Published Every Thursday

Our Slogan—"More People—More Farms"

th YEAR-NUMBER 37

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, SEPTEMBER 15, 1938

PRICE 50 PER COPY

Rural Electrification Project Completed Here This Week

Mr. and Mrs. Jim Black, Bill omas and L. H. Foster left, hursday morning for Los Angeles, ere they will attend the nationconvention of American Legion, t. 19-22. They plan to visit the rand Canyon and Boulder Dam their trip to California,

The "Hereford Playboy" organisaw an increase in memberthis week when Jim Clark sold interests in the Corner Drug re. Jim has already petitioned onte Baker, Nester Gass and rank Givan for membership in he Playboy Club, and expects of-lical acceptance this week.

Reporting the School Supply atinee a tremendous success, heatre last Friday collected 1,216 is, 214 rules, a huge stack of riting tablets and 43 bottles of k, not to mention paste and simir supplies; the entire collection been turned over to school aurities for distribution to needy

Clippings of publicity given the reford territory continue to flow (Continued on Page 8, Sec. 1)

Fred Sterner Is **New Manager Of** Jones Dry Goods

Fred L. Sterner Tuesday took the duties of manager of es Dry Goods Co., in Hereford. succeeds Tom Alderson, who in the future devote his entire time to operating his variety

Mr. Sterner is an experienced ry goods man, having been in the ss for a number of years. He nes here from Snyder, and prior that time operated stores in homa and Texas.

He said that no major changes anticipated in the general apearance of the store, but said but a complete new line of merhandise will be featured at all

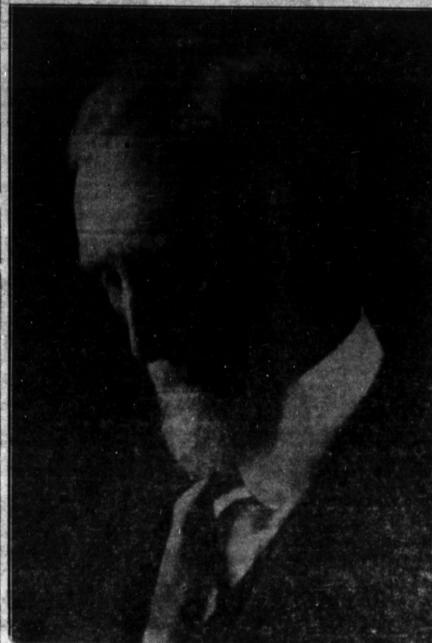
Jimmie Allred Named Phillips

Appointment of Jimmie Alired as Phillips "69" agent for the Hereford territory was this week announced. Mr. Al'red succeeds the late T. E. Major, with whom he was associated as assistant for the MODERN DRUG STORE IS part three and one-half years. J. MAINTAINED HERE BY B. Harlin, Jr., will be with Mr. tired as assista it in operating the

"It is our aim to render the their which this company dis ford.

triodtes and we are always glad to | Expressing his appreciation for pave you visit us." | patronage and friendship accorded

ROUND A. W. Gregg, Hale and Hearty, Is Having Fine Time on 93rd Birthday



"Hale and Hearty," A. W. third birthday by welcoming friends. A dinner party is planned in his honor at the home of his daughter, Mrs. Elmer Dame-ron, for tonight.

Mr. Gregg, known as the fath-

er of Hereford's park system, is active despite his 93 years of age, and still climbs about and trims trees in Gregg Park, which

was named in his honor.

and from friends in this community have been received by Mr. Gregg during the day, which has also been made more pleasant by the presence of Judge and Mrs. Clyde Wright of Silverton, who came to be with him on his birthday; Mrs. Wright is his

Whiteface Squad Set For Panhandle

* Agent For Area Close Observes Anniversary By

MAINTAINED HERE BY HAROLD CLOSE

Observing the event with a threeame type of service as given in day, store-wide sale, Close Drug opening game. Just how strong the past," Mr. Allred said. "Most Store is this week commemorating the Panhandle squad will be this you know the high type of pro. its Seventh Anniversary in Here- year is still an undetermined

ave you visit us."

patronage and friendship accorded

Mr. Allred is thoroughly experithe firm during its operation ed as operator of the wholesale here, Harold Close, owner, today repey, and is well known in this invited everyone in this territory to take advantage of the big, three-day appreciation sale which runs ared in the Wildorado commu-(Continued on Page 8, Sec. 1)

BY HOMER FOX day night the Lions and Wednesday night the Lions and K.O locked horns in a ball game that was a battle of mules. It kept the fans on their toes, and the ball players on their "south-ends" for six innings of the most ups and downs of any game of

Wose led off for the Lions with a heautiful single, but his mule headed east and Close was tagged out behind third base, Jones was an easy out, because the ball player is supposed to a on the mule when he crosses first base, Whitley whammed a

home run into the east pasture but was out sliding into home plate; No runs two hits no errors by the mules.

cariyle led off for the K-C with a double, circled the bases three times, but falled to get on first and was out, centerfield-to first-to-left-to-right-to-second base. Scoot was out short-to-first, aft-Scoot was out short-to-first, after biting the dirt 8 times. Mul ler singled over short, but the mule was too smart for him and he was out, second to-eatcher-to-pitch-to-first.

Scott was an easy out second-to (Continued on Page 8, Sec. 1)

SEASON TICKETS GO ON SALE FOR HOME GAMES HERE THIS WEEK

night, Sept. 16, interest in the present firm name. Three-Day Sale night, Sept. 16, interest in the present firm name.

Around 20 entries are expected from the Hereford Club, and a here this week as season tickets ployed as a pharmacist in Here total of from 50 to 65 players are went on sale for home games.

> in the Panhandle-Hereford game, the past few years he has been asand a large delegation of Herepany the team and to attend the his purchase of Mr. Clark's inter- manager, said. Entries may be opening game. Just how strong est here. factor in view of the fact that both teams will open the season with the Friday night game. Panhandle, however, holds two regional champ-ionships and was rated in the top

Coach Tommy McCollum, on the (Continued on Page 8, Sec. 1)

Ireland Showing 1939 Plymouths

With the new Plymouth for 1939 on display here this week, at the rector, and Jim Douglass, State and has been proclaimed by many Ireland Motor Company, E. S. Ire- Highway official, both of Ams- to be the logical successor to land, manager, today said that rillo. hundreds of persons have thronged the showrooms to view the new

"Perhaps more interest has been shown than for any previous model of lateral roads in this county. | terly manner, and he presents it

Is Selected As Librarian

MISS HOSTETLER LEAVES FOR POST IN BORGER LIBRARY TODAY

Appointment of Mrs. Clara Me Lean to succeed Miss Lillie Hostet. ler as librarian of the Deaf Smith County Library was this week announced by the commissioners' court. Mrs. McLean took active management of the library Thursday, when Miss Hostetler left for Borger, where she has accepted the position of librarian.

Mrs. McClain, who has resided in Hereford since childhood, needs no introduction to the community. In addition to holding a bachelor's degree from Southwestern University at Georgetown, she has done graduate work at Texas University, and has just completed training in Library Science at Texas State College for Women, Denton.

No Major Changes Mrs. McLean indicated that no major changes are planned for the library, which will continue to opcrate with the same assistants and along the same lines as under Miss Hostetler. She will be assisted by Miss Velma Dawson, who has charge of the children's work and at the circulation desk. Mrs. Vera Smith will continue in charge of magazines and book repairs, and Miss Inez Clark will continue with circulation and reference work.

While the library board expressed regret at the loss of Miss Hostetler, they were pleased to have secured a librarian with the ability and training of Mrs. Mcboard, speaking in behalf of the community:

means of publicly expressing their (Continued on Page 8, Sec. 1)

Jones Purchases Clark Interest In Corner Drug

Purchase of J. J. Clark's inwas this week officially announc- Hereford Golf Club. Invitations ed. Ralph Roden, other partner in have been sent to players in Clovis, the store, will in the future be Farwell, Friona, Muleshoe, Dim-With the Whiteface squad sched- associated with Mr. Jones, and mitt, Tulia, Clarendon, Amarillo uled to open in Panhandle Friday will operate the store under its Canyon, Tucumcari and Plainview.

ford, and has many friends here, expected to compete in the tourna-Much interest is being shown who welcome his return. During ment. sociated with J. R. Roden in the

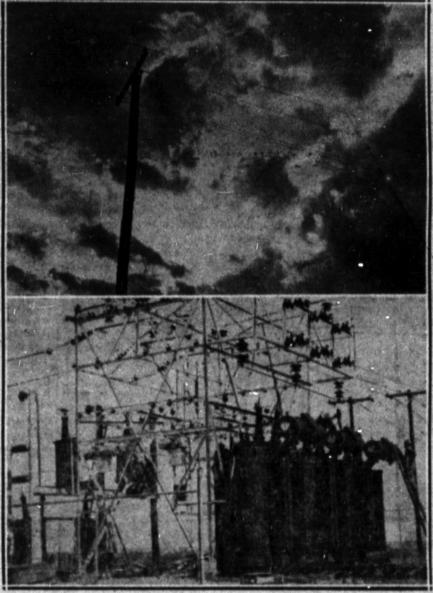
> Both Mr. Roden and Mr. Jones be active in operating the store. Mr. Clark stated that he will look after his property interests in this community at the present time.

rungs of Class B football last sea- Road Meeting To Be Held Tonight

A joint meeting of the Commis-Here This Week here tonight for the purpose of fur- Tuesday evening, Sept. 27, sponther discussing hard surface "farm sored by the Boys Hi-Y organizato market" roads in this county. tion. Attending the meeting will be A. A. Meredith, regional WPA di- America's outstanding magicians,

> The chief topic of discussion of escapes and mysteries," said G. will concern the possibility of a M. Hudson. WPA project for improving and surfacing approximately 50 miles mirth, and melody in such a mas

Clara McLean Power Lines And Sub-Station Bring Extensions On Farmers Hope and Home Comforts



Shown above are scenes from the \$254,000 Rural Electrification project which was completed here this week,

The top scene shows a section of the 170 miles of power lines Castro Counties. The switch was which have been erected on the project, while the lower portion pie- thrown by H. V. Hennen, project tures the sub-station. In the foreground may be seen the three supervisor. Plans had been m which reduce 66,000 volts of electric to entertain John Carmody, paid Miss Hostetler by the library energy to 12,000 volts before it goes into the power lines,

"The Board of the Deaf Smith County Library desires to take this means of publicly expressing their Tourney Sunday

PANHANDLE AND MEXICO CLUBS INVITED TO

Interest of golfers in the Texas Panhandle and Eastern New Mexico is now centered on the Invitaterest in the Corner Drug Store tion Tournament to be sponsored by F. L. (Stub) Jones of Friona, here Sunday and Monday by the

All entries must be filed not later than Saturday afternoon, ford fans are expected to accom- drug business in Friena, prior to Sept. 17," Clyde Posey, tournament filed with Posey or with Frank Cogdell, An entrance fee of \$2 are registered pharmacists and will will be charged all competing players, and a picnic lunch will be (Continued on Page 8, Sec. 1)

Magician To Be Sponsored Here By Hi-Y Boys

merce directors and interested citi. will appear in the Hereford High zens will be held in the court house School auditorium at 8 o'clock here tonight for the purpose of fur- Tuesday evening, Sept. 27, spon- **

Houdini, for he is truly the master

"Orendo's program blends magic, displayed here," Mr. Ireland said,
"and more favorable comment has been recorded regarding the beauty of the new 1939 model."

He pointed out that the new Plymouth features entirely new lines with longer wheelbase and (Continued on Page 8, Sec. 1)

of lateral roads in this county.

Possibility of securing the project with such suavity and showman-ship that audiences invariably show their pleasure with an almost continuous round of applause.

Orendo's pleasing personality captivates every audience and his pattern of lateral roads in this county.

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Possibility of securing the project with such suavity and showman-ship that audiences invariably show their pleasure with an almost continuous round of applause.

Orendo's pleasing personality captivates every audience and his pattern of securing the project work without actually going on relief rolls, and details of the project work without actually going on relief rolls, and details of the project work without actually going on relief rolls, and details of the project work without actually going on relief rolls, and details of the project work without actually going on relief rolls, and details of the project work without actually going on relief rolls.

Schools Dismiss Next Wednesday For Hereford Day

CITIZENS OF COUNTY TO REGISTER FOR BAND SEPTEMBER 22

Schools will dismiss here Wednesday, Sept. 22, in order that boys and girls may attend the Tri-State Fair in Amarillo on "Hereford Day," it was announced this morning following a meeting of the school board: A cavlacade of Fair officials and boosters will meet the Hereford Band and delegation on the outskirts of Amarillo streets

before going to the fair grounds. The Hereford Band will be presented on radio station KGNC at 10:30 o'clock Wednesday morning, and will be heard at various intervals during the day at the fair far ther station in Hereford.

grounds. Halph Smith urred all Day Max. Min. Mo residents to visit the band booth in the merchant's building and sign up next Wednesday; he pointed out that the town getting the most signers on its designated day will win a \$50 prize. (Continued on Page 8, Sec. 1)

Local Project Are Expected THREE CREWS BUSY WITH

CONNECTIONS TO FARM HOMES AND WELLS

History was made in the Texas Panhandle this week with comple tion of the Deaf Smith Rural Elec. trification project. H. V. Hennen, supervisor, said today that everything is now in readiness to th the switch, which will send 12.0 volts of electric energy cours through 170 miles of power lin Final inspection by Carl Cox, en-gineer, he said is the only factor which now delays energization of the lines.

"Plans were made to turn electricity this afternoon," Hen-nen said. "The lines will be energized following Mr. Cox's visit and final inspection."

Three crews of men will start tion and connecting the polines with indivdual dome and irrigation transformers. Co-op members will begin using current from the lines as their individual transformers are con-nected — and officials said the connections will be made rapidly as possible to speed vice over the project.

Energizing the 170-mile of power lines, marks the climax of a two-year struggle to seem electricity for home and irr use by farmers in Deaf Smith and head, of Washington, who sent his regrets at not being able to attend the opening, and expressed every wish for successful (Continued on Page 8, Sec. 1)

City To Begin Clean Up Drive **Monday Morning**

Stating that the City of Hereford will offer free hauling ser ice to residents who will clean their yards, placing trash in pless in the alleys, Mayor C. J. Paddock, today announced that city trucks will start making the rounds Mon. day morning, Sept. 19.

"We are asking the co-operation of all citizens in this movement Mr. Paddock stated, "We are glad to haul cans and trash free of charge, but we do ask that it be piled neatly in the alleys before Monday. By this means, our trucks can go through all slieys on sel uled drives, eliminating the co of special trips."

Weather Chart

Thursday	89	65	0.00
Friday	- 90	50	0.00
Saturday	99	60	0.00
Sunday	92	50	0.00
Monday	89	58	0.44
Tuesday	88	65	0.00
Wednesday	79	52	0.00

WELL GOES "NUTS" - AND FISH FLOW DOWN FLUME

When an irrigation well pumps, fish, that's news in anybody's language — and such a report came Tuesday from the irrigation well on the H. M. Bene-

tion well on the H. M. Benefield place, just east of town.

Ed-Northeutt, who was operating the well Monday, discovered
numerous fish and pieces of fish
floating in the ditch from the
well. Dumbfounded, he sat and
watched the outlet pipe for more
than two hours to see if more
fish emerged. Mark Benefield,
gathered up a bucket of the fish
and brought them to town for

display.

Men who knew irrigation wells, said it just couldn't be done—a general bewilderment followed as to just where the underground water strata gets its supply. The fish were small, but perfectly normal, including Sun Perch, Goggle-Eye Perch and the heads of a few Catfish that appeared to be in the three-quarter pound class. More speculation followed as to whether fish would retain their same physical appearance after years in the underground (Continued on Page 8, Sec. 1)

MRS. JOHN McLEAN. Society Editor

Betty Bruce Jones And Rev. Chas. Wilson Are United In Ring Ceremony

A beautiful fall wedding which place at the home of the Wednesday morning at ten o'clock, was that of Miss Bettye Bruce Jones, daughter of Mrs. A. M. Jones, and Reverend Charles Wilson of Canyon, son of Rev. and Mrs. C. O. Wilson of Fredonia.

The sacred marriage rites were read by the groom's father, pastor of the First Christian Church of Fredonia, as the couple and their attendants stood before the fireplace in the living room. Shaded floor lamps and tall baskets of trailing silver lace vine and fern formed a background for smaller baskets in green and gold filled with gold and yellow fall flowers. Adorning the mantel was a low shaded lamp with attractive arrangements of gold and orange blossoms at either side.

Before the ceremony, Miss Ada Olark sang "Because," accompanied by Mrs. C. H. Dyar, who played delssohn's wedding march as the processional and softly played "The Rosary" as the vows were

marked an imaginary aisle for the city. The couple plan to make their bridal party.

The first to enter was Miss Elizabeth Ireland, maid of honor, who wore a wine colored woolen Frock with accessories. Her flowers with Nadine Newell as leader. Rewere talisman roses as were those freshments were served to Mesworn by the matron of honor, Mrs. dames Earl Wilson, J. T. Gil-Joe Hill of Austin, sister of the breath, Jr., Henry Hastings, J. H. bride. Her dress was brick colored Olson, H. E. Henslee, W. E. Duns woolen with velvet and gold trim- lap, J. O. Newell, E. S. Ireland, Accessories were in rust.

her uncle, W. E. Dameron, who Margaret Olson, Many Ellen Hensgave her in marriage. She wore an lee, Betty Ann Dunlap, Nadine Isenberg gown of teal blue with Newell, Rachel Ireland, Nona Dean gold trim, made along fitted lines Rose and Miss Stanford. with full shouldered sleeves. She carried bridal roses tied with an night at the guardian's home. freshments were served to Misses gel skin ribbon. Her only ornament Members gave the hand sign after Dorothy Funderburg, Inez Funder- corresponding secretary; Mrs. H. was a handsome gold cross, the marching in the room. The fire gift of the groom.

Fredonia, Kansas, brother of the Mary Ellen Henslee, groom, served as best man.

guests, who included members of Mary Ellen Henslee. the two immediate families and The extinguishing ceremony was were Misses Nancy Conkwright, Ireland. Elaine Newell, Frances Dameron and Mrs. Woodrow Ireland, Mrs. Ireland, Ruth Temple Hastings, Travis Dameron presided at the Margaret Olson, Mary Ellen Hens-Elva Wright of Dallas and Miss breath, Jr., and Miss Stanford. Charlotte Tubb of Shamrock,

a short wedding trip to points in WITH MRS. RAY JOHNSON New Mexico, After September 18, they will be at home in Canyon, where he is pastor of the First field, met with Mrs. Ray Johnson, Christian Church.

Hereford High School and receiv- sionary program was given with Mrs. F. M. Kester attended a ed her B. A. degree at WTSC in Mrs. Tandy Legg leader. "Sheaves meeting held by the Woman's Aux- discussed by Mrs. Wirt Phillips, June. She has been active in social with Rejoicing, "States and the iliary to District No. 1 of the who stressed the fact that it is affairs and in the church life of Hereford for several years.

Mr. Wilson received his ministerial training at Texas Christian University and has been pastor of the Canyon church for the past

Out-of-town wedding guests were Dr. and Mrs. J. A. Hill and Miss Ada Clark of Canyon, Mr. and Mrs. Joe Hill of Austin, Rev. and Mrs. C. O. Wilson and son, George Lincoln Wilson of Fredonia, Kansas, Mrs. Jack Lester of Slaton, Mrs. Clyde Wright of Silverton, Miss Elva Wright of Dallas, and Miss Charlotte Tubb of Shamrock.

GOING AWAY PARTY COMPLIMENTS MARY ELIZABETH STANFORD

Miss Mary Elizabeth Stanford was complimented Monday night, when her Sunday school class of the Methodist church entertained In her honor at the home of Mary Ann Acker, Miss Stanford is teacher of the class. She plans to leave soon for Texas T'ch where she will do post graduate work the coming school year. Dorothy Prollock is the class president.

A variety of table games were enjoyed and a piculc plate was served to Polly Dixon, Mary Ellen Henslee, Nadine Newell, Dorothy Prollock, Billie Louise Davis, Rue Wilson, Eleanor Wilson, the hosteas and the honor guest,

CAMP FIRE GIRLS HONOR MOTHERS; HOLD COUNCIL

Camp Fire Girls honored their mothers with a program Friday night at the home of Miss Mary Elizabeth Stanford, guardian.

Entertainment features included the explanation of the meaning of "Camp Fire," given by different members of the group, the story of the "Symbols," the meaning of Camp Fire Laws and the

dgnificance of the crafts.

Two Camp Fire songs were su

Weds Pastor



Bruce Jones and Rev. Charles Wil-son of Canyon, Wednesday morn-ing, climaxed social highlights of Baskets and bouquets of gold, the week. Miss Jones is the daugh. serve pie and hot coffee, was by yellow and orange fall flowers home in Canyon, where Rev. Wilson is pastor of the Christian Church.

Doyle Rose, Rue Wilson, Eleanor The bride entered on the arm of Wilson, Ruth Temple Hastings,

Council Fire was held Monday lighting ceremony was conducted Mr. George Lincoln Wilson of by Rue Wilson, Eleanor Wilson and

Bead awards were made to Ruth

close friends of the bride and conducted by Ruth Temple Hastgroom. Assisting with the serving ings, Margaret Olson and Rachel

Those attending were Rachel parts were Mrs. W. E. Dameron, Betty Ann Dunlap, Nadine Wilson, Mrs. Jack Lester of Slaton, Miss Mrs. Earl Wilson, Mrs. J. T. Gil-

> The Woman's Missionary Society congregations to take part, of the Baptist Church of Summer-Thursday afternoon. Mrs. Ware act- OPTOMETRIC AUXILIARY

Mrs. Wilson was graduated from ed as hostess. The following Mis- MEET

Ky Lawrence. A playlet, "Sheaves of State Missions," concluded the program.

PICNIC SUPPER PARTY HONORS ILLINOIS VISITORS

Mrs. Grace McLeroy of Chicago, Ill., who has been visiting relatives here the past two weeks, was nam. ed honor guest at a picnic supper party given by the Pleasure Hour Bridge Club at the Elmo Lawhon home, Thursday night. Chicken barbecue was featured.

Attending were Messrs. and Mesdames Ralph Smith, Boyd London, Chris Renfro, Buford Parmer, Roy Jowell, J. W. Robinson, Orpha ents."
Click, B. R. Dixon, the hosts, and
W. J. Smith.

APPRECIATION PARTY FOR ODD FELLOWS

An appreciation party at close of the regular meeting of Odd tions here during the past few fellows at the Odd Fellow Hall, days, the marriage of Miss Bettye Monday night, was sponsored as a Bruce Jones and Rev. Charles Wil-surprise of the Rebekah Lodge. The surprise party when Rebekah Lodge members came in a group to way of approciation for favors exorganization.

The next meeting on Sept. 20, at the hall, will feature a linen shower for the Odd Fellow Orphanage at Corsicana, All members of both organizations are urged to attend.

ROARK Y. W. A. HAS ENJOYABLE MEETING

The Roark Y. W. A. of the First Baptist Church met Monday night, Sept. 12, at the home of Mrs. B. Wohglemuth and enjoyed a program on stewardship.

Ray and Mrs. Billy Roberson, Re-Roberson, Thornton Shirley, Aud- M. Kester, parliamentarian and rey Cockrell, Eunice Cardwell, and federation counselor. Avis Matthews; and Mmes. Billy

SONG DRILL AT CHURCH OF CHRIST

Last Sunday afternoon was an interesting Song Drill at the Church of Christ. Several a particular man or woman who guest book. Others in the house lee, Rue Wilson, Eleanor Wilson, The attendance was fine. Friona, represented.

The second Sunday in October, this song drill will be at Friona, The couple left immediately on SUMMERFIELD W. M. S. MEETS at the Church of Christ. We are "Every member of any organization expecting singers from different is responsible for that organiza-

MRS. KESTER ATTENDS

IT TAKES a lot of people . . . nearly 9,000 in Texas . . . to see that more than four million telephone calls each day flow swiftly to their

It takes operators, whose skilled fingers stand ready to flash your calls on their way;

linemen, to keep the voice paths open for your words; experts to see that no trouble happens in the intricate telephone apparatus that serves you; engineers; accountants; men and girls in business offices.

To each one of these 9,000, Texas is "home."

Christian Education, Hospitals and Orphanages, Veterans of Pioneer Days, and a Bible Topic, "A Harvest Song," conducted by Mrs.

Amarillo, recently. The meeting active part in solving the world's problems but an obligation.

M. Hyden and was the first of a series of fall meetings. Reports on the national optomet-

ric convention held in Richmond, Va., was read and discussed. A study course was outlined.

Next Sunday the organization will go to Lubbock to attend a joint meeting with District No. 2.

