

Rural Electrification Project Completed Here This Week

AROUND TOWN

Mr. and Mrs. Jim Black, Bill Thomas and L. H. Foster left Thursday morning for Los Angeles...

The "Hereford Playboy" organization saw an increase in membership this week when Jim Clark sold his interests in the Corner Drug Store...

Reporting the School Supply lateness a tremendous success, Mrs. Roberts said that the Star Theatre last Friday collected 1,216 pencils, 214 rules, a huge stack of writing tablets and 43 bottles of ink...

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

Fred Sterner Is New Manager Of Jones Dry Goods

Fred L. Sterner Tuesday took over the duties of manager of Jones Dry Goods Co. in Hereford.

Succeeds Tom Alderson, who will in the future devote his entire time to operating his variety store here.

Mr. Sterner is an experienced dry goods man, having been in the business for a number of years. He comes here from Snyder, and prior to that time operated stores in Oklahoma and Texas.

He said that no major changes are anticipated in the general appearance of the store, but said that a complete new line of merchandise will be featured at all times.

Jimmie Allred Named Phillips Agent For Area

Appointment of Jimmie Allred as Phillips "99" agent for the Hereford territory was this week announced. Mr. Allred succeeds the late T. E. Major, with whom he was associated as assistant for the past three and one-half years.

"It is our aim to render the same type of service as given in the past," Mr. Allred said. "Most of you know the high type of products which this company distributes and we are always glad to have you visit us."

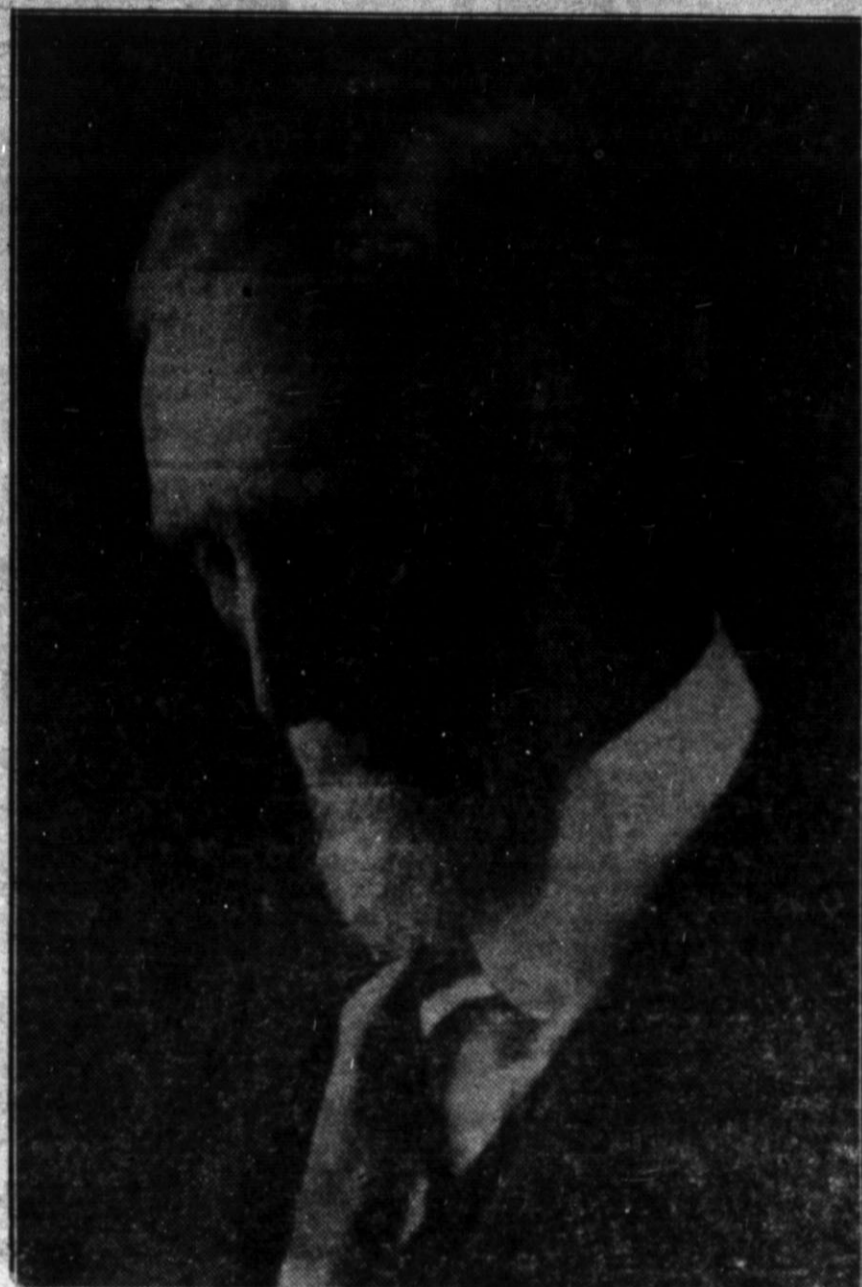
Mr. Allred is thoroughly experienced as operator of the wholesale agency, and is well known in this section, having attended high school here for several years and been married in the Wildorado community.

