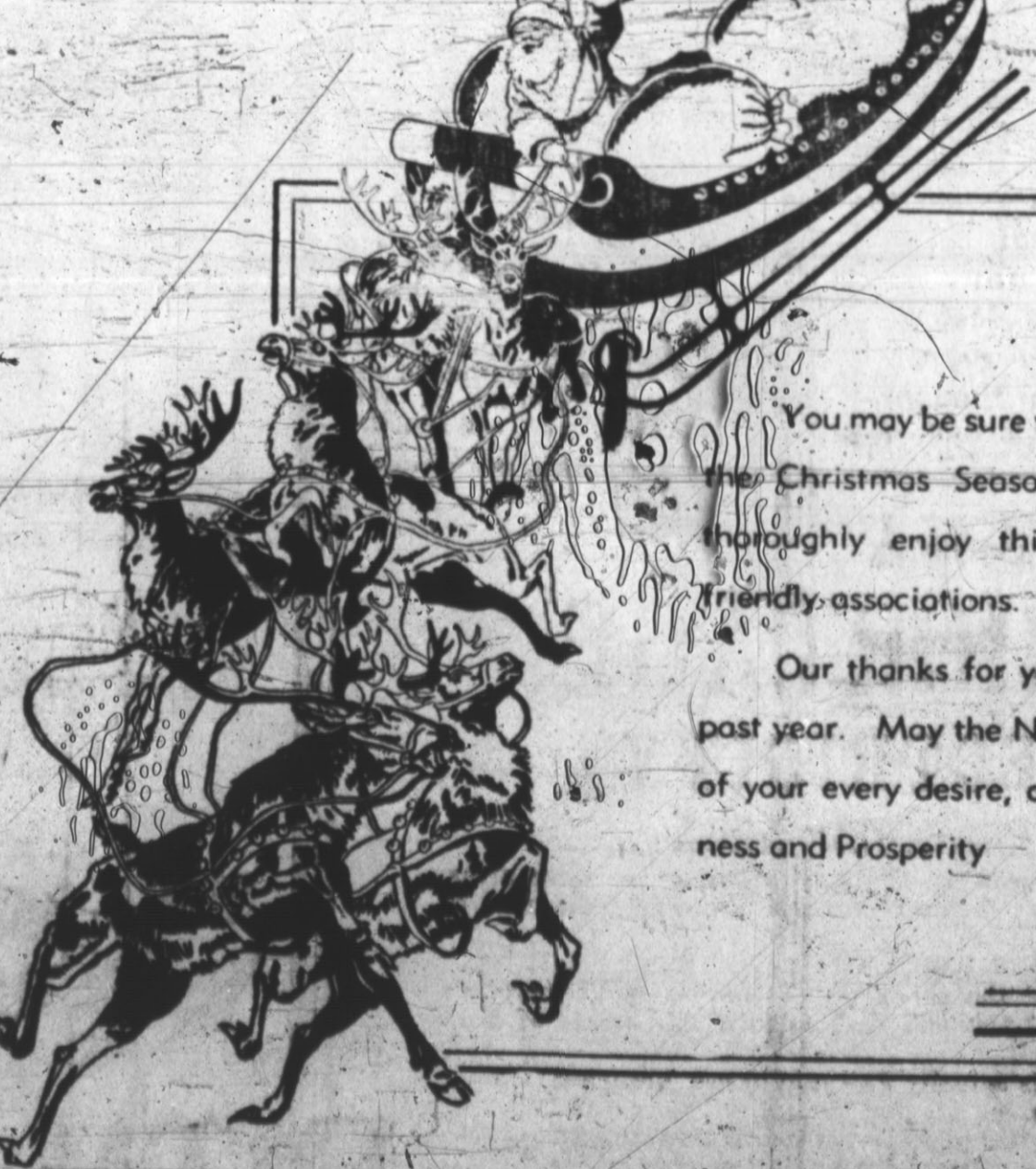


UNDER New Management

We have purchased the Green Hedge Cafe and will in the future operate it personally... specializing in LUNCHES... DINNERS... SHORT ORDERS and PROMPT CURB SERVICE!

Green Hedge Cafe
LOCATED EAST ON HIGHWAY 60

It's a Pleasant Custom to Send SEASON'S GREETINGS



You may be sure we extend our Greetings of the Christmas Season in all sincerity. We thoroughly enjoy this occasion of renewing friendly associations. Our thanks for your patronage during the past year. May the New Year bring fulfillment of your every desire, as well as Health, Happiness and Prosperity

O. G. CALHOUN AND BOYS
HEREFORD IMPLEMENT
YOUR I-H-C DEALER

E. C. Eubanks
Auditor & Accountant
INCOME TAX SERVICE
Office 206 N. 10th St. Hereford, Texas

WE EXTEND
SEASON'S GREETINGS
To each of you with an added expression of gratitude for your friendship and patronage during the past. We invite your consideration in the coming months.
At Christmastime and Always
MR. AND MRS. **TOM CARTER**
REAL ESTATE

"These Are Times That Try Men's Souls"
Especially now, when Christmas and all it stands for means so very much more



West Texas Gas Company

WHAT-Christmas So Soon?

It seems only yesterday that we sent you our last Christmas Greeting. Another year has rolled by, and... We greet the occasion with thankfulness in our hearts for our friends. May your Christmas be a joyous one.



Blanton Butane Gas Co.

"Regular" Brand Ads will Bring Home the Bacon!



Alex Thompson and Bill Smith were swapping yarns the other day, when one of them suddenly came up with this one about Jews. Both said it was very old—but it was new to me.

A crowd of wealthy young men, planning a trip to Europe, were in the lobby of the Hotel Hereford last night. The negro was a good worker and didn't object to the work, but he was a little bothered the first day when he failed to receive even one tip. The second day he still hadn't received a single tip—and he was becoming disgusted. Finally when the train pulled into the edge of California he remarked to the conductor:

"These Jews sho am powerful tight, and so far's I'm concerned they can carry their own grips out when we gits to California." The negro was as good as his word, too. When the train pulled into Los Angeles he stood outside the door and watched his passengers alight. As the Jews filed past, each one handed him a \$10.00 bill. About this time the conductor came upon the smiling darky, who said:

"Boss, de Bible got it wrong. Dem Jews didn't kill Christ— they just worried him to death."

Believing that nothing can take the place of a good laugh in times like these, here's a couple more picked up from a trade bulletin:

CLASSIFIED AD
"Lost—a lead pencil by Susan Smith, blond, blue-eyed, 5 ft. 2 in., fond of dancing. Finder call Woodling 1456 after six o'clock."

Mess Sergeant: "Who in the hell put these flowers on the table?"
Private: "The Captain did, Sir."

Mess Sergeant: "Purty, ain't they?"

This is the first war-time Christmas many people have seen. Furthermore, it isn't going to seem like Christmas to a lot of people who have sons, husbands and sweethearts in the service—many in foreign lands.

After all, there really isn't much to be said in cases like this. No matter what you say, the folks are still going to miss the loved ones. If we didn't, we just wouldn't be Americans. However, the boys certainly wouldn't want it that way—and knowing how we feel at home is going to make them unhappy, too. Many boys said they got some well fed last Thanksgiving—and present plans are to give every man in the service a big American dinner on Christmas Day. They have already shipped turkeys into the distant points and islands and are holding them there for this big Christmas dinner. They'll miss us,



Through a smoke screen, the band played away at Robinson's ballroom.

Just as we shall them, let's keep our chins up, for they are doing in the service.

Christmas is the most difficult of all seasons to write, and it should be the easiest. I guess it's because the Christmas cards and things have already said it so much better.

About the time you get worked into a feeling of "Peace on earth and goodwill to men," Hank Ramsey comes stumbling in with a package. Next round is a fuse blows, and out go the lights. Finally, with a great surge of will power, you once again achieve that mellow feeling for mankind—and someone calls over the telephone to find out who won the Army-Navy game in 1921. Filled to brimming over with a genuine loathing for all men, women, children and even the puppies, you turn again to write of the beauties of the Yuletide Season with its latent joys and happiness of Dear Old St. Nick and his lousy reindeer.

You can make yourself think about Christmas, alright, but it sure doesn't sound like the little verses on the Christmas cards.

You get to thinking what a wonderful Turkey dinner you had last year. Even away back to that time they had plum pudding which was spiced before serving—then the thought of the stomach ache which followed creeps in and drives away the happiness. You turn to the presents you received; they are always a source of happiness—but suddenly you recall that tie your aunt sent you. In one you were afraid to wear because people might think it was a Nazi flag. You think about going home to spend Christmas with the folks—and the two hats you had last year. You hope it will snow, but it usually rains instead. Opening your Christmas cards is always a lot of fun—but you are sure to find two or three from folks you never include on your list.

You keep thinking these things over and over in your mind. Nothing seems very good. You get to thinking maybe Christmas has been commercialized until it has lost its true meaning. Then it comes to you like a flash. You sit down and write:
MERRY CHRISTMAS
and
HAPPY NEW YEAR
—and you mean it, too.

Westway Items

Child and foggy weather Saturday night and Sunday turned to rain Sunday afternoon and ended in a downpour which resulted in nearly 1-2 inch of moisture. Hopes of a "White Christmas" were dispelled Tuesday by clear, sunny skies and warm temperatures.

Friends of Gene Osburn were glad to meet and visit with him in Hereford last week. Gene has been working at a defense plant in California and returned last week to the home of his parents, Mr. and Mrs. E. B. Osburn at Amarillo, where he will remain until drafted into Army service. He came home by airplane. He will be visiting friends in this community.

Mr. and Mrs. Elmer Combs and Bill were Plainview visitors one day last week. They visited Mr. Combs' parents, Mr. and Mrs. W. E. Combs.

Mrs. Maurice Tannahill and Gary Keith accompanied by Mrs. Joe Landers and Mrs. Merlin Kaul and boys were visitors in Amarillo Thursday.

College students home for the holidays include Jack Allmon, Raylan Evans and Daniel Turrentine from Texas Tech at Lubbock, Vesta Mae Landers and Mary Nicks from W. T. S. C. at Canyon and Roger Hartman from A. & M.

Loy Cook, who has been employed at Lubbock, is home to remain until called into military service.

Mrs. Merlin Kaul attended a Christmas party Tuesday night at the Guy Newsom home at Hereford.

The Home Demonstration Club Christmas party was held Wednesday afternoon at the home of Mrs. G. C. Hartman with Mrs. Orville Houser and Mrs. Maurice Tannahill, co-hostesses. The first meeting of the new year will be held at the schoolhouse on Wednesday, January 13.

Waldron Melton left Dec. 7 for Dallas where he took his examination and was inducted into the navy. His parents, Mr. and Mrs. Henry Melton, received word last week that he was on his way to the West coast. Mr. and Mrs. Henry Melton will go to Pampa Christmas Day to attend a reunion of Mr. Melton's relatives at the home of her sister, Mrs. Travis Lively. Merlin Kaul helped Vernon Wilson build a granary last week. Arthur Dean and Frankie Gene Reeves of Brownfield were visitors in the home of their grandparents, Mr. and Mrs. C. F.

Rickels, over the way... Mr. and Mrs. G... made a business... last Tuesday... The Cl... stated the... of... and... on and... on Harri... Friday even... had turned... from the South... who was driving... town and facing... to see the Cerner car... the third accident... have had on Friday... there's an old saying "Third time is charm," so maybe their bad-luck is over.

John Gollhar, son of Mr. and Mrs. Robert Gollhar, injured his right eye quite badly last Thursday when he ran into a tree limb. The eye ball was cut and the upper lid injured. So far sight is uninjured and the doctor hopes it will heal without having to take stitches in the eyeball. John is in the second grade at school.

Don't forget the Christmas supper which will be held at the schoolhouse Dec. 25—and the party afterwards. The Christmas program will be on Christmas Eve.

Heiselman News

MRS. B. A. WEST
The community received a good rain Sunday night; also quite a lot of ice.

Mrs. Harold Browning has gone to Washington to spend the holidays with her husband who is in the army.

Mr. and Mrs. Weldon Blankenship and baby left Wednesday for Fort Worth to spend the holidays in the home of Mrs. Blankenship's parents, Mr. and Mrs. Brooks.

Little Dwain West, infant son of Mr. and Mrs. Floyd West, has been on the sick list for the past week.

Fred West is driving the Heiselman school bus this week while Mr. Blankenship is away on a visit.

Mr. and Mrs. Floyd West were in Amarillo, Friday.

The present constitution of the State of Texas was written by convention which convened at Austin, Sept. 6, 1875, and adjourned Nov. 4, 1875.



KEEPS 'EM FLYING—Nora Lee Ellender, one of the nation's first women airplane mechanics, is stationed at the Lake Charles, La., Army Flying School. All over the country, women are being trained to step into jobs as mechanics, fabric and leather workers, parachute workers, welders, and radio technicians. They'll replace men in Army sub-depots.

Rabbits Good Food But Take Care In Handling and Cooking

AUSTIN.—During the winter months hunting rabbits is a popular sport and a wild rabbit makes a very fine food, but according to the State Health Department, extreme care should be used in the handling of wild rabbits to prevent a possible infection with tularemia.

"Those little cottontail rabbits are not always as harmless as they look," states Dr. Geo. W. Cox, State Health Officer, "for some of them are infected with tularemia. This serious disease which is also known as rabbit fever usually is acquired by human beings through contact with infected rabbits or through contact with the infected insect that spreads it from animal to animal."

Dr. Cox cautioned that hunters should shoot only the frisky rabbits that run away. A rabbit without the energy to scamper away from the hunter is likely to be a sick one that can transmit tularemia to those who handle him.

"It is necessary to handle uncooked rabbit meat cautiously," Dr. Cox said. "The use of rubber gloves will protect your hands since the germs may enter the body through any cut or scratch however small if the rabbit is handled without gloves. As a further safeguard, rabbit meat should be cooked very thoroughly so as to destroy any disease producing germs that may be present. This means that it should be cooked at a boiling temperature for at least 20 minutes before cooking it to your individual taste."

LOCALS

Lama Beavers of Camp Gruber, Okla., is visiting his parents, Rev. and Mrs. M. M. Beavers and family, here over the holidays.

Sgt. Billy Beene of Camp Berkeley, Abilene, is spending a Christmas furlough with his grandmother, Mrs. J. W. Beene, and other relatives.

Clifford Vaughn, who is studying aeronautical engineering at

North Texas Agricultural College, Arlington, is spending the Christmas vacation with his parents, Mr. and Mrs. W. A. Vaughn.

Most married men think they would have been rich if they had remained single.

Compliments are like perfume—to be inhaled but not swallowed.

Be Quick To Treat Bronchitis

Chronic bronchitis may develop from your cough, chest cold, or acute bronchitis is not treated and you cannot afford to take a chance with any medicine less potent than Creomulsion which goes right to the seat of the trouble to help loosen and expel germs laden phlegm and aid nature in soothing and healing raw, tender, inflamed bronchial mucous membranes. Creomulsion blends beechwood creosote by special process with other time tested medicines for cough. It contains no narcotics.

No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion. The understanding you must like it, it quickly allays the cough, permits rest and sleep, or you are to have your money back. (Adv.)

MASONIC BULLETIN

Hereford Lodge 849
Stated meeting second Monday in each month. School of instruction each Wednesday night.
Sylvester Blagie, W. M.
E. L. Brady, Secy.

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
Deaf Smith County Maps 25c MEMBER

INSURANCE
JNO. H. PATTON
PHONE 50

DR. J. W. HENDRIK
DR. JOHN CHANNE
Chiropractors & Masse
for Appointments
Phone 341

Norman Harris, D. O.
Diagnosis . . . Surgery
Obstetrics
Off. Ph. 18—Res. Ph. 565W

Dr. C. D. Ke
CHIROPRACTO
506 Jackson Ave

Christmas 1942

To Our Friends:

Queer how hard it is to find Greetings that just suit our mind; Perhaps it's cause we want to say Old-time words in a new-time way. But after all, old words ring true, So once more we're wishing you... A MERRY CHRISTMAS!

One of the things we like most about Christmas is the pleasure of meeting, and greeting, our friends. And so to you — our customer — we extend the Season's Greetings — and thank you most sincerely for the business you have turned our way in the past.

We hope this Christmas will be a truly happy one — and that 1943 will bring all those things that are nearest and dearest to you and to yours.

Sincerely,
FRASER MILLING CO.

THERE IS NO SHORTAGE OF ELECTRICITY IN THE HEREFORD AREA

Because there happens to be shortages of Electrical energy in some areas, it is possible some people may become confused regarding the use of Electricity here.

Our company long ago adopted the policy of "Preparing for Tomorrow's needs TODAY" and as a result you will find a dependable source of Electrical energy at your command.

With this situation, it is actually Patriotic to use Electrical Power whenever you can for the use of your many labor-saving appliances will allow additional time to respond to the many requests housewives are getting in furtherance of the War Effort!

Southwestern PUBLIC SERVICE Company

Urge Saving Of Fuel Gas

Users of gas furnished by West Texas Gas Company are requested to cooperate in conserving the use of natural gas.

R. F. Hinchey, Vice President and General Manager of West Texas Gas Company, said today the company is preparing to mail an important letter to each of the company's customers, suggesting several ways in which a possible temporary gas shortage may be averted during ex-

trremely cold weather.

Mr. Hinchey advised that this step is being taken in cooperation with the Power Branch of the War Production Board and with the American Gas Association. In an effort to avert threatened gas shortages in some areas and to minimize hardships resulting from such shortages as do occur.

"We had no shortages of gas during the recent cold spell," said Mr. Hinchey. "It is difficult to estimate how much gas will be required to serve everyone during extremely cold weather. We hope to be able to supply sufficient gas to take care of our residential and commercial customers. However, inas-



JUDY CANOVA, "JOAN OF OZARK," teams up with Joe E. Brown to outwit a group of Nazi spies in the comedy hit scheduled for Sunday, Monday and Tuesday showing at the Texas. Strictly no glamor girl, Miss Canova has what it takes for a home-spun comedienne, and as "Joan of Ozark" she hits a new comedy high.

HOLIDAY GREETINGS

On this glorious Yuletide we are truly grateful for your friendship and for the many acts and words of kindness you have accorded us in the year just closing. May you enjoy to the fullest the contentment of lasting friendships, health and happiness.



Jimmie Allred
Your PHILLIPS 66 Dealer



WE SEND TO YOU, OUR FRIENDS AND NEIGHBORS, A HEARTY WISH FOR A JOYOUS YULETIDE. MAY IT BE THE HAPPIEST OF YOUR EXPERIENCE AND MAY THE NEW YEAR HOLD AN ABUNDANCE OF PROSPERITY AND HAPPINESS.