G. A. MEETS AT BAPTIST CHURCH

The G. A. met at the church, Tuesday, Sept. 13. Roll call was answered by favorite memory verses. Louise Cress was elected as secretary-treasurer by the G. A., future home, and Mr. and Mrs. Moore were se lected for "Personal Service Par-

The program was conducted by Glennis Cockrell, and was in the form of a story concerning the life of a missionary. The story told of Mrs. Jenkins started as a missionary in Louisiana, Lois Cress and Anna Jo Owen will have charge of the next meeting.

YEAR'S PROGRAM LAUNCHED BY PIONEER STUDY CLUB

Attractive appointments marked the luncheon given by Pioneer Study Club members, Tuesday, at the home of Mrs. T. E. Seigler with Mrs. Seigler and Mrs. Carl Frye as official hostesses.

This was the club's first meeting of the fall, and after the luncheon new year books were distributed and fall programs discuss. ed and outlined. The year book committee was composed of Mrs. Ray Johnson, chairman. Mrs. Jack Rose and Mrs. J. W. Spradley.

Throughout the year, programs will be based on "America Today," as a general theme. Officers of the The program was conducted by club are Mrs. H. D. Reed, presi-Mrs. Jack Roberson, Mrs. Lilburn dent; Mrs. Wirt. Phillips, vicepresident; Mrs. Jack Rose, recording secretary; Mrs. Ray Johnson, burg, Imogene Roberson, Molly Jo C. Baird, treasurer, and Mrs. F.

The program Tuesday afternoon Roberson, Jack Roberson, Lilburn dealt with "Leadership." Mrs. H. After the ceremony wedding Tomple Hastings, Rachel Ireland, Ray, and J. W. Cockrell. Dorothy D. Reed spoke on "What Constitucake and coffee was served to the Rue Wilson, Eleanor Wilson and Funderburg will be hostess next tes Good Leadership." She outlined requirements for leaders in the community, home, club or church. She said in part, "Today leadership cannot compel, it can only becken: it cannot trample down, it must invite. A leader is not only congregations were represented achieves something for himself, but one who influences those about Dimmitt and other places were them to achieve and work togeth-

In discussing "Following the Leader," Mrs. Ray Johnson said, tion's success. Club women learn fairness and loyalty, to ask intelligent questions, to base judgment on reason, to win or lose with a smile and to forget defeat."

"Falling Down on The Job" was

Your

Telephone Company

is Mostly People

serving you in Texas

They work here; their children are in Texas

schools. Last year their pay checks totaled

more than eleven million dollars, and they

spent nearly all of this in Texas. They are an

The telephone company, like its people, is also part of Texas. It is here to meet this state's need for friendly, dependable telephone service. It serves its own interests best by

giving good service at reasonable cost to you. Southwestern Bell Telephone Company.

important part of your community.

60 Stambaugh

Beyer, Burl France, C. T. Guseman, J. M. Gilliland, Bob Higgins, O. G. Hill, E. S. Ireland, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, Jack Rose, J. W. Spradley, O. T. Wil-liams, M. D. Womble, A. A. Foster, three new members, Mesdames N. E. Gass, Noah Ewton and Frank

A feature of the afternoon was a miscellaneous shower presented to Mrs. A. A. Foster ,who is leaving soon for Lubbock to make her

Two birthdays were celebrated at a family dinner given at the home of Mr. and Mrs. F. M. Kester, Thursday night. Two cakes topped by lighted candles revealed thirtytwo years for Mr. Lynn Kester and three for little Betty Culpepper. Mrs. Lynn Kester was the hostess for the occasion and those present, included Mr. and Mrs. F. M.

"The cheapest milk can be and feed," E. R. Eudaly, dairyman for the Texas Extension Service told farmers who attented the Five-County Dairy Show, at Corsicana, June 2. In addition he urged farmers to improve and use trench silo for storing feed.

Co-operative Program of Missions, Texas Optometric Association in not only a woman's right to take

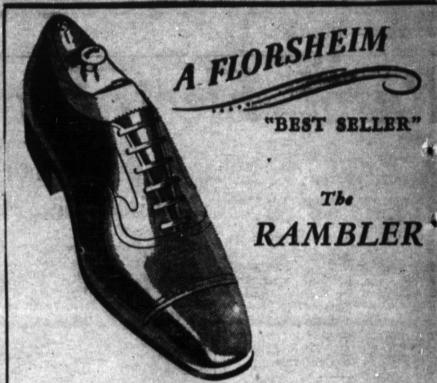
Terrell and the hostess.

TWO BIRTHDAYS ARE CELEBRATED

Kester family.

Kester, Mr. and Mrs. O. H. Culpepper and family, and the Lynn

produced from green pastures



Medium French Toe Style!

DRY CLEANING

Superfine silk stitching gives his shoe its smooth good looks. Finer materials and workmanship give it the extra wear of a second pair.

THE MAN'S SHOP

Fox Cleaners & Hatters HOMER FOX - PHONE 111

HAILE DRUG

We Sell For Less

Friday

Phone 99

Saturday

SAVE WITH US!

RUBBING ALCOHOL FULL PINT

9c

5-POUND BAG 23c

EPSOM SALTS

HYDROGEN PEROXIDE

CARB. COPPER FOR TREATING WHEAT

PEPSIN SYRUP 60¢ SIZE

RINSO

LUX FLAKES 25¢ Size 19c

P & G SOAP GIANT BARS-10 For CLEANSING TISSUES 500's-Buy Now!

37c

36c

MENTHOLATUM

29c

19c

SHAMPOO

CARTER'S LIVER PILLS

McKESSON'S CALOX TOOTH POWDER - 50¢ SIZE

33c

ORLIS MOUTH WASH - PINT 39c

UNGUENTINE

FOR BURNS - 50¢ SIZE ...

GLOCKS

WESTCLOX, BINGO_\$1.25 Value 980

Disinfectant

37c

DRENE SHAMPOO 60¢ SIZE 39c

ALKA SELTZER 60¢ SIZE 49c

ALARM

OCTINE Eye Drops

CLOSE, O ANTISEPTIC

THURSDAY

- FRIDAY - SATURDAY SEPTEMBER 8th, 9th, 10th

49c

89c

33c

49c

23c

ZONITE

PHONE ORDERS FILLED!

6-Ounce Rose

PROPHYLACTIC

TOOTH

BRUSH

50¢ Value

HAIR OIL

\$1.20 Value 79C IN APPRECIATION



33c

NYAL ASPIRINS MARTHA

\$1.00

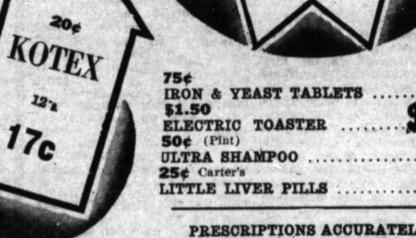
75¢ (100's)

60¢ ALKA SELTZER TABLETS

CRAZY CRYSTALS

WASHINGTON **CANDIES** 25% OFF!

75c BOXES



PRESCRIPTIONS ACCURATELY and SPEEDILY FILLED! \$15.00 PACKARD ELECTRIC SHAVER Special \$11.98

ASPIRINS

100 Tablets 75c Value

50c Jergen's 39c HAND LOTION 75c Five Suit BRIDGE CARDS



MINERAL OIL

Russian Type Nyal-Quart Bottle



TO THE PEOPLE OF THE HEREFORD

TRADE AREA

preciation for the wonderful support we have had

from all our friends. Each year we have our annual birthday sale and at this time try to give our omers extra savings on popular brands of drug

merchandise. THANKS again, and I hope we can serve you satisfactorily for every year to come.

the past seven years I have enjoyed being in

s in Hereford, and I want to extend our ap-

H. A. CLOSE.

R

P

ay

S

9c

9c

7**c**-

1

196

36c

38c

17c



Shaving CREAM 35c Raco 27C



Shampoo Drene ... 49C

Deodorant

35¢ Orașol PASTE For the Gums 29C

DRUGS

BATHING ALCOHOL	39c
COUGH SYRUP Pine, Tar & Honey — 50c Value ANALGESIC BALM	39c
to Value	336
RUX RHEUMATISM Compound	\$129
OLIVE OIL	49c
EX-LAX	19c
25c Value	

Protect your Health with Vitamins

Now is the time to begin to take proper Vitamin products that will eliminate colds and other sicknesses. See our Vitamin Department today!

CODLIVER OIL	59c
100 Capsules	中の日本のアニュースを表現していまった。
CODLIVER OIL	49c
Pure - Pint Bottle	436
HALIVER OIL	69c
50 Capsules	A. Direct Mile (1921) (1921)
CODLIVER OIL PERLES	\$275
Super D - 100's	
CODLIVER OIL PERLES	\$125
Super D - 30's	CONTRACTOR OF STREET
VITAMIN A, B, D & G Capsules	\$150
SUPER D CONCENTRATE	
50 e c	\$450
SUPER D CONCENTRATE	
	\$175
10 c c	
SUPER D CONCENTRATE	\$4 25
5 c c	-
Many other Vitamin Products i	

-: School Supplies :-

We have a complete supply of all school needs at the cheapest possible prices. Be sure and have the children shop our store today for everything in the school supply line - it will SAVE your MONEY!



Large Delicious

Treat Yourself To One of These FOUNTAIN SPECIALS!

When you get the "Heats Got Me Down" feeling . . , then it's time for you to come into Close Drug and enjoy a delicious, re-freshing fountain special! You will find our fountain a cool, restful haven, where you can truly enjoy your favorite foun-tain special.

5c
10c
10c
10c
5c

DELICIOUS and WHOLESOME DRINKS PLUS QUICK SERVICE!

WE FEATURE **BORDEN'S** Quality ICE CREAM!



SUNDRIES

	Personal State of the State of	I MANUAL DE	
35¢			29c
2 2 Sept. 10 Sept. 1 S	POLISH	******	Average Englisher (E)
50¢ Ing			39c
	EED CREAM		Charge Company Company (Co.)
50¢ Hin	& ALMOND		300
HONEY	& ALMOND	LOTION	330
Charles of Control of the	84844004250253:5792536MUH		39c
	HAND LOTIO		Deux Charlifford
A DESCRIPTION OF THE PROPERTY OF THE PARTY.	k of Magnesia		33c
TOOTH	PASTE		336

CAMERAS!

We carny a complete line of Cameras and Films of all sizes and all price ranges at all times. Be sure and see the new Unixes Cini "8" moving picture camera. Take your own pictures at home - you can get a complete outfit, including the projector, for

50¢ BAR SHAVING CREAM 39C
THE BRAVING CREAM
25¢ Palmolive RRUSHLESS CREAM 19C
The state of the s
FACE POWDER and PERFUME 79C Complete Stock of DeVilbis Perfume Ato-
FACE POWDER and PERFUME
Distriction of the control of the co
mizers for 1-2 Price—or 50 Percent Off!
\$1.00 Vitalis
HAIR TONIC

SOMETHING NEW by Dalon

Dalon, a master perfumer gives us a new and complete line of exquisite toiletries called FORMAL . . . Creams, Rouges, Powders and Lotions, which match the most exclusive and expensive Beauty

-: Gibson Cards :-

For eveny occasion, whether it's for Birthday, Sympathy, Illness - we have a complete assortment that are appropriate for every occasion!

FREE DELIVERY! MERELY PHONE PROMPT FOR

CLOSE DRUG STORE

















HEADQUARTERS FOR

SCHOOL SUPPLIES

Tobaccoes, Pipes and Cigars!

Ceresan and Copper Carbonate TREAT YOUR SEED WHEAT!

Fountain Pen and **Pencil Sets**

CITY DRUG STORE

PRESCRIPTION DRUGGISTS

Phone - - - 100

Miss Jonnie Estes visited rela-HONORED AT FRIONA tives in Abernathy the early part of this week.

Mr. and Mrs. E. H. Norton, accompanied by Mrs. Mary Palmer, were in Amarillo, Wednesday. Mr. laneous shower at the home of Norton attended a district Pontiac motor car meeting.

Mr. and Mrs. H. D. Reed and small daughter, were in Amarillo,

Mrs. Melvin Roberson and three children of Sudan, are visiting her sister, Mrs. Lynn Kester.

Miss Kathaleta Hawkins of Amarillo, spent last week end here couver Island.

Mrs. Clyde Wright of Selverton, and daughter Miss Elva Wright Carl Hall, Bert Shackleford, Will of Dallas, are visiting relatives Osborn, Charles Miller, F. L. here. They came to attend the Jones-Wilson Marriage rites.

Mrs. Mary Rheubotham, assistant state director of WPA, with headquarters in San Antonio, Mrs. Albert Walker, district 16 supervisor, and F. S. Peterson, area supervisor of district 16, both Amarillo and Mrs. Mildred Smyer, area supervisor of district 15 of Memphis, were all here, Wedpesday in the interest of WPA

Mrs. H. G. Conkwright daughter, Ruth Conkwright, Mrs. C. T. Guseman and daughter, Oecelia Guseman, and Mrs. John Patton returned Thursday from Winchester, Ky., where they had spent three weeks visiting rela-

Returns from Summer Abroad Miss Nancy Conkwright returned last week from spending the summer abroad. Miss Conkwright had a group of eighteen girls to make the trip in early June. Nine countries were visited and points of interest in various coun-

Mr. House, treasurer of the Johnston Pump Company of Los Angeles, Calif., was a visitor in Hereford, Thursday morning.

Mrs. Smith Returns Home

Mrs. W. J. (Bill) Smith has reterned home from El Paso, Texas, Fredonia, Kan., best man, Elmer Spain." where she has been a patient at the Dr. Long Sanitarium for the past two months. Her condition is much improved and after several weeks recuperation here, she will be able to be up and around.

Texas, arrived this morning to join bis wife and daughter, Miss Elva, in a visit with Mrs. Wright's father, A. W. Gregg, and help to celebrate Mr. Gregg's 93 birthday. Mrs. Wright and Miss Elva came earlier in the week to attend the Jones-Wilson wedding.

A truck load of Peaches, Pears, Apples and Grapes will be here for Friday and Saturday! Carl's

Mrs. Sam H. Reed, Jr., of Lubbock is spending this week with ber parents, Mr. and Mrs. C. C.

Miss Mattie Mae Swisher returned to Hereford last Sunday morning, after an extended visit with relatives in Grafton, West Virginia, and friends at other eastern points. Miss Swisher will resume her contest work, radio, choral singing and special training

W. M. S. CONTINUES

Continuing the study program outlined in "The American City her father, Rev. R. E. Errington, and Its Church," the new fall mis- passed away before she arrived. sion book of study, members of the Rev. Errington is a former resi-Woman's Missionary Society of the dent of Hereford, having lived here EXTENSION SERVICE

RECENT BRIDE IS

To compliment Mrs. J. W. Cock rell, a recent bride, Mesdames Joe Wilson, Montroe White C. A. Wickard, J. A. Wimberley and Mrs. Naylor entertained with a miscel-Mrs. Naylor, in Friona. Mrs. Cockrell is the former Miss Edith Frost of Friona.

After a short program a toast to the bride was given by Miss Ruth Reeve.

Gifts were presented when a threatened shower of rain developed into a shower of gifts. Guests included Mesdames E. J

Norwood, Roy Johnson, Ira Parker, George Lacewell, Dan Lacewell, Jack Stanley, Dee Hamlin, C. S. with her parents, Mr. and Mrs. D. Bainum, E. L. Price, J. W. Parr, W. Hawkins. Miss Hawkins had J. E. Cockrell, W. E. Frost, G. B. just returned from a three-weeks Buske, H. I. Magness, E. Euler, vacation trip spent in Portland, George M. Baker, A. W. Wood, L. Ore., Seattle, Wash., and Los An. R. Dilger, Beford Hughes, Misses geles, Calif. One of the highlights Ruth Reeve, Natalie Taylor, Mattle Fullwood, Rosa Lea and George, of the trip was a boat trip to Van- Faye Coldiron, Glenda Carter, Audrey Cockrell, Miss Billie Jean Wilson and the honoree.

Gifts were sent by Mesdames Reed, Pat Falwell, Mrs. Brooks and Mrs. Silvertooth, Misses Glennis Cockrell and Florene Parker.

REHEARSAL DINNER

The rehearsal dinner for members of the Jones-Wilson bridal party had Miss Frances Dameron and Mrs. W. E. Dameron for hostesses. The dinner was given at the W. E. Dameron home, Tuesday evening, where the gold and green color theme, which predominated in the series of parties given for Miss Jones, was repeated. Orange and gold dahlias and zinnias against leafy green backgrounds ornamented the rooms throughout the house. A three-tiered wedding cake, decorated with orange blossoms and topped by a miniature of dainty yellow and green blossoms and fernery encircling the cake were picked up by tall tapers at each side.

ried out the colors at small tables the Texas State Historical and place cards repeated the or- ciation. ange blossom motif.

father and mother of the groom, from Fredonia, Kan.

Judge Clyde Wright of Silverton, Weekly Auction

Cattle, hogs, chickens, goats, farm machinery and most everything necessary to a good auction sale was featured in the regular weekly sale here, last Tuesday.

A large crowd, including plenty of buyers for everything offered, was on hand and good prices pre-

dominated on items sold. Sixty head of cattle brought satisfactory prices; choice Whiteface heifer calves sold at \$8 a hundred, and 30 head of plain South Texas heifer yearlings sold at \$22.50 a head. Mixed calves sold around \$15 a head, while medium weight butcher cattle brought up to \$6.50

a hundred. A good sale is anticipated next Tuesday, but Ray Barber, manager, said that there is still a need for cattle and hogs to supply the

Rev. Errington Dies At Wheeler

to Wheeler, Saturday night, where to said Administrator.

Golden Wedding **Anniversary For** Former Residents

MR. AND MRS. E. H. FULL-WOOD ARE HONORED AT MCALLEN

Mr. and Mrs. E. H. Fullwood, who are well known in Hereford, having formerly resided here for many years, celebrated their Golden Wedding anniversary at their home in McAllen, Texas, on Sept.

Miss Frances Fullwood, their daughter, was hostess to friends with open house from 2 to 9 p. m. bonoring her parents, Many lovely flowers and gifts were presented the honor guests during the day. Punch and individual cakes with FOR SALE - Cafe seating 56 gold icing, were served to about banquet room in connection, seating one hundred guests.

were H. O. Fullwood and son, Jack, Mrs. George E. Burns, Deming, of Tucumcari, N. M., Mr. and Mrs. R. A. Fullwood and son, Ralph, of Hereford, Mr. and Mrs. W. S. and Miss Frances Fullwood of Mc-Allen, Texas.

Mr. Fullwood was reared in South Carolina, Mrs. Fullwood in Massachusetts. They met in Texas and were married in the First Methodist Church in Waco, Texas, in 1888. They resided in Waco six years, then came to West Texas, and were among the pioneers in the Hereford locality. Twieve years ago they moved to the Lower Rio Grande Valley of Texas. In 1983 mained here three years, at which time they moved back to McAllen.

Texas' First Newspaper Is Translated

The initial number of the "Gathe center of the table. Color tones er ever published in Texas, has sale. W. A. (Al) Yaughn. 36-1tp been translated and presented by FOR SALE-Four-wheel trailer, Kathryn Garrett of Paschal Senior Matching floral decorations car- latest issue of the Southwestern first house east Westway Store.

Matching floral decorations car- Historical Quarterly, published by 36-3tp

bridegroom-elect, Mrs. A. M. Jones, sisted of two pages. Printed only Dyar who furnished the wedding umns. The first page was an edi-Mrs. W. B. Dameron, Mrs. C. H. on one side, each page had two colmaid of honor, Mr. and Mrs. Joe riotic essay to Texans, and the grains, vegetables and fruit. Call music, Miss Elizabeth Ireland, torial called "Reflections," a pat-Hill of Austin, Mr. and Mrs. Tra- second page contained foreign news vis Dameron, Mrs. Jack Lester of from "the United States of North Staton, George Lincoln Wilson of America, Orleans, and Cadiz FOR SALE-Modern home, five

and Rev. and Mrs. C. O. Wilson, plains that the organ was printed town on paved street. Call Brand by A. Mower of Philadelphia, Pa., Office for particulars. "who left Pennsylvania and the tranquility which he enjoyed in the bosom of his family, to give the public a paper printed in the motor mounted on frame with cool-State of Texas."

Well Attended Jimmy Edwards Dies Sunday

Jimmy W. Edwards, former resident of Hereford, died last Sun-

He wil be remembered by many guaranteed. friends in this community, and prior to his illness was teaching school in Montana. He was a member of the Christian Church.

He is survived by his mother, Mrs. May Tice of Hereford; 'two brothers, Chancey Tice of Hereford and Jesse Tice of Grant Pass, Oregon. Interment was made at

NOTICE TO CREDITORS OF PHEBE A. MORRIS, DECEASED:

The undersigned Administrator, de bonis non of the Estate of Phebe A. Morris, deceased, with Will Annexed, duly appointed as such by the County Court of Deaf Smith County, Texas, on the 80th day of May, 1938, hereby notify all persons having claims against Mrs. George B. Pace was called the above estate to present them

His residence is Hereford, Texas. CLIFF ESTES,

dent of Hereford, having lived here with Mrs. Pace for several years.

Methodist church held the regular meeting at the church, Wednesday afternoon.

After the devotional given by Mrs. E. W. Harrison, who chose the 116 Psalm for comment, Mrs. Kinard reviewed and discussed the 4th chapter of the book.

Members voted to send a cheer box to the Wesley House in Fort Worth. Mrs. F. L. Terreil closed the many friends of the Panhandle.

Mentodist church held the regular with Mrs. Pace for several years.

He will be remembered by many friends because of poor health, he often spoke of his frinds in Hereford, and always the 116 Psalm for comment, Mrs. Rnox Kinard reviewed and discussed the 4th chapter of the book.

Members voted to send a cheer box to the Wesley House in Fort two lays and five girls, also 14 grandel lidren, two sisters and many friends of the Fanhandle.

Mentodist church held the regular with Mrs. Pace for several years.

He will be remembered by many friends here. After leaving because of cials of College Station, visited in Hereford, Wednesday, and attended his frinds in Hereford, and always the Lions Club lunch as guests of A. R. Bateman, county agent. The times south.

FOR RENT—Furnished apariment for couple, All bills paid. Call at 517 East 11th Street.

87-itp Works. P. L. Terreil closed the Fork RENT—Nice comfortable bedarous reviewed his frinds in Hereford, and always visitors included Miss Ruby Mash burn, district home demonstration agent: Mr. Berry, Extension Service photographer, and Mr. Frnakle, editor of the Extension Service Bulletin. Miss Sadie Lee Oliver, FOR RENT—3-room downstairs

county home demonstration agent,

Hospital Notes

Robert August Skypala, 5 years old, doing nicely following operation last week.

Mrs. Beatrice Parker will be tak en home today, is doing nicely. Mrs. Myles Funk and baby daughter, born Sept. 13, doing nice-

Mrs. O. E. Sherman, Jr., son, born Sept. 12, are getting along nicely. Francis Woodson submitted to an

operation this morning. Condition

Want Ads

For Sale or Trade

100. Serving 3 weekly clubs. Good Helping their parents celebrate chefs available. Price \$4,000.00. New Mexico.

> FOR SALE-Two 15.30 Farmall Tractors; Two 12-foot Grain drills; One Master Buick Motor, completely overhauled; one practically new batteny radio set. These are repossessed goods and represent a final clean-up of my implement business. An offer from you will receive real consideration. M. D.

FOR SALE-New Crop Recleaned Alfalfa Seed, 20c pound. W. G.

FOR SALE-Good Coal German they returned to Hereford, and re- Heater, for sale CHEAP! Call Brand Office.

> FOR SALE-4 Dozen White Leghorn and White Wyandotte Chickens, 60c and 65c each. See L. Z. Oldham, 3 miles west. 37-1tc Oldham, 3 miles west.

FOR SALE-Steinway piano, oak dining table and other furniture. See J. L. Fuqua.

LISTEN FOLKS, It's time to plow and sow wheat or rye for your chickens or milch cows. We can do ceta de Texas," the first newspap- that, also canning tomatoes for

Kathryn Garrett of Paschal Senior spring tooth harrow, slightly used High School of Fort Worth in the studio couch. Maurice Tannahill,

FOR SALE-Bargain in residential Probably the only number of the lot. Well located on pavement. Those attending were Miss Jones, newspaper ever printed, the issue Write H. W. Sherrieb, Higgins, the bride-elect, Rev. Wilson, the was dated May 25, 1813, and con-Texas.

FOR SALE OR TRADE-All ad-Arkansas Ozarks, Excellent soil for lars of sale or trade.

rooms and basement; lovely lawn Dameron, June and Billy Dameron, The last item in the paper ex- and trees. About 2 1-2 blocks from

FOR SALE-Irrigation unit ,slight. ing system and twin disc clutch. All ready to go. A good buy! Hereford Motor Company.

FOR SALE - Drill, Row Binder, Broadcast Binder. See Wayne Hig-

FOR SALE-McCormick Row Bind. er. Will trade for calves. C. E. Gat-

day in Hot Springs, N. M., follow- WANT TO TRADE Stucco, plaster ing a lingering illness of several or concrete work for chickens, cows or hogs. H. E. Wester. All work

FOR SALE-Used 15-30 Tractor. In good condition. A bargain. Rosson Implement Company. 34-5tc

> FOR SALE! Alfalfa and Rye Seed

FRASER OIL & GRAIN CO.