DONKEYS PROTEST 'CAUSE BALL PLAYERS HAVE SUCH LONG EARS

Wednesday night the Lions and K-C locked horns in a ball game that was a battle of wits. It was the fans on their toes, and the ball players on their "southsides" for six innings of the most ups and downs of any game of the season.

Close led off for the Lions with a beautiful 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 be on the mule when he crosses first base. Whitlow whammed a

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



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

Mr. Gregg, known as the father 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.

Whiteface Squad Set For Panhandle

SEASON TICKETS GO ON SALE FOR HOME GAMES HERE THIS WEEK. With the Whiteface squad scheduled to open in Panhandle Friday night, Sept. 16, interest in the 1938 football season hits a new high here this week as season tickets went on sale for home games.

Much interest is being shown in the Panhandle-Hereford game, and a large delegation of Hereford fans are expected to accompany the team and to attend the opening game. Just how strong the Panhandle squad will be this year is still an undetermined factor in view of the fact that both teams will open the season with the Friday night game. Panhandle, however, holds two regional championships and was rated in the top rungs of Class B football last season for District 1.

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

Observing the event with a three-day, store-wide sale, Close Drug Store is this week commemorating its Seventh Anniversary in Hereford.

Expressing his appreciation for patronage and friendship accorded the firm during its operation here, Harold Close, owner, today invited everyone in this territory to take advantage of the big, three-day appreciation sale which runs Thursday, Friday and Saturday. (Continued on Page 8, Sec. 1)

Ireland Showing 1939 Plymouths Here This Week

With the new Plymouth for 1939 on display here this week, at the Ireland Motor Company, E. S. Ireland, manager, today said that hundreds of persons have thronged the showrooms to view the new model.

Clara McLean Is Selected As Librarian

MISS HOSTETLER LEAVES FOR POST IN BORGER LIBRARY TODAY

Appointment of Mrs. Clara McLean to succeed Miss Lillie Hostetler 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. McLean, 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 operate 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. McLean. The following tribute was paid Miss Hostetler by the library board, speaking in behalf of the community: "The Board of the Deaf Smith County Library desires to take this means of publicly expressing their (Continued on Page 8, Sec. 1)

Jones Purchases Clark Interest In Corner Drug

Purchase of J. J. Clark's interest in the Corner Drug Store by F. L. (Stub) Jones of Friona, was this week officially announced. Ralph Roden, other partner in the store, will in the future be associated with Mr. Jones, and will operate the store under its present firm name.

Mr. Jones was previously employed as a pharmacist in Hereford, and has many friends here, who welcome his return. During the past few years he has been associated with J. R. Roden in the drug business in Friona, prior to his purchase of Mr. Clark's interest here.