Hereford N. F. L. A.
GEORGE MUSE

A MERRY CHRISTMAS



We want you to feel that this is a message for you... because we have enjoyed your friendship and your patronage during the past twelve months.

It has been our policy to serve you to the best of our ability... and we renew this pledge as a New Year dawn!

MAY YOUR HOLIDAY SEASON BE A HAPPY ONE!

The Texas Market

much as we are not positive that we will be able to do so, we feel that our customers should be advised of the situation, in advance, so that they can learn in what ways they can economize in the use of gas. In the event of a shortage it should be possible, with the help of all customers, for everyone to have some gas. We earnestly hope that our customers will cooperate wholeheartedly.

"There is plenty of natural gas at our source of supply," said Mr. Hinchey, "but our pipe lines are limited as to the amount of gas they can carry. Under present war conditions we are not allowed to buy steel pipe, equipment or other material to be used in expanding our facilities."

Mr. Hinchey said further that the situation is quite fully and frankly explained in the letter mentioned above, and he urged all gas customers to read the message carefully when received, giving particular attention to the suggestions given on how to economize in the use of gas.

The chief sources of revenue to the Texas State Government include: ad valorem tax; gross receipts tax; inheritance tax; franchise taxes; motor fuel tax; occupational taxes; wine, beer and liquor stamp taxes; and auto license fees.

Vega News

MRS. D. E. MCKENDREE
Sunday night Vega and vicinity had a falling mist, freezing as it fell.

Mrs. Marie Godwin is visiting her sister, Mrs. C. C. Sutton, and Mr. Sutton in Indianapolis, Ind. Mrs. Owen Williams returned Monday from Shamrock, where she visited with her sister who is seriously ill, but reported her condition much improved when she left Sunday night; although she is still in a critical condition.

D. E. McKendree returned Tuesday from a visit with his son, Verlin, and family in Tart, Calif.

Mr. and Mrs. C. M. Raley accompanied by their daughter, Mrs. Ruby Brattebo, returned Wednesday from Temple, where Mr. Raley underwent a major operation. We are glad to report him recovering nicely.

Mrs. Bob Rider left Thursday for her home in West Memphis, Ark., after visiting in the home of her father, Bert Ballard.

Word has been received of the arrival of a new son in the home of Mr. and Mrs. Kenneth Loyd of Adrian, former residents of Vega.

Ladies of the Women's Society of Christian Service realized the sum of \$140 from the dinner served and the bazaar sales last week.

Mrs. Bertha Mosteller has moved the equipment of Bertha's beauty shop to Adrian, where she will be open for business.

Mr. and Mrs. J. A. McKendree, daughter, Reba Mae, Mrs. J. W. McKendree, daughter Evelyn, and Mrs. D. E. McKendree visited the F. H. Krahn's in Amarillo Saturday night.

Bill Harle, young son of Mr. and Mrs. Taylor Harle, is recovering from pneumonia.

Mr. and Mrs. O. C. Cotton and son of Illinois returned to their home Wednesday after visiting his mother, Mrs. W. M. Cotton, and other relatives here.

Mrs. John L. Wilson, Jr. was hostess to members of the Tongue and Thimble Club Tuesday evening when Christmas tree and exchange of gifts was the program of the evening.

Mrs. Tommy Brookshire of McPherson, Kan., is visiting her mother, Mrs. W. M. Turpen. Mrs. Brookshire expects to join her husband after the holidays in a camp in Kansas where he is stationed in Uncle Sam's forces.

J. R. Boone preached his initial sermon last Sunday night in the Baptist church after having entered the ministry some weeks ago. We bid him God's speed for the future.

The Quilting Club had their Christmas party in the home of Mrs. H. E. Blasengame on Friday this week, when gifts were exchanged. A covered dish luncheon was served at the noon hour.

Mr. and Mrs. J. G. Love and infant daughter returned this week from Dallas where they had the daughter given a physical examination, which reveals that the child must wait until she is older for a very serious operation.

We are glad to report that Louis Houseman is able to be removed from the hospital in Fort Worth and hopes to be home for the Christmas holidays.

Ladies of the Baptist W. M. U. met in the home of Mrs. A. L. Hicks Thursday afternoon. The afternoon was spent singing Christmas carols after which gifts were exchanged.

Roy Harrell, Jr., came Friday night from Plainview where he is attending Wayland College.

Mrs. A. L. McNabb has leased the Conoco Cafe.

Messenger News

MRS. J. N. MESSENGER

This community received one inch of rain starting Sunday at 2 p. m. and continuing until midnight. The trees and fences were covered with ice but no serious damage was reported.

Mr. and Mrs. Melvin Allen are the parents of a son, Sterling Wayne, born at the McReynolds Clinic in Friona.

A returned missionary from Brazil gave a talk at the Baptist Church at Friona Sunday and the program was enjoyed by several persons from this community.

Geo. Messenger took his son, Stephen, to Hereford recently to have the brace removed from his

arm. I received a letter from my sister, who is a die cutter's assistant. She makes \$50.00 fifty Granddaughter in Los Angeles, dollars a week.

Merry Christmas

Is Our Wish For Each of You

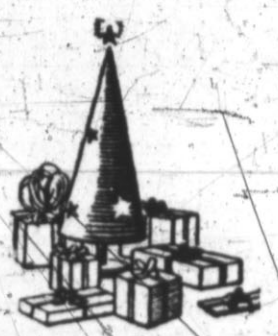
It has been a privilege to work with the people of this community during the past year... and if we have been privileged to serve you we assure you it has been a pleasure.

"OK" Tire Shop

Greetings

NEIGHBORS!

MAY WE STOP FOR A MINUTE OR TWO WITH YOU AND EXTEND OUR SINCERE GOOD WISHES AND TO SAY, 'THANK YOU,' FOR YOUR FINE PATRONAGE



Hereford News Stand

MR. AND MRS. WILL ADKISSON

ALL GOOD WISHES

WITH GREETINGS AND OUR BEST WISHES FOR THE SEASON OF THE YULETIDE.

West Texas Feed & Seed Co.
JACK WRIGHT, Manager

CHRISTMAS JOY

TO YOU



Christmas brings pleasant thoughts of the folks we've met along the way. Because of these friendships it is a pleasure to think of you at this Season and to wish you sincerely

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

Midget Cafe
TOM SANDERS

Greetings

FRIENDS... we want to extend our wish for you
A MERRY CHRISTMAS and A HAPPY 1943!

Hereford Motor Co.
Dudley Green—Archib Scott

Cogdell Motor Co.

YOUR

Firestone STORE

Extends Best Wishes for

A AND A
MERRY HAPPY CHRISTMAS NEW YEAR

CHARLIE and FRANK COGDELL
NORA ALICE RAY FRANK MARRS
CHARLIE CALLOWAY — LEON VINTON

Want Ads

FOR SALE

1936 CHEVROLET TOWN SEDAN
 1937 CHEVROLET TOWN SEDAN
 1941 STUDEBAKER CHAMPION, 4-Dr.
 Lots of Extra Equipment.
 1939 CHEVROLET TOWN SEDAN
KINSEY MOTOR COMPANY

NOTICE!

NOTICE: Will pay cash for clean late model car with good tires. Call at 403 Roosevelt St. (Mrs. Grace Homer's Apartment) or call 256J. S. M. Wheeler. 52-1tp

NOTICE: Buy your Christmas gifts for less. Hereford News Stand. 52-1tc

FOR SALE: Gas kitchen range, coal cook stove, beds, kitchen and dining furniture. H. L. Broadwell. 51-2tc

FOR SALE: Good table top gasoline range. Myles Funk, South Hereford. 51-3tp

BABY CHICK BUYERS

We are now booking orders for January or later delivery. Place your orders early. Why clutter up an already over-loaded transportation system? Better chicks can be bought that are hatched right here in Hereford from eggs produced by Panhandle farms. Blood-Tasted chicks that will not be exposed to chilling, overheating or transportation delays. No advance in price on orders placed now.

West Texas Feed & Seed Co.
 JACK WRIGHT, Manager

WANT TO RENT 50 to 60 acres for potatoes. Must be good well and land. Glenn Boardman, phone 53. 51-3tc

FOR RENT

FOR RENT: 3 room furnished apartment, hot and cold water. Phone 221 or 88. 52-1tp

FOR RENT: 2 room apartment, 316 Avenue C. Mrs. Aubrey Daniel. 52-1tc

FOR RENT: 2 room furnished apartment, private bath. Also nice bedroom adjoining bath. Phone 369W. Mrs. J. J. Clayton. 711 Miles Avenue. 52-1tp

FOR RENT: Good four room house, 3 acres ground for cow and chickens. 1 1/2 miles South of town. Call 144J. Mrs. Carl Gilliland. 52-3tp

FOR RENT: One room furnished apartment, convenient to bath. 510 Lawton Avenue. Phone 545W. 52-1tp

FOR SALE OR TRADE

FOR SALE: Hegari bundles, 2 miles north of Summerfield. A. E. Acton. 52-1tp

FOR SALE: 60 White and Yellow Rock pullets, weighing from 4 to 8 lbs. 1 mile east of Moore's Filling Station. Mr. Ellwart. 52-1tp

NOTICE: Buy your Christmas gifts for less. Hereford News Stand. 51-2tc

FOR SALE: Have several buyers for two and three room houses. Would appreciate your listings. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: 30 acres good cane burdies, well matured. Call 256-J. Also 4 wheel trailer with new tires. Bill Morris. 52-1tp

FOR SALE: Large well located house \$2250.00. 5 room stucco house \$2250.00. Nice 4 room stucco house and garage \$2750.00. terms. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: Choice section, 316-100. Improved 320 acres. Irrigation well, fine road. Price \$35,000 per acre. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: 80 acres, 5 room house, well and windmill, 35 acres wheat. Electricity, one block from gas line. Price \$4000.00. Choice improved 100 acre tract under irrigation, just outside City Limits. Price \$70.00. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: Improved 260 acres, on pavement, 160 acres cultivated, shallow water. Price \$20,000 per acre. \$1500.00 will handle. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: Improved 10 acre tract, just outside City Limits. Price \$3000.00, good terms. Claude Higgins, Phone 642J. 52-3tp

FOR SALE: The north 1/2 of Section 29 5-4. Price \$10.00 per acre cash. W. N. Summers, Cantrel, Iowa. 52-2tp

FOR SALE: Warner upright piano, oak finish. Mrs. H. H. Elmore, Friona. 51-3tp

FOR SALE: House trailer for sale, 6 miles east, 1 mile north on E. C. Reinarter place. 51-3tp

FOR SALE: Thousand acre improved ranch, all grass \$13.50 per acre. 320 acres all in cultivation, irrigated district. Price \$17.50. Claude Higgins, Phone 642J. 51-3tp

Baby Chicks

From Blood-Tested and rigidly culled flocks. Leading breeds. Early orders appreciated. Come in and book them now for January and later delivery. Brooders for Butane or Natural Gas. Waterers, feeders, Dr. Salsbury's Remedies and Merit Feeds.

Myers Hatchery

CANYON, TEXAS 51-3tc

Seed Potatoes

We are again exclusive representative for the Weld County certified seed potato growers Ass'n., of Greeley, Colo.

This is the seed that did so well here last year. Some 20 cars being sold by us — without a complaint.

Better place your order early.

Glenn Boardman
 Phone 53

LOST AND FOUND

LOST: Black Spaniel dog, Saturday afternoon. Notify John T. Sims. 52-1tc

LOST: A pearl brooch. Finder bring to Plains Insurance and receive reward. 52-1tc

LOST: Yellow and white faced heifer branded F bar on right hip. Notify A. T. Frye, Dawn, Texas. 52-3tp

LOST: A bill fold, somewhere around Halle Drug. Finder please keep cash and return bill fold to Brand Office. Willis Edelman. 52-1tp

FOUND: A fountain pen. Owner may have same by identifying and paying for this ad. Inquire at The Brand Office. 52-1dh

FOUND: Hampshire male hog. See John Walker, Boxcar ranch. 51-3tc

LOST: 2 steers, branded JK (connected) behind left shoulder. Notify Jim Kirby, or phone 274W. 51-3tp

LOST: Bulova watch, somewhere between High School and town. If found return to V. C. Hopson and receive liberal reward. 51-3tc

STRAYED: From my place 15 miles southeast of town, brown Jersey muley cow, branded GT on right hip. Fred Henry, Rt. 3, Hereford, Tex. 51-2tp

LOST: A silver American Eagle pen. Finder please return and receive reward. Inquire at The Brand Office. 50-3tp

WE specialize in brake re-lining. We will do the rest. Our new Bring in your brake shoes and furnish afford 100 per cent contact with drum. MILLER AUTO STORE. 15-1tc

WANTED

WANTED: Boys to take over paper route for Amarillo morning and evening paper. Inquire Hereford News Stand. 51-2tc



GOOD RESOLUTIONS—Little Jo Ann Siegman, 2, of New York, has decided already just what she'll resolve for 1943. "I'll eat healthy foods," she says, "and won't throw any of it away. I'll even eat my spinach." Because mommy says you shouldn't throw away tin cans, Jo Ann is going to help her save them for the salvage man. "I pledge allegiance to the flag, and I promise to help my country win the war," Jo Ann concludes.

WANTED: Male hog, weight 100 to 150 lbs, OIC or Chester White. Drop me a card and state price. W. A. Al Vaughn, 311 N. A. St., Hereford. 51-3tp

WANT TO BUY: 1,000 bushels maize or kaffir corn. Will pay 5c a hundred above market price. H. T. Wedel, 1 mile West Hereford. 51-2tp

NOTICE: Buy your Christmas gifts for less. Hereford News Stand. 51-2tc

WANTED: 100,000 rats to kill with Ray's Rat Killer, guaranteed. Sells for 35 cents, 50 cents and \$1.00. Harmless to anything except rats and mice. Also Ray's Roach powder. Halle Drug. 41-13tp

SEED POTATOES FOR SALE!

"Bliss Triumph"
 "White Rose"

These potatoes grown especially for seed from lake planted, certified stock.

The Department of Agriculture is asking for a three hundred thousand acre increase in potato acreage for 1943, with a guaranteed price.

FRED S. BARRETT

Hereford Potato Growers Ass.

WANTED: A good used incubator. Mrs. E. R. Shuck, Bellevue, New Mexico. 52-3tp

WANTED: Work on farm or ranch. Mack Burnes, 15 miles west, 1 mile north, 1 west, Hereford. 52-1tp

WANTED: Boys to take over paper route for Amarillo morning and evening paper. Inquire Hereford News Stand. 52-1tc

WANTED: Pasture for 100 or more head of cattle. Cecil Gunter. 52-1tc

WANTED: 10 fresh Jersey cows, or that will freshen in next two or three weeks. A. L. Caviness. 52-3tp

WANTED: Boys to take over paper route for Amarillo morning and evening paper. Inquire Hereford News Stand. 51-2tc

Black Market the Refuge of Selfish Citizens In Answer To Rationing

"Black Markets"—the widespread sale of scarce goods outside the normal channels of distribution—have been doing a huge business in England and Europe ever since the start of the war and are now getting off to a good start in America according to round-up reports published last week.

BLACK GASOLINE

Though misuse of a single rationing coupon risks as much as a \$10,000 fine and a year in jail, rackets in gas coupons have been most flagrant of all, and are expected to get worse as the oil-rich west is subjected to rationing. New York City OPA broke up a gas coupon pool that sounded like Al Capone days, including gangsters called "Red," "Lefty," "The Mutt" and "Bananas." A Utica ring stole 8,450 "B" and "C" books, peddled them through a long chain of New York City racketeers who kept hijacking them from each other. OPA got its first big clue from frisking a murdered gangster in Queens who had not had the foresight to remove a stolen book from his pocket.

As a source for bootleggers, OPA has just about dried up the stolen coupon pool. OPA hopes that the new requirements for ODT approval of truck and taxi mileage will undercut the big other source—commercial operators who get more than they really need, "lose" ration books, etc. Bootleg coupons are usually sold (for 3-5c a gallon) to gas stations which pass the gas on to unwitting joyriders as a "favor" (at a 100-200 per cent markup over cost).

BLACK SUGAR

Because the sugar ration is more than enough for most householders, the black market—and its source of supply—is confined largely to big industrial users at the wholesale level. Biggest sources: coupon counterfeiting and industrial users who have excess sugar through false applications, undeclared inventories, etc. Most spectacular arraignment so far was that of New York City's ex-convict and bootlegger, Waxey Gordon.

BLACK TIRES, BLACK COFFEE

PLENTY OF SUB-ZERO ANTI-FREEZE

BATTERIES and BATTERY RECHARGING

SPARK PLUGS... also Cleaning and Testing

SEAL BEAM HEADLIGHTS

Official Tire Inspector and an Complete Line of Phillips 66 Products

We are always glad to serve you, and will try to do so in a manner that will make you want to come back again!

A. D. Mills Service Station
 HIGHWAY 60 at MAIN STREET
 Best Wishes for a Merry Christmas and a Happy 1943!

The sheer lack of tires, first black-market commodity, has today almost eliminated them from off-the-market deals. But the OPA is still catching up with the bootleg tire gangs that flourished in the days when there was still some to bootleg. In contrast, coffee is too newly rationed for the gangs to have caught up with it, and may well be too scarce (and too precious to the consumers who have all the ration coupons) ever to become a serious problem.

The conclusion of government officials is that the specific stories make the overall black market picture much blacker than it is—so far. But they represent dangerous cracks in ice that is bound to get thinner as shortages spread.

Various Christmas games were played and carols were sung. The Christmas tree held gifts for each one present. Christmas-time refreshments were served to Mesdames Janet Allen, G. M. Hudson, Cawthra Bryant, R. P. Conaway, Irvin Ross, C. P. Grimes, Merlin Kaul, Gordon Witherspoon, Carl Oldham, Glenn Parker, J. C. Reese, Frank Daniel, Worth Covington, Martin Gilliland, John H. Chaner and the hostesses.

SOCIETY

Party Fetes Members Child Study Club

Mrs. G. W. Newsom and Mrs. O. M. Stewart were cohostesses for the Christmas party for members of the Child Study Club Tuesday night, Dec. 15, at the Newsom home. The home was effectively decorated with holly-berry red candies and other decorations in

THANKS: Thanks to our many customers for the business given us. Please remember to have your pictures made while all are together this Christmas. Mr. and Mrs. Mark Hanna—Photographers. 52-1tp

The term Greenhorn has a kind of application, to a cowboy if is someone who has never been on a ranch.