FOR SALE-Fine quality see wheat, Turkey Red variety. This seed was grown from certified seed obtained in Kansas last year. 25c above market price. See F. J. Axe, 2 1-2 miles cast and eight

mins Apartments.

FOR RENT — 480-Acre Wheat Crumpler Realty Company, Rogers, Arkansas.

FOR RENT - Garage apartment, nice for two men, also bedroom. Mrs. Ida Ricketts, 206 Lee Ave.

FOR RENT-Miles Service Station and Cabins on 2nd St. and 25-Mile Avenue. W. O. Miles.

Wanted

SINGING - Mattle Mae Swisher Studio of Singing on the Second Floor of the Methodist Church. See me in my studio or second door west of the church. 87-3te

in bookkeeping, October 1. Mrs. reward.

furnished apartment. Call at Cum- Ralph McCullough, 711 25-Mile 37-1tp Avenue.

WANTED TO BUY-For Cash, & Ranch northwest of Hereford, small house to be moved. See or write -Glenn Boardman, Hereford, 37-3te Texas.

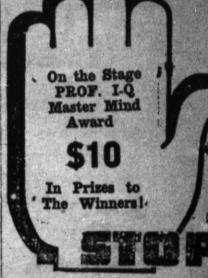
> WANTED To do drilling with Dempster or Standard Drill, Whitaker Brothers. See C. A. Skelton.

> WANT Irrigated Farm to Rent on Shares or Cash Rent. Write Frank Pokorny, c-o Carl Frye, Hereford.

bost and Found

LOST-5- or 6-weeks old white puppy, black face, bob tail. Mrs. Hall Beavers.

WILL START BEGINNERS and LOST-Hydraulic Jack between advance courses in shorthand and Chas. Hoover place and town. Rewpewriter; also beginners course turn to Rosson Implement Co., for





Free Coffee |F| ()U

SERVED ALL DAY SATURDAY!

Pork & Beans 16-Ounce can. 5c

	MINISTER PROPERTY AND ADDRESS OF THE PERSON NAMED AND ADDRESS
SOUR PICKLES	150
PEANUT BUTTER	
Full Quart	250
Full Quart	390
CORN FLAKES	250
RIBBON CANE SYRUP	340
White Swan — No. 5 Can	
Big 4 — Package	340
PEAS	250
FIRE BLOOK AND A TO A TO THE PROPERTY OF A STANDARD STANDARD AND A STANDARD STANDARD AND A STAND	CONTRACTOR AND AND ADDRESS OF THE PARTY OF T

Dry Soaked — 6 Cans

White Swan, 1-Lb. glass jar ... 10c White Swan Pepper Free!

BLACK-EYED PEAS	250
3 Cans	EV
TOMATO JUICE	250
C. H. B. — 3 Cans	
GRAPEFRUIT JUICE No. 2 Can — 3 for	
No. 2 Can - 3 for	
HOMINY	40.
No. 2 1-2 Can — 2 for	131
KRAUT	10
No. 2 1-2 Can — 2 for	130
WHOLE STRING BEANS	140
White Swan - No. 2 Can	140
FRESH PRUNES	140
No. 2 1-2 Can	140

CORN Primrose-No. 2 can 12c

BEANS Ranch Style-3 Cans 25c

PINEAPPLE 18c Sliced or Crushed - No. 2 Can MILK Small Cans MARSHMALLOWS White Swan - 1-Lb. Package ----KREMEL DESSERT Packages ----RED PITTED CHERRIES Concho - No. 2 Can ----TOMATOES 25c Wapco, No. 2 Can - 3 for ____

White Swan SALAD DRESSING Armour's Vegetole 85c | 19c 31c BANANAS Golden Ripe — Dozen ORANGES

40c

Weir's



PEACHES NO. 10 CAN 40c

PRUNES NO. 10 CAN

25c

Blackberries NO. 10 CAN



-: WHITEFACE ROUND-UP :-

Help Needed!

BAND NEEDS YOUR SUPPORT

Wednesday, September 21, reford's day at the Tri-State Fair which is to be held in Amarillo. A prize of fifty dollars is being offered to the band of the town who has the largest number

of people register on that day. Hereford High has one of the best bands in the Panhandle for the size of the town, and they deserve every support that the home ks can give them. It has been a tradition of Hereford people to things which make up the hometown. Especially do they do so when the thing they are backing is as well known and as well liked as the Hereford High School Band.

Let's hold up that tradition, and go over to Amerillo on September 21 to register for our band one hundred per cent

The Editor.

LET'S START RIGHT

Did school start with a "bang" for you? Are you interested in the classes and activities in which you find yourself? It has been said that the way to become good in a thing is to get interested in it. This is true especially of school. If one is interested in his subjects and does the necessary amount of daily study, he will find that his grades are good and that he gets along much easier in all respects.

Now is the time to try to develop that interest in our school work. easy to end up with colors flying. in the Fourth Class in the 1937

Welcome, Freshmen! Make Yourselves At Home

This year another group goung men and women came into Hereford High School to become a part of us. This group is the en. The other classes extend a hearty welcome to you and hope that four years from now you will be leaving better equipped with

knowledge and experience.

The freshmen can not keep from going forward with such good sponwrenn and Mr. W. M. (Ox) Emons. To date the freshmen have not elected officers, but we are all betting that they will come out nccessfully.

TWIRLING SCHOOL HOLDS INTEREST

quite an interesting session. The enough. Nice peoples! Jackson, Nell Spradley, Ruth Temply detests the popular song, "Your ple Hastings, Jeane Williams, Jeff an Education." Shoot, I reckon! Burk, George Walker, and Wilbur Mister Willoughby was telling Helen Frances Streu, Edith Jack-Harmon.

six twirlers will be needed to up bond, and that he skipped the Margaret Miller, Mary Louise march with the band. These will country. When he had finished, Dean, Mrs. Ewton, Mrs. Scott and be chosen from the six best in the Virginia Newell popped up and the honorees, Ruth Callahan, Nancy

BOYS' HI-Y HOLDS FIRST MEETING OF SEASON

The first meeting of the Hi-Y are trying to learn more about

I don't get it!

SENIORS SET EXAMPLE

of a good reporter are.

day with thirty-eight girls present.

With these officers and so co-

operation from the entire class, the

Senior class should set a good ex-

On the afternoon of September

8, the Girls' Hi-Y honored ex-

members of the club with an in-

formal tea in the home of Martha-

fully decorated serving table for

sandwiches, tea cakes and tea,

Those attending were Martha-

nelle Ewton, Miss Stacia Irene

Crawford, Vivian Olson, Ann Cock-

rell, Virginia East, Caroline Fnye,

were merry until six-thirty.

ample to the rest of the school.

Informal Tea

FIRST MEETING

help the club.

Seniors Elect

Class Officers

Round-Up for this week is spon

IN NEWS WRITING

23, were discussed. Bill Stanford, an ex-president of Values I Have Received from Hi-Y paper and what the requirements it is fresh. Foods prepared hours Conferences."

The president then urged all! members to attend the conference. PEP CLUB HAS Incidentally, the officers for the coming year include, President. George McLean, and vice-president, Floyd Ross, Other officers will be elected soon. Mr. Hudson is sponsor of the III-Y Boys.

Whiteface Round-Up Awarded First Class Honor Rating

The Whiteface Round-Up was awarded First Class Honor rating in the Eighteenth National Newspaper Critical Service, on May the 1, 1938, for excellent work.

The school papers are judged annually by the All-American Newspaper Critical Service in the Department of Journalism, at the University of Minnesota.

The significance of the ratings are as follows: All-American, Superior; First Class, Excellent; Second Class, Good; Third Class, High Average; Fourth Class, No Honors. The Whiteface Round-Up rated

DEBATE CLUB REORGANIZES

On September 7 in the room of their sponsor, Miss Irene Crawford, the Debate Club of the Hereford High School, met again to reorganize for another year's work.

The enthusiastic group talked of prospective new members. Bobby Davis, the temporary chairman, ap- Honors Ex-Members pointed Margaret Higgins, Virginia Lee Sparks and F. L. Lucas to be- Of Girls' Hi-Y lect some humorous debates for the club to debate upon. The question which will be debated upon in the near future is; Resolved: That Texas should adopt a uniform sales

The club plans much for the com ing year and can be depended upon to achieve their goals.

-: HUMOR :-

Your humor editor is having a grand time finding material for a person if they had seen anything humorous around school that The first baton twirling class of person remarks that he hasn't seen the year met on the front lawn of anything humorous, but your colthe school building Wednesday aft- umnist's face but they are sure if then passed again into the sitting ernoon. Judging from the size of he will put a picture of himself room, where they ate, drank and the audience collected there, it was in the column there will be humor

class includes June Dameron, Edith We hear Mister Willoughby sim-

one of his civics classes about a son, Wanda Jeanne Reed, Ruth Mr. Smith states that at least man for whom his father had put Temple Hastings, Rachel Ireland, said in her shy and innocent, Millard and Mary Tiefel.

young voice, "Did they ever catch Eat Vegetables While Fresh Is The publication of the Whiteface State Advice

sored by the English classes. They was held Tuesday night, Sept. 6, at 8 o'clock in the High School building. The singing of songs was building. The singing of songs was they are studying about this week, handling and refrigerating any food first enjoyed by the group. Plans They are trying to learn how to that must be prepared some time for the coming Hi-Y conference to judge a newspaper and find out in advance of serving," states Dr. where our newspapers get their Geo. Cox, State Health Officer

news. Other objectives are: to find Prevention of food poisoning reout how to write a news story, quires clean food handled as little the local club, gave a talk on "The learn the arrangement of a news- as possible and consumed while before serving, and allowed to stand at warm temperatures become good culture media for bacteria. Cooked products of a perishable nature are readily sub-The first meeting this year of ject to decomposition, and must the Hereford High School Pep be kept well refrigerated. Club was at Activity Period Thurs-

"Most food poisoning is caused hy infection by certain types of Mr. Kinard opened the meeting bacteria which grow rapidly under with a talk to the club, showing favorable conditions, such as high his and Mr. Hudson's willingness to temperature and high humidity. The infection may come from dirty Mr. Hudson in turn gave sughands, utensils, flies, rodents, congestions concerning the selection of two sponsors for the club. Miss taminated water, infected food materials and in some cases in Wrenn was elected as one of the certain types of bacteria, which sponsors, and before the other are rapidly spread and sponsor could be elected, the bell necessarily associated with fiithy rang, thus adjourning the meeting, conditions.

"Picnic food is particularly susceptible to transmitting food poisoning to the members of the finest material for college work to Oil with it and brush it out on a Tuesday morning, the seniors sound, fresh, foods clean, free from the school year off with a bang! They elected their class officers for the ensuing year. Those electpicnic party. Be sure you have be found anywhere are the young board so that you can see for yourfor the ensuing year. Those elect- use to wash their hands thoroughly ed to office were, Prsident, Paul before handling it. Avoid ex-Fostr; vice-president Kenneth Pot- cessive hand contacts with the ter; secretary-treasurer, Virginia food. See that clean containers Newell; reporter, Faye Crosthwait; are used and that special care is exstudent council, Jeanne Williams ercised in wrapping foods and in and Bud Wilkins; athletic associa- protecting them from contamination representatives, R. C. Ash-tion.

in advance of use, cook it thoroughly, keep it refrigerated and otherwise protected at a temperature the harvest will be as good as the under 50 degrees F. until you planting. are ready to use it. serving foods that are readily infected, such as certain salade, and cream-filled pastries. Any foods that are not to be served immediately should be kept on ice. Milk, ice cream and dairy chill blasts of winter. Wilbert Carproducts in general should be from approved sources.

The guests arrived at five-thirty or eaten at an outing. o'clock and were engaged in con- times excessive heat and humidity versation until the presentation of combined with over-exertion and ment more efficient. a short program consisting of two over-heating, as well as over-readings by Miss Stacia Irene eating, help to bring them about. Crawford and a saxophone solo by Remember this, and don't indulge Helen Frances Streu followed with in too strenuous exercise when the ing the girls filed by the beauti- binations of foods.

WPA Workers Find Skull Of Rhinoceros

handle, was found recently in also in other fossil beds of

The find was made by a WPA The rhinoceros skull, found scientific party directed by Mrs. C. an old river bed deposit of a Stuart Johnston of Canyon. The nadian river tributary, will trip of exploration was made as pleced on exhibit at the Parket CANYON-A skull of the large one of the field journey's sponsor-

plains, as complete and undistorted other remains of the ancient bear as any ever unearthed in the Pau- dog, a gigantic animal unearthed

Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO., Lumbermen Thursday, Sept. 15, 19 Hereford, Texas

Stack 2-Piece 11

on his father's shoulder. The farmer objected.

"It would be much more life-

all right this winter in college.

sowing time. The recent rains were week and see for yourself how a little late in getting here, but much you've got to gain by taking "If food must be prepared much they brought out the drills and advantage of this special price on advance of use, cook it thorough now planting is under way in most BPS Red Barn Paint. sections of the county. Let's hope

> Fred Saltzman continues to im prove his place and make it more comfortable. This week he is giving his house a good stucco job, thereby preparing to keep out the roll is doing the work. Since he

recently was."

The photographer suggested that area protected as they deserve to the son should stand with his hand be protected by two good coats of

gram, we are putting on a special like," he said coldly, "if he stood with his hand in my pocket."

Red Barn Paint as possible. We have gambled on our ability to put have gambled on our ability to put mile. If the papers will are put as possible with the papers will are put as possible. We thought a joke about a college boy would do to start this column off since this is the season when they all go back to school. It has been a pleasure to want you to season when they are pleasure to season when they are pleasured to season when they school. It has been a pleasure to want you to come down here to the have them with us this summer. yard and investigate it. If you are Take them all around, individually interested, we will open a can, mix and collectively, and just about the an equal amount of Pure Linseed Pure Linseed Oil makes two gallons of paint that costs so little Someone has said that this is the and does so much that there is finest country in the world to really not any excuse in the world monia, my rubies with Bordeaux plant wheat, meaning, of course, for a farm building going unthat we always get moisture at painted. Come in any time next Brandy, and my sapphires with

> "My shaving brush is stiff," complained Dad. "I wonder what's wrong with it."

"I don't know," said wifey. "It was nice and soft when I painted the bird cage with it westerday."

The Hereford Brand charges us for space like this and we think moved over on his own place last it's worth it or we wouldn't use 1st. it. But last week Hereford and formal tea in the home of Martha"Digestive upsets cannot always year, Mr. Saltzman has done a fine be blamed on the food served to the food serv from the New Orleans Times- broken joists, rafters, stuou?" from the New Orleans Timesetc., than the good old Long, "No sah, he ain't yet, but he Picayune that was covered with it. Yellow Pine Tuba Fours and o

We would like to see all the same time it was advertising visit to his son at the university, and thought it might be a good idea if they had their photograph taken.

The character was paying a would like to see all the money could not buy. Why is make more news of this section make more news of this section the make more news of this section taken. about a farmer up in Kansas had made a rake for handling alfalfa that he thought was hot. Earl Springer, south of stacker that I'll bet has got th

> Ed Moseley and his crew did fine job of fixing a new It not only makes a big improv

The newly rich woman trying to make an impres "I clean my diamonds with amfresh milk. "

"I don't clean mine," said the quiet woman sitting next to her. When mine get dirty, I just throw them away."

"Did you say the man was shot in the woods, doctor?" "No, I said he was shot in the lumbar region."

Mr. and Mrs. Colby Conkwright have bought the Dillehay home and are having it completely redecorate ed before moving in about October

We believe that if you take care job of improving it, making his papers all over the middle west of what you have what you have when A.P's illustrated story of will take care of you. And there's Joe Evans' irrigation farming ap- nothing better for taking care of peared. I saw it in the Kansas those repairs needing to be done "Doesn't that mule ever kick City Star. My boss sent me a page around the place, and replace group participated. After the sing- over-indulge, either, in unwise com. requently kicks de place where at That was news and nobody but lumber that they have down there the papers paid for it. But at the at Rockwell's lumber yard.

THANKS

To Our Friends.

The Corner Drug Store this week announces the purchase of Mr. J. J. Clark's interest in the store to Mr. F. J. (Stub) Jones of Friona.

We take this means of thanking our friends and customers for their loyal patronage and support during the time this store was under the management of Mr. Clark and Mr. Roden.

The Corner Drug Store, under the management of Mr. Roden and Mr. Jones will strive to maintain the same courteons and efficient services as rendered in the past, giving you the lowest possible price on quality drugs and drug sundries at all times! Mr. Jones, while not a newcomer to Hereford, looks forward to be-

coming better acquainted with the people of Hereford and invites you to drop in and visit with him anytime.

Mr.Roden and Mr. Jones are both registered pharmacists and one of them will be on duty at all times at the Corner Drug Store.

J. J. CLARK RALPH RODEN R. J. (Stub) JONES

RIGHT ON THE PRICE!" "RIGHT ON THE CORNER . .

Corner Drug Store

PHONE 105

3RD & MAIN STS.

HEREFORD, TEXAS

COMPOUND 8-LB. CARTON 85c

PICKLES	onerf 15c
Sour - Full	Annie
CORN	250
Sugar, Extra	Standard - 3 Cans 25C
HONEY	260
Colorado Clove	er — Quart Jar — 36C
MINCE ME	AT OF-
White Swan	AT 25C 3 Packages 100
MACARONI	or SPAGHETTI 100
3 Packages	or SPAGHETTI 10C
CONTRACTOR OF STREET	
SOAP	w Laundry - Bar 3C
Big 4 or Yello	w Laundry — Dar

VANILLA EXTRA Double Strength — 1	CT	23
Double Strength - 1	16-Oz. Bottle	LJ
PEACHES, Brimf Heavy Syrup, No. 2	ul.	20
Heavy Syrup, No. 2	1-2 Can - 2	for Ed
SOAP		16
Large Tvory - 2 b	ars	10
BAKING POWDE		17
K. C 25-Ounce 7	BERTHARD BUILDING TO STOCK OUT ON	
MARSHMALLOW	8	15
Lb. Package		13
TAMALES		25
Rateliff's - 2 Can	8	25

SOAP FLAKES BALLOON. 12c BUTTER 26c PINTO BEANS 5C 1-Lb. Package GINGER SNAPS Per Lb. 21c MATCHES POTATO SALAD BLACKBERRIES 18c 6 Boxes --Lb. Can ----TOMATO JUICE 39c PEAS CLEANSER No. 10 Can

Early June 3 cans

Hardwater - 3 bars

SOAP

: Produce : POTATOES 48c ORANGES 2 Dozen

Lighthouse 2 car

APRICOTS

No. 10 Can .

YAMS

Catsup

14-Oz. Bottle

10c

CHEESE 16c Full Cream 29c BACON Fancy Sliced - Per Lb. FRANKS 15c Per Lb. MINCED HAM or BOLOGNA 15c Per Lb. _ LOIN or T-BONE Fancy Beef - Per Lb. SALT PORK Per Lb. _.

PIMENTOS

7-Ounce Can ----

Meats:

COFFEE ADMIRATION-LB. 24c

PACKARD'S

BEST 48-lb. sack

Louisiana — Per Lb.

TUNA 14c

Mystery Control Is Featured By Philco Dealers

NEW 1939 MODEL PHILCO SETS NOW ON DISPLAY BY LOCAL FIRM

In connection with announcing the new Philco radios for 1939, Lawrence Womble, local dealer, today said that he is also show-ing the Philco "Mysteny Control" -which allows tuning of the radio from any point in the proximity

"The Mystery Control has no wires, no cords, no plug in con-nections of any kind," Mr. Womble said. "You just turn the dial and there's your station. It is so small and so compact that you can carry it anywhere and place it anywhere. The set can be tuned by a flick of the finger, volume can be regulated and the radio conflict for American collegiate runcan be turned off by the same con-

In talking of the new 1939 Phileos, Mr. Womble said, "Philco's new field cathedral speaker and exclusive inclined sounding board offer more admirable tone quality. An entirely new radio circuit gives volume of clean and undistorted sound output never before

Improved and luxurious cabinets are also featured with the new Philco sets, which are now on display in the Hereford Appliance Company showrooms, just south of the post office.

Summerfield News

(8 miles southwest)

MRS. ASA ATCHLEY

Fifty-three persons attended Sunday school and church Sunday. Rev. and Mrs. Naylor and daughter of Friona were here; Rev. Naylor preached both morning and evening sermons.

Mr. and Mrs. L. M. Buckmaster of Dimmitt, visited in the C. H. Butler home, Sunday.

Mr. and Mrs. George Delozier and children of Tennessee are visiting in the R. D. Lance, Elbert Delozier, Jack Streun and S. A. Atchley homes.

Mr. and Mrs. Ray Johnson have remodeled their home. Mr. and Mrs. W. L. Huntley and

daughter, Geraldine, of Tulia were visitors in the L. L. Cannon home, working on the Hare place, returned F. Bradford, National Stewardship

Delores Bellar of Muleshoe is

CHANGED GLYMPICS



Dr. Jogoro Kano, Japane e mem ber of the International Olympic committee, who changed the date of the international games in Tokyo from August 24 to September 21, 1940. The shift creates a serious ners who should be attending classes. Many athletic authorities favor changing the 1940 Olympic site from Japan to London, Helsingfors or any other place.

modeling, repapering and reroofing their home this week.

Mr. and Mrs. W. E. Vines and daughters spent the week end visiting in Earth.

The study club will begin their regular meetings next Thursday. Miss Viva Mae Thomas has been elected as teacher in the senior Sunday school class.

Mr. and Mrs. C. B. Thomas were Plainview visitors last week. J. R. Oglesby and Asa Atchley enjoyed a birthday dinner in the Oglesby home, last Sunday.

Rev. and Mrs. H .B. Naylor and daughter, of Friona, were visitors in the B. A. Atchley home, Sunday. Mr. and Mrs. C. B. Thomas were Dimmitt visitors last week. Elbert Delozier visited in Farwell last week.

Several nice rains fell in this community during the past few days, and several farmers are drill. ing wheat. Mr. and Mrs. T. M. Noland of

Floydada, were visitors in the G. A. Noland home, Sunday. Mr. and Mrs. Bill Edelmon were

visitors in the Hare home in Amarillo, last week end. Vonsil Hare returned home with them. Fred Kellogg, who has

New 1939 PHILCO

this week to his home in Amarillo. Mr. Heffner of Crosbyton, is here

Frio News Items

(10 miles south of L' reford)

LURLINE DIXON Mr. and Mrs. W. S. Dixon, who have been in Hot Springs, N. M., taking treatments, returned Monday; they also visited several

other points of interest in New Mexico. School opened Monday with an enrollment of 13 students. Mrs. S. J. Barclay and Mrs.

Mike Cassels and Jimmle spent Wednesday visiting Mrs. Cassels' parents, Mr. and Mrs. Glenn Owens in Hereford. Mr. and Mrs. J. M. Dixon visit-

ed his sister, Mrs. Joe Hastings and family in Dimmitt, Friday. Mr. and Mrs. Richard Simpson of Pampa, who have been visiting her parents, Mr. and Mrs. D. O. Benson and family, returned Wed-

The Parent-Teacher Association organized Monday and elected Mrs. Earl Springer president, and Mrs. Mike Cassels secretary. They will present their first program Friday night, Sept. 30, at the school.

nesday.

Mr. and Mrs. Joe Simpson and son, Virgil, of Pampa, spent Sunday night with Mr. and Mrs. D. O. Benson and family; the two famil- Evangelist, most excellent results lies visited in Flagg, Monday. Both morning and evening church services will be held here next

Howard and Ruby Boyd were or the sick list over the week end. Mr. and Mrs. W. S. Dixon spent Thursday night with their son, Clarence Dixon and family in Fri-

CHURCHES

THE METHODIST CHURCH Young People _____ 7 p. m.

Missionary Societies each Wednesday _____ Attend our services. M. M. BEAVERS, Pastor

THE CHRISTIAN CHURCH H. M. Redford, Minister Ellis Coombes, Supt,

Bible School _____ 9:45-11 a. m.

Our Stewardshop Revival closes on Thursday night, Sept. 15. Under the leadership of Brother Geo.

Edward Fullwood of Hereford. visiting in the Perry McMinn home, drilling wheat on his place, form- was a visitor in the Chas. Noland Mr. and Mrs. L. Huckert are re- rly known as the McCurdy place. and D. C. Walser homes, Sunday.

RADIO

PHILCO is Co-operating in National Salesmen's

Crusade. "SALES MEAN JOBS"

Permitting their dealers to give **\$20** for your old

Radio!

With Instant Electric
PUSH-BUTTON TUNING!