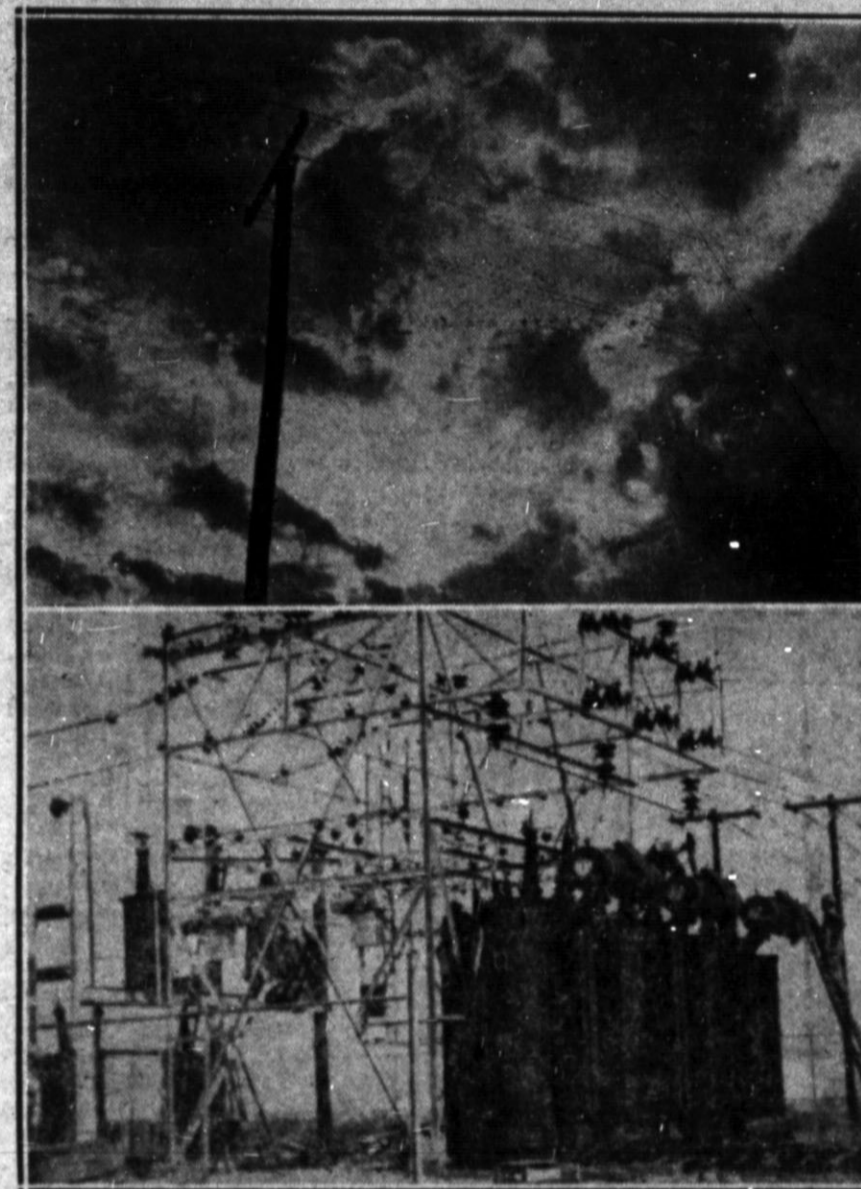
Both Mr. Roden and Mr. Jones are registered pharmacists and will be active in operating the store. Mr. Clark stated that he will look after his property interests in this community at the present time.

Road Meeting To Be Held Tonight

A joint meeting of the Commissioners' Court, Chamber of Commerce directors and interested citizens will be held in the court house here tonight for the purpose of further discussing hard surface "farm to market" roads in this county. Attending the meeting will be A. A. Meredith, regional WPA director, and Jim Douglass, State Highway official, both of Amarillo.

The chief topic of discussion will concern the possibility of a WPA project for improving and surfacing approximately 50 miles of lateral roads in this county. Possibility of securing the project has demanded much attention following a recent ruling which will allow farmers to secure project work without actually going on relief rolls, and details of the project under consideration are to be ironed out at the meeting tonight.