NOTICE

We will be Closed SATURDAY, DEC. 26
Carl McCaslin LUMBER CO.

Hereford Brand and Star Theatre
NEW YEAR'S DAY
Bowl Special

GEORGIA	ROSE BOWL	UCLA
TULSA	SUGAR BOWL	TENNESSEE
TEXAS	COTTON BOWL	GEORGIA TECH
BOSTON	ORANGE BOWL	ALABAMA
Hardin-Simmons	SUN BOWL	2nd Army Air Force
HOLLY CROSS	CORN BOWL	???

25 FREE PASSES 25

A pass will be mailed to the Twenty-Five persons who pick the greatest number of winners with closest scores in the above games... to see

Rosalind Russell and Brian Ahearn

"MY SISTER, EILEEN"

at the
STAR THEATRE
 Sunday-Monday-Tuesday—Jan. 10-11-12
 Leave Your Entry on or before New Year's Eve
At The Star Theatre

NAME _____
 ADDRESS _____



SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Miss Schofield, Dr. W. F. McLean Are Married in Chapel Rites in Austin

The marriage of Miss Mary Katherine Schofield, daughter of Mr. and Mrs. Frank Schofield of Austin, to Dr. William Franklin McLean, son of Mr. and Mrs. John McLean of this city, was solemnized Monday at six o'clock in the Presbyterian Seminary Chapel at Austin.

Pyramiding arrangements of white cathedral tapers formed a background for the altar which was banked with white gladioli, white chrysanthemums, palms and greenery. Dr. Thomas W. Currie, pastor of the First Presbyterian Church of Austin, read the ceremony.

Cochrane Penick played the wedding marches and accompanied Rhessa Penn, who sang "I Love Thee".

Miss Martha Scofield attended her sister as maid of honor, who wore fawn colored velvet with a slight train and matching velvet cap. She carried an arm bouquet of briarcliff roses. Other attendants were Mrs. Lincoln Warren of Austin, Miss Margaret Roemer of Austin and New Orleans and Miss Evelyn Buzze of Galveston. They wore rose velvet with matching velvet caps and carried ohanna Hill roses.

The bride, who was given in marriage by her father, wore a white camella satin wedding gown designed with a long fitted bodice and long pointed sleeves. Her full length illusion veil was held in place by a coronet of seed pearls and the wore an heirloom necklace. She carried a sheaf of white starlight rosebuds.

Dr. Warren Moorman of Fort Worth was best man. Groomsman were Vernon Mayer Scofield and John S. Scofield, brothers of the bride, and George McLean, brother of the bridegroom.

Following the ceremony, a reception was held at the Delta Gamma sorority house. Tapers in silver candelabra and white chrysanthemums in silver bowls decorated the bride's table. The wedding cake was embossed with gardenias.

After the bride cut the first piece of cake, the couple left on a short trip. For traveling the bride wore a gold colored ensemble suit with short fur jacket and matching hat. Her accessories were in brown.

After the first of the year the couple will be at home in Iowa City, Ia., where Dr. McLean will intern at the University of Iowa hospital.

Mrs. McLean is a graduate of the University of Texas. She was the first president of the Delta Gamma chapter at the University of Texas and a member of the Curtian Club, having served on the board of governors.

Dr. McLean is a graduate of Hereford High School and of the University of Texas where he was a member of the Tejas Club, honorary pre-medical fraternity, and Phi Beta Kappa fraternity. He received his M. D. degree from the Galveston School of Medicine Friday. He was a member of Phi Kappa Phi Fraternity and Alpha Omega Alpha, honorary medical fraternity.

Mrs. C. C. Ferguson will spend Christmas in Lubbock with her daughter, Mrs. Sam H. Reid, Jr.

Mrs. C. C. Ferguson will spend Christmas in Lubbock with her daughter, Mrs. Sam H. Reid, Jr.

Lone Star Study Club Has Yule Program And Christmas Party

Mrs. John Jacobson, Jr. and his wife, Mrs. Wilton entertained members of the Lone Star Study Club at a Christmas party Tuesday afternoon at the Jacobson home.

Red and green Christmas decorations gave the holiday setting for the party which was built around a "Christmas Traditions" theme.

Roll call dealt with Christmas traditions of the families of members of the club and Mrs. Owen Stagner told the Christmas story, "The Shining Tree" by Longfellow.

A yuletide song was sung by Mesdames Robert Thompson, Louie LeGrand, Earl Phillips and A. Petersen.

Carols and contests were enjoyed and Mrs. Nelson McRight served as Santa Claus as gifts were distributed from a lighted tree.

Yuletide refreshments were served to Mesdames R. G. Blue, Roger Corbett, Jack Grady, Homer Henslee, Jim Higgins, C. D. Kelton, Louie LeGrand, Nelson McRight, Jerry Morrow, G. W. Newsom, A. Petersen, C. O. Phillips, Earl Phillips, Ralph Smith, Chas. Sowell, Owen Stagner, Robert Thompson, Jimmy Best, Tom Major, Leo Forrest and the hostesses.

Win One Class Meets With Mrs. Benefield

Win One Class of the Methodist Church School held a regular business and social meeting last Tuesday afternoon at the home of Mrs. Ham Benefield, where the hostesses, class members whose birthdays occur in November and December, were Mesdames Mark Benefield, Ella Lamb, Cooper Morgan, G. A. F. Parker, J. B. Jones, R. W. Montfort, Green and Storey.

Mrs. J. E. Beyer, class president, conducted the business meeting; and Mrs. E. W. Harrison read the Christmas story, after which Mrs. J. B. Jones and Mrs. G. A. F. Parker gave a playlet on the Christmas theme and the group joined in singing of Christmas carols.

During the social hour gifts were distributed from a decorated Christmas tree and the entire class presented a gift to the teacher, Mrs. J. F. Ward.

Refreshments were served to Mesdames J. E. Beyer, E. W. Harrison, J. B. Hamr, A. G. Thompson, I. H. Spratt, H. L. Hawkins, Fred Millard, J. L. Pevelly, W. B. Anthony, M. M. Beavers, Thomas Slagle, Conklyn, Hershey, and Wyre. Mesdames Marvin Boyd, Lee Benefield and Ham Benefield were special guests.

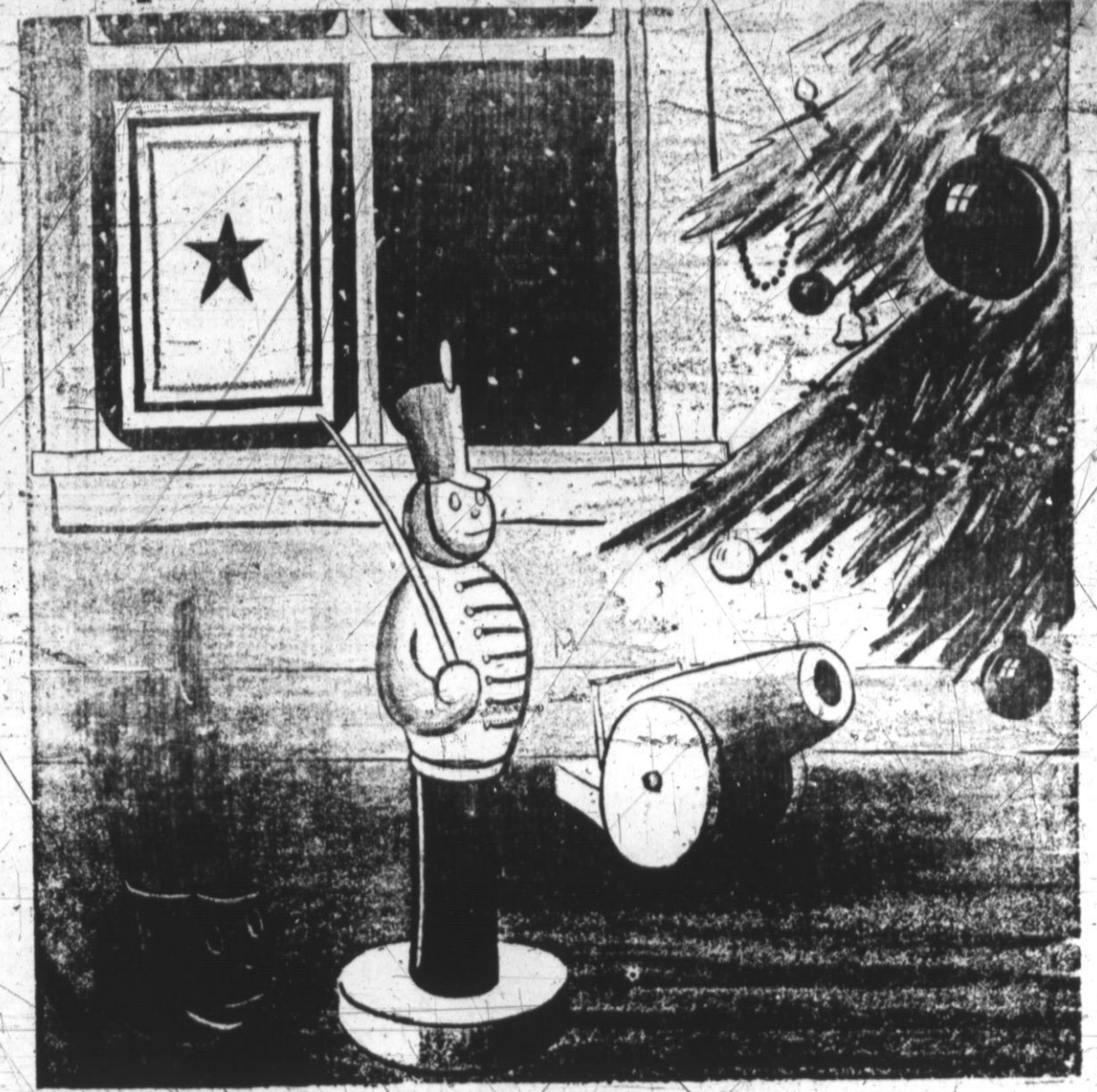
Mrs. Wilkins Better Mrs. C. O. Wilkins, who is visiting in the home of her parents, Mr. and Mrs. Wm. Zee of Lawton, Okla., while recovering from a recent operation is reported as considerably improved.

Mrs. Wilkins took her to Lawton last Thursday.



ALBES CONFER ON FOOD - Secretary of Agriculture Claude R. Wickard, recently named food administrator, confers with his aides on plans to carry out President Roosevelt's food order. Left to right are Roy F. Hendrickson, director of food distribution; Henry W. Parisius, director of food production, and Wickard.

Merry Christmas... We Wish You Were Here



shapes our ends, but it does damned little about making them meet.

Since the State constitution of Texas was ratified in 1876, approximately 100 amendments have been adopted.

The first constitutional government in Texas was under the Mexican constitution of 1824.

The local government of Texas is carried on through 7,796 local units of which 254 counties are the basic subdivisions.

Control of public education in Texas is vested primarily in local administrative units, consisting of approximately 998 independent and 5,581 common school districts.

Per capita state support of public schools, Texas is among the leading states of the nation.

There were 151 airports and

eleven seaplane anchorages in Texas listed by the Civil Aeronautics Board as of January 1, 1941.

Texas' first state institution of higher learning is its Agricultural and Mechanical College, opened in 1883.



Here is a recipe for a Lady Baltimore Cake, streamlined for rationed days ahead and just in time to find a place on your holiday table. Mrs. G. W. Newsom worked this one out herself and designed it so that no budgets will be wrecked. In fact it is planned to get the mostest out of the leastest, which it most certainly does. Many have requested that this recipe be printed so here it is:

LADY BALTIMORE CAKE

- 3 cups sifted cake flour
- 3 teaspoons baking powder
- 1/4 teaspoon salt
- 1/2 cup Crisco
- 1 cup white Karo
- 3/4 cup milk
- 1/2 cup water
- 1 teaspoon vanilla
- 3 drops almond flavoring
- 2 egg whites beaten stiff but not dry

Sift flour, measure and add baking powder and salt and sift three times. Cream shortening, add sugar gradually, then add the Karo. Add sifted dry ingredients alternately with the milk and water beating until smooth after each addition. Add flavorings and fold in egg whites. Bake in moderate oven until it shrinks from sides of pan. Do not overbake.

Lady Baltimore Cake Icing

- 2 egg whites
- 1 cup white Karo
- Pinch of salt
- A few drops vanilla

Beat in electric mixer until very stiff and will hold shape. Spread evenly on cake and sprinkle with shredded coconut.

Religious Sect Names Battle Tech. Freshmen

LUBBOCK. — One freshman student at Texas Technological College says he joined the 'Mar-muh' church because it was the only one he could spell. In collecting information for the student directory from registration cards, 'Baptist' topped the list with 81 failings to spell it correctly, with 16 variations.

'Baptist' appeared 54 times, one spelling it correctly at first and then substituting 'b' for the 'p'. It was 'Baptist' seven times, 'Pablist' four times, 'Baptist' three times, 'Bapdish' twice, followed by Bublist, Badlist, Bapdist, Bapist, Bat, Babish, Babilis, Baptiste, Bapdist, and Badist.

Other church names giving trouble were: Presbyterian which appeared Prebestrian and Presberterian; Lutheran which came out as Luthern; Methodist spelled Methodish; Christian emerged Christen; Episcopal changed to Episcople; and Nazarene spelled Nazerine. One student gave his church preference as 'red brick' and another simply answered 'yes'.

LITTLE BITS

We are eagerly awaiting Hitler's promise to protect the United States from invasion by Great Britain.

There may be a divinity that

GREETINGS

Of the SEASON

Once more it is our pleasure to extend the compliments of the season and express our hope that the New Year will bring to you and yours the abundance of good things and good health you richly deserve.

We take this occasion to thank you most sincerely for your generous patronage the past year and pledge continuance of our established quality and service.

Davis-McCracken

and Employees

YOUR MINNEAPOLIS-MOLINE DEALER

We wish you all the joys of CHRISTMAS and much happiness in the NEW YEAR

However great the nation, its Freedom, Honor and Ideas are not enough in themselves to withstand encroachment. They must be defended by the nation's young, strong and valiant. It is such as these who now defend America.

They sacrifice, securing America's "Way of Life" and the Ideals of all nations devoted to the cause of Freedom. To these men, All Honor; May God Protect and Comfort Them!

Mr. and Mrs. F. M. Kester

Fashion Dress Shoppe
MR. AND MRS. W. F. GILLIS

"Dear Santa,

Dear Santa, Please bring me a cowboy suit and a two gun Hopalong Cassidy hat, a cowboy hat and lots of caps to pop in the gun and some apples and a lot of candy, nuts, apples and oranges. Don't forget the other children.

Your friend,
Paul Bryan Schroeter

Dear Santa Claus, I hope I haven't waited too long to write you. This Christmas I am not asking for much on account of the war, but I am a good boy so I believe you'll bring what I ask; since you brought me more than I asked last year and I wasn't so good then. Remember the little red car you brought me last year?



May the stars of Christmas shine brightly over your homes as you look forward to the observance of the greatest day of all.

Hereford Floral Shop

J. R. DANIEL

Well, mother and I had a wreck and since her car was biggest, mine really got the worst end of the deal, so Santa, I sent it back to you early, will you please fix it up so I can ride it again and bring me a pop gun and a dump truck and that is all besides candy and nuts.

I am four and one-half years old and my little sister is old enough this Christmas to dictate her own letter; she is three years old so she can tell you what she wants. Mother'll have the coffee ready for you; only it may be cocoa this year. Lots of love,
Glen Samuel Parker, Jr.

Dear Santa, Hello there old friend! This is my first letter to you, but you have been nice to me all the Christmases I have been here. Thank you a lot.

This year I'd like a doll buggy, a sweeper, a doll, some fishes, a table and some Bunny house shoes. Bring Sammy some too and don't forget my little friends Donald, Clydene, Marlene, Richard and my 22 cousins.

I have long curls and am good every once in awhile.
Be seeing you,
Glenda Ann Parker

Palo Duro News

BY ETHEL ALLRED

The Sunday following Christmas is the regular preaching service date at the Palo Duro Baptist Church. Everyone is more than ever urged to come and attend both morning and evening services. Rev. Marvel Upton will be present to fill his appointment.

Mr. and Mrs. J. C. Allred and Ethel made a business trip to Hereford Monday.

Every one in this community is busy preparing for the Christmas and New Years holidays which are to come in a very short time. May every one enjoy a happy Christmas and remember the real meaning for which Christmas is honored and also what the word stands for.

Dick Allred made a business trip to Hereford Tuesday.

Jim O. Jenkins made a business trip to Hereford Monday.

Mr. and Mrs. Gilbert Wynn and son, George Wesley, made a business trip to Amarillo Thursday afternoon.

R. E. Oliver called in the J. C. Allred home Wednesday afternoon.

J. R. Tally made a business trip to Amarillo Thursday afternoon.

Mr. and Mrs. J. C. Allred and Ethel were in Amarillo Thursday.

Wildorado school will have their program and Christmas tree Wednesday night, Dec. 23. The Palo Duro Baptist Church will sponsor a Christmas tree and program Thursday night, Dec. 24. An enjoyable program is planned.

This community is glad to have the new people who have recently moved in the house where Mrs. L. H. Carter lived. We welcome Mr. and Mrs. Light and children to our community and hope that they will take part in all community activities.

Mr. and Mrs. J. C. Allred and Ethel made a business trip to Hereford Friday.

Mr. and Mrs. E. W. Womble and daughter, Mrs. Lynn, made a business trip to Hereford Friday.

Ira Allred of Wildorado, visited in the home of Mr. and Mrs. Jim O. Jenkins Wednesday.

R. E. Gill of Canyon visited in the J. C. Allred home Friday af-

ternoon. Mr. and Mrs. Dick Allred, Miss Alma Allred and Miss Doris Allred attended the Christmas Pageant given at the First Baptist Church in Amarillo Sunday afternoon. A very large crowd attended and a very inspirational program was enjoyed by all attending.

Sgt. and Mrs. Glyn Persons of Georgia have been visiting relatives in this community and also at Canyon. Sgt. Persons has been stationed in Georgia for several months. Mrs. Persons, formerly Miss Billie Price of this community, has been with her husband in Georgia for several months.

Byron Campbell, who is attending college in Canyon, is spending the Christmas holidays with his parents, Mr. and Mrs. R. L. Campbell.

Miss Neta Jo Moore spent Sunday with Miss Ethel Allred.