Regular \$89.95 val-

ENVOY TO LATVIA



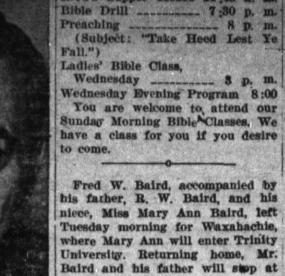
John C. Wiley of Indiana, now the enna, who has been named by the Mrs. Walter Dunlap and family. state department as minister to Lat via and Estonia. He will assume his new duties after he winds up his affairs in Vienna.

have been realized. The influence of his teaching on Stewardship will continue to bear fruit long after be departs. Every worship service was charged with Spiritual power. An increase in pledges to the annual budget over that of last year amounted to more than a thousand dollars. We appreciate the fine cooperation upon the part of the membership which made these results possible.

The pastor will preach next Lord's Day morning on the subject "The Sunday School _____ 9:45 Need for Conversion." At the even-Morning Services _____ 10:50 ing hour, the theme will be "The Evening Services _____ 7:50 Gratitude of Jesus." A cordial invitation is extended to all.

> CHURCH OF CHRIST E. M. Borden, Minister Bible Classes _____ 10 a. m. Preaching _____ 11 a. m.

(Subject: "Truth Supported by Lord's Supper ____ 11:45 a. m.



spend a two weeks vacation. Mrs. J. H. Bowers and son, Wayne, of Houston, arrived last week to United States consul general at Vi visit their daughter and sister,

Mineral Wells where they will

Mr. and Mrs. H. D. Culpepper and daughter, Miss Verna, spent the first of the week in Vernon, Texas, where they attended a famlly reunion.

SEE-

The New **1939 PHILCO** "MYSTERY CONTROL"

RADIO

NOW ON DISPLAY!

Hereford Appliance Co.

USEFUL and **LASTING**

APPLIANCES

Besides doing electrical house wiring . . . we carry complete line of the smaller electrical appliences. Amon th lines we carry are such famous brands as Sunbean Mixmasters and Hamilton-Beach Food Mixers, and many others - in fact, we have tried to get the kinds of appliances that will give you satisfactory service. We maintain an electrical shop to service any of the appliances we sell! Visit us today and see our complete electrical line.

ELECTRIC ...

- A-B-C WASHING MACHINES
- WATER SYSTEMS
- BALTIC CREAM SEPARATORS
- VACUUM SWEEPERS
- AUTOMATIC IRONS
- PERCOLATORS
- WAFFLE IRONS

- TOASTERS
- FOOD MIXERS
- COFFEE MAKERS
- ROASTERS
- LIGHT BULBS

Electric Wiring Contractors

Hereford Appliance Co.

HEREFORD, TEXAS

Bible School _____ 9:45-11 a. m. Morning worship ____ 11-12 a. m. Christian Endeavor 6.45-7:45 p. m. Evening worship __ 7:45-8:45 p. m. Midweek Church Night, Wednesday ____ 7:45-8:45 p. m.

is the Answer to your Refrigeration and Cooking problems in Your Newly

ELECTRIFIED FARM HOME

Rural Electrification means everything to the farm home; Rural Electrification means mechanical refrigeration and safer, cleaner cooking methods. In recent years several companies have spent hundreds of dollars in an attempt to imitate the results of electric refrigeration and electric cooking. Their efforts have been fruitless, for electrical boxes still lead town homes by a huge majoritiy. For kerosene and other make-shift methods they have done exceedingly well . . . but we know and you know that electricity is the most successful method of refrigeration and cooking. These is no substitute for electricity on the farm or in the town. Likewise there is no substitute for FRIGIDAIRE... most people call all refrigerators "FRIGIDAIRE." There is but one genuine Frigidaire and in Hereford it is sold by the Hereford Appliance Company. Make no mistakes . . . SEE IT . . . USE IT BEFORE YOU BUY! Don't fail to see FRIGIDAIRE'S AUTOMATIC ELECTRIC WATER HEATER!

SEE THEM TODAY!

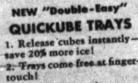
Saves More on Current ... Food ... Ice ... Upkeep! SAVE ALL 4 WAYS ...

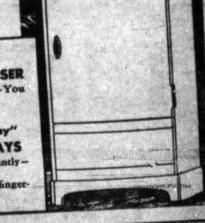
GET BOTH FOR AS LITTLE AS

the 1938 Frigidaire with waste through a "hidden New Silent Meter-Miser extravagance" all that they that saves in all 4 ways ... may save in one, two, or and proves it-before your even three cales ways! eyes, before you buy! De- Play safe! See Frigidaire mand this proof, or you First-and Save!

or you may not save at all! • Why take chances when may not save at all! For you buy a refrigerator? See some refrigerators may

Silent METER-MISER Uses so little current-You can hardly hear it run!





Frigidaire Electric Range First Range Ever To Unite So Many Ad-



vanced Cooking and Baking Features! for model, Frigidaire gives Come in ... see this new cooking sensation! In every standard model, it unites all the advanced features

for better, easier, more economical cooking and baking! Check it . . . compare it with any other make! You'll find that feature for feature, model

more important advantages than any other range you Have ever seen! Remember: Unless you get all these advantages in the range you buy, you'll not be getting full 1938 value for your money! See the Frigidaire Electric Range today! Come In! See How Frigidaire's New "EVEN-HEAT" OVEN ends baking worries!

"SPEED-HEAT" UNITS

-cook better ... at less cost ! "THERMIZER" COOKER - cooks a whole meal

FRIGIDAIRE

Hereford Appliance Co.

L. L. WOMBLE, Owner

PHONE 451

HEREFORD, TEXAS

ue, less \$20 for your old radio THE ABOVE PRICE GOOD ONLY DURING SALES CRUSADE! This Is America's Finest Radio Set Selling for Less than \$100.00 — A Demonstration Will Prove this Statement!

The Hereford Branc

Our Slogan--- More People--- More Farms ublished Every Thursday.

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

IRS. SETH B. HOLMAN THATE GILLDNTINE

NOTICE TO CREDITORS OF

MRS. ALICE COLLINS,

DECEASED:

The undersigned Executors duly

appointed as such by the County

tate to present them to said exe-

W. D. FOX.

Their residence 'is Lewisburg.

UBSORIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year. All subscriptions strictly in advance. ictly cash in advance.

ed as seccond-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

erroneus reflection upon the character, standing or reputation of erson, firm or corporation, which may appear in the columns of er, will be gladly corrected upon due notice of same being given o the editor personally at the office at 402 Main Street, Hereford, Texas

LEGAL NOTICE

BY MARVIN JONES Member of Congress from Texas

The farm bill has several import nt features which, until recently, ave not been much discussed.

One of these is the authority hat is given the Secretary of Ag- as, on the 29th day of August, culture to file application to coret the discriminations against farm products in the freight rate es of the country.

For years some of us have been orking on this matter, and I am dad to note the interest that is being taken in Texas and other states on this important ques-

When farm implements, iron and oel, and other manufactured com. odities, are shipped abroad, renced freight rates are allowed to the point of export, whereas on most farm commodities, especially cotton and wheat, little if any export reductions are allowed.

As industry has these reduced export rates, why should not the same reductions be given wheat and cotton as a matter of simple justice?

Examples
When farm machinery is shipped,

the following rates per cwt. prevail-domestic rates first, export rates second:

Indianapolis to Galveston, \$1.44, 44 cents; Indianapolis to New Orleans, 75 cents, 44 cents; Chicago to Houston, \$1.05, 471/2 cents; Chicago to New Orleans, 80 cents, 471/2 cents; Moline, Ill. to Houston, \$1.02, 471/2 cents.

On iron and steel, the following

ates prevail: Chicago to San Francisco, \$1.02, o cents; Gary, Ind. to New York, 47 cents, 34 cents; Pittsburgh, Pa. to New York, 33 cents, 20 cents.

In other words. 2 plows shipped m Moline, Illinois, to Houston, Texas, loaded on the same platform, unloaded on the same dock; The one to be used by a Texas farmer pays a freight rate of \$1.02 per cwt.; the one being shipped abroad pays a freight rate of 471/2

cents per cwt. The excuse for lower freight rates on manufactured products going into export is that by shipping the products abroad, factories are enabled to run full tilt and thus to sell their products even at ne cheaper than if they ran part time. I am not prepared to say that there is not some merit

to this contention. But if it is wise and just to give a lower freight rate on manufactured products from the industrial areas to the point of shipment, when going into export, in order to dispose of the surplus, why doesn't the same reasoning apply to farm products going into export, in order to dispose of the surplus of

those products? What peculiar charm is there about manufactured products that makes it just to give them reduced rates, while the same reductions are being denied to the products of the farm?

Other Discriminations

Not only do the discriminations which are illustrated above prevail throughout the country, but there is another discrimination in the Complete freight rate structure applying to the entire Southwestern area: The freight rates generally prevailing in the Southwestern area are 79% above the average of the freight rates prevailing in other sections of the country. This is unjust and unfair. Ten years ago I made a speech in the House of Representatives, complaining of these discriminations. I appealed to the old Farm Board to begin the fight. I appealed to the farm organizations. Finally, we were able to include a freight rate povision in the last farm measure, thus taking a step forward in the long fight for equality.

I am very much encouraged by the fact that the National Emergency Council's report recognizes this unfair freight structure and e lending the weight of its influce toward bringing about a correction of these manifest discriminations. Nothing could do more for the building of the Southwest than to correct these unjust rates and give to the farms and factories of our section an even chance with other parts of the country.

Mr. and Mrs. V. C. Weir of Friona, spent Sunday and Monday with their son, Glenn Weir and

APPLICATION MEDICINAL

LIQUOR PERMIT

"The undersigned is an applicant for Medicinal Liquor Permit from the Texas Liquor Control Board and hereby gives notice by publication of such application in accordance with provisions of Section 10, House Bill No. 77, Acts of the Second Called Session of the 44th Legislature, designed as the Texas Liquor Control Act."

"The Medicinal Liquor Permit applied for will be used in the conduct of a business at 300 Main Street, Hereford, Tex-

(Signed) CORNER DRUG STORE F. J. Jones T. Roden Owners

Miss Doris Ely of Texarkana is Hicks, manager and bookkeeper of fense. visiting her grandparents, Mr. and Mrs. G. R. Conklin and other relatives in Hereford.

Court of Deaf Smith County, Tex-Mrs. Grace McLeroy returned to her home in Chicago, Friday, after visiting relatives here for the past 1938, hereby notify all persons having claims against the above es-

Mrs. Hugh Witherspoon Monday for Shawnee, Okla., in response to a message that a sister was seriously ill, following an LESLIE MARSHALL, 36-Stc operation.

MOTOR TROUBLE?

To get the most out o fyour car have an expert mechanic look it over at regular intervals, and make those minor adjustments that all engines require. We are equipped with every type of testing device to give your car a thorough going over, and if you'll put your car in our hands we'll show you what's needed to put your car in tip-top condition. Drive in to Beavers Brothers Garage today!

BODY and FENDER Repair Work!



REA Members Congratulations,

We are indeed glad for the farmers of Deaf Smith and Castro Counties who have been fortunate enough to receive Rural Electrification. We know that the coming of electricity will bring more comfort and conveniences

DAY and NIGHT WRECKER SERVICE!

Beavers Brothers Garage

"OUR WORK STANDS UP - WE MAKE IT" Phone 383 - Night Phone 670J

Mr. and Mrs. Lester Manis and the Panhandle Lumber Yard in wo children of Coffeeville, Kan., Panhandle, Texas, spent the week risited last week with his aunt, end here, with their parents, Mr. Mrs. S. E. Askren.

Two sisters, Mrs. W. T. Leachnan of Amarillo, and Miss Jean Vetesk of Texarkana, spent Monday with their sister, Mrs. Paul Foster. Miss Vetesk is spending her vacation in Amarillo with her parents, Mr. and Mrs. John Vet-

Mr. and Mrs. DeWitt Landis and young son, DeWitt, Jr., of Lubbock, spent the week end here with Mrs. Landis' parents, Mr. and Mrs. T. E. Seigler. This is the first visit of the young grandson and Mr. and Mrs. Landis were very proudly showing him to their friends.

Mrs. Jimmie Gillentine left Tueserry, for a few days.

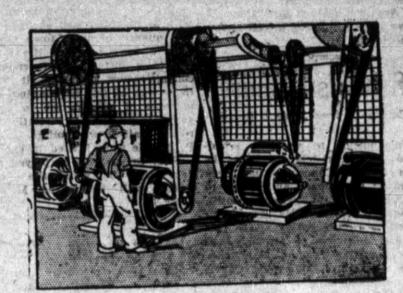
Ralph Hastings and Donald ther vital factor in national de-

and Mrs. Henry Hastings and Mr. and Mrs. Cliff Hicks.

Miss Hariette Carter left last week to spend the winter in Amarille with her mother, Mrs. Beulah Lee Carter, and attend St. Mary's Boarding School. She had spent the summer here with her grandmother. Mrs. Hattie Rutherford.

that American military airplane of the future may be built entirely of cotton. The army and navy corps are following closely tests being made with a plane constructed entirely of a chemical cellulos day for Wellington to visit her plastic derived from cotton which parents, Mr. and Mrs. J. B. Castle- if it proves satisfactory may revolutionize airplane building and make the cotton field a still fur-

ELECTRICITY



IS MADE BY MACHINERY!

So Too . . .

Better Farming Methods Require Good Machinery ... and you can depend on

John Deere

FARM EQUIPMENT

We are glad to extend sincere congratulations to our friends, the farmers in Deaf Smith and Castro County, who have been fortunate enough to receive the REA lines and upon being the first in the Panhandle to receive them. Through the years this firm has been a booster for anything that might make our community a better, happier and more comfortable place to live. We have always been a booster for everything that might help the farmer promote his interests. However, we wish to remind you that we sell the famous John Deere line of Farm Implements and anytime we may be of service to you, call on us!

KERR IMPLEMENT CO.

HEREFORD, TEXAS

UNLOADING OUR USED CAR CARGO! ALL FORD V-8's AND OTHER MAKES AT MOST ATTRACTIVE PRICES AND TERMS IN FORD DEALERS' GREAT "CLEAR THE DECKS" Used Car Sale! LOWER Ford Dealers' entire stocks of cars, trucks and commercials are included in this event. There is an especially fine selection of late model Ford V-8's to choose fromgood looking, sweet running, smooth riding cars with low mileage, sound tires and good batteries. For volume and variety as well as value it's the best used car buying opportunity you've had in months. So see your Ford ity of care in sale renewed perts to factory specifica-and backed with writ-Dealer today! LOOK BELOW FOR TODAY'S FORD ten R & G Gaarantee of 100% satisfaction or YOUR MONEY BACK, Many others sold with "50-50" Guarantee, Ask about it. DEALER "CLEAR THE DECKS" SPECIALS

1937 FORD PICKUP

1936 STANDARD CHEVROLET COACH

GENUINE FORD PARTS and a complete line of BATTERIES, ACCESSORIES Let us fill your car with PRESTONE THIS WINTER!

FORD TUDOR

1934 FORD TUDOR

TERMS: Can be ARRANGEDI Hereford Motor Company FORD V.8 -- SERVICE

EVERY DEAL A

Quality Foods

Specials are good for Friday — Saturday — Monday

CREAM OF THE PLAINS

Every Sack is. 48-LB. SACK

Kellogg's. 3 Package Sun Harbor, Light Meat. 250

7-Oz. Can - 2 for -

Folger's, Drip or regular grind-1-Lb, can or SPAGHETTI. 10c Golden Glow-3 Pkgs.

Peanut Butter 25-Ounce Jar

55c Light or dark. No. 10 Can

Choice Blue Rose.

Per Lb. Pet, Tall can 60—Small can 3C

No. 2 Can. TOMATOES

American . Wonder. 25c PEAS No. 2 cans-3 Cans

SOUR RED PITTED

Cut. No. 2 Can. 23c **Green Beans** 3 Cans for 14c Early Bird. COFFEE Pound Package 10c Apple Butter

21 c Clabber Girl. Baking Powd. 25-Ounce Can

Crystal Wedding. Large Package

FLOUR Everlite. 48-Lb. Sack

PEACHES Libby's sliced or halves. No. 2 1-2 Can ----PINEAPPLE Tidbits, Libby's.

9-Ounce Can **SPAGHETTI** 25c Libby's - 3 Cans

14-0z. Bottle-2 Bottles 25c CATSUP Libby's, Fancy.

: Meats :---

STEAK Round, Loin or T-Bone. Per Lb. ____ ROAST Choice Shoulder Cut. Per Lb. ----Rib-Stew Meat Fancy Baby Beef. POT ROAST

Per Lb. ---SAUSAGE Country Style. 15c

Produce :-



CABBAGE

Fresh Green - Lb. 2c

21c LEMONS 360 Size, Sunkist - Dozen LETTUCE Large Heads - Each ---25c GRAPES Tokay's Riblers, Thompson seedless-3 Lbs. YAMS

Porta Rican, New Crop - Lb.

the West Coast.

PLACE IN OLDHAM COUNTY FAIR

By Mrs. H. M. BENSON

ing a large variety of ral and home products, community exhibit took t place in the contest at the ham County Fair held in a, Sept. 9.10. Wildorado red second, and third place t to Adrian, adies of the Ford community

hered products and arranged prize-winning booth, with exception of forage bundles heads, which were gathered H. M. Benson, Almost every mily in the community gave

one or more items for the booth, which was filled to overflowing.
The booth committee included:
Mrs. H. M. Benson, Mrs. Lowery Walker, Miss Hilda Strafuss, and Mrs. F. C. Benson, The general exhibits in agri-

culture were unusually good, despite drouth conditions, and selections will be entered in the Tri-State Fair exhibits in Amarillo, next week. ·
Winners of individual ribbons

in the Ford community, were Mrs. John L. Whitsett, Miss Ef-tylee Whitsett, Mrs. L. J. Stra-

Parents To Open **Drive For Band** iron, a radio, a water pump and Uniforms Soon one major appliance such as a refrigerator.

HIGH SCHOOL BAND NOW LARGEST IN HISTORY OF LOCAL SCHOOL

sociation was held at the high school Tuesday night, Members ind band director Ralph Smith, Mrs. Henry Hastings and Mrs. R. B. McCullough were appointed to investigate different types of uniforms and present a report at the next meeting.

There are about seventy members of the high school band this year, the largest membership in the band's history, and while a uniform fund is available it is not large enough to purchase that many uniforms and a special drive for more funds will necessarily have to be made.

Mrs. O. G. Hill was elected the new president and other officers. will be chosen at the next regular meeting which is scheduled for the first Tuesday in October. A pending change of date of meetings will probably go into effect at the Octber meeting, whereby meetings will be held on the first Thursday evening of each month instead of the first Tuesday.

Extensions On

(Continued from Page 1, Sec. 1)

operation of the cooperative, The first REA project of its kind in the world, the local project will serve to power 130 shallowwater irrigation wells, and will furnish domestic power to 175 farm homes in this area. The eyes of the entire Panhandle are focused

on the project in the shallow-water The 170 miles of lines and sub-

tation, which comprise the Hereford project, were constructed at a cest of \$254,000, which will be paid over a period of years by the cooperative, consisting of farmerembers who will use the electricity. Power will be purchased n a wholesale basis from Texas-Mexico Utilities Company, which has erected special transormers and stations at Hereford and at Dimmitt to take care of the additional load.

The power, totaling 66,000 volts, comes into the REA substation, where it is sent out over REA lines at 12,000 volts. Individual transformers are set at each irrigation well to step the current down to 220 volts, while individual domestic transformers will reduce the current to 110 volts for

Almost equal in importance to he energizing of lines came indications of an additional 150 miles of lines, to run south and west from the main lines. One of the roposed extensions will run from amerfield into the Oklahoma Lane territory - on 35 miles of this proposed line, 135 prospective ers had already signed up to join the cooperative. The following ease from REA headquarters in ashington, gives details of the proposed extensions,

The Rural Electrification Administration has given preliminary consideration to an application of the Deaf Smith County Electric Cooperative, Inc., Hereford, Texas, for an additional loan of \$135,000 to extend 135 miles of rural lines to serve 270 farms in Deaf Smith County and has outlined the steps which must be completed before an allotment of funds can be made.

It will be necessary for the project to obtain and submit signed applications for membership in the cooperative as well as applications for electrical service from it; also obtain signed easements for the right-of-way for the power lines, and prepare and send to REA a detailed map of the proposed ex-

The same retail rate which has ready been established for the irst section of the project will robably apply on this new section. under this rate, residential cuses pay a minimum bill of ath, for which the may

fuss, and Mrs. V. T. Glenn. to light the average size home adequately and operate an appliance; \$5.85 pays for 100 kwh. enough for adequate lighting and operating a washing machine, an

Speed in further development of this project depends in large measure upon a continuance of the community co-operation which is principally responsible for the success of the project so far. If the The re-assembly meeting of the information about this proposed Band and Orchestra Parents As- addition is satisfactory, REA expects to be able to allot money to meet the entire construction costs. voted to purchase new uniforms No money will be lent to pay for right-of-way.

Donkeys

(Continued from Page 1, Sec. 1)

first, when he failed to reach the mule's back. Witherspoon was out second-to-first, when his mount went to right field instead of first. Ireland was an easy out; after the third jump his mule

wouldn't let him get up.
In the K-C half of the third frame, Marnell made a beautiful ride for a score, it was hard to tell which was Marnell and which was the mule, but the 'Meat Eaters" finally got him at the plate, left-to-short-to-third-tosecond-to-first-to-catcher. The K-C scored one in the fourth when Springer busted one over left field and coasted home on the little black mule without any argument from the mule and the score stood K-C 1, Lions 0. In their half of the fifth, it

looked like the Lions would knot the score; Fred Brown stumbled to the bat and they brought out THIS PARTICULAR mule; Brown turned pale behind the gills when he saw this mule waiting for him, and you could easily see that the mule didn't like the looks of Brown by the way he wiggled his ears. Anyway Brown missed five or six balls until the umpire told him he had to ride regardless, so he erashed one thru short. Brown and the mule rushed at each other, the mule won the first fall in exactly nothing, but old "Never-give-up-Brown" grabbed the mule, then the mule grabbed Brown and on and on they went and finally some where out in centerfield the mule decided that Brown's ears were too long any-way — besides it looked like Brown was using some unfair tactics and this particular mule, being pretty nice sort of mule anyway, decided to knock Brown's ears down and after throwing him off the twentieth time, the umpire called him out for being out of line.

The Lions finally tied the score in the sixth frame when Farris scored on an assist by the blind umpire, after his mule missed first base by a hundred yards and wound up with a three bagger and he scored on a single by

protest, but the officials decided that by the time this same bunch of ball players got off their crutches the snow would be so deep they couldn't find the bases, which was a poor excuse 'cause those mules don't even want to find a base anytime.

There was some talk about a

Irrigation Well

(Continued from Page 1, Sec. 1)

water strata.

The discovery has resulted in two schools of thought at the present time. The first theory maintains that a school of fish passed beneath the pump and were sucked to the surface.

The second theory however, presumes that some persons with a nice catch of fish stopped by the well and cleaned them before going on to their home. This presumption is based upon the fact that the small fish remain to tell the story. Further calculation might indicate that someone had been illegally seining, and did not wish to stop and clean the fish on the creek a fact presumed from the large number of small fish which were retained to be later discarded in

the irrigation ditch. Anyway, it's a good story if you have the nerve to tell it for

Schools Dismiss

(Continued from Page 1, Sec. 1)

In addition to activities scheduled for next Wednesday, the Chamber of Commerce has been working to prepare an exhibit to be placed in the general booths. Next Wednesday has been designated as Hereford Day at the fair - and will also be attributed to honoring Pioneers of the Panhandle area, said Dave Alexander, Chamber of Commerce secretary, who urged that all persons planning to attend the fair, make a special effort to attend on Hereford Day - and sign up to assist the band. The Lions Club will meet next Thursday, rather than Wednesday, tend the fair.

Clara McLean

(Continued from Page 1, Sec. 1)

deep appreciation of the outstand- tackle, J. Knox; left guard, Axe ing and efficient service of Miss movements for the betterment of ker. He plans to take the entire our community life will stand as a 24 candidates to the game, however, lasting monument through years to come

"Miss Hostetler's genial personalty and untiring helpfulness will be a valuable asset to any commu-

word of appreciation was signed by John Olson, chairman, Mrs. F. T. Roloson and Mrs. Knox Kinard, board members.

Magician To

(Continued from Page 1, Sec. 1)

During the past two years he has appeared in more than one thousand of the finest schools of the West Coast states including many of the larger colleges. During this time he played more than fifteen solid weeks in the schools of Los Angeles County nlone,

There is infinite variety in the show, including tricks with cards, coins, eggs, canes, magte water, Chinese preyer sticks, b cmerangs and so on. The climax is the Arabian Tent Escape, originated by Orendo, one of the most spectacular illusions ever presented, and

Announcing ...