Mrs. Nell Downing visited in the home of Mrs. E. W. Womble recently.

Visitors in the home of Mr. and Mrs. L. C. Moore of this community recently were Mr. and Mrs. Charles Anderson of Hereford.

SOCIETY

Mrs. Sims Honored At Monday Party

Two tables of bridge provided the entertainment Monday night when Miss Mary Elizabeth Stanford and Mrs. Elizabeth Womble were hostesses at a party at Miss Stanford's home honoring Mrs. John Sims who will leave soon to make her home in Tahoka.

Following the bridge games and the serving of a salad plate,

Mrs. Sims was the recipient of going-away gifts from the assembled friends.

Present were Mesdames Nora Alice Ray, David Rodgers, J. E. Kirby, Jack Wilson and Gaylord Newell, Misses Estelle Gilliland and Mary Kate Brotherton, the honoree and the hostesses.

Mrs. Edelman Hostess To Trump and Chatter

Mrs. Bill Edelman was hostess to the Trump and Chatter Club Friday afternoon at the home of Mrs. Troy Moore, where bridge games and an exchange of gifts between members furnished entertainment for the afternoon.

Decorations were in the Christmas theme, and a Christmas plate was served.

Mrs. Troy Moore made high score and Mrs. Judson Skaggs was second high in the bridge games at which Mesdames Jack Bradley, Ralph Hastings, Sylvester Slagle, Frank Huckert, Louis Woodford, Moore, Skaggs and the hostess played.

Mrs. Wayne Evans was a tea guest.

Texas' budget is handled by the State Board of Control, which submits to each session of the legislature an itemized statement of the various governmental departments' needs, as well as recommendations for appropriations to state educational and eleemosynary institutions.

The total value of Texas' taxable property exceeds three and one-half billion dollars.

Texas spends more than \$2,000,000 annually for the development and conservation of natural resources.

The fellow who used to walk and the serving of a salad plate,

wildcat under each arm is now married to a little red-haired woman who makes him do the dishes three times a day.

A news report says that students of music never commit suicide — but some of their neighbors do.

GOOD CHEER,
GOOD HEALTH—
AND PROSPERITY



to All!

We deem it an honor and a privilege to express again our heartiest Yuletide greetings.

May your every Christmas wish come true.

Miller Auto Store

Greeting You

WITH HAPPY THOUGHTS



Many, many thanks for your good will and patronage. We sincerely hope to have the opportunity of serving you during the coming year, and to this end we pledge to do our utmost to please you.

Kerr & Ireland

REAL ESTATE

C. F. KERR

F. S. IRELAND

Expressing Sincere GOOD WISHES



It's a distinct pleasure to say to each of you, "MERRY CHRISTMAS!" It's the season of good cheer for all and we sincerely hope you will have a full share of all the joy and happiness the Yuletide affords.

It is also our sincere wish that these same joys will go with you throughout the coming New Year.

City Cafe

RUEE RICHARDSON

HAPPINESS AND GOOD CHEER

BE YOURS TO ENJOY ALL THROUGH THE COMING YEAR



We thank you for your consideration last year, and look forward to your continued good will next year and for many years to come.

Olson Service Station

JOHN OLSON AND EMPLOYEES



A Season of JOY

IS OUR Sincere Wish

TO ALL THOSE WHOM WE HAVE SERVED THE PAST YEARS AND THOSE WHOM WE HOPE TO SERVE IN THE FUTURE.

Robert L. Thompson

YOUR COUNTY CLERK

A Season of JOY

IS OUR Sincere Wish

TO ALL THOSE WHOM WE HAVE SERVED THE PAST YEARS AND THOSE WHOM WE HOPE TO SERVE IN THE FUTURE.

Our Shop will be Closed Saturday, Dec. 26

Bess' Beauty Shop

MRS. BESS JENNINGS and LOIS STANDIFER



WE WISH TO send you a message of good cheer for the Holiday Season, and to wish you a Season of joy and contentment. And we are not without appreciation when thinking of the splendid patronage that has been ours. Thank you for whatever part you may have had in the progress of this firm.

Happy Christmas

Hereford Wrecking Co.

O. H. CULPEPPER

MERRY CHRISTMAS

AS THE highest joys of Christmas come to us from the blessing of giving, we gather our humble share by giving our service to this community and our cordial and heartfelt wishes for your happiness. May the Spirit of the Nativity go with you throughout the coming year, and may your share of joy be brightened by the acknowledgment of our appreciation of your past favors.

Hereford Storage & Locker Co.

MR. AND MRS. LEE HOPSON

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Christmas Dinner Party Entertains Summerfield Study Club and Guests

Husbands of members were special guests when the Summerfield Study Club held their annual Christmas dinner party Friday night at the home of Mrs. Ray Johnson with Mrs. Lloyd Lookingbill as co-hostess.

The Johnson home was attractively decorated, with a brightly lighted Christmas tree the center of the decoration scheme.

Members and guests were seated at one long table with miniature Christmas trees, greenery and other typical Yuletide arrangements forming centerpiece and place markers. The turkey dinner was served family style following the invocation by Rev. Marcus Rexrode of the Summerfield Baptist Church.

The program consisted of musical numbers—"God Bless America," sung as a duet, and "White Christmas," a solo by Billy Rae Johnson, and the singing of other Christmas songs. Mrs. D. C. Walser gave a talk on "The Traditions of Christmas," pointing out the varied origins of the many Christmas customs and their importance in the celebration of the day.

Mrs. Jim Clark read the scripture selections which make up the Christmas story to provide a suitable spiritual note on which the program ended.

Those attending were Messrs. and Mesdames L. B. Lookingbill, Ky Lawrence, Lloyd Lookingbill, Britt Clark, C. R. Walser, Jim Clark, O. B. Sumner, J. B. Noland, B. E. Roberson, M. D. Rexrode and L. L. Cannon, and Mesdames Laura Shaw, Tandy Legg, Chas. Noland, D. C. Walser, the host and hostess.

Gifts were exchanged and the

names of Pollyanna friends revealed at the club Christmas tree held during the afternoon. The hostess served refreshments to Mesdames E. E. Fridley, Noah Ewton, J. C. Cummins, Frank Terrell, Henry Williamson, Ross Fuller, G. W. Newsom, L. W. Carlyle, C. C. Cox and Edna J. J.

Simms H. D. Club Has Christmas Party

Enjoying their annual Christmas party, members of the Simms Home Demonstration Club met last Thursday afternoon at the home of Mrs. Cord Hammock with Mrs. Glenn Hetzler as co-hostess.

After the regular business meeting was held, members drew names and gifts were exchanged.

Refreshments were served by the hostesses to Mesdames Haley Shaw, John A. Morris, M. M. Fullis, M. W. Blankenship, Marvin Jackson, Clarence Hollabaugh, Zerrell Thomas and Elmer Carlson.

Though transportation difficulties may interfere, present plans call for continued meeting of the Simms Club and the next meeting will be held Jan. 27, at the home of Mrs. Haley Shaw. New officers will be in charge of this meeting.

Scouts Enjoy Xmas Party Monday Night

Scouts of Troop I held their annual Christmas party at the Scout Hut Monday night, when gifts were exchanged and awards were made to various scouts.

A Christmas tree was the center of interest at the meeting and refreshments of cookies and cocoa were served.

Thurman Williamson received his five-year veteran award and a letter from James E. West, chief scout executive. Wendall Burdine received an honor camper medal. Burdine was elected honor camper by the members of Troop I while on summer camp at Ceta Glen last August. Tom Wilson, an associate member of the Troop who is at present attending school in Exeter, N. H., was a visitor at the meeting and received his third service star.



SEATTLEITES BUFFALOED—To beat the meat shortage, Seattle residents rush to this butcher shop when buffalo meat is placed on sale for the first time since 1940. Meat was butchered under government supervision at a buffalo ranch at Selah, Wash.



METAL MATS FOR DESERT TAKEOFF—When Anglo-American forces occupied North Africa, torpedo planes took off in the desert on metal mats like this one, which formed temporary airfields.

SERVICES AT THE CHRISTIAN CHURCH

H. M. Redford, Minister
Bible School . . . 9:45-11:55 a. m.
Morning Worship . . . 11:55-12:00 a. m.
Young People's Christian Endeavor . . . 6:30-7:30 p. m.
Evening Worship . . . 7:30-8:30 p. m.

"Give Me This Mountain" will be the theme of the sermon by the pastor next Lord's Day morning. The worship service will be in keeping with the spirit of the approaching New Year. At the evening hour the congregation will participate in the joint church service, with the congregations from the Methodist and Presbyterian Churches. A cordial invitation is extended to all.



The long awaited occasion is here and with it the opportunity of renewing friendships . . . of saying to our acquaintances that all our good wishes go to each of them and our heartfelt thanks for the patronage that we have had during the time we have served the people of this community.

So, for Christmas we say,

- ★ PEACE FOR YOUR PATHWAY
- ★ WISDOM FOR YOUR WORK
- ★ PROSPERITY IN YOUR UNDERTAKINGS



MARVIN BOYD JESS COCKRELL
BODEA REESE EDWARD YOUNG
ROY BOYER SAM SMITH
DENNIS LOMAS

Elite Sewing Club Has Business And Social Meeting

Installation of new officers, knitting and other handwork and the playing of '42 were items on the program of the Elite Sewing Club which met last Thursday at the home of Mrs. Lyle Blanton.

New officers installed were Mrs. Blanton, president; Mrs. Edna Jett, vice-president, and Mrs. Henry Williamson, secretary-treasurer and social reporter.

Gifts were exchanged and the

Please Put Off Your Holiday Rail Trip until after January 12th

Please do not make a trip by rail, unless it is urgently necessary, between now and January 12th.

The Santa Fe, in cooperation with other western railroads and the Office of Defense Transportation, makes this direct appeal to the general traveling public, for these reasons:

Christmas Furloughs

Between December 12 and January 12, hundreds of thousands of our men in service will have holiday leaves.

We all want them to be able to travel without delay on these brief and precious furloughs.

In this same period the railroads must transport a million men of the armed forces moving

on duty; handle the heavy seasonal flow of students; and care for the ever-growing number of persons who must make trips by rail on urgent government business or private emergency.

Not Enough Cars for All

If, on top of all this, civilian America "travels as usual" during the Christmas-New Year holidays, there just will not be enough passenger coaches and sleeping cars to go around.

So, if you possibly can, postpone your trip at least until after January 12—and thus do your share to ensure seats or berths for our men in service on their all-too-brief Christmas-New Year furloughs.

More than ever, in these difficult times, please turn freely to your local Santa Fe agent for friendly help on travel and shipping problems.



Christmas

Has a Meaning of Its Own

Every holiday occasion has its significance but none can compare with the Christmas Season. It is the one time of the year when all are united in one common attitude of good will toward fellowmen.

Christmas is always a welcome event with us. The reasons are twofold, first, because we enjoy the spirit of friendliness that predominates everywhere, second, because it affords us an appropriate opportunity of expressing our sincere thanks to those whom we serve, for their cooperation in the past. It is also fitting that we, at the same time, invite your continued patronage, as well as the consideration of those whom it has not been our pleasure to serve.

We hope this will be a Merry Christmas for you, one and all. We also wish you all the joys of a happy, successful New Year, one in which you will see the fulfillment of your every ambition. Best wishes to everyone!

Kinsey Motor Co.

HENRY WILLIAMSON GLEN PARKER
TROYCE STAMBAUGH JESSE THOMPSON
PAUL DISHMAN CLIFF COX
D. C. KINSEY

"Dear Santa..."

Dear Santa,
Please send me a train, football, Good day,
Melvin Joe Burgess

Dear Santa Claus,
Please bring me an airplane or army tank and other toys, games or puzzles, some candy, fruit and nuts. Thank you.
Edwin Morris Schroeter

Dear Santa,
Please bring me a submarine and a telegraph set. Please bring me some defense stamps, too, and a lot of candy, nuts and fruit.
Please don't forget the other children.
Your friend,
Alex J. Schroeter

Boardman's parents, Mr. and Mrs. W. B. Keeton, of Hollis, Okla.

Miss Estelle Gilliland who has been working in a California defense plant, is visiting her parents, Mr. and Mrs. Matt Gilliland.

Pvt. Stanford Knox and wife, Mrs. Knox of Shreveport, La., are visiting his parents, Mr. and Mrs. W. A. Knox, and a sister, Mrs. Bonnie Brumley.

James Bell of San Diego, Cal., arrived Sunday for a visit with his mother, Mrs. Allan Bell and other relatives. Mr. Bell is an employee of Consolidated Aircraft.

Mrs. Melvina Nunn of Wichita, Kan., arrived Tuesday for a visit with her parents, Mr. and Mrs. Mal Stewart, of the Ford community.

Pvt. Jed Clarida, formerly a



TOYS WITH A SMILE—Telephone operators in New York are known for their cheery voices, and they'll bring cheer to many youngsters with toys they repair while working at switchboards. Each year telephone company employees distribute gifts to underprivileged children.

salesman for the Amarillo Hardware Company in this territory was in Hereford Tuesday visiting friends.

Daniel News

MRS. W. H. ...

There's still quite a bit of feed in the fields yet. It has been too much rain for the fields.

Mr. and Mrs. McClain were in Hereford today shopping.

The ... had a Christmas program Friday night which was enjoyed by all.

Mr. and Mrs. ... are visiting in the ... home this week. ... soon leave for ... he will be staying ...

Bill Herson from ... have been visiting Tomlinson home ... two weeks.

G. B. McFarland from ... in the Floyd Tomlinson home several days this week.

Mr. and Mrs. Kenneth Ware and children visited in the J. T. ... home Sunday.

Mr. and Mrs. ... attended a ... party in the Williams ... in the Palo Duro community last Wednesday night.

Mr. and Mrs. W. R. Moore made a business trip to Seymour last Saturday and returned home on Sunday.

J. F. Matthews made a business trip to Lubbock last Sunday and returned home Monday.

Mr. and Mrs. Persons from ... were visitors in this community Friday night.

Mrs. Floyd Tomlinson and daughter, Nancy Kay, visited in the G. B. McFarland home last Wednesday evening.

Mrs. Lee Moore is home from the hospital and every one hopes that she will soon be up and well again.

TRY A WANT AD



At Camp San Luis Obispo
Pvt. Frank D. ... son of Mr. and Mrs. W. ... of Hereford, was ... in the county service ... list because he was working ... away from home when he registered for selective service. ... Elyk Vaughn considers ... his home. ... He is stationed at Camp San Luis Obispo, Calif., where he is attending a radio school.

Coastguard's Home
E. Ward ... of the U. S. Coast Guard ... a Christmas furlough ... his parents here. Ward is stationed at Smyrna Beach.

Thanks for the Card
Thanks to Pvt. Menard J. Koelsch of Camp Cooke, Calif., for the very attractive Christmas card he sent to the Brand this week. We appreciate his remembrance.

Service Men Visit
George Short, a mechanic in the Army Air Corps, stationed at Turco, Calif., is spending a Christmas furlough here with his sisters, Mrs. John R. McDonald and Miss Mary Short.

Also receiving a Christmas holiday is Bruce Bentley, who is stationed in Louisiana, and is now visiting his uncle, George Smith and family.

GOSSIP

From Here and There

Weigh well any extra hard knocks you get. It might be opportunity.

Anderson County, Texas, was named for Kenneth R. Anderson, the last vice-president of the Texas Republic.

The trouble with the guy who knows it all is that he never wants to keep it to himself.

A writer complains that nowadays popular tunes get on the wireless, on the gramophone, and on the talkies. And, he might have added, on the nerves.

In many cases the person who is worrying for fear he may lose his mind, wouldn't miss it if he did.

Humility is an element of greatness because it is a sign

knowledge of greater things yet to be attained. Dignity and dullness are doubtless first cousins. Because of its abundance of good flight conditions and its comparatively level terrain, Texas is a natural field for both civil and military air activity. If we'd give as much attention to our daily schedule as we do to preparing for a vacation, we might eliminate a lot of waste and worry.

MERRY Christmas

To all our customers in the Dawn and Black Territories, we extend to you our heartiest wishes for the happiness that you expect at this Season of the Year. May the glad Christmastide bring you that happiness so much wished for.

The year just passing has been the best we have ever known in the Plains Country — for all the people. Our elevators have been especially favored with a wonderful patronage from you and we feel deeply grateful for it. We have tried to do our job and for the coming New Year we wish for you continued Happiness and Prosperity!

Your friends,

Farmers Associated Elevators

R. A. FRYE, Manager at Dawn—W. A. SMITH, Manager at Black
F. H. OBERTHIER, Secretary

Greetings

TO OUR CUSTOMERS



Best Wishes for the New Year!

Westway Store

MR. AND MRS. R. M. GUNN

MERRY CHRISTMAS
HAPPY NEW YEAR

Your friendliness and good will during the past year has been greatly appreciated. Please accept our sincere thanks and good wishes.

ELITE CAFE

We Will Remain Closed on Christmas



DR. and MRS. J. W. HENDRIX and EVELYN STELZER Receptionist

DR. and MRS. J. H. CHANNER

We'd like to wish each of you all the Joys of the Christmas Season because we feel deeply grateful to all our friends whom we have had the privilege of serving.

May the New Year see the realization of your every ambition and may you enjoy health, happiness and prosperity.

From the EMPLOYEES of the Southwestern Public Service Company

Season's Greetings

... May health, good cheer, happiness be yours this Christmas and through the New Year!

Southwestern PUBLIC SERVICE Company



SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Miss Mary Tiefel Bride of Clyde P. Hussey In Rites Performed Saturday

Miss Mary Tiefel, daughter of Mrs. Alvina Tiefel of Marshall, Tex., became the bride of Mr. Clyde Hussey, son of Mr. and Mrs. C. P. Hussey of Hereford, in a simple but impressive ceremony performed at 8:30 o'clock Saturday night at the Lutheran Church in Amarillo.

Rev. Martin J. Hartenberger officiated at the rites and Mr. and Mrs. Lee Renfro were the couple's only attendants. The bride wore a two-piece pink gabardine suit with black accessories and her bouquet was of sweetheart roses.

Both Mr. and Mrs. Hussey are graduates of Hereford High School. Mrs. Hussey attended business school and has been employed in Hereford, Amarillo and Marshall. At present she is secretary for Russell J. Brydon.