THE 25th ANNUAL PANHANDLE SOUTH PLAINS

LUBBOCK, TEXAS

September 26 through October 1

HEREFORD, DAIRY CATTLE AND SWINE EXHIBITS COUNTY, COMMUNITY AND INDIVIDUAL

AGRICULTURAL EXHIBITS

DAZZLING MERCHANTS' DISPLAYS NEWEST IN PARM IMPLE MENTS AND EQUIPMENT HOMES AND FINE ARTS

Horse Races . .. Rodeo EACH AFTERNOON

Mighty Sheesley Midway "A Show That's Different"

School Children Free Wednesday, Sept. 28

PANHANDLE SOUTH PLAINS FAIR ASS'N LUBBOCK, TEXAS

ALEX McDONALD, President

A. B. DAVIS, Manager

the most talked-of of illusions on Close Observes (Continued from Page 1, Sec. 1)

Mr. Close began working in a

drug store at the age of 12, and has continued since that time,

working while he studied phar-

remained until 1929, when he went

into the drug business at Dalhart.

Mr. Close has maintained a com-

plete drug store at all times and

has added improvements from time

to time, keeping the store on a

modern basis, and making it one of

the outstanding drug stores of the

In addition to operating the drug store, Mr. Close has also been ac-

tive in community affairs, holding

various offices in different organi-

sociation, and vice-president of the

Hereford Chamber of Commerce.

Around Town

(Continued from Page 1, Sec. 1)

Texas Panhandle.

When time and circumstances permit, Orendo drives a car through the streets blindfolded. Also, strapped and locked in straight-jacket, with arms tied securely behind him, then placed in a heavy wooden box, lid locked macy at the University of Nebras-ka. He was registered in 1925, and and securely nailed, the box securely wrapped and tied with a heavy rope — within a few seconds in 1926 came to Amarillo, where he Orendo appears in the audience aughing at his captors.

In September, 1931, he moved to Hereford, and since that time has operated the Close Drug Store here. The program is given with special lighting effects. Settings and costumes were made by Hollywood designers. Music played on a specially built amplifier system.

Invitation Golf

(Continued from Page 1, Sec. 1)

given in the State Park Saturday evening at 7.30 o'clock for players and their guests. Players will file zations. At the present time, he their qualifying scores with the entry in the tournament.

Prizes Are Listed Prizes in the tournament include \$10 set of wood clubs for the winner of each flight; a leather golf bag will be awarded the runner-up in each flight; consolation winners will receive a leather bag and the runners-up for consolation will be awarded golf shoes.

A number of out-of-town players have already accepted the invitation to compete in the tournament, committeemen said, and it offers to be one of the outstanding tournaments of this section in recent years. In addition to invitations already mailed, all golfers in the Panhandle were invited to enter.

First rounds will be played Sunday, Sept. 18, while the final rounds will be played Monday,

Whiteface Squad

(Continued from Page 1, Sec. 1)

other hand, has an almost complete new team, only three lettermen having been carried over from last year. He reports good material in order to allow members to at but will be unable to make an accurate prediction until after he sees his boys in action next Friday night.

The following probable line-up is listed for the Panhandle game by Coach McCollum:

Left end Hales or Guthrie; left the and a large number are expected to

> He reported that every candidate for the 1938 squad is in excellent physical condition, and ready for the opening game in Panhandle.

Coming to Hereford a week from tomorrow, the Portales team will open the season for Hereford on Whiteface Field. Already a ticket sale drive has been launched for home games. Season tickets for the the five home games (\$2.00 value at 50c per game) are being sold 3rd Tuesday, eac at \$1.50 to adults, while student season tickets (\$1.00 value) are being sold at 50c for the five

games. "The tickets are in books this year," said W. M. Emmons, in charge of advance sales, they may be used for any home games desired."

into Hereford. A full page from the Los Angeles Examiner was sent by Mrs. Jack Cartwright, another by Mrs. Lucille Hicks Burnside. A similar full page of pictures appeared in the Honston Chronicle. These are in addition to pages which appeared in Kansas City, Denver and points mentioned last

Another bouquet for the bright, clean and cheerful display rooms of the Texas-New Mexico Utilities Company comes from Mac Pitman -who insolently offered The Brand office as an example of how different the appearance of two offices can be.

Ireland Shows

(Continued from Page 1, Sec. 1)

new high-torque engine perform ance, giving it the appearance of a car entirely out of its low price range. While the striking beauty and body design of the new model is creating most comment, he also pointed out that two important changes have been made in the in-

One of the outstanding improvements Mr. Ireland points out is or Lisenbee; center, Estes or remote control shifting, the shift Lillie Hostetler as librarian, Her Boyd; right guard, Brock or Ly- lever of the new model being atuntiring efforts to serve every ons; right tackle, Ford; right end, tached just below the steering phase of community need can never Posey; quarterback, Foster; right wheel. Another improvement is be fully realized, and her hearty half, F. Vaughn; left half, J. C. the "safety signal speedometer," a co-operation to sponsor and aid all Vaughn; fullback, Johnson or Par- light on the indicator showing different colors at different speeds,

Luxurious appointments throughout are seen in the new model, which he invites the public to inspect in the company display rooms on Main Street.

AMERICAN LEGION Post 192-Hereford, Texas

1st Tuesday, each

Social Meeting Month.

MASONIC BULLETIN

Behool of instruction each Thursday night. AN EXTRA ROOM? TRY A WANT ADI E. L. Bradly, Secy.

The kid who rocks America

with laughter, now sets ro-

mance to swing time and

... he'll puff love into your

heart that'll

give a rosy

glow for weeks

to come!

MEET THE "SAINT"

Half Hero . . . Half Devil sort of person that will take you plunging into a happy hour of excitement and entertainment.

PERIL HIS PLEASURE . DANGER HIS LIFE!



10c WEDNESDAY 15c

Motion Pictures Are Your Best Entertainment!

Even As You And I . . !

They go into love with both eyes open . . . for

a millionaire!

is president of the Lions Club, "Swell" story of three president of the Band Parents Asbeautiful girls who pooled their pennies and went places to find out for themselves.



THRE BLIND

DAVID NIVEN STUART ERWIN MARIORIE WEAVER PAULINE MOORE BINNIE BARNES



An outstanding subject about "Boys' fortunate boys have the chance to reclaim their lives!

Register your Attendance Either day for PHOTO-PAY NITE . . . we may want to Buy Your Picture

Thursday THEATRE



Your trio of run-loving, trouble busters, ride hard on a band of modern racketeers . . . when gangland tries to take over the cow country!

TREE-MEN OF MARS

KIDDIES 10e ADULTS 20e

SATURDAY

1 O'clock

IT'S DIZZICAL! DANCICAL!

The screen's gayest dancing sweethearts reunited ... in their warmest, fastest, breeziest show!



ANOTHER \$250,000 MOVIE QUIZ PICTURE! Answer this question: "How Many Golf Balls Does Fred Astaire Hit With the Golf Ciub - 72 - 18 - 14 - 68?"

> Also: Donald Duck in "Good Scouts" - and Latest News Events of the Day.

SATURDAY MIDNIGHT SATURDAY SUNDAY - MONDAY

Sunshine, Soil and Water

The Hereford Brand

SECTION 2

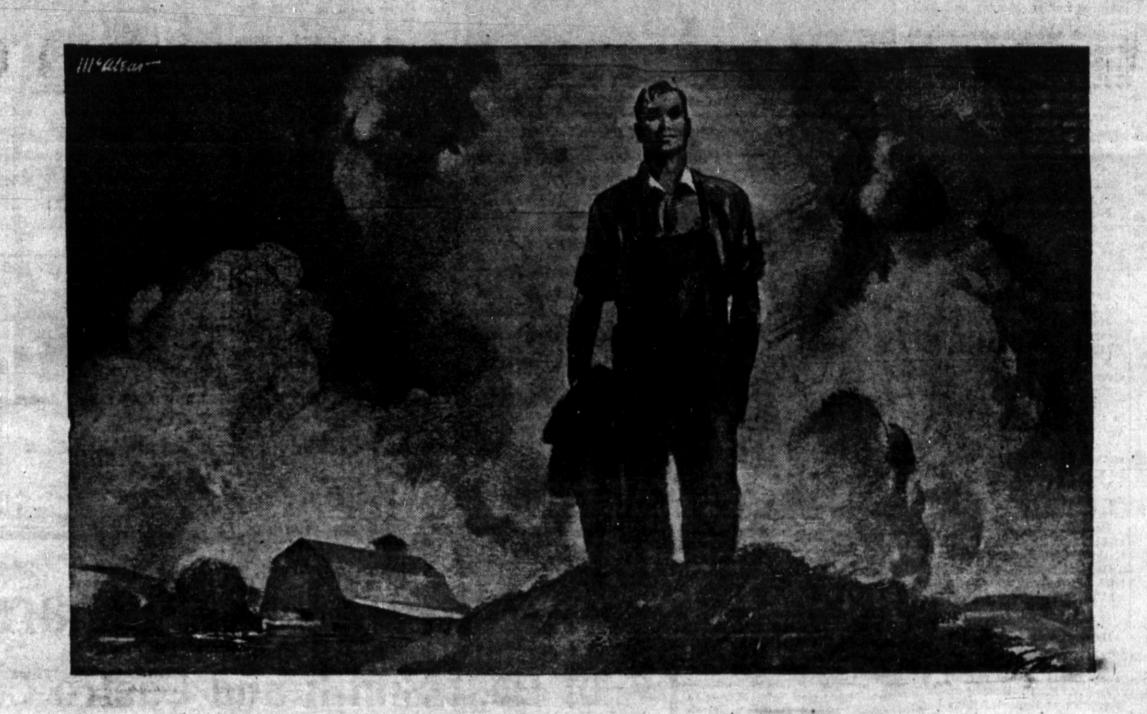
Published Every Thursday

Our Slogan-"More People More Farms"

th YEAR—NUMBER 37

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, SEPTEMBER 15, 1938

PRICE to PER COPE



Rural Electrification

Opportunity . . . Comfort . . . Progress

The great Staked Plains of the Texas Panhandle got its name when Coronado in 1539 drove stakes to blaze a trail across an unchartered land of rolling prairie. The country knew its first industry when cattlemen arove stakes - and strung wire on them to make seemingly endless drift fences. Again the Panhandle, in the late 1890's, realized a greater degree of civilization when engineers drove stakes, marking the route for railway lines. As a result the early settlers left the half-dugouts to drive some stakes of their own — and designated townsites, some of which today are flourishing cities. The driving of stakes has always been a performance of progress in the Panhandle, it would seem. Today the sons and daughters of those hardy pioneers are again driving stakes. This time the stakes are many times longer, much more durable, and are decidedly more sensational, for Rural Electrification has become a reality on the Staked Plains - already these huge poles dot the smooth landscape of Deaf Smith and Castro Counties; REA power illuminates the homes of many farmers tonight.

Irrigation pumps are turning in a never-ending cycle.

Rural Electrification can mean many things. To those who look far ahead, it means financial independence . . . it means comfort and progress. To those who see more immediate developments, it means an attractive home for their children ... a more independent life for their wives ... and an opportunity for intellectual advancement and recreation in the form of the radio . . . it brings financial savings in the form of the mechanical refrigerator . . . and it brings possibility of development in the form of irrigation in this area. The very fact that Deaf Smith and Castro Counties are the first in the Texas Panhandle to know the benefits of Rural Electrification is indeed a tribute to both areas . . . it indicates a spirit of progress and a willingness toward development. Again, stakes have been driven on the Plains - again, a measure of progress has been registered upon the lives of noble people and in a land which marks the last frontier of a great nation.

Lubbock Fair To Open On Sept. 26 the entire Southwest will match for liberal purses.

and Silver Jubilee, officials are plays attractive, and facilities the making final arrangements for the six day celebration.

livestock centers, and the industrial ron of the Fair easy access to all display buildings, will be seen the buildings, prize products of the South Plains fertile farming lands and ranches, of its busy manufacturing plants and places of business - the greatest educational exhibitions ever brought together in this Handicrafts, home canning, needle work and products of other household arts will attest the skill of

South Plains housewives. Midway attractions will be many and varied, as the Mighty Sheesley Midway will be on hand to provide rides, games, freaks and tons of fun for the young and old.

A rodeo program for each evening has been planned to provide the utmost in thrills with top hands of the nation and the meanest broncs, the spookiest calves, the toughest steers, and the most spectacular performers of the entire Southwest matching strength and

On the standard balf mile race track each afternoon racing thoroughbreds from some of the



STOP IT WITH Alka-Seltzer

Does Headache "slow you down?" You are a rare exception it it does not.

One or two tablets of ALKA-SELTZER in a glass of water makes a pleasant alkalizing solution that usually brings relief in just a few minutes. ALKA-SELTZER is also recom-

nded for Gas on Stomach, "Morning After", Acid Indigestion, Colds, and Muscular Pains. You will like the tangy flavor of the results when you take lka-Seltzer. Alka-Seltzer, when olved in water, contains an Igesic, (Sodium Acetyl-Salicylanalysis, tsodium Acetyl-Saleylate). In addition, the alkalizing agents in Alka-Seltzer help to relieve those everyday disorders associated with hyper-



major circuits will meet, many of them appearing in Lubbock for the first time. Famous stables from

Fair visitors will find at the Fair grounds this year a vastly im-LUBBOCK-With only ten days proved plant, on which thousands go before the opening of the of dollars have been spent to make th Panhandle South Plains Fair accommodations comfortable, disbest obtainable.

Plenty of parking space inside In the exhibition buildings, the the grounds will assure every pat-

Bethel Items

MRS. E. R. ROTHWELL

Rev. and Mrs. Gilpin visited in our community, Monday and Tues-

School opened Monday with 25 pupils. Miss Lois Landtroop from Plainview, is our new teacher. J. C. Williams made a business trip to Farmington, N. M., Thurs-

Mr. Shaw and daughter from Olton, visited Wednesday in the J. G. Davis home.

The Missionary Society met with Mrs. George Bagwell, Wednesday. Nine members were present and had a very interesting Bible study. Kay Roberts made a business trip to Clovis, Friday.

The home demonstration club met with Mrs. Earl Lust Friday. Eleven members were present, including Miss Schultz.

the J. G. Davis home, Sunday. Henry Allman and family in the retany. Westway community, Sunday,

J. A. Bagwell, Sr., was a Plainview visitor, Thursday. Mr. and Mrs. Kay Roberts, Bert Benton and Houston Lust visited in the E. R. Rothwell home, Sun-

Mr. and Mrs. George Bagwell visited Sunday in the Henry Allman home at Westway. We had a nice crowd out Sun-

day night to our young people's meeting and prayer meeting. Mr. and Mrs. Cleo Richardson and Miss Helen Estes visited the

Rothwells Sunday afternoon. Harvey Rothwell and family attended church at Flagg, Sunday

St. Louis Visitors Leave Mr. and Mrs. L. D. Gray of St. Louis, Mo., returned to their home last week, after a short visit here in the home of her parents, Mr. and Mrs. H. H. Boardman, Mrs. Boardman accompanied them home for a several weeks visit. While Mr. Renz who have recently announced the birth of a son, Richard Boardman Renz. Mrs. Renz is the former, Miss Florence Eleanor

Mrs. Alva Wilson and children of Hobbs, N. M., were recent visitors of her mother, Mrs. Beulah Roberson, in Hereford.

JIMMIE ALLRED

as Agent in Hereford for

I am proud to be announced as distributor in Hereford for Phillips

Petroleum Company Products. I have had business transactions with many of you in the past three and one-half years that I have been employed as Mr. Major's assistant, and I feel that this experience has qualified me to

fill the position. It will be my aim to render the same efficient service

I invite the patronage of my friends, the former customers of Mr. Major and any new patrons, and hope to merit a liberal portion of your gasoline

J. B. Harlin, Jr., will be associated with me as an assistant, and Aubrey Daniels will be in charge of the Phillips "66" Station No. 1, across from

PHILLIPS PETROLEUM PRODI

F. H. A. LOANS Now Available in Hereford, Texas
Will also finance new homes on farms, where only first

Mortgages are involved. For particulars, see your local contractor or lumber

J. E. Foster & Son, Inc., Approved F. H. A. Mortgagees 310 Oliver-Eakle Bldg., Amarillo, Texas

Announcing

Blondes Hold Peace Conference



Blondes from many parts of the United States interested in preserving peace are pictured as they answered the roll call at the first National world who would shoot a levely blends.

Home Demonstration News Notes

By Miss Sadie Lee Oliver, County H. D. Agent

The vice-chairman, Mrs. cil on Sept. 10. Mrs. Lee Coca-Jim Bagwell and family visited nougher was appointed acting sec-

Arrangements have been made tension Service to be in the county soon. Miss Sadie Hatfield, Land. Members of this committee are Mrs. scape Specialist, will hold a county J. Fields Matthews, chairman, and wide meeting in October. Details will be announced later.

M. K. Thorton will be here to help with soil deficiency problems in November.

Council members voted to meet

on third Saturday in October. On October 8, second Saturday, the yard demonstrators and others interested will go to Lamb County, to see a windbreak planting. This was planned by D. U. Randolph of the Lubbock Experiment Station and has been growing for three

Other demonstration yards in Lamb County will be seen en route. New members of the County Home Demonstration Council present were Mrs. Louie Olson of Wyche, chairman of 4-H club sponsors; Mrs. A. C. Bigg rs, president, Sims; Mrs. J. W. Dale, deledaughter, Mrs. Richard Renz and gate, Westway; Mrs. Frank Wilde, delegate, North Hereford; Mrs. W. A. May, delegate, Dawn, and Mrs. Lee Cocanougher, delegate, Wyche.

Others present, were Mrs. Clinton Homfeld, Bippus; Mrs. J. W. Adrian, Bippus; Mrs. R. A. Frye, Dawn; Mrs. J. Fields Matthews, Dawn; Mrs. R. J. Coleman, Messenger; Mrs. J. T. Guinn, Messenger; Mrs. O. L. Rutherford, North Hereford; Mrs. G. S. Parker, North Hereford, and Mrs. Ira Ott, Wyche.

Only one pressure cooker tested by Wyche Home Demonstration Club members was accurate enough to use according to a report made at Council on Sept. 10.

Purple Iris from the flower garden at the C. H. Dyar home will be planted by Mrs. Ray Colemau.

Yellow Iris are not yet dug. Recreation for the home grounds as a part of the yard Improvement demonstration carried in Deaf Smith County will be the educational exhibit sponsored by the

Conference of Blondes to End War. The purpose of the "Blonde Brigade" is to fight war. Should America be invaded, members of the brigade will meet the enemy. They are confident that there isn't a soldier in the

J. county home demonstration council Earl Lust and family visited in Fields Matthews presided at coun- at the Tri-State Fair. Lawn furniture and games will

be made and planned by Gertrude and Adeline Koelzer. The exhibit committee of the for two staff members of the Ex- council is scheduled to set up the display on Saturday, Sept. 17.

> Mrs. J. T. Guinn, Mrs. Ira Ott. Clubs wil take turn about using the equipment and answering questions as to sources of information and supplies used. The schedule

Monday, North Hereford; Tues

day, Dawn; Wednesday, Wyche; Thursday, Bippus; Friday, Sims; Saturday morning, Westway, and Saturday afternoon, Messenger.

Bippus Items

By MRS. EDNA BURNS

'A total of three inches of rain fell in this vicinity the first of the week.

Fred Burns and family were Hereford visitors, Monday evening. School opened last Monday with eight pupils present.

Due to muddy roads last Wednesday, club attendance was limited; it was decided to meet with Mrs. Sharp again on Wednesday, Sept. 28.

Farmers have started planting wheat in this community. Mr. and Mrs. Edwin Morrison went to Quanah last Tuesday to visit relatives. They returned Fri-

Mrs. D. M. Wheeler is visiting her son, Vincent, in the A. D. Burns home this week.

M. E. Morrison was a Hereford visitor several times last week. Fred Burns transacted business

in Hereford, last Saturday. Earl Porter is worker in this vicinity again. He is employed by O. G. Hill and is staying at the Paul home.

When fuses blow out when the washing machine or oil burner is started, it's because electric motors take a momentary surge of a relatively large amount of electricity to set them in motion. Don't attempt to solve this problem by using fuses too large for safety. You can get regular 15-ampere household fuses with a "time-lag" that takes care of this starting current without impairing their safety

Mr. and Mrs. Tom McCollum Saturday, Sept. 17, Set up ex- were in Amarillo, Saturday.

KESTER AT OPTOMETRIC HEETING IN AMARILLO

Association.

Dr. F. M. Kester of Hereford seen in twenty-three years. was among those who attended the Optometric Extension Program in Amarillo, Sunday, for the first of a regular series of educational programs this fall. The meetings are sponsored by the Texas Optometric Association, Inc., affiliated with the American Optometric

Mrs. Otto Sherman and Ruth Sherman, spent the week end in Silverton, visiting in the home of Mrs. Sherman's son, Everett Sher. man who is superintendent of the Silverton public schools. They were accompanied as far as Hart by Mrs. John Haberer, who was a guest there in the home of Mr. and



West Texas Gas Company

Mrs. Chas. Smiley, old-time neigh bors and friends whom she had not

Mr. Roosevelt's interest in his trip has now ceased to be primary while he studies the primaries

interest in F. D. R.

And so homes should be kept fully repairedneeded alterations should be made and comfortable housing provided for the family.

The ABC Monthly Payment Plan now gives home owners the opportunity to make every needed repair and improvement and arranges easy and convenient monthly payments.

PANHANDLE LUMBER COMPANY, Inc.

PAYMENT · PLAN

Congratulations, Farmers of Deaf Smith and Castro Counties

Upon the Completion of Their

192 Miles of REA Lines

Rural Electrification will bring more opportunity - more efficiency and more comfort to the farmers of this area and we heartily congratulate them on this splendid program of modernization. The coming REA lines we consider as a tribute, for we have always boosted practical irrigation and we feel that with the coming of the REA lines Irrigation will be made more practical. As one of Hereford's foremost Irrigation Pump and well supply houses, we take genuine pride in congratulating the people of our community upon having secured the first REA project in the Texas Panhandle.

ELECTRICITY, IRRIGATION, FAIRBANKS-MORSE PUMPS Go Hand in Hand!

A big portion of this Plains country has water — lots of water — stored away underground in quantities sufficient to properly irrigate large acreages — BUT — the biggest part of the land which can be irrigated is still farmed by dry land methods.

Now at your disposal - and within your capacity - you can get a complete well, pump and engine to give you that sense of security that comes from knowing a good crop will be harvested. The Bradford Supply Company is prepared to take care of your well equipment needs.

FAIRBANKS-MORSE PUMPS meet all Requirements of the REA PROJECT!

118 WEST THIRD STREET

"LOTS AS GOOD—NONE BETTER" — Than Fairbanks-Morse

FAIRBANKS-MORSE Turbine Pumps work equally well on Electricity or asoline motored engines. Fairbanks-Morse Pumps have been proven by farmers of this area to be practical, efficient and economical. Remember we are permanently located in Here-ford and are here to back up the goods we sell; to service our machin-ery and to help you with your irriga-tion problems from time to time.

ASK US ABOUT PRICES ON Turnkey Jobs!

TERMS and **PRICES**

Your Pocketbook!

to Suit

BRADFORD SUPPLY CO.

DON R. COMBS, Branch Manager

PHONE 45

HEREFORD, TEXAS

1 times

as did Mr. Major.

and oil business.

the court house.

Phillips Petroleum Co.

JIMMIE ALLRED.

JIMMIE ALLRED, Agent

Parmers Benefit By Wiring Barns For Electricity

ONVENIENCE SEEN FOR DAIRY FARMER WITH PROPER LIGHTING

ctant factor in keeping low dairy barn requires even er lighting than other barns. Where the dairy barn has the ual arrangement of three alleys wo facing for feeding and the e units spaced ten to fifteen et apart. For the care of young calves it is desireable to place unless one of the alleys lights

comes directly opposite. Shallow dome reflecters, using the reflectors should be even fly trap. with the bottom of the joists. For individual stall units, 25 to 40-watt lamps should be used. Lights should be controlled in groups of five or more by switchat the entrance and exit to the barn as well as along the important. One outlet for school the coming year.

No. 12 wire and no more than panied them home, twelve outlets should be supplied Mr. and Mrs. Owen Drake, who cuit at the same time. Where a pipe-line type of milk- in Amarillo, spent several days

let for every ten cows will be J. M. Blackwell's condition is revenience outlets may be installed feels very well and others he is along the back wall, above the not so good. stanchions or on posts-it being Rev. and Mrs. H. B. Naylor and important that they be located daughter, Bovellene, entertained sufficiently high to protect them Sept. 2, for their daughter and com mechanical injury. Also, sister, Margaret. The occasion was electric cords should be safe- Margaret's fourteenth birthday.

nd bottom of the chute are suf- cake, These should be fitted and 100-watt lamps. The top unit sented her. from the ground when the upper and Mrs. Haley, Mrs. Stevens and

A heavy-duty, weatherproof ed at the base of the silo, or near it, for the portable motor used

The various operations performed ents Mr. and Mrs. A. W. Woods. in the milk house such as sep-

ing is an excellent aid.

conditions, however, the arrangement of milk equipment calls for schools and graduated with the local, localized or general lighting. 1931 class. He is the son of Mr. weeks ago, is improving very slow-local lighting, a 25 or 40-watt and Mrs. T. M. Bryan of Harlinly in a local hospital. lamp is sufficient; for localized gon and is an employee of the general, a 60 or 75-watt lamp; Rio Grande Bottling Co. and for general lighting, a 100; After a short wedding trip to

flector is preferable for all the bowl reflector is best for local lighting. Not less than five footcandles, and preferably eight, should be provided for general work-higher intensities are easily justified for special operations. bacterial content of milk, All lights should be controlled by Amelia, Carl and Joe Schlenker. a switch at the door.