"SEND US MORE JAPS"—This request of the embattled Leathernecks on Wake Island in the early days of the war is the heroic keynote of "Wake Island", picture re-enactment of the heroic stand of the Marines, which comes to the Star Theatre Sunday for a three day run. Brian Donlevy, Robert Preston, Macdonald Carey, Albert Dekker, Walker Abel and Barbara Britton are featured members of a fine cast.

Fellowship Class Enjoys Christmas Dinner Party Thursday Night, Dec. 17

A Christmas dinner party in the social rooms of the First Christian Church entertained members of the Fellowship Class of the Christian Sunday School last Thursday night. More than 30 guests attended the affair which is reported as one of the most enjoyable Christmas entertainments of the season.

Tables were decorated with candies, miniature Christmas trees, pine cones and holly—the

chief contractors on the camp construction project here.

Mr. Hussey attended Texas A and M and is a reserve officer in the Army. At present he is employed at the alien internment camp near Hereford.

The couple will make their home at the Ferguson Apartments, 517 East Eleventh St.

Miss Walker Is Bride Of Jack McCrary, Dec. 13

Announcement has been made here of the marriage of Miss Evelyn Walker, daughter of Mr. and Mrs. S. B. Walker, and Mr. Jack McCrary, son of Mr. and Mrs. Tom McCrary, both of Hereford, in Vallejo, Calif., on Sunday, Dec. 13.

Mrs. McCrary, a senior in Hereford High School, has been active in all school affairs. She was a member of the Whiteface Round-Up staff and until this year had been a leader in F. H. T. and Pop Club activities.

Mr. McCrary also attended the Hereford schools. He is now employed at the shipyards in Vallejo, Calif., where the young couple will make their home.

Employees Entertained By the Sam Battons

Employees of the Southwest Public Service Company were honored Monday night by Manager and Mrs. Sam H. Batton who entertained with a delightful Christmas party and gift exchange at their home on West Third Street.

The decorations centered around a table arranged with tall red candles, pine cones and crystal in an attractive centerpiece and traditional Christmas refreshments were served.

The group played table games, after which the gift packages were distributed.

Miss Paul Batton, daughter of the hosts, played Christmas music on the piano as the only formal program of the affair.

Present were Mr. and Mrs. Arthur Brock, Mr. and Mrs. Carl Foll Hagar, Mr. and Mrs. M. H. Wiseman and daughter, Juanita, Mrs. Tom Hilburn, Mrs. Lorraine Sisk, Mrs. Barbara Roles, the host and hostess, and E. B. Black, a special guest of the group.

'42 Party Entertains Guests of Mrs. Parker Utilities Company

Mrs. Glenn Parker was hostess recently at a game party entertaining her friends and their husbands.

Table decorations carried out the idea of Christmas, and two tables of guests played '42 during the evening.

Those present were Mr. and Mrs. Cavithon Bryant, Mr. and Mrs. Jimmie Allred, Mr. and Mrs. Ernest Kendall, Mr. and Mrs. Carl Okham, Mr. and Mrs. Ernest Wade and Mr. and Mrs. Parker.

Miss Baird Spends Xmas Holidays With Parents

Miss Mary Ann Baird who is teaching in Vernon, will arrive here Saturday to spend the remainder of the holidays with her parents, Mr. and Mrs. H. C. Baird.

Miss Baird has been visiting friends in Dallas and Waxahachie this week.

First Christmas Is Reverently Enacted At Church Pageant

A Christmas Pageant which reverently carried out the message of the birth of the Christ Child was presented Sunday night at the First Presbyterian Church.

With the stage arranged as a manger scene, Mary, Joseph and the Baby Jesus were shown surrounded by angels; and the white-robed young people's choir provided suitable Christmas music for a background to the re-enactment of the first Christmas, with Mrs. O. M. Stewart reading the scripture passages which tell of Christ's birth.

Accept for the white robes of the choir was provided by red ties and red backed hymn books. Other musical numbers on the program were provided by John Olson and Grant Fuller who sang "Watchman, What of the Night?"

Taking part in the program were nearly all of the children of the Sunday School as well as several members of the Adult Sunday School Department.

Following the pageant, members of the audience filed past the altar, where they left their "white gifts" for the Presbyterian Orphanage in Amarillo and donations for the foreign mission work of the church.

Children received the traditional Christmas gift of candy, nuts and fruit.

The main difference between people in large towns and people in small towns is that the former live in large towns, and the latter live in small towns.

TRY A WANT AD

A MERRY CHRISTMAS

AND A GENUINE
THANK YOU

FOR YOUR LIBERAL
PATRONAGE IN
THE PAST



A HAPPY NEW YEAR

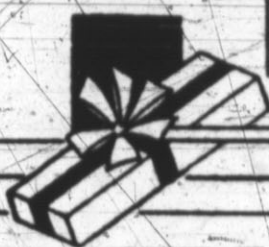
Hereford Store Co.

S. I. HARMAN

EVERY JOY

AND MAY THE NEW YEAR BE A VERY HAPPY ONE.

We offer this Christmas wish in true appreciation of the many favors extended this firm in the past.



Kerr Implement Co.

"BILL" — "CLAY" — "BARNEY"

MANY GOOD WISHES

FOR A

HOLIDAY SEASON

FILLED WITH HAPPINESS AND CHEER.



To which we add—
MANY THANKS
for everything.

Lynn C. Kester and FAMILY



Our Best Wishes

FOR A HAPPY CHRISTMAS SEASON TO EVERYONE

Hereford Bakery

BOYD KNOX



MILK

DELIVERY SERVICE...



I have made arrangements to take over the Milk Delivery Service of CREAM O' PLAINS Pasturized Milk and Dairy Products and Will Make

Delivery Each Afternoon

BEGINNING JANUARY 1st, 1943

I believe we can give you as good or better service than ever before — and that Deliveries will continue in the future, Regardless of Developments.

Telephone NOW and let us put you on the Delivery List . . .

—Stony Comer.

Phone 680 . . . or 329-W

Christmas Wish...

THERE was a dream . . . that men could one day speak the thoughts of their own choosing. There was a hope . . . that men could one day stroll thru streets at evening, unafraid. There was a prayer . . . that each could speak to his own God—in his own church. That dream, that hope, that prayer became . . . America! Great strength, youthful heart, vast enterprise, hard work made it so. Now that same America is the dream . . . the hope . . . the prayer of the world. Our freedom, its dream. Our strength, its hope . . . and Our swift race against time, its prayer! We must not fail the world now. We must not fail to share our freedom with it afterwards. Keep Singing, Keep Working and Fight for America!

County Commissioners

NOAH EWTON
Commissioner, Precinct 1

J. J. CLARK
Commissioner, Precinct 2

H. D. CULPEPPER
Commissioner, Precinct 3

DICK ALLRED
Commissioner, Precinct 4

A. J. SCHROETER
County Judge

May 1943 Again Bring

"Peace on Earth and Good Will Toward Men"

A Week of War

The program for utilizing college and university facilities to give specialized training to young men in the armed services was announced jointly by Secretaries Stimson and Knox. Mr. Stimson said the program would go far toward temporarily destroying liberal education in America so far as the able-bodied men of college age are concerned, but would not have a permanently bad effect. Mr. Knox thought it an attempt to preserve liberal education during the war, as preference would be given to smaller not-so-richly-endowed colleges whose existence might be threatened by the war. Meanwhile, a new bulletin has been sent to local selective service boards granting temporary deferment for college and university students, and instructors in certain medical, engineering and other technical fields. All university men have been advised to remain in school until called for military service, and the 18 and 19-year-olds have been told not to hesitate to enroll to begin their college training.

The rules and regulations under which schools will be selected for the program will be prescribed by WMC Chairman McNutt, after consultation with Secretaries Stimson and Knox, the actual selection to be made by a joint committee consisting of representatives of the armed services and the WMC. A questionnaire on staffs and facilities has already been sent to all the higher educational institutions in the country, and the schools chosen will, under contract with the Army and Navy, furnish instruction in prescribed courses and also furnish the necessary housing and messing facilities. Qualified young men detailed to these institutions will wear active duty, in uniform, with regu-

lar service pay and subject to general military discipline.

Manpower
By the end of 1943 or early in 1944, according to WMC estimates, there will be 9,700,000 Americans in the armed forces, 20,000,000 in war industry, 19,600,000 in civilian industry, and 7,900,000 in year-round farm work. In addition, millions will be needed seasonally in the various agricultural areas. In November 52,800,000 people were employed and 1,700,000 unemployed, but the Census Bureau said there were 5,000,000 people—most of them housewives—who could take full-time employment but had not done so. The Department of Agriculture said that 7,272,000 family workers and 2,279,000 hired hands were working on farms on Dec. 1, and the Department of Labor reported that employment on new construction projects in 1943 would drop to an average of little more than 1,000,000 workers, making an equal number available for other war employment.

The War Front
Elmer Davis, Director of the OWI, said there is no reason for Americans to be disheartened about the Allies' progress in North Africa, as it was natural for the drive to slow down after its initial start. While the enemy there still has a measure of air superiority, that will be taken care of when we establish our forward bases. From the beginning of the North African campaign through Dec. 12, U. S. fliers destroyed 70 Axis aircraft and damaged 43, at a cost of 35 American planes lost and eight missing, and communiques throughout the last week have reported another 11 Axis planes downed, another 10 destroyed, and 100 Axis soldiers killed and scores taken prisoner. U. S. losses of the week were set at three planes lost and one missing.

Gen. MacArthur's headquarters, after reporting the capture of Buna by Allied troops, opened a heavy new attack today on the Japanese beachhead at Buna Mission. On Friday, Dec. 18, U. S. submarines, operating in Pacific and Far Eastern waters, sank seven more Japanese ships—one large tanker, one large cargo ship, one medium-sized tanker, two medium-sized cargo ships, one medium-sized transport and one trawler. From Guadalcanal came reports that U. S. fliers captured the Munda area of New Georgia Island in numerous damaging attacks, and the week's action reported one Japanese destroyer sunk, one set afire and probably sunk, one damaged, one destroyer or cruiser damaged, eight planes downed and one destroyed. In this action the U. S. lost one motor torpedo boat and one plane, and one plane is reported missing.

War Strategy
Admiral Darlan's declaration of intention in regard to French North Africa has been issued by President Roosevelt. The text reads in part: "In leading North and West Africa against Germany and Italy and into the ranks of the United Nations, I seek no assistance or support for any personal ambitions. My sole purpose is to save French Africa, help free France and then return to private life with a view to the future leadership which may be selected by such people themselves and no one else." Admiral



CIVILIANS GO THROUGH WAR GAS TESTS—Conditions during a real gas attack are simulated for the benefit of 185 civilian professionals who graduated from the Queens Gas Protection School in New York. This smoke screen approximates the real thing.

Darlan pledged cooperation to the cause of the United Nations, and said he had already taken steps granting amnesty to Allied sympathizers, restoring to rank French officers, releasing United Nations prisoners, and stopping persecution of Jews. Also, he said he had placed armed forces in the field to fight beside the Allies whatever posts, air-fields, railroad and communications facilities and buildings the military situation demanded.

A production report released by WFB states that 1943 production for war alone will have to equal the value of all the goods and services produced by the nation in its years of greatest prosperity. Although the U. S. is making as many combat weapons today as the entire Axis, in 1943, it will have to do a "better than \$90,000,000,000 war job."

Under-Secretary of War Patterson gave the following figures for 1942 production of war weapons: More than 23,000 tanks, more than 3,000 90-mm. anti-aircraft guns, more than 9,000 40-mm. anti-aircraft guns, more than 300,000 .50 cal. machine guns, and more than 500,000 machine guns of all types, and small arms ammunition coming off the lines at better than 1,000,000,000 rounds a month. Maritime announced a new monthly record in the production of Liberty ships—68 Liberty ships were turned out in November at an average of only 56 days from keel-laying to delivery. This is a cut of 10 days from the October average, and represents one-fourth the time necessary last January when the program was started.

The dollar value of military supplies acquired for the Army in 1942, including all munitions and equipment, was set by Under-Secretary Patterson at \$25,000,000,000 as against \$5,000,000,000 in 1941 and \$1,000,000,000 in 1940. Munitions, exclusive of aircraft, acquired by the Army this year will amount to \$11,000,000,000 or about 90 percent of U. S. and Allied stated requirements.

Agriculture
January 12, 1943, by presidential proclamation, will be Farm Mobilization Day. The President has asked farmers to meet on that day with Department of Agriculture representatives, state officials, farm organizations and others concerned to discuss ways and means of insuring maximum 1943 production of vital foods

on every farm in the country.

Final reports on 1942 agricultural production set the total corn crop at 3,175,154,000 bushels and the total wheat crop at 981,327,000 bushels, with total production of all crops 14 percent higher than in 1941 and 12 percent higher than in the banner year of 1937. According to Under-Secretary of War Patterson, the canning industry of the U. S., Hawaii and Alaska also produced a record 1942 pack—over 300,000,000 cases of canned fruits, vegetables and fish, as compared to 1941 production of 236,000,000 cases.

The Cost of Living
The Bureau of Labor Statistics comprehensive index of nearly 900 wholesale price series now stands at the highest level in more than 18 years. The index for farm products has risen nearly 21 percent in the past year and is now 12 percent higher than for the year 1926, and the index of retail food costs on Nov. 17 stood at the highest point reached since January 1930, having advanced 40 percent since the outbreak of war in Europe. Survey figures from the OPA rent brought critical industrial centers under legal rent control. Four months after OPA issued its first maximum rent regulation in June, 1942, the rent index for wage earners in 34 large cities had dropped from its spring 1942 high to the level prevailing at the time of Pearl Harbor.

Two War Boards
(Continued from Page 1)
Dyar, and T. W. Roberson. On the O. D. T. committee are Mr. Gass and J. B. Stoker, Colby Conkright, Ralph Sears and J. C. McCracken.

Fire Department
(Continued from Page 1)
can be kept principally to water and smoke damage, or maybe only the use of a small fire extinguisher will be necessary.

"Seriously, this is a reminder and a request that we diligently try to make this season fire-safe. Our carelessness can keep it pleasant; our carelessness will make it disastrous.

Members of the Hereford Fire Dept.

Temper is one thing that can't be worked to death.

Around Town

(Continued from Page 1)

the City Drug will have been in business for 21 years at the same location.

The Short Snorter Club is an organization of persons who have made round-the-world airplane flights, and though John Olson may not legally qualify for membership, he could get by on some credentials he found last Sunday and John, church treasurer, made a trade for his badge of membership in the "Short Snorters."

The area of Texas is 263,644 square miles of land and 3,695 square miles of inland water surface, according to a revised figure of the U. S. Bureau of Census issued April 11, 1941.

TEXAS

FRIDAY & SATURDAY

Kiddies 11c Adults 17c

Johnny Mack BROWN spells death to enemies!

THE SILVER BULLET

with FUZZY KNIGHT

plus CHAPTER 5

and 2-reel all-star comedy

Inspection Of Com'l. Vehicle Tires By Jan. 15

Owners of commercial motor vehicles were reminded today that the first tire inspections under certificates of war necessity must be made before Jan. 15. N. F. Nelson, district ODT manager, of Amarillo, urged that operators not wait until the last minute for a rush on approved tire inspectors but begin at once to get the inspections.

A commercial motor vehicle may not lawfully be operated after Jan. 15 without a certificate of war necessity and an endorsement by an approved tire inspector on the certificate, Nelson said. After the first inspection, vehicles must be presented for inspection once every 60 days or every 5,000 miles, whichever occurs first.

Purpose of the periodic tire

inspection is to insure proper tire preservation. If the inspector finds that a tire needs repairing to insure maximum service, he will withhold his endorsement of the certificate of war necessity or record form covering operations of the vehicle until the repairing has been done. If he finds any mechanical condition causing undue wear, he likewise will recommend the necessary repairs and will not sign the operator's certificate until they have been made.

Authorized tire inspectors in this county are Iverson Leake, Dawn Independent Oil Co., Dawn; and John Olson, Olson Service Station; Henry Williamson, Kinsey Motor Co.; A. D. Mills, Phillips 66 Service Station; W. C. Pitman and Odus Bulls, Pitman Service Station; C. O. Houser, Consumer's Fuel Association; W. P. Osborn, O. K. Welding Co.; Charles Bennett, Bennett Tire Shop; Arthur Thompson, Thompson Service Station; Roy Harris, (Moore) Moore Independent Oil Co.; and Earl Phillips, Fraser Oil Co.

2 Big Features for the Price of 1!
Friday & Saturday **STAR** Xmas Day & Saturday

MRS. WIGGS OF THE CABBAGE PATCH

Fay Bainter - Carolyn Lee - Hugh Herbert

Grand Entertainment You'll Always Remember!

PLUS This Bullet-Cracking Action Ace!
The Only Law Range Rats Respect... The Law of Fish and Gun!

PARDON MY GUN

CHARLES STARRETT - Alma Correll

and... Popeye in "Baby Wants a Battleship"

There are Pictures of the Week... The Month... the Year!... But Here is the Picture of a Generation!

IT'LL PUT A

Machine Gun in Your Hand... Rage in Your Heart!... Praying!... Cussing! Fighting! 446 Fighting Marines with the grit of all America wrote this story!

BRIAN DONLEVY
MACDONALD ROBERT CAREY · PRESTON
AND Albert Dekker · William Bendix

"WAKE ISLAND"

plus Late World News Merrie Melodie Cartoon

STAR Sunday Monday Tuesday

MEET THE AMERICAN "MRS. MINIVER"

The WAR Against MRS. HADLEY

ARNOLD · BAUER
Richard NEV · Jean UGERS

Plus Trumpet Serenade Musical, and Sport Theatre, Hereford

Star Wednesday and Thursday Dec. 30-31

RING out the Old Year in a New Year!
AT OUR BIG **New Year's Eve MIDNITE FROLIC!**

Fun! Favors! Noise Makers for All!

Thurs. Night Dec. 31, 11:30 p. m.

A Riotous Screen Show!

His Words had a Phoney Ring!

ALMOST MARRIED

JANE FRAZEE ROBERT PAIGE Eugene Palette

WIND UP THE CAT... PUT OUT THE CLOCK... and Come on Down!

Make Up a Party... Plan Now to Attend!

The Biggest and The Best **CELEBRATION** In Town!

STAR Theatre

The Season's Best Wishes

In taking this opportunity of expressing our best wishes for the Christmas Season to our hosts of friends, we are mindful of the splendid associations and friendships that we have had in the years past. And it is in full appreciation of all the fine things you have done for us that we express our sincere thanks to each of you whom we call our friends. May we continue to serve you during the months to come.

So, wherever you are—north, south, east or west, may we extend Season's Greetings to you, one and all.