For motor-driven equipment in Thursday, Mrs. Guyer and Mrs. nections should be made to per- a few weeks with their mother, manently-installed motors, while other for milking and cleaning, convenience outlets should be pro-lighting outlets should be installed vided for connections to portable Schlenker, grandson of Mr. and convenience outlets should be pro- in poor health the past month. Joe Sunday. in the center of each alley with motors and appliances. A sug- Mrs. Chas. Schlenker, has been gested arangement is to have one appliance circuit with two convenience outlets for the separator will again enter college there. a local light over each box stall and churn, one circuit with one convenience outlet for the refrigeraconnections to the cooler compres 10 or 60-watt lamps and mounted sor and agitator. A convenience se to the ceiling, are satisfactory. outlet connected to the lighting If the ceiling is open, the bottom circuit should be provided for a given in honor of Mrs. J. W. Cock-

Friona News

Miss Veda Whitley, daughter of line of travel through the barn. Mr. V. B. Whitley, departed on tives here this week end. The number and location of con- Thursday of last week for Shawnce outlets in the dairy barn nee, Okla., where she will attend

unnecessary when using been spending a few days here week. rtable milking machines or ele- visiting Mrs. Johnson's parents, cible clippers. Such outlets should Mr. and Mrs. F. N. Welch. They wired to circuits which do left this week for Sherman, Texas, not supply any lighting outlets where he is connected with the and should be equipped with 15 schools. He was once a member of ampere receptacles. These cir- the Friona faculty; Miss Seva Welcuits should have not less than ch, sister of Mrs. Johnson, accom-

by each circuit. Two 1-4 hp. are now located at Girard, are motors or three 1-6 hp. motors here spending a few days with his may be operated from such a cir- parents, Mr. and Mrs. A. V. Drake, Mrs. Neva Rayborn, employed

ng machine is installed, one out- visiting in Friona, last week, sufficient for other purposes. Con- ported unchanged. Some days he

arded from being trampled on After many delightful games, the group was entertained with deli-For the silo, lights at the top cious refreshments of ice cream and

The honoree had a lovely birth with RLM standard dome reflectors day cake and many gifts were pre-

should be tilted slightly toward Those enjoying the party, were the side of the silo so that it Maxine and Eva Dean Hyde, Florprovides some light for the interior, ence, Duke and Nyla Gene Baker, The light at the bottom of the Aubrey and Imogene Newman, Paul chute should be located so that Frost, Linden, Doyle and Theta will illuminate the working Stevens, Billy Jean Wilson, Pat-The switch for this light ricia and Dorothy Scott, Charles suld be located at the entrance and Nancy Preston, Winona and the working space; that for Charles Simpson, Neal and Verdin upper light at the bottom of Talkington, Virginia and Billy chute. The latter switch should Turner, Verlia and LaVerde Halhave a pilot light to indicate ey, Edna and Edward Hall, Mr.

Mrs. Baker. F. N. Welch and J. F. Miller power receptacle should be install- returned Monday from a business

trip to Laredo, Texas. Mr. and Mrs. J. N. Woods and to operate the ensilage cutter and children of Iraan, came over and spent the week end with his par-

Mr. and Mrs. J. R. Walker, aration, cooling, bottling, etc.-re- formerly of Friona, but now of quire the most sanitary and orderly Harlingen, announce the marriage of conditions for which good light- of their daughter, Wanda Lee to Mr. Joe Paul Bryan of Harlingen. central light is usually The wedding took place at the adequate for each of the rooms Bryan home with Rev. Ervin Veale of the milk house. Under some officiating.

or, sometimes a 150-watt lamp, is Monterrey, Mexico, the couple will be at home to their friends at

Spanish Acres, in Harlingen. Mr. and Mrs. J. R. Pollard and family of Oklahoma City, arrived here Thursday of last week, for a few days visit with Mrs. Pollard's mother, sister and brothers, Mrs. W. A. Massie, Anna, Bill and Ed,

Mrs. J. A. Guyer and Mrs. F. T. Schlenker accompanied by Miss departed for Long Beach, Calif., Schlenker are going there to spend Mrs. Adeline Reeve, who has been spending the summer here and is returning home. Amelia and Carl Tom McClain home.

Word was received here last AN EXTRA ROOM? TRY A WANT ADI Rev. J. R. Sharpe of Canyon week of the death of James M. tor, and one circuit with permanent Hamlin of Farwll, one of Parmer County's oldest citizens. He was 94 years old.

A lovely past-nuptial shower was rell, formerly Miss Edith Mae Frost, last Thursday at the home of Mrs. Joe Wilson. Mr. and Mrs. W. S. Dixon of

Hereford, visited their son, Clarence Dixon and family, last week. Miss Martha Slagle, student in Lubbock, visited friends and rela-

Miss Dorothy Landrum, who has been spending a two-months vacation here, returned to her school every five cows will make long Mr. and Mrs. Rex Johnson have work in Arlington, Calif., last

Daniel News

Rev. Lee Perny rendered preachng services to a large crowd, Sun-

Aaron Connor and J. R. Whitaker of Plainview, visited in the

W. R. Moore home, last week. The Fairview school opened last Monday morning, with 6 pupils. Miss Vida Hicks is the teacher. Kenneth Perry received injuries

Saturday evening, when a tractor knocked him into a building while he was trying to crank it. Miss Ruth Moore has resumed her studies in Canyon for the com-

ing school year. Misses Zelda Battey and Bonnie Gierhart, who received their degrees at WTSC last spring, are teaching in the Wildorado school. Cecil Oglesby and Miss Lottle Alired were guests in the home of

Mr. and Mrs. Jimmy Allred in Hereford, Saturday night. Mr. Joe Moore and son were in

Amarillo, Saturday. Mr. and Mrs. Ervin Shugart visitd relatives in Olton, Sunday. Mr. and Mrs. W. R. Moore and

Pauline were Hereford shoppers, The community mourns the loss

of a beloved friend, Mr. Luther Thomas of Hereford, who died last

It has been reported that H. D.



DOWN

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"LIFETIME

GUARANTEE"

4.40-21 \$855 | 5.00-19\$1055

4.78-19 \$975 | 8.25-17 \$1110

GOOD YEAR "R-1

GOODYEAR G-3 ALL-WEATHER is the world's first-choice tire . . . saiest, longest-

BEST AT LOW PRICE! GOODYEAR SPEEDWAY is a big dependable low cost tire, with "Lifetime Guarantee."

OIL & GRAIN CO

SPECTACULAR SEPT. 19-24 "Cavalcade RODEO of Hits!" noon. World GIGANTIC GATE DAZZLING 10-MINUTE FIREWORKS

DISPLAY EACH EVENING!

Adm. to Rodeo or Nite Show: Grandstand, 75c; Reserved Box, \$1

Mrs. Jim White of Dawn, called in the J. F. Matthews home, Wednesday morning.

Mr. and Mrs. J. F. Matthews were in Amarillo, Tuesday. visited in the parental C. Allred

Mr. Pitman and family were visitors at church, Sunday, Miss Pauline Moore spent Sat-urday night in the J. S. Moore Sunday.

Mr. and Mrs. Sprawling of Tulia, called in the W. R. Moore home Saturday evening. Mr. and Mrs. A. D. Moore ate

dinner in the E. T. Allred home,

Mr. and Mrs. Coy Phillips of Borger; were Sunday visitors in the

Jumbo News

(13 miles southwest) MRS. ULLMAN HUNTER

Mr. and Mrs. Sam Sheppard of Nebraska, visited in the Dave and Perry Sheppard homes over the week end. Tom is a brother of Dave and Perry.

Mr. and Mrs. Finis Hunter were 'n Amarillo, Friday. Mr. Willie Oxford, his mother

Mrs. Mariar and Tommy, of Lo-renzo, visited in the Adams home,

Mrs. Robert Stephens, Mrs. Bax-ter, Nila Stephens, Mrs. Ben Golding and Betty, attended church

services in Hereford, Sunday. Mr. and Mrs. F. J. Axe and Fred spent Sunday in the Holly home, in Happy.

Hereford, and Mr. Orin McClain of Ward, were guests in the Adams erly occupied by Ovid Pinckert. nome Sunday. Mrs Iliggins was formerly Miss Catherine Oxford. Hereford spent the week with Mr. foreign investment, says specified in the specified in the says spe She is teaching at Flags.

preached here, Sunday, and was a & M. college where he will be guest of Mr. and Mrs. Ullman student this school year.

The Woman's Missionary Auxil- with most of the your lary met Thursday with Mrs. M. L. present. The literature dimpson as hostess. She gave the come so a short busine worship service and articles on was conducted and a se Leslon work were given by Mes- followed. Saturday evening, dames Sam and Finis Hunter, Mrs. ine, Leon and Lawren Flowers and Mrs. Sam Hunter had hosts to a party sponsored by charge of the Bible study. Present organization. All young people, were Mesdames Stephens, Flowers, cluding the young married organization. All young people, were Mesdames Stephens, Flowers, are most cordially welcomed to Mesdames Baxter and Wilder were party.

Mrs. E. M. Allen of Easter, Okla., is visiting her parents, spent Sunday night with her daugh-ter, Mrs. Sam Hunter, Miss Mary Ann Baird left Tu ter, Mrs. Sam Hunter.

Mesdames Stephens and Baxter spent Friday in Dimmitt with Mrs.

Mr. and Mrs. Hance, who form. erly lived in Fannin County, are Mr. and Mrs. Wesley Higgins of now residents of the farm form-Martha and Mary Cayton of and Mrs. Clem Gilliam.

Bob Baird left Thursday for A.a steak in Mexico.

Mrs. Gladys Coulter of Carne

day for Waxahachie, where si University.

Mr. and Mrs. Raymond Mil spent the week end in Iowa Da

Mexican policy will starve o

Congratulations

Deaf Smith and Castro REA Members

We wish to extend our sincere congratulations to the farmers of Deaf Smith and Castro Counties for their fine efforts and splendid co-operation in bringing to this agricultural area . . . the Panhandle's first REA lines. We know that this fine spirit will continue after the project has been completed ... Electricity will be the farmer's friend in only a few days and we are glad for you that you can have the conveniences of the time and labor saving services that Electricity will bring you...We feel a tinge of pride, because we feel that we too, are doing our part toward making this wonderful project a success in offering you only the finest and most efficient electrical appliances to be had. Come in today and inspect our display of electrical goods.

A. H. STREU.

Sunbeam Automatic MIXMASTER

We feature the MIXMASTER because it is the most powerful Portable Mixer on all speeds. Mixes and beats more evenly with wider range of full power beater-speeds that won't slow down as batter thickens or as you add ingredients. Preferred with juice extractor.





HOTPOINT Silent AUTOMATIC TOASTER

The new more beautiful 2-slice every slice alike, once you set it for the kind you like, Can't burn or undertoast. Keeps toast hot until ready to butter and

SILEX Coffeemaker

Makes more delicious full-flavored Coffee the vacuum way, twice as fast as with automatic table stove. Can be set to keep the coffee hot after the brew is made at any emperature desired. Finest of all Coffee Makers, 7-cup capacity.





A. H. STREU, Owner

Xunbeam Double Automatic IRONMASTER

One of the fastest heating froms ever made. Has a large ironing surface that stays hotter all through ironing. Double auto-matic heat control with thumbtip regulator. This iron ends fatigue with its light weight.

MAYTAG WASHERS

Everyone recognizes the MAY-TAG WASHING MACHINE as the truly original electric washing machine and true you can find machines that are lower in nomical in the long run as MAYTAG! We have them in both gasoline and electrical mod

See Them at Our Store Today!



Running Water

· When it costs so little to have the many comforts and conveniences that running water brings, why put up with "pump and carry" methods?

Aermotor Electric Water Systems provide a complete solution of your water problem low you will wonder you haven't

and find out water system.

KELVINATOR Hefrigerators

See the new KELVINATOR Refrigerators for 1939, before you buy! It truly has amazing convenient features that any housewife will welcome. Compare the features of Kelvinator with any refrigerator you ever

OTHER APPLIANCES

General Electric MAZDA LAMPS

Prime ELECTRIC FENCE Myers and Aermotor ELECTRIC PUMPS

Electric LIGHT BULBS

Electrical WIRING Electric

BATH HEATERS (All Guaranteed)

Make Streu's Your Headquarters for Electrical Supplies!

Streu Hardware Co.



RS. JOHN McLEAN, Society Editor

Betty Bruce Jones Is Honored By Series of Pre-Nuptial Parties

Highlighting this week's social irs are the many lovely parties which have been given to honor liss Bettye Bruce Jones, who be-came the bride of Rev. Charles Wednesday

Following the announcement of approaching marriage which he approaching marriage which was made at a scated tea given by er mother, Mrs. A. M. Jones, last week, a variety of entertainments have complimented the popular

Miss Elizabeth Ireland and Miss Slaine Newell entertained Friday afternoon at the home of Miss Ireland, with a kitchen shower, noring Miss Jones.

Pastel Colors Used Pastel shades with yellow and lavender predominating, were used in decorations. Punch was served from a refreshment table laid with lace and with yellow and lavender fall flowers forming a wreath around the punch bowl in the cener. Assisting with the serving were Mrs. E. S. Ireland, Mary Elizabeth Stanford, Nancye Conkwright, Estelle Gilliland and Miss Newell. The program included vocal se-

lections by Mary Frances Holder and little Miss Barbara Burney. Pat Newell and Pat Kerr, with a gifts, introduced the shower.

Quests were Mesdames Woodrov Wilson, Buford Crosthwait, Wood-row Ireland, A. M. Jones, Chas. Newell, Joe Hill of Austin, Misser lancy Conkwright, Estelle land, Mary Frances Holder, Lucta Borden, Jeanne Snyder, Elizabeth Stanford, Billie Stoker Nola Margaret Blue and the hon-

Those sending gifts, were Mrs Laburn Ray, Mrs. C. F. Kerr and

In Canyon Saturday afternoon an attractive lingerie shower was given by Miss Virginia Murray, sorority sister of the honoree, at the home of her parents, Mr. and Mrs. C. A. Murray.

Guests included sorority sisters and close friends of Miss Jones, most of whom were former classmates at WTSC.

After reading a clever rhume to the "bride to be," little Miss Marilyn Condron, daughter of Mr. and Mrs. Stewart Condron, led the hop or guest to a flower garden, where lovely gifts were presented. Dinner Given

On Saturday night, Mr. and Mrs. Travis Dameron, uncle and aunt of the honoree, entertained informally with a small dinner-par-

Fall flowers were used throughout the house. Guests were seated at a table laid with lace doilies and silver and crystal appointments, COMPLIMENTS TWO reflecting the mellow tones of the polished wood.

Lavender phlox and snapdragons formed the centerpiece.

Those present, were Mr. and Mrs. Woodrow Ireland, Miss Frances

Star checkers furnished entertainment, and gifts were presented to the bride-elect. Miscellaneous Shower

Seven hostesses entertained Monday afternoon with a reception featured by a miscellaneous shower at the home of Mrs. C. C. Ferguson. Hostesses included Mesdames F. H. Oberthier, J. J. Clark, Ellis Coombes, C. H. Dyar, F. M. Kester, George Muse and Mrs. Fer-

Profusions of both small and large flowers featuring autumn FLOWER ARRANGEMENT s were everywhere. Jewel toned dahlias in large baskets formed backgrounds for zinnias, marigolds and blossoms of every description in fall's high shades of gold, green, orange, yellow and rust.

Guests were greeted by Mrs. Oberthier and Mrs. Ferguson, In the receiving line were Mrs. A. M. Jones, mother of the bride-elect, Miss Bettye Bruce Jones, Mrs. W. B. Dameron, grandmother of the honoree, Mrs. Joe Hill of Austin, and Miss Frances Dameron, sister

and aunt of Miss Jones. From the receiving line guests were taken to the dining room by Mesdames W. E. Dameron and Travis Dameron, where Mrs. F. M. Kester and Mrs. George Muse served refreshments from a table covered with lace and having a silver epergne filled with yellow mari-golds and fernery for a center types of flowers, shrubs and pl

Assisting in the dining room were Mesdames J. J. Clark, Coombes and C. H. Dyar.

During the afternoon Elizabeth Ireland entertained with plano solos, Mary Frances Holder sang. and appropriate readings were giv-en by Lucta Borden.

splayed and approximately one indred and twenty-five invitans were extended. Many sent gifts, who were unable to attend. is more likely to meet failure

FOUR CANDLES BURN FOR MARIAN JO WILSON

Little Miss Marian Jo Wilson with a party, Thursday afternoon at the home of her parents, Mr. and Mrs. Bob Wilson, Four pink candles burned atop the decorated birthday cake and bright colored balloons delighted the small guests

Both outdoor and house games were enjoyed. Those helping Marian Jo cele

brate the happy occasion, were Jack Ramey, Raymond Oliver Streu, Patsy Wiltshire, Geraldine Patterson, Jackie McCracken, Terry Allen McRight, Billy Jo Hudspeth, Martha Jane Smith, Jean Moore, Joan Moore, Jackie Telford, Kathlyn Kester, Oulda Kathleen Hudson, and the honoree.

The hostess was assisted by Mrs Urlin Streu.

B. & P. W. FIRST MEETING HONORS MISS HOSTETLER

The first meeting of the seaso for the Business and Professional Women's Club honored Miss Lillie Hostetler, a past president, who is leaving Hereford.

The affair which was in the form of a picnic-steak fry, took place in the back yard garden at the home of Mr. and Mrs. Reed Williams, Thursday evening.

After a supper a business sion was held in the house when Mrs. Lavina Gilliland presented Miss Hostetler with a lovely gift from the club, in appreciation of her interest in the club and of her outstanding loyalty to the organization.

Plans for the new year's work were discussed. New year books, which are in the hands of a com mittee, will outline a study course "Your Business and Mine." Meetings will again be held twice each month and social functions will be scheduled at intervals throughout the year.

The next meeting will be held Monday, Sept. 26, at 7:30 p. m. in the county court room.

Officers for the club include Mrs. Dyalthia Bradly, president; Miss Belle Harris, first vice-presi-Mrs. Jewell Dodson, second vice-president; Miss Irma Williams, recording secretary; Mrs. Leta Kaul, corresponding secretary, and Mrs. Ruby Perkins, treasurer. Attending were Mesdames Dyal-

thia Bradly, Cecil Williams, Lavina Gilliland, Ruby Perkins, Gladys Skelton, Bob Wilson, Misses Belle Harris, Inez Clark, Irma Williams and the honor guest,

SMALL DINNER PARTY

An informal dinner-party complimenting two guests was given by Mr. and Mrs. F. T. Roloson, at their home on Wednesday evening of last week. Those honored were Joe Hill of Austin, Mr. and Mrs. Miss Lillie Hostetler, who is leav-Dameron, the honor guest and the and Mr. J. B. Singleton of Louisville. Ky., who is visiting his sister, Mrs. Florence McClellan.

Mrs. Roloson chose an heirloom lamp to center the table, which cast a glow over lavender foxglove in bowls at each table end. Supplementing the gold and lavender theme colorful Caliente table service was used.

Those seated were Miss Hostetler, Mr. Singleton, Mrs. Florence McClellan, Mr. John Hostetler. Betty Jane Roloson and the hosts.

GARDEN CLUB FEATURES DEMONSTRATION

Japanese flower arrangements were demonstrated at the meeting of the Garden Club held Friday afternoon at the home of Mrs. IS ENTERTAINED Earl W. Wilson. Mrs. Mark Hanna and Mrs. J. P. Slaton were in charge of the demonstration.

Roll call consisted of the Botanical name and correct pronunciation of some flower.

The zinnia was chosen as the club flower and Hereford garde are asked to plant sinnias in their

spring flower gardens. The Garden Club while not entirely a civic enterprise has at its aim the fostering of beauty in the gardens and yards of Hereford and valuable information donderning plants and shrubs suitable to this section is being given out by the types of flowers, shrubs and plants will be studied and from time to time informative comments dealing with their care and cultivation will be included in Garden Club

In discussing "Lillies" at the meeting Friday, Mrs. Slaton said, "Within the entire range of garden plants, there is probably no flower more universally admired than the lily, and yet one finds them in so few gardens because there are very few plants with which the amateur

caters to their simple requirements.
There are about 100 varieties of lilles and many have preferences in the way of soil, moisture nour-ishment, shade, etc." Mrs. Slaton discussed the Regal Illy at length, and gave suggestions for preparing the soil. She said "Regal Lillies are stem rooting and should be planted 8 inches deep in a location where the bed would be in a shade four or five hours in the middle of the day. Lillies don't like wet feet, so be sure the soil is well drain-

Mrs. Ralph White spoke stressed the need to buy fresh seed and listed the following as Hardy Annuals and Perennials. She casy to grow here: Hollyhock, Training tuft, Shasta daisies, lupin, bell flower, peony, phlox and many others. She brought out the fact that nature never mixes plants as humans do, but colonizes a few kinds only as neighbors, very sim-

ply-but lavishly. The next meeting will be held at the home of Mrs. J. J. Clark, Sept. 23. Mrs. A. O. Thompson will give flower arrangement demonstration and a postponed debate will

Members present, were Mesdames Brumley, J. J. Clark, Maurice

MUSIC STUDY CLUB PAST PRESIDENT'S LUNCHEON IS PRELIMINARY AFFAIR

Preliminary to the seasonal opening meeting of the Music Study Club which will be a luncheon at the home of Mrs. Ray Coneway, Monday, Sept. 19, the annual Past President's Luncheon was held at the home of Mrs. W. E. Dameron, Monday. The affair traditionally honors the acting president, who this year is Mrs. W. E. Dameron, when she as vice-president stepped into the role made vacant by the resignation of Mrs. C. H. Dillehay. All but two of the group were able to attend. They were Mrs. Dillehay of Vernon and Mrs. John P. Sla-

As gay as Autumn's own palatte of colors was the Dameron home which was abloom throughout with fall's gorgeous blossoms. The un-usual combination of gold and green, with red, made the table especially attractive. Gold and green place cards marked places on handsome white damask and tapering yellow candles flanked mound of zinnias that shaded from gold to pale yellow. Tracings of gold and green decorated the china table service leaving the red accent to be supplied by the cocktail.

Those attending were Mesdames A. F. Parkr, H. L. Brot C. C. Ferguson, C. H. Dyar, A. O. Thompson, R. P. Coneway, H. K. Fox, C. C. Acker, C. J. Mountz of Amarillo, and the hostess.

DAWN STUDY CLUB HAS FIRST MEETING

The first part of the meeting was given over to business, Mrs. Johnny Womble was elected president to fill a vacancy due to the resignation of Mrs. J. F. Matthews. on "Modern Literature" were dis-

Entertainment features in the form of clever games were in the hands of Mrs. C. A. Wimberley. Iced watermelon was served to Mesdames M. H. Burum, Jess Caldwell, August Frye, Norman Miller, L. A. Smith, Jim White, C. A. Wimberley, Carl Wimberley, Wm. Owen. Wimberley, Baker Womble, Cecil Walker, Johnny Womble and a guest, Mrs. Minnie Smith.

uled for the next meeting at the Green W. L. Alexander, home of Mrs. A. T. Frye. A gene-ral discussion on the "Life of son, Earl Lance, Jeff Roberson, Cleave Owen, R. E. McCullough, Willa Cather" and her novel, Gleave Owen, R. E. McCullo Shadows on the Rock, will be in Chas. Hussey, Miss Odie Matthe cluded in the program.

HOME-MAKERS CLASS

Mrs. Otto Massie and Mrs. Bar- CHICAGO VACATION rett Sowell were assistant hostesses when Mrs. Roy Thompson entertained members of the Home-Makers Class of the Baptist church, and family. They plan to visit Thursday afternoon.

The meeting opened with each member quoting passages of scripmember quoting passages of scrip-ture, followed by a prayer led by sence. Dr. Jennings is highly rec-Mrs. W. L. Alexander.

officers were elected. Those chosen were Mrs. R. E. McCullough, president; Mrs. Joe Kendall, first vice-dent; Mrs. Joe Kendall, first vice-dent; Mrs. Joe Kendall, first vice-dent in Indiana, Illinois and Kansas before returning her around Oct. 15. president; Mrs. Jeff Roberson, second vice-president; Mrs. G. P. ond vice-president; Mrs. G. P. Stencils, ink and office suppli Owen, third vice-president; Mrs. et Brand Office.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

HEREFORD HIGH SCHOOL, THURSDAY, SEPTEMBER 15, 1938

HEREFORD HIGH SCHOOL BAND IS BIGGER, BETTER THIS YEAR

Whitefaces

FACE TOUGH 1938 SCHEDULE

The Hereford Whitefaces, a squad ting some good hours of practice in this week. They will be in good shape for this coming season

The captains are Paul Foster At the first meeting there were and Frank Vaughn the returning Tonnahill, F. M. Kester, J. P. Sla- lettermen. The squadmen back from ton, Drew Ridgway, Ralph White, last year with some welcoming ex-Jeff Gilbreath, and the hostess. perience, are Hales, Dowell, Parker, Estes, Knox, Brock, Lyons and Axe. Others playing had training last spring.