E. B. BLACK CO.

EACH ONE IS A RIOT! Together They're Terrific!

YEP—IT'S JOE and JUDY!

THEY'LL BLITZ YOU...

with a **BOMBARDMENT OF FUN!**

JOAN OF OZARK

JUDY CANOVA JOE BROWN

added joys

A Carey Wilson Miniature "Mr. Blabber Mouth"

SUN. - MON. - TUES.

TEXAS THEATRE IN HEREFORD

plus **Star** Wednesday and Thursday Dec. 30-31

MERRY CHRISTMAS MERRY CHRISTMAS MERRY CHRISTMAS

Do Your Part in 1943.
Buy War Stamps and Bonds!

The Hereford Brand

THE HEREFORD BRAND, THURSDAY, DECEMBER 24, 1942

There'll Always Be A
Christmas

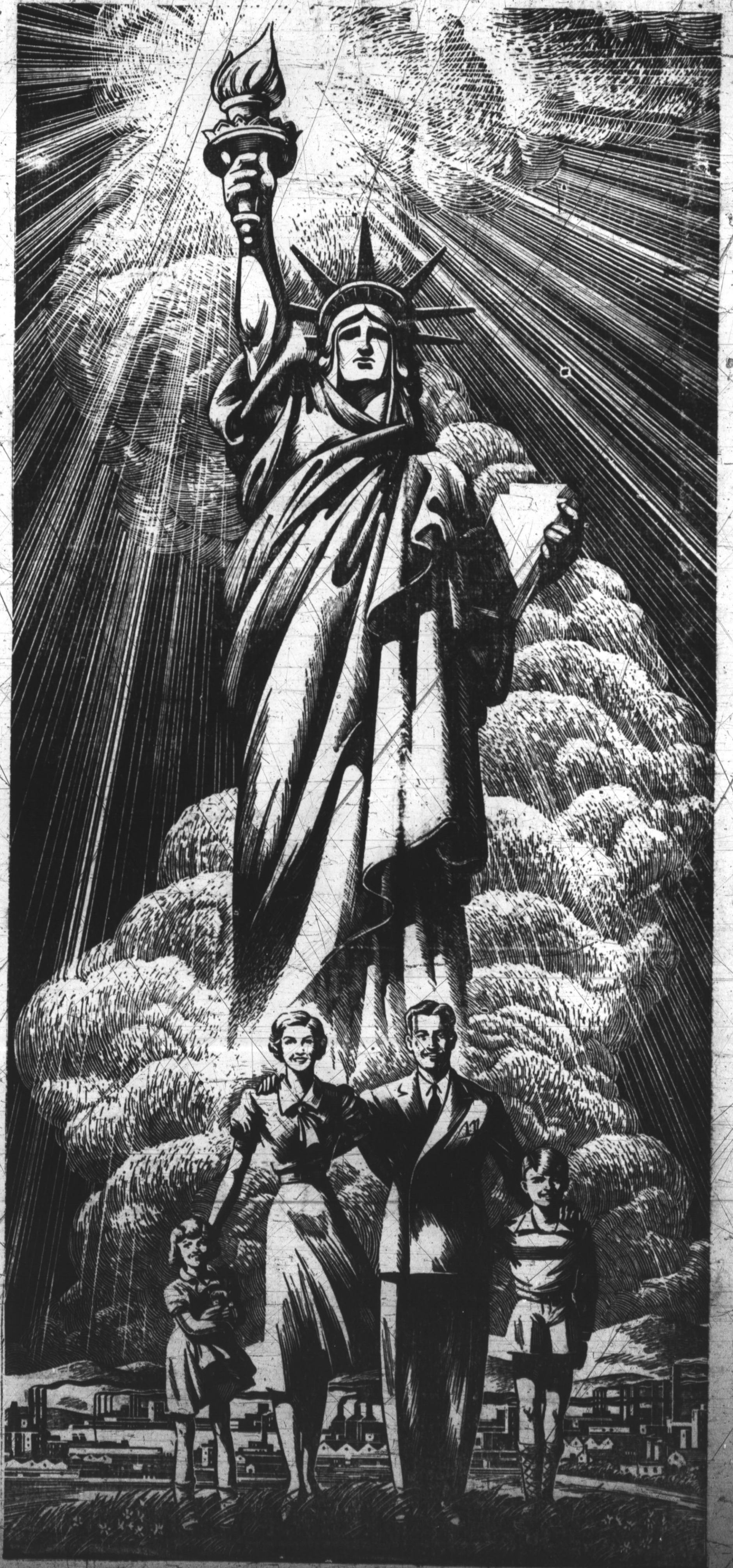
Christmas ... 1942

will dawn with the United States once more involved in the strife of a great war. The deeply cherished liberties which are heritage, and the life of we Americans are at stake. They must be made secure.

At this Christmas time when the hearts and souls of men are deeply imbued with the Spirits of Good Will and Hope, no matter what our differences may have been, we now stand shoulder to shoulder as Americans to keep ever lighted the torch of liberty, and to make it possible for all peoples of the world to enjoy the American Way of Life, Liberty, Security and Happiness for all our families and homes.

We take our stands — whether we're near or afar, on land on sea, in the air, or at home — we are at this Christmas time the hope of the world watched by anxious people in bondage and slavery, hoping through our aid to receive in some measure the countless blessings of God that have come to our great nation.

God Bless America!



Rationing At A Glance

Ration Books
WAR RATION BOOK NO. 1—Used for sugar and coffee, will be required to obtain Book No. 2 soon. Those not having Book No. 1 may obtain them from the local ration board until Jan. 15, 1943.
WAR RATION BOOK NO. 2—To be issued early in 1943 and will provide for rationing on a "point system" instead of on a coupon basis.
MILEAGE RATION BOOKS—Books A, B, and C used for passenger car gasoline; E and R books, for non-highway uses; D, for motorcycles; T for trucks and

commercial vehicles.
Rationed Food Commodities
SUGAR—Stamp No. 10 in Book No. 1 good for 3 pounds until midnight, Jan. 31, 1943.
COFFEE—Stamp No. 7 in Book No. 1 (for those 15 or older) good for 1 pound until midnight Jan. 3, 1943.
MEAT—Voluntary share-the-meat program sets limit at 2 one-half pounds per person per week. Meat will be rationed under the "point system" after Book No. 2 is distributed.
Mileage Rationing
GASOLINE—Value of each coupon in A, B, and C Books is

4 gallons. First 8 coupons in A Book are good until midnight Jan. 21, 1943. Those who think they are eligible for supplemental rations should see their local ration board.
Tire Inspectors—All vehicle operators must have official tire inspections by Jan. 31, 1943. Thereafter, A and D (motorcycle) book holders must get inspections each four months. Holders of B and C books must get tires inspected every two months for every 5,000 miles, whichever comes first.
Tires—If official tire inspector recommends a tire replacement or recap, apply to local ration board for tire or recap ration certificate. Tires and recaps will be rationed to all on the basis of tire inspections and county

quotas available, with most essential mileage to come first.
Other Rationing
 Eligible purchasers needing new automobiles, bicycles, typewriters, rubber footwear, and other commodities on which sales might be restricted, should see their local ration board.
 Address of the local board for this county is Court House, Hereford; Chairman: E. H. Norton

SONS In the Service

- Wagner, Lawrence Leroy
- Wagner, Lester Francis
- Waldron, Joe Howard
- Walker, Jimmie
- Ward, Eberedge (Jr.)
- Ward, Ervin Hiram
- Waters, Howard Hugh
- Watson, Edwin Ray
- Watts, Jack
- Weavers, John Earl
- Wedel, Henry Theodore (Jr.)
- Wederbrook, Roy Arthur
- Wederbrook, Vernon Winfield
- Whitaker, George Hampton
- Whitaker, Woodrow Wilson
- White, Hugh Allen
- Wilkins, Collins Arnold
- Williams, Quince Gus
- Williams, Vernon Altus
- Williamson, Henry Howard
- Wilson, Joe Bailey
- Wilson, Woodrow Berry
- Wilson, Wendell Kermit
- Wilson, Willie Benjamin
- Wiltshire, Benjamin Monroe
- Winfrey, Fred Estel
- Winfrey, Laverne Wesley
- Wolffington, Garland Robert
- Woodford, Vernon Charles
- Wohlschlag, Benjamin Arthur
- Wood, John Hardy
- Woolery, William Ira
- Worley, Joy William
- Young, James Neal

Promoted To Corporal
 Pvt. First Class Clark C. Whitaker of Hereford has been promoted to Corporal, according to a notice from the Public Relations Office at Fort Bliss, El Paso, Tex.

"Somewhere In England"
 Master Sgt. Rorex Lacey, a mechanic in the Air Corps, is now stationed somewhere in England helping to prepare a future American Expeditionary Force.
 Sgt. Lacey, a son of Mr. and Mrs. W. W. Lacey of Bellview, N. M.; volunteered for Army service more than three years ago and because he was in service prior to the first draft registration, his name was not listed among the men in service from this county.

Two Graduate At Sheppard
 Pvt. Joy W. Worley, son of Mr. and Mrs. M. L. Worley, and Pvt. Richard Callaway, son of Mrs. S. L. Callaway, have graduated from an intensive course in aviation mechanics at Sheppard Field, Tex.
 After entering the aviation mechanic course, both Worley and Callaway completed the training courses to learn the art of protection and offense as well as repair.

Lesson From Whitefaces
 Walter L. Kuper, who is stationed at Minter Field, Bakersfield, Calif., writes that if the soldiers do their job as well as the Hereford Whitefaces football warriors did theirs, "you can bet your hat that it won't be too long before we whip the Axis."
 Enclosing a few jokes from the "Wings" camp newspaper at Minter Field, Kuper states that he enjoys reading The Brand to find out what his friends and fellow soldiers are doing. He also writes, "If you have a registered Whiteface cattle sale, I want one of the catalogues to show these Yanks that West Texas really does have something worthwhile."

Cotton hose are sure to be a success with women as long as there is a seam to be kept straight.

NOTICE!
 Let Us Handle Your
FARM SALES
 or
LIVESTOCK AUCTIONS
B. E. Brumley
Lloyd Otten

for a
JOYOUS
VIII TIRE
 Visit Us Often
Candy Kitchen

Merry Christmas Neighbors!




We hope everybody at your house is enjoying the associations of friends and loved ones, which is so important on this happy occasion.

And as we express this Christmas wish, we also want to say, "Thank you," for your consideration and patronage.

HAPPY NEW YEAR

Plains Insurance Agency

MR. AND MRS. JOHN PATTON



CHRISTMAS


THE PLEASURE IS OURS

As another Yuletide Season is ushered in, we enjoy looking backward over our experiences of the past year. We recall many, many instances of your confidence and good will, and we find these thoughts make us extremely proud and happy.

It is in appreciation of these kindresses that we take advantage of the Christmas Season, to tell you we have not forgotten. Your confidence in us will be our incentive to greater efforts, that we may continue to come up to your expectations.

Best wishes to you, your family, your friends—our friends.

GREETINGS



HUDSON GROCERY & MARKET

"THE HOME OF LOWER PRICES"



Merry Christmas

TO OUR FRIENDS

It is the friendship and thoughtfulness of our customers—our friends—that have made it possible for each of us in this organization to enjoy the Christmas spirit to its fullest extent.

So we extend these Christmas Greetings, and with them, our appreciation of the privilege of serving you. We trust you will have a very Merry Christmas and a Happy New Year.

Moore Independent Oil Co.

MR. AND MRS. TROY MOORE

Greetings

OF THE YULETIDE SEASON

As the ties of friendships are strengthened during the Holiday Season, so may our business associations continue to grow in mutual accord in the New Year.

We are grateful for the privilege of serving you and trust that we may continue to merit your patronage.

BEST WISHES from THE BOYS AT

Weir's Super Market

MR. AND MRS. GLENN WEIR

Dear Santa,

Dear Santa Claus,
I am a little boy two years old and my daddy says that I have been good enough for you to come to see me.

Dear Santa,
I have tried to be a good girl since you were here the last time. I will tell you what I want you to bring me. I no you can't bring much but I want a doll buggy, doll, little stove, iron, dishes and tricycles.
Go to see Daddy who is in the army in California and all the good little boys and girls.
Your friend,
Patricia Hyde

I would like a tricycle, football, table and chairs, truck that pumps dirt and lots of candy and nuts.
Remember all of my little friends for they have been good to me.

And Santa, if you have one to spare, my Daddy wants an electric train.
I'll have something for you and your reindeers.
Merry Xmas,
Don Ray Oldham

Dear Santa Claus,
I have been a pretty good girl this year. So please bring me a doll and doll bed, also an air mattress set and a toy refrigerator and some candy, nuts and apples and oranges. Don't forget my brother and also all the other little boys and girls.
Your friend,
Kathryn Caldwell

Dear Santa Claus,
I want a pair of boots and some nuts and fruit and candy. I have been a pretty good boy.
From,
Bobby Lee Caldwell

Dear Santa Claus,
I thank you for everything you give me. This year is war time and so all I want is a football suit and a pair of overshoes.
With love,
William Allen Hunter

Dear Santa,
I am a little girl 6 years old and I'm in the first grade. Please bring me a poppa-momma doll, a little desk, a trunk and some candy and I guess that's all. Remember other boys and girls too.
Your friend,
Margaret Phillips

Dear Santa,
I have tried to be pretty good this year. I help my mother. I want a doll with hair, a stove, dress, fruit and candy.
Your friend,
Imogene Harris

Dear Santa Claus,
I have been a good girl and I am glad you bring toys to me. This year please bring me a doll and a manicule set. If you can please bring me a ring.
Your friend,
Lou Alice Shirley

Dear Santa,
I have been a good girl. Please bring me a doll. I would like to have soome candy, fruit - and nuts.
Your friend,
Lena Winkler

Dear Santa Clause,
Please bring a book satchel, and some skates; also a gun and scabbard and a pair of gloves. I have been a good boy.
Raymond Morrison

Dear Santa Claus,
I am a good girl. I want a table and chair. We like Santa Claus and Santa Claus is nice. My little friend is nice, too.
Merry Christmas,
Betty Fay Smith

Dear Santa Claus,
I want a pair of gloves and a cowboy handkerchief and so I am closing and just say goodby and Merry Christmas.
John Robert Gollihar

Dear Santa Claus,
I want a doll and a doll buggy and a set of dishes.
Your friend,
Joyce Hall

Dear Saan'a Claus,
I am a good girl. I want you to bring me a doll and a drum on Christmas night.
Your friend,
Venna Jean Jay

Dear Santa Claus,
How are you? I am fine. For Christmas I want a toy tractor that will wind up. Oh yes, I am about to forget, I would like a set of implements, a hay rake and a trailer. You ask my teacher if I have been good.
Your friend,
Connie Dale Riddle

Interested In Texas History? You Might Put It In A Book

Austin, Tex.—Any Texan with ideas about subjects which should be discussed in an omnibus "Handbook of Texas" is asked to submit his suggestions to the editorial committee for a forthcoming Texas encyclopedia, Dr. H. Bailey Carroll, University of Texas associate professor of history, has announced. Dr. Carroll is acting director of the Research in Texas History project which was authorized by the last session of the

Legislature. Purpose of the research group is to prepare a two-volume encyclopedia of Texas facts—including information on agriculture, Texas' heroes, industry, labor, folklore, housing, transportation.
"We want to issue an invitation to every Texan who lives in the state and who is interested in some phase of its history and development to write us, giving us a list of subjects he'd like to see included," Dr. Carroll said.
The book is to be published in 1945, anniversary of Texas Statehood.

TRY A WANT AD

There is an atmosphere of good will and good cheer prevailing in our establishment which finds expression in a greeting to each of you.

At this glad Season we are reminded of our many pleasant business relations, of your many courtesies, of our own good will toward you. That's why we deem it a happy privilege to wish each of you the Season's Best Wishes.

Merry Christmas and Happy New Year to all!

Sireu Hardware Company

Sincerely

This is more than an ordinary greeting this year. It is evidence of our gratitude to the folks who have lived before us, who have made this Christmas of priceless happiness possible.

In this spirit we send our sincere good wishes for you and all those dear to you. May this Holiday time be one of joy and happiness to you and yours.

HAPPY New Year

Jacobsen Bros.

Dear Santa Claus,
Please bring me a doll and a doll buggy, also an iron. I have been a good girl.
Your friend,
Ruth Winkler
P. S. Please bring me some candy and nuts.

Dear Santa,
I have been a good little boy and I would like to have a flashlight, a pen and pencil. I need a pair of gloves, too. I would like to get a wagon, too.
Your friend,
Don Rice

Dear Santa,
Please bring me a pair of gloves and a housecoat. I would like to have a sewing machine too. I have been a nice little girl. Thank you.
Your little friend,
Jennie Jean Dale

Dear Santa Claus,
I like you very much. Please bring me a doll and a doll house. Also please bring me candy and nuts.
Your little friend,
Anita Ponder

Dear Santa Claus,
I wish you would bring me a blackboard, a gun and scabbard and a pair of socks and a handkerchief. And if you can, bring me some BB's and a pair of gloves.
Your friend,
Billy Bookout

CHRISTMAS GREETINGS

THE BEST OF GOOD THINGS FOR YOU AND YOURS IS THE SINCERE WISH OF THE MEMBERS OF THIS FIRM. WE'LL BE THINKING OF YOU DURING THE HOLIDAY SEASON, FULLY AWARE OF YOUR FINE ASSOCIATIONS AND FRIENDSHIPS THAT HAVE MADE THE PAST YEARS SO PLEASANT FOR US.