> Asked his opinion of the '38 team, Captain Foster answered: "It's the best team we have had

Foster should know for he has played with every team since '35 and including it. Captain Posey, a four-year squadman, said that the team had the best spirit, quality and ability of any team

Incidentally, the boys also make clear the fact that they are not very good speakers.

The Hereford Whitefaces

in a long while.

the following schedule: Sept. 16-Panhandle at Pan-

Sept. 23-Portales at Here.

Oct. 7-Canyon at Hereford. Oct. 14- Happy at Happy. Oct. 21-Whitedeer at Here-

Nov. 4- Friona at Hereford.

Freshmen Lead List In Numbers: 320 Enrolled

Nov. 11-Tulia at Tulia.

with the enrollment of three hun- published respectively by the above ever put out." Miss Rigier has ex- members this year than last. All for the Dawn Study Club was held at the home of Mrs. W. P. Caraway, Tuesday afternoon, Sept. feel at home and to enjoy your two years has been represented at prove any weaknesses that might bership and are encouraged to be work with us.

Louie Olson, secretary-treasurer; Stewardship mission chairman, Miss Odie Matthews; group cap-New year books were distributed tains, Mrs. John Hacker,1; Mrs. and outlines for the study course Otto Massie, 2; and Mrs. Chas. Hussey, 3; reporter, Mrs. Roy Thompson.

> Plans were made for a steak fry honoring husbands, in the near

> Hostesses for the Oct. 13 meeting will be Mesdames Lee Cocanougher, Edgar Sowell and G. P.

Those present, were Mesdames Edgar Moseley, Joe Kendall, John September 20 is the date sched- Hacker, Edgar Sowell, Dudley and the hostesses. Mrs. Gilbert Hooper was a guest.

HEARDS LEAVE FOR

Dr. and Mrs. G. W. Heard left Thursday for Chicago, where they will visit their son, George Heard other points enroute to Chicago.

Dr. Jennings will have charge of ommended, and is an experienced During the business session new dentist, Dr. Heard said. They ex-

The Arabian Tent Mystery and Other Magician's Tricks

Orendo and Company, Magicians

H. S. Auditorium - 8:00 P. M. Tuesday, Sept. 27 15¢ and 25¢

Girls Organize New Glee Club For Year

The Glee Club is on the air again! The Glee Club met on Sept, 6, 1938, at 3 o'clock in their regular place, in the music room of Hereford High School, to elect new officers and to arrange the singles in their proper classes. The Glee Club meets each Tuesday and

Thursday, at 3 o'clock. Elizabeth Rice was elected prest. of around 25 boys full of pep and dent; Dorothy Nell Trimble, viceenergy, just back from training president; Orvella Hill, secretary camp at Ceta Glen have been put and treasurer; Faye Crosthwalt, reporter; Louise Homer, business manager, and Miss Thelma McMinn

Mark Hanna, N. E. Gass, Homer and E. B. Posey with J. C. Vaughn approximately forty present, and the club seems as though it will be a flourishing one. A few songs is now directly in front of the

MISS RIGLER ASSUMES DUTIES OF WHITEFACE ROUND-UP SPONSOR

Miss Crawford, who for ears has been sponsor of the Whiteface Round-Up, this year was relieved of this responsibility and the sponsorship has been passed on to Miss Rigler, who has assumed the duties, and started the Whiteface Round-Up on another year to success.

The Students of Hereford High preciation to Miss Crawford for her aid and timely advice in making the Whiteface Round-Up a success. The students also wish to offer their support to Miss Rigler in this new capacity.

The paper has progressed in its life from a paper published en-tirely by the English IV classes to first by the staff being made up of seniors with reporters from each class in the high school. The staff is now selected by the whole school with each class, club and

strides. It has joined the National from those last year who are this to per-Scholastic Press Association and year and with the knowledge and cide on the projects the club the Quill and Scroll journalistic training they have already had, we association. The staff receives each month the Scholastic Editor and will certainly have one of the best was cleared an allowance of \$35. The 1938-39 school term begins the Quill and Scroll magazines, papers Hereford High School has The club expects to have m the annual meeting of this associa-have been found."

Improvements **Greatly Aid**

The addition to the building and the inside improvements made last summer have added greatly to the facilities of the Hereford High

the agriculture and athletic departments more space and accom-

Part of the study hall has been partitioned off and added to the library; the old library being used for books only. The charging desk decreased the seating capacity of F. H. A. Revise the study hall.

Minor changes have been made also, such as swinging doors a few New Officers feet inside the north entrance

Press Association at the University and Home Economics class of Minnesota, Department of Jour-interested mainly in making nalism. The first year as a mem-ber, the Round-Up was rated as a Home Economics rally to be he fourth class paper, but since that in Galveston time it has raised its rating to New officers were elected and first class, which means that it is each is filled with enthu an excellent publication. As a member of this service, the paper was graded very strictly on the coverage of the news, the structure and style of stories, the make up, the headlining and each other phase of the paper. From ten to fifteen the paper. From ten to fifteen the paper of criticism has been received. tirely by the English IV classes to a First Class Honor rating paper among schools of the nation, for which it has received a certificate. The paper has gradually broadened, first by the staff being made up of light rating. It has only been in local light rating arms, Rue Wilson; business manager, From ten to fifteen paper, From ten to fifteen the last two years that the paper has been put in year book form and it has met with great success.

In speaking to Miss Orawford, she has expressed here expectation organization having its own reporter to contribute to the paper.

In the last two gears especially

she has expressed here expectation of this year's paper by saying. "I be first F. F. A. meeting will be Wednesday evening, September of this year's paper this of the paper. The first F. F. A. meeting will be wednesday evening, September of the paper this organization having its own reporter to contribute to the paper. year with the excellent response

SHOWS INCREASED ENROLLMENT

A new and larger band started Hereford High High School for the reason making Hereford prouder of making Hereford prouder of its band.

The band now consists of about crease over last year, Several of the new pupils entering high school this year, are in the band. Mr. Smith, the director, said it he improved a great deal since last

band rehearsals in the spring. As their aim this year, the band parents are now working to get money for new band un which the band needs badly.

The band has been recently h ored with the presence of several ex-graduate players, who have been practicing with the band m

Club And Elect

The F. H. A. met and revised have great intentions for The paper has joined the All-school term. The purpose of this American Critical Association, conclub is to better the ways of doing Jucted by the National Scholastic things in the social life. The club Press Association at the University and Home Economics classes are

F. F. A. SETS DATE FOR RE-ORGANIZING CIAB

REA...- PROGRESS

McCORMICK - DEERING go Hand in Hand

It has ever been the ideal and purpose of McCormick-Deering and of Rosson Implement Company to work toward a more efficient means of farming, and a more comfortable life for our friends and customers. Therefore, it is with pleasure that we extend our greetings to our friends in Deaf Smith and Castro Counties upon completion of the Panhandle's First Rural Electrification project. May the project hold for you the comforts, dreams and measures of progress you anticipate - and when this company can be of possible assistance to you, please feel free to call upon us.

Rosson Implement Co

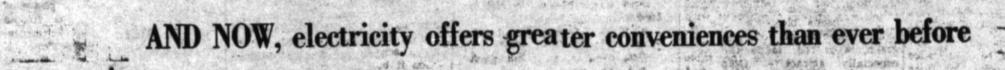
Your IHU Deale

OUR Congratulations

To The Members of the Deaf Smith County Project

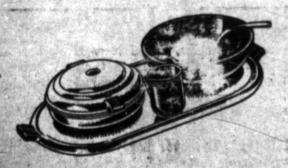
Soon Farmers in the Deaf Smith and Castro Project will have harnessed Electricity, the powerful servant, on their farms. An integral part of the Nation's gigantic network, lines in this section are being rushed to completion. The entire Plains Country is now watching the progress and development of Deaf Smith Project 47! Hereford was the first town to discover and use Shallow Water — and fittingly enough, the Hereford territory is the first to bring electricity to its farm homes. The community is still making history!

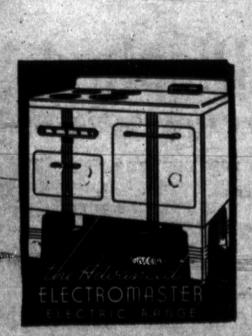
There were days only a few short years ago when life on the farm was considered drudgery. Women became worn and stooped with hard labor; men toiled and saw their crops burned and frazzled for the lack of water. Farm families lived without benefit of modern convenience — and worst of all, the farm boys and girls looked forward to, and lived in hopes of the day when they might go to the city. Lack of proper lights damaged health and eye-sight; the American farmer did not have an equal chance with the urban resident. But that was before Electricity Came to the Farms! Today, residents of cities are gradually migrating back to the farm; today, boys and girls are satisfied and happy to live in the open — because they enjoy all of the comforts and advantages of city life. The radio brings in some of the world's greatest entertainment, and electricity has lifted a great burden from the shoulders of the farm wife. A simple twist sends a stream of gushing water flowing over parched crops. Electricity has made the modern farm into an Eden.

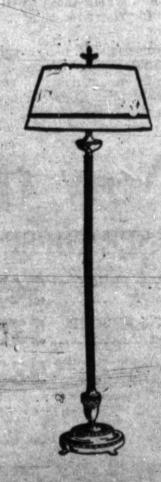


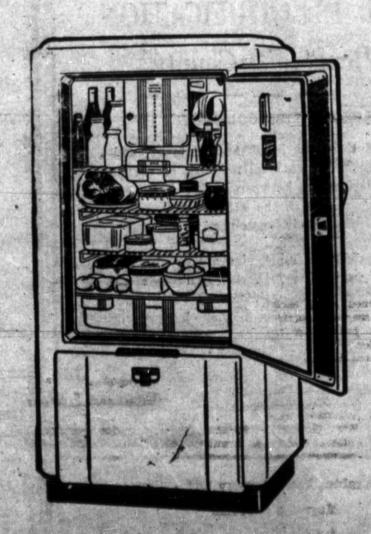


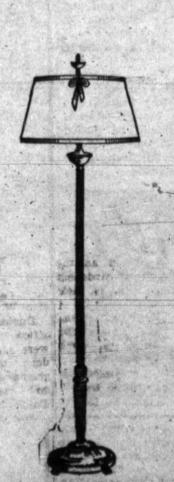
Electricity has become the lifeblood of today's living because of the many distinctive services that it renders at all times. It is your personal servant to preserve your foods and make your ice . . . to mix and cook your foods . . . to heat your water . . . to wash and iron your clothes . . . to make your waffles, toast and coffee . . . to tell you the time for an evening's entertainment on the radio . . . any many other countless duties. And yet, contrary to the uncertain trend of prices, the wages of your electrical servant are only a few centr a day.













TEXAS-NEW MEXICO UTILITIES COMPANY





Wiring Of Homes Important For **REA Consumers**

EXPERT GIVES TIPS ON CONVENIENCES FOR AVERAGE HOME

By Ira Miller Rural Electrification Bureau ning that you have a gen-

ral knowledge of what comprises dequate wiring, know the need of and are familiar with the es of good lighting let's nciples of good light-mider in some detail the light-s and wiring requirements of ach room in your home.

(We will assume that you live in a typical six-room house with an attic and a completely excavat-ed basement. If your home is larger or smaller than this, your electrical needs will be modified

First to be considered are the porches front, rear and, occasionally, side. The main light outshould be installed at the ceiling if the porch is roofed or, pen, as a bracket lamp which will tight the faces of those wishing admittance. Although both types of fixtures sometimes are used on roofed porches, as a general rule the ceiling outlet alone is sufficient. Each should be controlled by a wall switch just inide the door. A weather-proof duplex convenience outlet also be provided, especially where a roofed porch is partly or totally inclosed and used for

Clothes closets, regardless of their location, which have a floor area of ten square feet or more should have an interior ceiling light or bracket outlet located above the door. Either type can be operated by a wall or automatic door switch, or pull chain.

The entrance foyer requires a ceiling outlet operated by a pull chain or by a wall switch located inside the door to the hall. It usually is possible to locate the ceiling light in the main hall so that the steps to the second floor will be illuminated from top to botom. This light should be controlled by three-way switches at the bottom and top of the stairs.

are desired in the hall or entrance for the refrigerator and clock. best rule to follow is to so arrange of which should be provided in will give sufficient light. At shadow. the second-floor hall if it is un- least one duplex convenience outusually long. If small, a wall light let should be provided for the will be sufficient.

General illumination of the instead of in the kitchen. living room most frequently is obtained from a central ceiling outlet operated by a wall switch located at the entrance from the hall. It also often is desireable to install decorative brackets and mantle lights, about six feet from the floor, and control them by a wall switch preferably located

Among the electrical appliances that you will want to use in the living room, in addition to floor and table lamps, are a radio, where he had been visiting relaelectric clock and vacuum cleaner, tives. Be certain that they are taken into consideration so that the number and location of convenience outlets will be such as to avoid the need for long and, therefore, unsightly and often danger- Mae of Wichita Falls, and Mrs. ous cords.

illumination also should be pro- home. The family are here for a vided by a center light operated week's visit with relatives and by three-way wail switches near friends. the doors to the living room and

venience outlet in each part of school year. the dining from where you may as they collect dirt and are easily to suply the convenience outlets broken.

On the farm, more than any other place, the kitchen is truly the "work shop" of the home. Therefore, good lighting is imperative. It is best to install a plain, efficient central ceiling outlet and use a 100, 150 or 200-watt floor area and the color of the walls and ceiling. This light should be operated by three-way switches located at the doors to the dining room and rear entrance. Usually, a pull-chain bracket lamp over the sink or side working

Start Moving \$1,290,000,000 in Silver



In one of the biggest trucking jobs ever undertaken, \$1,290,000,000 assigned to serve as a protective convoy on the 50-mile trips. Photograp: shows one of the trucks being loaded with 350 bars of silver.



The Swiss public is becoming so air-raid "precautionized" that strange sights are often to be seen these days at this "home" of the League of Nations. Two gas-masked holiday makers were photographed as they enjoyed a row on Lake Geneva.

If decorative wall or table lamps ing space, and others provided table also is desireable. The refrigerator if it is placed there

Dawn Items (13 Miles East)

BY MRS. JESS CALDWELL

Rev. Redford and Mrs. Redford of Hereford, and Rev. Bradford, near the entrance to the dining a visiting evangelist, were dinner guests in the H. H. Miller home, Wednesday.

Raymond Miller returned from Pauls Valley, Okla., last week,

J. D. O'Neal, who spent the summer at Dawn, left Wednesday morning for Amberst.

Mr. and Mrs. J. Walter Caldwell and children, J. W., and Juanita C. P. Caldwell of Progressive, spent In the dining room, general Thursday in the Jess Caldwell

A reception for the members of kitchen. Side wall or bracket the Dawn School faculty will be lights, often desired for decora- held at the Dawn school house, tive purposes, should be controlled Thursday night, Sept. 15. The enby a separate wall switch located tire community is invited and urgnear the entrance from the living ed to be present to welcome these new people, and to co-operate with It is adviseable to install a con-them in making this a successful

Mr. and Mrs. West and daughwish to place the buffet or serving ter, Bobby Joe, of Vaughn, N. M., table. These will permit ready A separate three-way branch ciruse of such appliances as a per-cuit in required for an electric colator, toaster, waffle iron and range. Outlets should be placed grill. Floor outlets should not be pliances. At least one appliance used here or in any other room branch circuit should be provided



IS YOUR CAR CLEAN?

If it's not you'd better have it washed and greased right away because mud does untold damage to the paint on your car, not to mention the damage it will do to your motor and other parts of your car. CALL 440 today-and let us call for your car.

TEXAS SERVICE STATION

GLENN SNYDER

worth of bar silver is being moved from Manhattan to the government's new storage vault at West Point. One truck will move out of Manhattan each day, five days a week, for about ten months before all of the silver is moved to the big reinforced vault. A company of 55 coast guardsmen are

A Gas-Masked Holiday in Switzerland

near the sink and table or work- both there and in the dining room. foyer, they can be connected to If you have a pantry, a cen- the lighting of this room that you convenience outlets-at least one tral ceiling outlet with pull chain never will have to work in a

> A sufficient number of convenience outlets should be installed in the kitchen, about three feet Mrs. C. B. Miles. floor, so that you easily can use all your electrical apmoved into the teacherage Saturday. Mr. and Mrs. West will teach here this year.

School will open next Monday, at her home.

Mrs. A. A. O'Neal arrived Saturday from Fort Worth, where she has been visiting relatives for the Mr. and Mrs. Irving Willoughby. past month. She also visited at Goldthwaite, near Fort Worth.

sons, Mr. and Mrs. Joe Kendall ford, Sunday and Sunday night. and daughters, and Mr. and Mrs. Farl Lance and children, all of Hereford, called in the Jess Caldwell home, Sunday morning.

Mr. and Mrs. M. H. Burum and Veigle home.

and daughter, who have been attending school at Simmons University, Abilene, called in the H. H. Miller home, Sunday. Rev. East preached at the Baptist church in Hereford, Sunday night.

Mr. and Mrs. L. A. Caraway and

daughter of Amherst, arrived last Mrs. A. A. Head, Sunday evening. Monday for a visit with Mr. Caraway's uncle, Mr. W. P. Caraway

Mrs. J. G. Coe is enjoying a visit from her sister, Miss Mary Ben

ton of Lubbock. Pat and Carroll Miller spent Friday with their aunt, Miss Vera Crawford, at Canyon.

Gayle Neal spent the week end with relatives in Amarillo. Fred Caldwell of Progressive, called in the home of his brother,

Jess Caldwell, Friday.

Mrs. H. E. Miller, Misses Inez
and Alma Miller, and Mrs. Julia Samuelson, visited relatives in Canyon, Friday.

Mr. and Mrs. M. H. Burum and daughter, spent Friday in Amarillo, visiting Mr. and Mrs. F. C.

Mrs. Hopkins and daughter, Miss Christine, and step-father, Mr. Reed, of Byers, Texas, arrived last week for a visit with Mrs. Hopkins' sister, Mrs. W. J. Stewart

Mrs. Jess Caldwell will present her public speaking pupils in a recital Friday night, Sept. 16, at the home of Mrs. H. E. Miller. Mrs. C. A. Wimberley will assist with several piano numbers by her

Miss Vera Crawford of Canyon, took Sunday dinner in the H. H. Miller home.

Ward News Notes (9 miles north, 3 west)

BY MRS. CHARLES B. MILES

Most of the farmers in this vicinity are busy plowing land and planting wheat since recent rains. Rev. Henry Burrow from Plainriew, closed the revival meeting here with the Sunday morning

Bill Files and daughter, who lived in this community 34 years ago were here this week visiting and renewing old friendships. Mrs. R. R. Leamers and son,

from Palo, Mo., were week end visitors in the C. E. Hood home. D. O. Williams from Abernathy, was a Sunday visitor in the Jack Hutson home, and started his wheat planting this week.

Mr. and Mrs. T. B. Cox and children, and Mr. W. O. Miles were Sunday dinner guests of Mr. and

Robert Armstrong was in Lub. bock Sunday.

Mrs. A. A. Head returned from Temple, Thursday, where she un-derwent a major operation. She is reported to be recuperating nicely

Rev. Henry Burrow spent Saturday night in the C. B. Miles home. Mr. and Mrs. Geo. Lewis are staying at Canyon this week, with

Mr. and Mrs. Fred Moreman and daughters attended the revival Mr. and Mrs. Jeff Roberson and at the Christian Church in Here-

Mr. and Mrs. Chas. Veigle of Lockney, and Mr. and Mrs. Melvin Walters of Edmondson, Texas, were Sunday visitors in the Robert

children, were Sunday visitors in The Fred Saltzmans are making

Welcome to RURAL ELECTRIFICATION In Deaf Smith County

ACROSS THE COUNTRY

One of the most important parts of modern banking is the national network of correspondent relationships between banks. From one end of the country to the other, banks co-operate in serving their customers.

In transferring funds, clearing checks, and rendering banking services, this Bank - along with its correspondent connections - is ready to serve you at any time in your business or personal financial affairs.



First National Bank

OF HEREFORD FEDERAL RESERVE



the R. A. Elliott home, near Can-yon.

Rev. and Mrs. Henard East and stuccoing the outside.

Miss Eva Chandler of Hart, is risiting in the Robert Veigle home.

Mr. and Mrs. Joe Doerfler were Sunday night supper guests of Mr. and Mrs. T. B. Cox and family.

Mr. and Mrs. Glenn Rutten and children were visitors of Mr. and

Progressive News

BY OLIVE PERKINS Mr. and Mrs. Herman Miller their daughter.

Mr. and Mrs. Owen Neel and ons visited her parents, Mr. and Mrs. Vicks, Sunday. Mr. and Mrs. Clyde Russell and children of Tex Roy, visited their

and Miss Ira Jeanne left Saturday for Terro, N. M., to visit Mr. and

Mrs. Jim Ricketts and children. Mr. and Mrs. A. G. Kemp and sons Alton and Clois of Plainview, visited Mr. and Mrs. Click last week. Mrs. Kemp is a daughter of Mr. Click.

Mrs. Herman Duke and father are visiting relatives in

Mrs. Troys Carmichael went to Pampa to attend the funeral of Mrs. Reynolds.

Mr. and Mrs. Charles Green and children, visited her parents, Mr. and Mrs. Charles Smith at Wagon Mound, N. M., last week.

So much rain fell north of the school house last week that the school bus was unable to make its

The club held its first meeting of the year at the home of Mrs. Emmett Blakemore, Wednesday. Mrs. Troys Carmichael, Mrs. D. Y. Edwards and Norma Lee, Mrs. Dodson and Miss Agnes Hicks were visitors. Mrs. Dodson gave a travelogue on her trip to Europe. The next meeting will be with Mrs. C. C. Bowman.

Messenger News

BY MRS. J. N. MESSENGER Rainfall totaled around three inches in this community during the past week.

Crops that were not too far gone have started growing fast and look like they will produce more than everyone expected.

Mrs. Mae E. Abbott came up last Friday to visit her mother.

Mr. and Mrs. B. P. Abbott and Mrs. J. N. Messenger attended the Plateau singing at San Jon, N. M.,

Most persons are busy drilling wheat or preparing for their wheat crop; some have wheat up and others are plowing.

The condition of tame hay crops, as reported by the U. S. Depart ment of Agriculture, is somewhat above average for the first 6 months of this year, being 78 per cent of normal, compared with went to Amarillo, Monday, to visit 63 per cent last year. The condition of Texas pastures at 81 per cent is compared with the very low figure of 64 per

last year.

And who would have ever thought that the rocky road to Dublin led smack through Calif.

Asparagus plants grown from seed brought to Deaf Smith county 29 years ago by the J. N. Messengers, of the Mes community, are still producing.

> Protect INSURE John McLean Insurance Agency Phone 278

children of Tex Roy, visited their parents, Mr. and Mrs. Ira Ricketts, and W. C. Russell, last week. Mr. and Mrs. Ira Ricketts, Glenn Mr. and Mrs. Ira Ricketts, Glenn

A. O. THOMPSON ABSTRACT CO. Complete tract index of all lands and town

DEAF SMITH COUNTY MAPS



INSURANCE

JNO. H. PATTON PHONE 50

ABSTRACTS Of All Deaf Smith County Land Titles. DEAF SMITH COUNTY ABSTRACTS INC.

Cliff Estes, Manager

SWAP! Through the WANT-ADS

Hill-Ricketts Company

J. E. Hill

J. C. Ricketts

REALTORS

City Property

Here Now-See It Today

1939 PLYMOUTH

"The Roadking" and "The DeLuxe"

So Beautiful You Won't Believe It's a Low-Priced Car!

Sumptious New Luxury throughout . . . Longer Wheelbase and New High-Torque Engine Performance . . . with New Economy . . . perfected Remote Control Shifting . With new All-Silent Auto-Mesh Transmission . . . New Amola Steel Ceil Springs . . Improved Airplane-Type Shock Absorbers . . . New True-Steady Steering . . . New Safety Signal Speedometer . . . A Sensational New Ride!

Try this big, beautiful new PLYMOUTH today! Discover for yourself what astonishing new value these great new engineering features bring to the low price field now for the first time.

Discover too, the better value of PLYMOUTH'S famous 100 per cent hydraulic, double-action brakes . . . Safety steel, safety styled body . . . floating power engine mountings . . . record economy with full power in "the car that stands up best"; Come in soon. We have the new 1939 PLYMOUTH here for you to try.

Now On Display!

1936 FORD V-8 TRUCK A Real Value for ____

1936 FORD V-8 PICK-UP

Bargain Priced at ____ 1936 CHEVROLET COUPE \$390 Reconditioned, was \$425, now....

SEE THESE USED CAR VALUES! 1937 DODGE 8-4 Ton Pick-up \$590 New Goodyears, perfect condition \$590

> 1938 FORD V-8 TUDOR with Trunk, reconditioned

1935 CHEVROLET Reconditioned

Congratulations, R. E. A. Members on Your Project!

Ireland Motor Company

319 NORTH MAIN STREET

While it is still young, start your engine with a quality oil ... and it will stay young much longer. To men who appreciate a sweet-running, trouble-

free, long-lived engine, we suggest Phillips 66 Motor

Oil. 100% pure Paraffin base . . .

It always is a tough, lasting

friction-fighter. With a rich stable

body and high-degree oiliness.

Equal to the demands of to-

day's high-speed, high-power

Don't forget, Phillips 66

Motor Oil is our finest quality, the highest grade among all

the oils we make. Try it the

very next time you drain and

refill . . . at the Orange and

Black 66 Shield.

100% Phillips value.

WRS. JOHN McLEAN, Society Editor

Ralph Sears, Pearl Singleterry, J.

O. Newell, Ray Coneway, D. W.

Rutherford, Neville Wrenn

H. M. Benefield, G. W. Heard, Roy

Thompson, C. B. Williams and Miss

Will Go to Texas Tech

ford. He is the son of Mr. and Mrs.

Grant Fuller and a 1937 graduate

Sarah Agnes Bryant.

Lucy Reed.

Ursalee Fridley and John Jacobsen United By Ceremony At Fridley Home

Before an improvised altar of reached to the four corners of the way community, and to Mr. and reenery with baskets of gladioli table where blue candles burned Mrs. M. R. Moore of Hereford. t either side, Miss Ursalee Frid- and the gifts were displayed. ey, daughter of Mr. and Mrs. E. Fridley, became the bride of by Mrs. Ray Coneway, Mrs. A. C. ir, and Mrs. John N. Jacobsen, and Mesdames J. C. McCracken and n an impressive ring ceremony B. M. Wiltshire, who entertained empized at the home of the with a vocal duet. Humorous readride's parents, Sunday afternoon, ings were given by Mrs. D. W. stember 4, at four o'clock. Tall Hawkins who also gave a toast to ticipate in the celebration. blue tapers burned in candelabra the bride. as the marriage rites were read by Rev. M. M. Beavers, pastor of the Methodist church.

The bride who was escorted by her father, wore an afternoon vidual cakes. frock of transparent velvet in romance blue, with matching acces- Miss Lucile Park and Sarah Agnes ories. Her corsage was of talis- Bryant.

man roses.
The bridesmaid, Miss Louise Jasobsen, sister of the groom ,wore Colby Conkwright, J. C. McCrack- program will be announced. wine crepe afternoon dress with en, J. E. Beyer, F. L. Terrell, Earl were gladioli. Her flowers Phillips, Homer Brumley, Orpha Click, Hall Beavers, G. M. Hudson,

Berry Orr Jacobsen, brother of the groom, served as best man. Pre-nuptial music was furnished Hawkins, H. E. Hershey, A. C.

by Miss Thelma McMinn who acpanied Miss Sarah Agnes Bry- Bryant, Hattle Rutherford, Ida who sang "Because" and "I Ricketts, E. B. Black, S. L. Easley, Love You Truly." Miss McMinn R. E. McCullough, M. L. Steele, J. also played the Wedding March F. Ward, C. F. Moore, J. B. Ham-mer, W. J. Stanford H. H. Hamb were spoken the Rosary was play-

A reception followed the cerenony after which the young couple eft on a wedding trip to points in New Mexico. They will live in a recently purchased new home on 25-Mile Avenue.

Mrs. Jacobsen is a graduate of Hereford High School and has been active here in the Methodist church and in the Rebekah Lodge.

Mr. Jacobsen is also a Hereford High School graduate and a grad-uate of Texas Technological College at Lubbock. He is associated with his brother, Chris Jacobsen in the Jacobsen Bros. Machine Shop.

Wedding guests included Messrs. and Mesdames John Jacobsen, L. J. nett, Alton Fraser, Henry Staland daughter of Dimmitt, Ed berwald, Joe Evans and son Raylan, H. V. Williamson and son, Thurman, Chas. Sowell, Homes Brumley, C. F. Moore, Mrs. Edgar Canadian, Mr. Vaughn Chroate of lawn at the home of Mr. and Mrs. Sunday evening. Canadian, Mr. Vaughn Chroate of A. D. Mills and Rebekahs and Small tables were arranged for Amarillo, Misses Edah Park, Lutheir families, and neighbors of the twelve guests and the dinner was cile Park, Thelma McMinn, Sarah Agnes Bryant, Lorene Wherry and Kathaleta Hawkins of Amarillo, Louise Jacobsen, Rev. and Mrs. M. M. Beavers, Berry Orr Jacobsen and Chris Jacobsen.

SHOWER IS PRE-NUPTIAL AFFAIR FOR SUNDAY BRIDE

Miss Thelma McMinn and Miss of Hereford High School. Edah Park were hostesses at a miscellaneous shower Saturday afternoon at the home of Miss Mc-Mill, given for Miss Ursalee Fridley, who became the bride of John

Jacobsen, Jr., Sunday. The bride's chosen colors of blue and white were carried out in floral decorations and appointents. Long blue and white streamers fastened to the chandelier

LUMBER Special

Pay Cash, Save!

1x8 SHIPLAP Hundred Feet

\$2⁶⁵ Hundred Feet

24"x24"

WINDOWS

\$2⁹⁵ DOORS

COME TO SEE US! **MATHES**

LUMBER CO. 313 N. E. 8th On Panhandle Highway

Cures

Two Couples In Golden Wedding Day Celebration

Two couples from this area who recently celebrated golden wedding anniversaries, have been invited to participate in "Golden Wedding Day" at the Golden Jubilee Celebration of the State Fair of Texas Invitations to take part in the celebration were extended to Mr. and Mrs. J. S. Earp of the Westway community, and to Mr. and

Invitations to the couples have Musical numbers were furnished sent out by Otto Herold, president of the State Fair of John N. Jacobsen, Jr., son of Thompson, Sarah Agnes Bryant Texas, who announced that Saturday October 22, has been designated Golden Wedding Day. Coupl's throughout Texas and the Southwest will be invited to par-

In addition to those celebrating their golden wedding days this Refreshments repeated the color theme with the initials "U" and year, the invitation will be extend-"J" traced in blue on white indi- ed also to those couples who are celebrating anniversaries of more than fifty years of married life. The hostesses were assisted by

Complete plans for the day have not been worked out, but each couple invited to participate will be Those present, included Mesdames mailed passes to the Golden Jubi-Alton Fraser, B. M. Wiltshire, lee Fair, at which time a complete

> COLORADO GUESTS ARE ENTERTAINED

Miss Helen Frances Streu entertained at the home of her parents, Mr. and Mrs. A. H. Streu, Sunday, Thompson, J. N. Jacobsen, Homer honoring Billy Moeny and Jimmy Moore, both of Alamosa, Colo.

Sunday morning Mr. and Mrs. Urlin Streu accompanied the two guests, Miss Carolyn Frye and mer, W. J. Stanford, H. H. Hawk-Miss Streu to Palo Duro Canyons, ins, G. A. F Parker, Edna Bowe, where an early morning breakfast Cawthon Bryant, E. E. Fridley, was followed by a tour of points Misses Ona Hammer, Lorene Wherof interest throughout the Canry, and Kathaleta Hawkins of yons, to be supplemented by a visit Amarillo, Louise Jacobsen, Irene to the Museum and to WTSC. Crawford, Ela Aikman, Eunice

Streu home, followed by games of room. Those unable to come but send-Chinese Checkers. Tallies carried ing gifts, were Mesdames E. W. out the Chinese motif.

Harrison, F. T. Roloson, John P. Places were laid at the large Slaton, Tom Alderson and daughdining table for twelve. ter Marjorie, L. J. Bennett, M. M. Guests included Virginia East, Beavers and daughter, Lovey, John Dean Dunlap, Virginia Newell, Paul McLean, J. W. Kirby and daughter, Katherine, Lyle Blanton, W. F. Lyons, Jean Williams, Clifford Estes, Edith Jackson, George McLean, Gillis, Jim Lipscomb, Fred Millard Carolyn Frye, the two honor guests

DINNER PARTY Another lovely affair, honoring IS GIVEN

and daughter, Nancye, Bob Pipkin, and Helen Frances Streu.

Miss Fridley, was the recent picnic | Complimenting her husband on and shower given by the Rebekah his birthday, Mrs. O. E. Easley Lodge of which she is a past Noble entertained with a delightfully inwell, Miss Katherine Brown of

> honoree, were included in the par- served from the large table in the dining room, where a lace cover formed the background for a centerpiece of asters in shades of deep Among those who will attend purple and shell pink mixed with Texas Tech at Lubbock, this year, white. Appointments were in crywill be Varian J. Fuller of Here- stal and silver.

After the two-course dinner the evening was sent informally. Those 102 W. 3rd St. - Phone 6 present, included Messrs, and Mes-

WELCOMING

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Another Achievement Made Possible

By Capital!

All play an important part . . . but back of each separate factor

a specialized function, and from it has grown the business, of banking as we know it today. And today's good bank must do more than accumulate and provide capital. Its interests must be as

lies the most important of them all . . . capital,

varied as those of its clients, its viewpoint as broad.

What mades the wheels go 'round? Power? Men? Markets?

Providing this necessary factor in modern business has become

For over 30 years this bank has served business and industry

in this community, serving always with progress in mind. In the continued expansion of the individual firms served by it is reflected the progress of this institution.

The First State Bank

dames C. T. Guseman, J. A. Pit-man, Colby Conkwright, H. K. Fox, C. C. Acker and the hosts.

MRS. McCOLLUM IS CLUB HOSTESS

Mrs. Tom McCollum was hostess for members of the Knitting Club on Wednesday of last week.

Cut flowers in attractive containers furnished floral decorations. Sunday evening a Sunday night Guests were seated for the lunchsupper party was featured at the eon at quartet tables in the living

> After luncheon knitting and sewing were enjoyed. Members present, included Mes-

dames Ernest Medkief, O. C. Holt, J. T. Gilbreath, Jr., Travis Dameron, Woodrow Ireland, Meade Haile and the hostess.

Mr. and Mrs. Orland Wilson and children of Capitan, N. M., were guests in the home of her parents, Mr. and Mrs. J. J. Clark, last



Witherspoon ELECTRIC

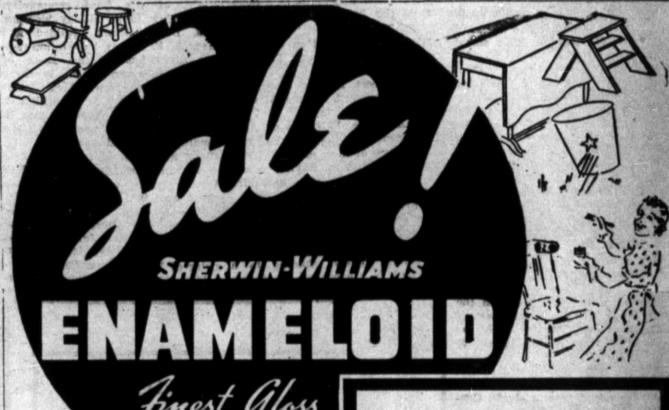
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Clean as a Babys Skin still young, start your engine with and it will stay young much longer.

WILL SAVE YOU MORE THAN THE

FOR A Clean Motor

YOU PAY FOR Year's SUBSCRIPTION



Finest Gloss Enamel

AT THIS PRICE

GET-ACQUAINTED OFFER!

FOR ONE WEEK ONLY!

Here's a most unusual chance to get Sherwin-Williams famous Enameloid at a specially reduced price. The full pint can is now available for only 49¢. It's a bargain you can't afford to miss.

With a brush and a can of this wonderful decorative Enamel you'll be ready to brighten up with gorgeous color your tables and chairs, woodwork and toys, kitchen and bathroom walls!

Anyone can apply Enameloid. It levels out to a smooth gloss finish that shows no tell-tale brush marks.

Just one coat covers solidly, Remarkably quick-drying - Enameloid dries "to the touch" in four to six hours. The brilliant high gloss of this beautiful

enamel means a readily washable surface. Now . . . before doing another thing-cut out and fill in the coupon. Presented at our store, it's worth money to you.









at our store, this coupon entitles you to a pint can of Sherwin-Williams Enameloid for only 49¢. Act now-good for one week only (offer does not include gold or silver).

See large folder for complete list of specials!





Panhandle Lumber Co., Inc.

Lions Defeat A-M; K-C Downs Merchant Team

WO WINNERS GO INTO FINAL ROUNDS OF TOURNAMENT

By Grant Fuller, Jr. 9-Two five-run ingave the Lions a 14 to 9 vicight to play in the finals. scored one run in the first g, but the Lions came back e second to tally five times. singles, a homer by Close and miscues helped the Lions to home their five runs.

scoring four runs in the th inning, A&M pulled up with-vo scores of the Lions, 8 to 6. Five singles, a base on balls, and we errors brought the tallies in. A&M's other runs were scored in the sixth inning but they were in valu, for the Lions pulled their second five-run inning just before and the game ended at that count, 13 to 9, except for one run of the Lions in the seventh.

Cogdell had two singles and a triple out of four times to bat, the ther was a walk. Charles collected two singles and a triple out of our trips to the plate. Barnett was the only A&M player to get

Score by In 0512051 14 9 9 13 12 1014030 Ratteries-Lions, Close and Mul. er. A&M, Clayton and Bennett,

ember 9—The K-C smothered the Merchants with a count of 10 to 1. The Merchants scored one time in the first inning from two singles and a double by J. Knox. from there after, however, they were set down without a score and with only two hits.

The K-C in the meantime made a run in the second from a walk and three straight singles. They added as an error helped them evening. long with a hit and a free pass. If was in the seventh that the mas- Don, of Hereford, visited Mrs. R. acre began. The Knights tallied even times from only two singles. Iwo passes and a flock of errors belped tremendously, however.

Schumacher had two singles apiece. Elliston are away. Score by Innings RHE 0100207

and J. Albright, Merchants, Spring- all colors, wellow, shading to a sister of Mrs. Graham Bell. er, Wilkins and Fuller.

September 13-The K-C won the First game of the final play-off with the Lions, Tuesday night, as hey came from behind twice to vin 10 to 9.

Neither team scored in the first nning, but the Lions tallied four nes in second from a single, Cogell's double, Wills' triple coupled rith two K-C errors. The Lions e in the next inning.

The Knights meanwhile had picka run in the second, two in the hird, and one in the fourth collectfrom an equal number of hits. a the first of the fifth they pulld ahead momentarily as they scored two runs from two singles and

The Lions came back in their alf of the fifth frame and scored ee runs after two were out. The allies came from one error and hree straight singles.

The K-O gained the lead again a the first of the sixth when five ngles and a double brought 4 home. The Lions could tally mly once in the last two innings. ad the K-C won 10 to 9, Score by Innings R H C _____ 0121250 10 16

____ 0410310 9 11 10 Batteries K-C, E. Schumacher nd G. Loerwald. Lions, Close, Morgan and Morgan, Close,

Wyche Items (1% miles south, I miles east)

MRS. R. C. VALENTINE Mr. and Mrs. Raymond Elliston d Ivagene left Sunday for e, where Miss Ivagene will er her senior year in the Keene urch school, Mr. and Mrs. Elliston will return home, Thursday. Victor and Erwin Elliston of

Portus, N. M., visited in the N. G. on home last week. Mr. and Mrs. John Paetzold and on, Edward, went to Amarillo, onday, where Edward will enter

ol for the coming term. Buster Bradly, son of Mr. and rs. Wes Bradly, left last week or College Station, where he will ter A. & M. College,

Mr. Albright helped R. C. Valenine bind his feed this past week. N. G. Elliston left Monday for Kansas City, where he will attend business. He will be gone a

week or ten days. We, who live close to the Wyche house, can scarcely realise nat school has started, as both uses take all the children to

meford this year.

Mrs. Gus Thiele will be hosted the club this week, when a described the conserver of the tyen by Mrs. Ira Ott and Mrs.

d Mrs. Valentine at

Versatile Stars in New Film at Star



"Carefree" is the word for Ginger Rogers and Fred Astaire in their latest picture of that title, coming to the Star for two days, starting Sunday. They introduce a new dance called the "Yam," and it is taking the country by storm. The film is also vibrant with Irving Berlin tunes which we may all be whistling soon,

tended the demonstration given at itself measuring ten inches across of Dawn.

Mr. and Mrs. Dock Roberson attended a horse sale held in Clovis,

Among those calling in the R. C. Valentine home, Sunday, were Mrs. W. I. Valentine, Mr. and Mrs. Roy Thompson of Hereford, Mrs. N. G. Elliston and sons, Mr. and Mrs. W. B. Saxon and son, and Mr. and Mrs. F. D. Ferguson.

Claude Rae is expected home from Albuquerque, Thursday. Miss Florella Boeskin is a mem-

ber of the high school orchestra Miss Peggy Valentine called in

Mrs. Gilbert Hopper and

C. Valentine, Monday. Mr. and Mrs. LaGrome of Amarillo, spent the first of the week in the home of their daughter, Mrs. Clark and Mrs. Mora Bell. No Merchant had two hits while Raymond Elliston, staying with he K-C's E. Loerwald and E. the children while Mr. and Mrs. Rheu returned Wednesday, from a

> Nearly everyone is working in 0 their fields this week.

the court house, by Mrs. Matthews, Mrs. Roberson raised some good and very large muskmelons.

Vega News

MRS, B. R. SHIELDS

Mrs. O. White of Shamrock, is a guest of Mr. and Mrs. W. L. Jones this week. The Presbyterian Missionany So-

clety of Vega, met with Mrs. J. L. Hight of the Ford community, Wednesday, in an all-day meeting. Mrs. D. W. Clark presided and Mrs. A. F. Linger led an interestmore tallies in the fifth the home of her parents, Thursday ing discussion of the Book of Daniel. A covered dish luncheon was served to Mmes. Jack Roberson, Paul Auther, A. M. Miller, J. M. Burns, J. F. Newberg, H. R. Shields, A. F. Linger, Geo. Mc-Combs, C. M. McNabb, D.

Gene Haliburton and Marshall short visit in Dallas.

Mrs. Graham Bell and Florence Van Doran spent the 9 Mrs. Dock Roberson has some of week end in Grand Junction, Colo., Batteries-K-C, E. Schumacher the prettiest dahlias - ranging in with Mrs. W. C. Woodson, a twin-

pale pink in the center, the flower Mr. and Mrs. Guy Barnett visit-

ed relatives in Amarillo, Labor

The Vega School opened Monday morning with assembly at 9 o'clock.

A. R. Castleberry, superintendent, gave an address with general instructions to the student body. Short talks were made by Rev. L. Rev. W. B. Swim of McLean, E. Godwin, Mrs. Ola Boles and Dr. Texas, a former Methodist pastor O. H. Loyd at the close of the program. The Parent-Teacher Association met for a short session to Mrs. Goldie Hammer left Sunciation met for a short session to make announcements and accept day for her home in Olney, after new members.

Mrs. Goldie Hammer left Sunday for her home in Olney, after an extended visit in the W. A.

J. T. Price and Bud Steward Jink home. have accepted positions in Brawley, Calif.

Miss Joan McCombs, who has been on an extended visit with her aunt in Kansas, returned Satur-

Mr. and Mrs. Jack Vincent of Skellytown, spent the Labor Day holidays with Mr. and Mrs. Geo. McCombs and Mr. and Mrs. W. H. Vincent.

Jim Haliburton and Thomas Brents left Sunday for Fort Worth, where they plan to enter school, Mrs. Earl Steward was hostes to the Tongue and Thimble Club Tuesday; handwork and sewing furnished amusement for the aft-

was served by the hostess, Mr. and Mrs. Claud Shelton of Shamrock, spent Sunday with Mr. and Mrs. J. T. Shelton. Glen Leonhardt left Saturday

for a visit in South Dakota and California. Warren Robinson spent the week

end in Crosbyton, with W. E. Brents and family. Miss Frances Weimhold returned

Sunday, after spending several days in Sudan, Lubbock and Big Springs. Jay Voyles and family have mov-ed into their new home in the northeast part of town.

Eighth Annual Oldham by good crowds both Friday and

C. C. Wimberley had as Wednesday, Mr. and Mrs. Claud Benton, who live south of Adrian, lemonade. Mrs. C. M. McNabb spent Tues-

About two inches of rain fell

Rev. W. B. Swim of McLean,

Mrs. O. E. Slutz and da visited her mother, Mrs. Redder,

in Hereford, Sunday. Cecil Harrell and George Bell came home from Lubbock, Friday, to attend the fair.

Easter Items

BY MRS. CARL FRYE Rev. Gilpin preached two good sermons here Sunday. At the morning hour he took as his subject, "The Widows Mite," and at the evening hour, "The Angelic Devil." Wallace Reynolds of Oklahoma ernoon. A delicious plate lunch City, came Friday morning for a visit with his grandparents, Mr. and Mrs. J. S. Smith and other relatives.

J. C. Workman of Lubbock, is visiting his parents here, this week. D. S. Bruton went to Grand Junction, Colo., last week for a truck load of peaches. Mr. Bruton reported that it looked as though there were enough peaches there to supply the United States.

Daphne Bradly is staying this week in the M. L. Carter home Mrs. Dan Allen entertained her Sunday school class with a picnic lunch at her home, Sunday noon. Those attending were Joyce Carter, County Fair in Vega, was enjoyed Daphne Bralley, Evelyn Reynolds, Ruby Nolen, Carlie Rae Frye and

Mr. and Mrs. Dan Allen. A small crowd attended the parguests at the Kiwanis Club last ty at the school house Friday evening, but there was lots of fun and

Mr. and Mrs. Clayton Woolery day with her daughter-in-law, Mrs visited in the Marion Rutter home

ment in Securing the First REA lines in the Texas Panhandle.

Mr. and Mrs. John Nolen atended services at Flagg, Sunday evening.

CARD OF THANKS I wish to take this means of expressing my appreciation to the Pueblo and other points en rou

at Hereford, Sunday evening.

Brittian Chambless spent the week end at Tucumcari, N. M.

Caroline Frye was the week end guest of Helen Frances Streu, in patronage and loyalty at all times. public for their consideration during the time my husband operation MRS, T. E. MAJOR

> Billy Moeny and Jimmy Mo of Alamosa, Colo., left Monday their homes, after visiting in E ford in the home of Mr. and M.

FENCING COSTS SLASHEI

Electric Fencer

CHARGES 30 MILES OF FENCE

NOW! One wire on light stakes set fifty feet apart holds livestock like steel and concrete. The Flux Diverter — an amazing new invention-gives economical operation from safe, harmless, 6-volt batteries. A 6-volt Hot_Shot battery or one charge of a storage batteny operates it for 4 months. Gives a sharp, long-remembered sting that stops most persistent fence bree Build permanent or temporary fences at only a fraction of the cost of ordinary fencing.

PRICED AS LOW AS (Battery not included)

Comes furnished complete with 50 special fence ins four corner post insulators, portable test lite and lightni

The Super DeLuxe Storm-Proof model with heavy enameled steel cover with built-in battery compartment, built for mounting on fence post and having the same equipment as the \$18.50 model together with this added equipment.

1 4 4 1 23 23

Bonnie E. Brumley

HEREFORD, TEXAS

Congratulations . . . REA

Home Comfort and E. B. Black Company have gone hand in hand for 37 years . . . Perhaps that is the reason, the Coming of Rural Power to the farmers fo this territory brings us undue pleasure. It has been our policy since this company was started to look to the comfort, welfare and posterity of our friends and patrons as a personal privilege — and with electricity in your homes, we know that you have achieved a goal which will mean Happier Living, More Enjoyment, Economy, and Better Lives for your children; after all, what more can a man ask of life. If you plan to buy a radio, an electric refrigerator, or similar home comfort equipment, we appreciate your consideration and inspection of the Famous, Quality-Proved lines we offer . . . But the Main thing is: We want you to know that we Rejoice with You, and are Glad for your Achieve-



E. B. BLACK CO. HOME FURNISHINGS - UNDERTAKERS



Electrified **FARM** HOMES

We Are Glad For You That You Will Have these Modern Conveniences!

We wish to congratulate our friends in Castro and Deaf Smith Counties upon being the first Farm Homes in the Panhandle to secure Rural Electrification. We feel that it will make rural life better and more prosperous and give you added home comforts. Farmers everywhere are turning to the famous GMC Trucks and pickups for farm use for their economical operation and dependable long life. See them at our garage in Hereford.

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Before You Buy a Car

SEE...

THE 1939 BUICK THE 1939 PONTIAC Coming Soon!

NORTON MOTOR CO.