BEAVERS BROS. GARAGE
"Our Work Stands Up—We Make It"
LAMA BEAVERS HALL BEAVERS

Merry Christmas

The Christmas Holidays are a friendly season, a time when each of the members of this organization wants to tell you how much we've appreciated your patronage and consideration. These things have made our lives more enjoyable and we look forward to continuance of these fine relationships as we extend to each of you **GREETINGS OF THE SEASON!**

THE CITY OF HEREFORD
EMPLOYEES and COMMISSIONERS

COURTHOUSE RECORDS

Quit Claim Deed
 E. F. Williams and Olive V. Williams to chef W. Williams and Lora Gertrude Williams, all of 5/8 and an undivided two-thirds interest of N one-half of Section 70, Blk. K-7.
 Katherine Rice to Ethel Renzl, all interest, apparent and real, in and to all properties, insurance, etc. of H. L. Rice, deceased.
 St. A. Locker to Ela M. Alkman, part of Survey 60, Blk. K-3.
 Eugene Renfro, to M. A. Elkins, all of Blks. 5, 10, 11, 12, and

31 and N. 48.4 ft. of Blk. 30, all in Ricketts Addition to Town of Hereford.
Warranty Deed
 Sarah Zook and C. E. Zook to Robert R. Lindsey, all of NE 1/4 of Section 24, Blk. K-3.
 N. G. Fox and Jennie Fox to Mrs. Rosa Cook, part of Blk. 25, Ricketts Addition.
 Federal Land Bank of Houston to Bruce Cathey and W. H. Cathey, all of Survey 18, Blk. A, J. C. Mauk, original grantee.
 R. E. Lee, and Daisy Lee to Mary J. Mackie, W 1/2 of Section 5, Twn. 5N, R 3E, Cap. Syn. Sub.
 Hester L. Cockerham and O. D. Cockerham to Mrs. Nettie Comer and W. H. Comer, all of Lots 8, 9, 10 of Blk. 19, original town-

site of Hereford.
 Peck, Wright Peck Investment Co. of Concordia, Kan., to T. D. Julian, SE 1/4 of Section 23 in Blk. K-11.
 Kansas City Life Ins. Co. to M. E. Morrison, W 1/2 of Section 18, Twn. 5N, R 3E, Cap. Syn. Sub.
Deed of Trust
 M. E. Morrison to Stanley Bassett, trustee, W 1/2 of Section 18, Twn. 5N, R 3E, Cap. Syn. Sub.
 Morris Sowell to G. C. Ackert, trustee, part of Section 80, Cert. 919, Blk. K-3.
Release
 N. Tex. Federal Savings and Loan Ass'n. to Jno. A. Coffee, A. O. Coffee, Lot 3, Brittain's Sub. of Blk. 73, Town of Hereford.
 Humble Oil and Refining Co.

to G. F. Johnson, all of Section 25, Blk. K-8, Tyler Tap. R. R. Co.
Deed
 Katherine Rice to Ethel Renzl, all right, title and interest to Lot 8 and S. 10 ft. of Lot 7, and Lot 21 in Blk. 25, original town of Hereford and Lots 9, and 10 in Blk. 31, Evans Addition.
 Phillips Petroleum Co. to Will Addison, all of Lot 7, Blk. 3, same being part of Section 61, Blk. K-3, WW & S Grantee, town of Hereford.
Marriage License
 W. W. Cobb and Miss Excense Stephens, Dec. 15.
 Clyde F. Hussey and Miss Mary Tiefert, Dec. 19.

Mrs. Tandy Legg and children will remain in this community during the holidays. Mr. Legg, of Amarillo will spend Christmas Day with his wife and children.
 A Turkey dinner with all the "fixins" highlighted the social affairs of the Christmas season when members of the Study Club, entertained their husbands Friday evening at the home of Mrs. Ray Johnson with Mrs. Lloyd Lookingbill and Mrs. D. C. Walser as assistant hostesses.
 The school children had a tree Friday morning then went to the parade in Hereford in the afternoon. They join the teachers in thanking the trustees and patrons of the school for making their going to see Santa possible this year, when conditions did not permit the use of the bus for such purposes.
 Visitors at the tree Friday morning were Mr. and Mrs. M. D. Rexrode and children, Mrs. Carter and son, Mrs. Otho Noland, Mrs. D. C. Walser and Gloria and Carol, Billy Tandy and Marlene Legg.
 Sunday School attendance fell to 68 Sunday, probably due to the weather. Several brought lunch and stayed for the Study Course during the afternoon. The book studied was "Personal Factors in Character Building." Enrolled in the study were Mrs. C. R. Walser, Mrs. Ky Lawrence, Mr. and Mrs. B. E. Roberson, Mr. and Mrs. Tandy Legg, Mr. and Mrs. O. B. Sumner, Mr. and Mrs. McQuirter, Mrs. J. B. Noland, Mrs. D. C. Walser, Mrs. Otho Noland and Miss Pearl Prachar. Mrs. Jim Clark and Rev. Rexrode taught the book.
 Mrs. C. E. Brown and children of Hereford visited her sister Mrs. Geo. Storey and family Sunday. The children attended Sunday School.
 Mr. and Mrs. J. E. Roberson who have been in Hot Springs the past several months same home Saturday to be with their children during Christmas. They have three daughters living here. Mrs. Geo. Storey, Mrs. Brit Clark and Mrs. John Hicks.
 A daughter-in-law, Mrs. Bill Roberson, and children arrived Sunday from Paradise where they have been visiting her parents. Mr. Roberson, who is in the Sanatorium near San Angelo is doing nicely. He will be there some three months yet.
 Mr. and Mrs. Ted Staats and children formerly of Summerfield but now at Tulla combined business and pleasure Friday and spent the day in Hereford visiting friends besides getting to see Santa.

Summerfield

MRS. JIM CLARK
 Mrs. Lee Curry left Friday for Mineral Wells, where she will spend Christmas with her daughter Mrs. Pat Morse, Mr. Morse and Marlene Kay.
 For awhile Monday morning it looked like we might have had White Christmas we have been hearing so much talk about. The train which began Sunday shortly after noon continued until in the night and began to freeze. Grass, trees and all other vegetation were covered with ice.
 About an inch of rain fell in this section. Roads were very soft and slick Monday.
 Miss Ruth Atchley of San Antonio arrived home Saturday to spend the holidays with her parents, Mr. and Mrs. B. A. Atchley, her sisters, Miss Gertrude and Mrs. R. D. Lance Jr. and other relatives and friends.
 Private Thurman Atchley of Dalkart visited from Friday night until Sunday with his parents, Mr. and Mrs. B. A. Atchley, Lester, Roy and Jim Suttles, Miss Gertrude Michay, Mrs. R. D. Lance Jr. and Mr. and Mrs. Geo. A. Springer of Frio were in Amarillo Thursday.
 Miss Edith Neill, who teaches at Bethel, is spending the holidays with her parents, Mr. and Mrs. W. C. Neill of Black, and with her sister, Mrs. B. E. Roberson and family.
 Mrs. Mary Lookingbill, student in Texas Tech Lubbock was expected home Tuesday to spend Christmas vacation with her parents, Mr. and Mrs. Lloyd Lookingbill and her brother, L. H.
 Mrs. Laura Shaw, primary teacher, plans to spend the holidays with her husband L. P. Shaw, at their country home north of Hereford.

Season's GREETINGS!



DESPITE THE WAR AND THE TROUBLED CONDITIONS OF THIS OLD WORLD, WE CAN STILL TAKE TIME TO WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR, BLESSED WITH HEALTH AND THE SUCCESS WHICH CAN STILL BE FOUND IN AMERICA!

Carl McCaslin Lumber Co.

CARL McCASLIN
 RALPH HASTINGS HENRY TURNER



WE EXTEND OUR
 SINCEREST WISHES
 for
A Merry Xmas
 and

A Happy, Successful New Year

We wish to all our friends all of the good things associated with the holiday season. It has been a pleasure to serve you in the past, and we hope, in the future to give you even better service.

HILL & RICKETS, Realtors

JIM HILL CLAUDE RICKETS

Greetings..



from
 THE
Hereford Laundry
 AND BEST WISHES
 for a
Happy 1943

MERRY
 CHRISTMAS



To All Our
 Good Friends
 Everywhere:

With the return of the joyous Holiday Season, we are afforded the pleasant opportunity of brushing aside for the moment the cares and burdens of business to greet you and to wish you the happiness of the season.

As we take mental inventory of our business activities we realize no asset is more priceless... more conducive to success than the good will and the friendship of our many customers.

And so we at Alderson's Variety Store join with those who have a sincere interest in your happiness and prosperity to extend our best wishes to you for a Merry Christmas and a Happy New Year.

Sincerely,
ALDERSON'S VARIETY STORE
 Mr. and Mrs. Tom Alderson
 and Marjorie

Season's Greetings

Christmas is here again with its good fellowship and good will. Its warm spirit reminds us that in our friends and not in our ledger, do we find our real assets. So we want to express our appreciation of your evidences of friendship for us and to wish you...

Merry Christmas
 and a
Prosperous New Year

FROM THE BOYS AT
Milburn Service Station
 EMMETT MILBURN



WE ARE WISHING YOU

A MERRY CHRISTMAS and a Happy New Year



Ask for S. & H. GREEN STAMPS at the
CITY DRUG STORE
PHONE . . . 100

Dawn Items

By MRS. CARL WIMBERLEY

The school Christmas program was presented Friday evening. Readings, playlets, Christ-

mas carols and a pageant made up the program which was enjoyed by all present. Santa arrived in time to distribute the gifts. Judge A. J. Schroeter of Hereford was present.

Mrs. Hardy Stevens was chairman of the committee to decorate the tree, and fix the treats.

She was assisted by Mrs. Iverson Leake, Mrs. Minnie Stivers and Mrs. Carl Wimberley.

The school holidays will end Tuesday, Dec. 29, when classes will be resumed.

Approximately one inch of rain fell here late Sunday afternoon and night. Quite a bit of ice collected on wires and trees but caused no damage.

The Study Club held its annual Christmas party at the home of Mrs. A. T. Frye Tuesday afternoon. The program consisted of discussions by Mrs. Lester Galley and Mrs. Baker Womble and group singing of favorite Christmas carols, with accompaniment played by Mrs. C. Aubrey Wimberley. Former club members were special guests.

Among those present were Mesdames J. Field Matthews of Daniel, Jim White of Canyon, A. H. Frye, E. V. Holman, Johnnie Womble, W. A. May, C. P. Galley, Walter Galley, Dalby Fleming, William Wimberley, W. J. Stewart, W. P. Caraway, H. E. Miller, J. B. Cavanaugh, T. F. Pain, Reinauer, Carl Walker, Iverson Leake, Ernest May, Hardy Stevens, Lloyd Bentley, Carl Wimberley, Miss Laura Frye of Amarillo, the hostess and those on the program.

The next meeting will be a covered dish luncheon at the home of Mrs. Whitt in Canyon.

W. J. Stewart returned home Wednesday from a trip to Oklahoma City.

Twenty-one were at Sunday School this week.

The second edition of the school paper "Dawn Trifles" was distributed this week featuring essays, letters to Santa Claus, and plays written by Joy Miller, Patricia Walton, Myrtle Smith, Wynell Fain, Juanita and Mary Ortega, Eddie Reinauer, Robert Womble, Carl Frische, Sally Womble, Pat Miller, Kenneth Finley, Alva Lee Morris, and Herchel Miller, Jr.

Corp Raymond Miller who has been stationed at Camp McCoy Mich. has been transferred to North Carolina to attend an officers training school there.

Tom Fleming who has been visiting his parents, Mr. and Mrs. Ira Fleming at Canyon, Mr. and Mrs. Dalby Fleming, and Mr. and Mrs. Jimmie Bergen here the past three weeks left Friday for Miami Fla. where he is in Naval training.

Miss Laura Frye who is taking nurses training in Amarillo

has been home visiting Mr. and Mrs. A. H. Frye this week.

Fidel and Augustine Ortega returned home last Sunday from El Paso where they visited relatives the past two weeks.

Mr. and Mrs. Harry Axtell of Kress visited last Sunday night in the home of Mr. and Mrs. William Wimberley.

Mrs. E. E. Mariner and children returned home Thursday from Wynoka, Okla. where Mr. Mariner has been working for several months. He is working at Black now.

Mr. and Mrs. George Suggs attended a turkey dinner at the home of Mr. and Mrs. T. P. McCollister in Hereford Tuesday night.

Mrs. Walter Fincher arrived Friday from Dallas to spend the holidays in the Suggs home. She is Mrs. Suggs' mother.

Mr. Cantrell of Throckmorton has been visiting in the home of Mr. and Mrs. Ralph Hickman.

Miss Genevieve Olsen left Saturday for Spearman to spend the holidays with her parents, Mr. and Mrs. Gus Olsen.

Baker Womble, community night president, has appointed Mrs. Lloyd Bentley and Mrs. Carl Wimberley to a committee to plan the Jan. program. The date for this meeting will be announced later.

Mrs. Ralph Shelton and children left Sunday for Memphis where they will visit a few days before going on to Henrietta to spend Christmas with Mr. Shelton's parents.

Mr. and Mrs. E. A. Oberst of Canyon visited Sunday in the William Wimberley home.

Mrs. Minnie Stivers left Friday afternoon to spend Christmas in the Westway Community with her son and his family. The school children and teachers presented a nice Xmas gift to Mrs. Stivers in appreciation of her work here.

A report of the cafeteria finances, compiled by Mrs. Stivers, secretary, was made at the meeting Friday evening. Donations of food from school patrons should be tagged with name, article, approximate pounds and money value so it can be credited to the donor. Except for meat to make soup, it takes approximately eight pounds for a meal.

Mrs. Noble, Mrs. Woodrow Benton and son of Petersburg are visiting in the Coe home. The visitors, Mr. and Mrs. Cecil Benton, John Grady, Jr. and Bob Coe, Mr. and Mrs. Stewart went to Clovis Sunday to visit Mr. and Mrs. Coe.

Mrs. J. R. Oglesby and children of Canyon are home for the holidays.

Formerly one of the Texas State Government's chief sources of revenue, the ad valorem tax now contributes less than one-fifth of the state's total revenues.

A Joyous Noel

TO OUR FAITHFUL OLD FRIENDS AND OUR CHERISHED NEW FRIENDS, WE EXTEND A HEARTY CHRISTMAS GREETING AND A HOST OF GOOD WISHES FOR THE NEW YEAR.

Wade Cleaners

Christmas Greetings

TO OUR MANY FRIENDS WHOSE LIBERAL PATRONAGE AND FINE FRIENDSHIPS HAVE MADE THE PAST YEAR A SUCCESSFUL ONE FOR US.

Charm-Aid Studio

"RUTH" "DETTE" "KATHERINE"

WE MEAN IT!

Yes sir, we certainly do mean it when we say "MERRY CHRISTMAS!" It has been a pleasure to serve you during the months past and we sincerely hope that you will continue to favor us with your patronage.

Best wishes to you,

A. O. Thompson

CHRISTMAS GREETINGS . . .

We'd like to exchange gifts with you — something that we value very highly — our Friendship and Services for your continued good will.

We want you to know that we appreciate your regard and that we'd like to keep it!

CONSUMERS Fuel Association

EMPLOYEES and DIRECTORS

CHRISTMAS GREETINGS

With sincere Christmas Greetings, accept too our cordial wish for abundant prosperity and contentment. In connection with these greetings, may we say, "Thanks to all the good friends of this organization for enabling us to continue to be of service to you."

PACKARD MILLING CO.
MANAGEMENT and EMPLOYEES

CHRISTMAS GREETING

BEST WISHES and for **1943**

from The Folks Who Serve You Every Day in the Year . . . and Like It!

THE HEREFORD POSTOFFICE

J. R. LIPSOOMB, Postmaster
CECIL WILLIAMS, Assistant Postmaster

Office Clerks:
ELMER PATTERSON
GEORGE MILLARD
COLEMAN WRIGHT

Rural Carriers:
QWEN STAGNER
BLIJAH RAMEY
ALEX PETERSEN

City Carriers:
E. W. YOUNG
LEE CALDWELL

Custodial Force: ARTHUR DAVIS and JESS FORD

SOCIETY

Mrs. W. L. Davis Hostess At Xmas Party For Calliopian Club Members

Meeting at the home of Mrs. W. L. Davis last Thursday night, the Calliopian Club enjoyed a program and social meeting to celebrate the Christmas season. A beautifully decorated Christmas tree, sprays of evergreen and Christmas bells and tree ornaments in a centerpiece arrangement with red candles carried out the Yuletide theme, further accented by group singing of Christmas carols.

On the program, Miss Katharine Kirby, reading Edna St. Vincent Millay's "Murder of Lidice" brought home to the entire group the blessings of Christmas in free America when she selected passages from Miss Millay's poem telling of the fate of the Czechoslovakian village murdered by Hitler in vengeance

for the death of Reynhard Heydrich the hangman.

Exchange gifts, piled about the brightly-lighted tree, were distributed to members; and refreshments were served from the decorated table at which Miss Lois McCaslin, club president, poured tea.

The social committee in charge of the party were Mrs. J. R. Allison, Mrs. David Rodgers and Mrs. Davis.

Present were Mesdames Alison Fraser, W. C. Pitman, Jimmie Gillentine, Wayne Evans, John Simms, Elizabeth Womble, Kellar Muse, J. T. Gilbreath Jr., J. E. Kirby, David Rodgers, J. R. Allison, Misses Lois McCaslin, Decima Ramey, Katherine Kirby, Eloyse Pitman, Mary Kate Brotherton and the hostess.



BIG MONEY MAIDEN—Little Charlotte Williams, 10 months old, has been a hard-working model for the past eight months. She has earned up to \$200 a week as a model for Walter Thornton, has appeared in scores of advertisements, and holds her own social security card.

which will be on sale soon, given by Mrs. W. H. Russell and Mrs. R. A. Fullwood.

During the recreation period, directed by Mrs. G. A. Frye, Mrs. Earl DeHart and Mrs. Oscar Young, gave readings and little Dixie Young sang "Jingle Bells," after which members enjoyed the gift exchange.

Refreshments were served to Mesdames A. A. Hare, Carrie Kropff, G. A. Frye, Otis Foster, Oscar Vaughn, Fred Barrett, J. P. Jordan, N. W. Livesay, J. T. Richardson, R. A. Fullwood, Earl DeHart, Otto Olson, Ernest Runyon, W. M. Cogdell, Frank Wilde, W. H. Russell, John Miller, C. T. Case, Pat Robinson, H. H. Boardman, R. B. Standifer, Misses Evelyn Bell, Dixie and Mary Ann Young and the hostess.

Makes Second Semester Honor Roll At A. C. C.

ABILENE, Wilma Higgins, daughter of Mr. and Mrs. A. S. Higgins of Hereford is listed on the honor roll at Abilene Christian College, which has been compiled by the registrar from the second six week's reports. This honor roll is composed of students who are in the upper ten percent of the class in one or more courses.

More than \$8,000,000 is spent annually by the Texas government in the maintenance of correctional and eleemosynary institutions.

More than \$50,000,000 is spent annually by the Texas government for the support of free schools and vocational training.

The total annual expenditure by the Texas government for educational purposes exceeds \$58,000,000.

As an old paper hanger, Hitler should be interested in the way the American public is plastering things up with Defense Stamps and Bonds.

Luncheon Club Meets With Mrs. Gillentine

Members of the Wednesday Luncheon Club enjoyed a Christmas tree and exchange of gifts last week in connection with the meeting at the home of Mrs. Jimmie Gillentine.

A Christmas tree formed the centerpiece for the red and white decorated luncheon table and other decorations carried out the holiday theme.

Members attending were Mesdames C. C. Acker, W. L. Davis, W. M. Emmons, Homer Fox, O. E. Basley, Alton Fraser, J. C. McCracken, S. P. Rossion and the hostess.

High score in the bridge games was made by Mrs. Homer Fox.

North Hereford Club Enjoys Christmas Party

The annual Christmas party of the North Hereford Home Demonstration Club was held last Thursday afternoon at the home of Mrs. O. L. Rutherford.

The large living room was attractively decorated in the Christmas theme with a beautiful lighted tree about which were arranged the gifts which were exchanged later in the afternoon.

Singing of Christmas carols opened the program and the brief business meeting was made up of a council report given by Mrs. Frank Wilde and a report on the club's new cookbook,

There are approximately 15,000 separate parts in a modern automobile, we are told — and we really believe it as there have been occasions when we have heard from each of them

Many a romance which began on a "bicycle built for two" has ended in a gasoline jitney with a front seat big enough for both, as well as mama-in-law and the two kids.

The old narrow trails where two cars could barely pass without colliding are being replaced by splendid highways on which six or eight cars can collide at the same time.

The Season's Cheer ...to EVERYBODY!



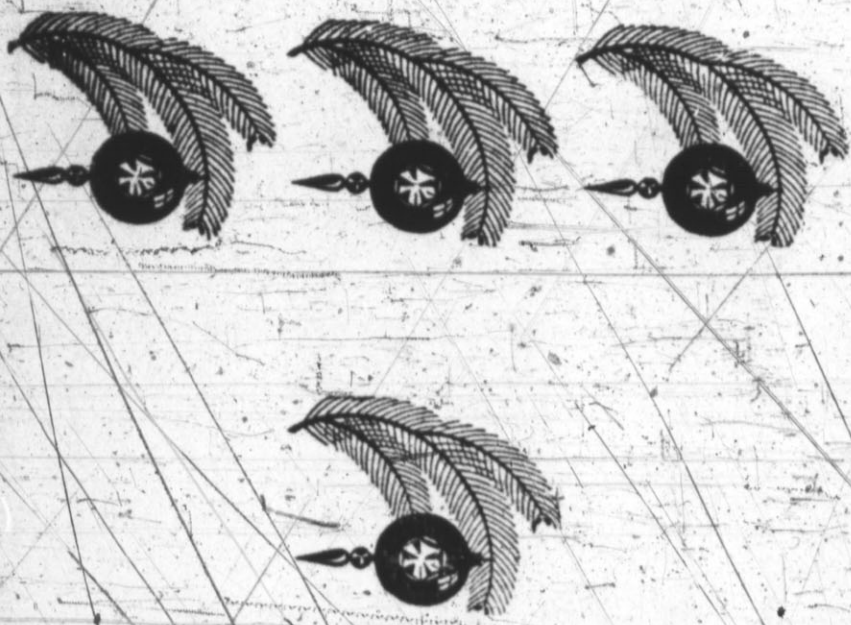
"I'd like to be Your Insurance Agent I Betcha!"

A new season has come... and as we stand upon the brink, it is pleasant to think of the friendly relations that have become mellow with the passing years... and there is a feeling of assurance that these relations shall continue as in the past... and that new friends will join our circle.

We Hope for Peace on Earth and Abundant Happiness for All in 1943!

JOHN McLEAN

INSURANCE
PHONE 273



Season's Greetings

From The

SEARS ELEVATOR

For The Coming

CHRISTMAS and NEW YEAR

May Christmas bring you Joy and each day of the year add to your Joy!

— HENRY SEARS.

HAPPY CHRISTMAS

AND BEST WISHES FOR THE NEW YEAR

MAY THE HOLIDAY SEASON BE A JOYFUL ONE AND THE NEW YEAR ONE OF USEFULNESS, HAPPINESS AND SUCCESS TO EACH OF YOU.



FOX CLEANERS

"THE MAN'S SHOP" — PHONE 111

HOMER FOX
BOBBY JENNINGS

ROGER CORBETT
MRS. GRACE WITHERSPOON

The First State Bank
OF HEREFORD

\$ 365 Days

PAY TO THE ORDER OF *Our Friends and Customers*

Three Hundred Sixty-five DAYS OF HAPPINESS

THROUGHOUT THE NEW YEAR AND OTHERS TO COME

By *The Entire Organization*

CHRISTMAS VOUCHER

This check is part payment of our appreciation for your goodwill which has contributed so materially to our progress during the past year.

THE FIRST STATE BANK

"A Home-Owned Institution"
Member F. D. I. C.

H. G. CONKWRIGHT — J. A. PITMAN — MRS. C. B. WILLIAMS
MILES ROBERSON — C. C. ACKER

NEWS IN THE WORLD
OF RELIGION
By W.W.R.E.I.D

The world generally does not know that Felix Eboue, Governor General of French Equatorial Africa, and now an ally of the United Nations, is a pure-blooded African-born Negro, a Christian, and one of the most scholarly and progressive sons of the continent. But American, French and Swedish missionaries who have stations in his country—both Protestant and Catholic—have reason to be grateful for his helpfulness to them and to the people they serve. This first Negro to become a governor-general in a French colony is deeply interested in the people of his race, visits in their villages, aids the mission doctors in fighting tropical diseases, and cooperates with every Christian

religious group. He was born in Cayenne, French Guiana, educated in France, and was in government service in Martinique, the Sudan, and Chad as governor before his present appointment.

American military uniforms may be new to the people of Tunisia, North Africa, but American baseball uniforms are well-known there. For more than twenty years ago a Methodist missionary who hailed from Baltimore, C. Guyer Kelly, Ph.D., organized the first baseball team, "The Carthage Orioles," represent the Methodist Foyer in Tunisia; and the movement spread so that at the beginning of the present war there were 160 baseball teams in Morocco, Algeria, Tunisia, and Libya as part of Dr. Kelly's "North Africa Baseball League." In Tunisia he organized some 300 boys into sixteen-baseball teams; they represented nine different racial groups—

TICKLERS

By Hayes



"See—Santa isn't afraid of Santa Claus."

French, Italian, Spanish, Maltese, Arab, Kabyle, Greek, Jewish, Turkish, and Negro, and some of mixtures of these groups. A link was forged between these teams and various teams and players in America, and much has been accomplished by way of developing international, interracial and inter-religious good feeling and understanding. Babe Ruth and other famous players have been honorary members of some of these North African teams. Dr. Kelly has been a delegate on international relations representing the French Baseball League in Paris, and he represented France and her colonies at the centennial of baseball at Cooperstown, N. Y. France has awarded him her gold medal for physical education and sports. Dr. Kelly is now on furlough in the United States but hopes soon to return to North Africa and baseball.

"A people cannot survive and endure in its soul the hell of race hatred and discrimination," Dr. Guy E. Shipier, Protestant Episcopal leader, told an assembly of Negro and white churchmen recently in New York. "The whole trend of today is with the men of goodwill. . . . What has been preached through the churches in all ages has seemed idealistic, but the world is coming to see that it is really practical and is all we have for survival. What has happened on the world stage, we see as being on the one hand a standard of Christian ethics and, on the other, the Nazi gangster standards. We are turning to what formerly looked as being only idealistic as being the outstanding realism of the world."

Hitler's basic error is race hatred. He has the contempt of more of the world's millions by this one error than by all his brutality.

"God never intended that the sanctuary for his worship should be drab, ugly, or depressing, or he would never have created the glory of the sunset, the color of the sky, the land, the sea, even the desert," says Dr. Elbert M. Conover, director of the Interdenominational Bureau of Church Architecture, New York City, in urging that more attention be given to the use of color in the decoration of churches. "Color can do marvelous things. It can make a room appear larger or smaller, cooler or warmer. It can lower ceilings or push them up, make a wall seem to recede or advance. It can make a room restful, studios, shy, frivolous, glamorous, breathtaking. It can give us the effectiveness we desire in any room to be used for divine worship, teaching, or fellowship in the house of God." Dr. Conover urges churches to give attention to the use of color in their sanctuaries and rooms, and urges that it be done now as a contribution to sustaining civilian morale.

Atasco county, Texas, is one of the largest peanut-shipping counties in the nation, with a peanut production which has increased tenfold in the last few years.

Originally a trading post, Seymour, Texas, county seat of Baylor County, stands at the crossing of the old Dodge and Calif. trails.

Merry Christmas

Happy New Year

YOUR Regard has made this a Merry Christmas for us. . . . May we extend the wish that yours will be gladdened a little by our appreciation and good wishes.

Deaf Smith County Abstracts Incorporated

Deaf Smith County Insurance Agency

Elizabeth Womble

MAY

Every Good Wish Come True!

It is only natural at this glad Season of the year to think of those who have made the past so worthwhile and whose loyal support and friendships give added strength to the future.

We extend our compliments of the Christmas Season and take this opportunity to tell you how much we appreciate your patronage.

Sincere good wishes to all!

John Wood Farm Equipment

MR. AND MRS. JOHN WOOD

Quality Food Store

ETHEL AND JIM ROBINSON

A Merry Christmas

TO YOU
OUR
FRIENDS
AND
PATRONS



For many years San Felipe, Texas, was the only municipality in the state conducted without taxation. The city government was supported by proceeds from an investment made as the result of the sale of five leagues of land which were ceded to the municipality.

Protect

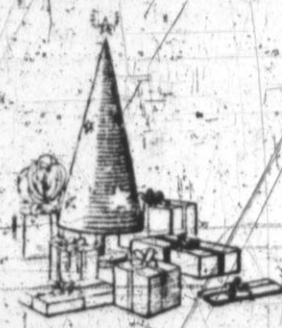
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(Not Being Any Bacon Now, We'll Have to Call It "Results")

MERRY CHRISTMAS



To our faithful and old friends, and to our cherished new friends, we extend a hearty Christmas Greeting and a host of good wishes for the New Year!

Jack's Shoe Shop

JACK HAGAR

GREETINGS



of the SEASON
WARM HEARTS!
CHEERFUL GIVING!
HAPPINESS!

May all these things be yours as you settle down for Christmas. It has been a pleasure for us to serve you and we want you to know that your consideration has been appreciated.

Notice!

This firm will remain open from 9 A. M. to 12 P. M. on CHRISTMAS DAY

in order that our employees can spend this time with their families.

CLOSE

Drug Store

PRESCRIPTION DRUGGISTS

The Royal Store

Phone 13

Season's

Greetings

MERRY CHRISTMAS

to You and Yours

Our best wishes to each of you—for continued happiness and increased prosperity.

We are happy in the thought that we have had the privilege of serving you during the year just closing. And because of these associations, we look forward eagerly to the coming year and a continuation of your consideration.

The Season's best to each of you!

BEST WISHES TO ALL OUR FRIENDS

HEREFORD LUMBER CO.

DAVE ALEXANDER, Mgr.
HOME OWNED — HOME OPERATED



Photo by R. S. Scott.

Meet the boys who stacked up 280 points to their opponent's seven in games this season and who brought home a regional title last Friday by their defeat of Wellington. Pictured are, left to right: Front row: Thurman Williamson, Don Roberson, Billy London, Charles Skelton, Harold Rudd; second row: Lloyd Olson, George Olson, J. W. Robinson, Gayle Rogers, Earl Hussey, Carl Hennington; third row: Foster Hill, Danny Russell, Lloyd Manjeot, Billy Dameron, Teddy Higgins; back row: Line Coach Ox Emmons, Student Manager Bruce Smith and Paul Dishman, V. C. Hopson, Luther Worley, George Weems, Kenneth Rudd, Red Merrill, L. J. Clark and Coach H. V. Stanton.

Whiteface Record Unique in Many Ways

Hereford's Whitefaces, champions of Region 1-A, would like to compare records with other regional winners, and are willing to bet that their record—on scoring and various other factors—would put them at the head of the regional champions. Coach H. V. Stanton's White-

faces, in eight games this season scored 271 points, against 7 for all opponents—the one scoring opposition team being the Phillips Blackhawks, regional winners for two years in a row and nemesis of the White-

faces in bi-district play for the past two years. The Hereford schedule ran as follows: Hereford 13, Olton 0; Hereford 32, Dimmitt 0; Hereford 32 Dumas 0; Hereford 30, Panhandle 0; Hereford 84, Friona 0; Hereford 59, Tulla 0; Hereford 7,

Phillips 7 (Bi-District, won by Hereford on a record of 8 to 2 on first downs, 2 to 1 on penetrations); Hereford 14, Wellington 0 (Regional). **No Penalties** Included in the Whiteface record is the worst defeat ever administered the Panhandle Panthers on their home field, one victory, over Dumas, played in the rain on a soggy field, and the highest score ever pun up by a Hereford team in a conference game—the 84 points scored against the Friona Chiefs.

The Whitefaces can also point to the fact that they played both bi-district and regional games without being assessed a penalty. In the regional, neither the Wellington Skyrockets nor the Hereford Herd drew a penalty. **Merrill High Man** On scoring totals, Quarterback Red Merrill led the Hereford Herd with 16 touchdowns, followed by Weems, right-half, eight; Russell, left end, seven; Worley, left half, and Lloyd Olson, fullback, with six touch-

downs apiece; Hill, right end, two; Williamson, righthalf, one; and Roberson, quarterback, one. No giants so far as size is concerned, the average weight of the Whiteface line was 147 pounds, with lanky, six-foot Danny Russell's 156 pounds putting him down as "big man" on the line. Backfield weight averaged 149 pounds—the quarter average brought up by the 161 pounds of Fullback Lloyd Olson, only backfield ace who will return next year.

Of the Whiteface regulars, Russell, Dameron, Brock, Rudd, Hill, Merrill, Worley and Weems will not be playing for the Ma-roon and White next year. **Bandera, Texas**, county seat of Bandera County, was first settled by Mormons in 1850. **Muleshoe, Texas**, was named after an early day ranch which had only a muleshoe for branding stock.



We want to say "THANK YOU" to our many friends and patrons who have made life more pleasant for us during the past twelve months—and to wish for you an enjoyable

CHRISTMAS and A HAPPY 1943!

Ross Fuller Feed Store



The BILL OF RIGHTS Guarantees Us...

Freedom of Speech
to Say MERRY CHRISTMAS

Freedom of the Press
To WISH You A HAPPY NEW YEAR

Freedom of Assembly
TO RENEW OLD FRIENDSHIPS

Freedom of Worship
TO CHANT THE YULETIDE GREETING

May 1943 Again Bring
Peace on Earth and Goodwill Toward Men

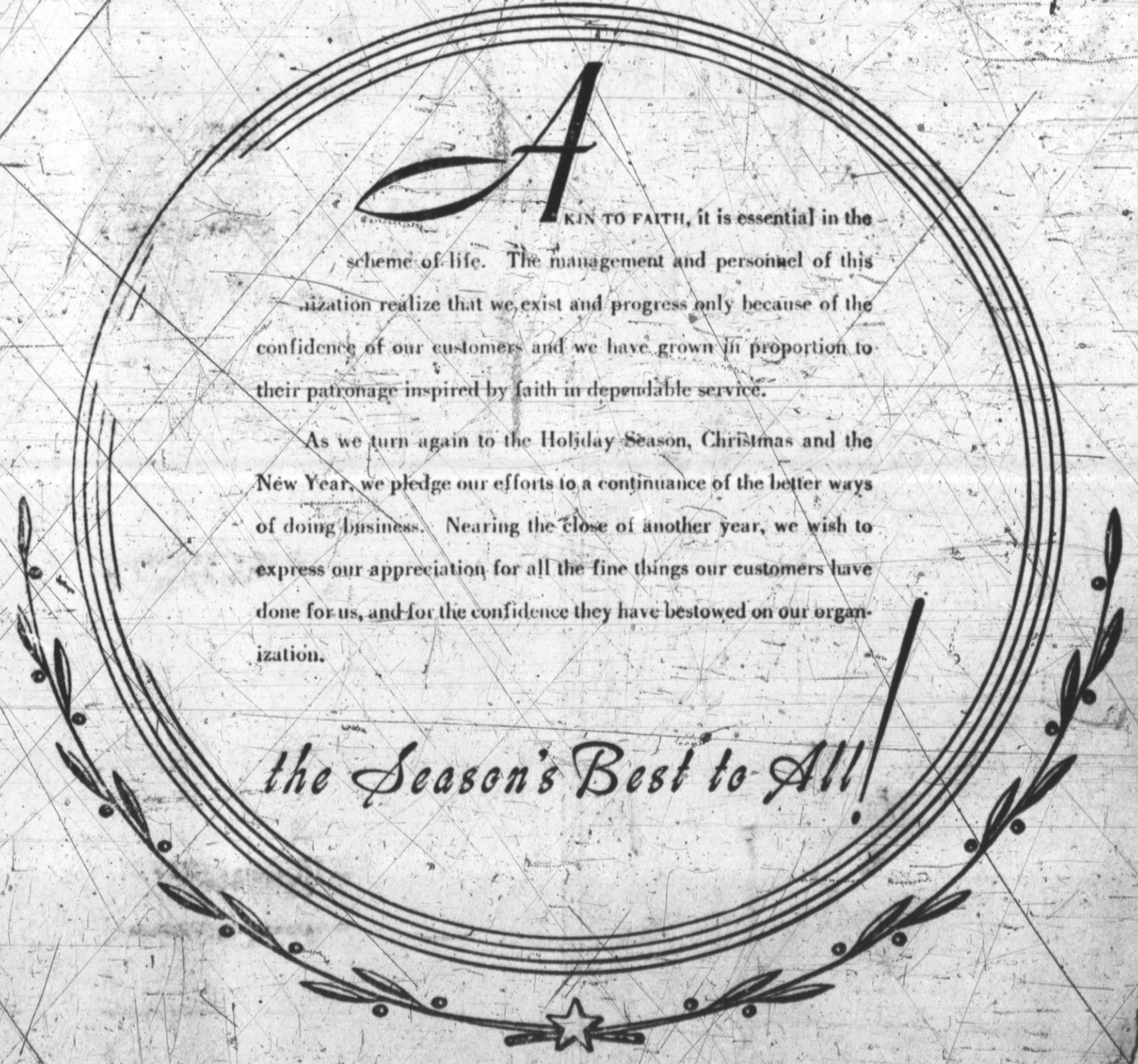
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