Power Lines And Sub-Station Bring 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 which have been erected on the project, while the lower portion pictures the sub-station. In the foreground may be seen the three 17,000-pound transformers which reduce 66,000 volts of electric energy to 12,000 volts before it goes into the power lines.

Invitation Golf Tourney Sunday

PANHANDLE AND MEXICO CLUBS INVITED TO COMPETE HERE

Interest of golfers in the Texas Panhandle and Eastern New Mexico is now centered on the Invitation Tournament to be sponsored here Sunday and Monday by the Hereford Golf Club. Invitations have been sent to players in Clovis, Farwell, Friona, Muleshoe, Dimmitt, Tulla, Clarendon, Amarillo, Canyon, Tucuman and Plainview. Around 20 entries are expected from the Hereford Club, and a total of from 50 to 65 players are expected to compete in the tournament.

All entries must be filed not later than Saturday afternoon, Sept. 17, Clyde Posey, tournament manager, said. Entries may be filed with Posey or with Frank Cogdell. An entrance fee of \$2 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

Orendo and Company, magicians, will appear in the Hereford High School auditorium at 8 o'clock Tuesday evening, Sept. 27, sponsored by the Boys Hi-Y organization.

Orendo has become one of America's outstanding magicians, and has been proclaimed by many to be the logical successor to Houdini, for he is truly the master of escapes and mysteries," said G. M. Hudson. "Orendo's program blends magic, mirth, and melody in such a masterly manner, and he presents it with such suavity and showmanship that audiences invariably show their pleasure with an almost continuous round of applause. Orendo's pleasing personality captivates every audience and his 'pat-ter' adds further enjoyment to the (Continued on Page 8, Sec. 1)

Extensions On Local Project Are Expected

THREE CREWS BUSY WITH CONNECTIONS TO FARM HOMES AND WELLS

History was made in the Texas Panhandle this week with completion of the Deaf Smith Rural Electrification project. H. V. Hennen, supervisor, said today that everything is now in readiness to throw the switch, which will send 12,000 volts of electric energy coursing through 170 miles of power lines. Final inspection by Carl Cox, engineer, he said is the only factor which now delays energization of the lines.

"Plans were made to turn on electricity this afternoon," Hennen said. "The lines will be energized following Mr. Cox's visit and final inspection." Three crews of men will start visiting each individual connection and connecting the power lines with individual domestic and irrigation transformers. Co-op members will begin using current from the lines as their individual transformers are connected — and officials said the connections will be made as rapidly as possible to speed service over the project.

Energizing the 170-mile strip of power lines, marks the climax of a two-year struggle to secure electricity for home and irrigation use by farmers in Deaf Smith and Castro Counties. The switch was thrown by H. V. Hennen, project supervisor. Plans had been made to entertain John Carmody, REA 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 service to residents who will clean their yards, placing trash in piles in the alleys, Mayor C. J. Paddock, today announced that city trucks will start making the rounds Monday morning, Sept. 16.

"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 alleys on scheduled drives, eliminating the cost of special trips."

Weather Chart

Table with 4 columns: Day, Max. Min., Moist. showing temperature extremes and moisture for past week.

IRRIGATION 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. Benefield place, just east of town. Ed Northcutt, 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 whether fish would retain their same physical appearance after years in the underground (Continued on Page 8, Sec. 1)



# CLOSE'S

# 7<sup>TH</sup>

# THURSDAY - FRIDAY - SATURDAY

SEPTEMBER 8th, 9th, 10th

# ANNIVERSARY SALE

**ZONITE**  
ANTISEPTIC  
Bottle \$1.20 Value **79c**

60¢ ALKA SELTZER TABLETS ..... **49c**  
\$1.00 CRAZY CRYSTALS ..... **89c**  
75¢ (100's) NYAL ASPIRINS ..... **33c**

**BAYER'S ASPIRINS**  
100 Tablets  
75c Value **54c**  
for .....

IN APPRECIATION



**TO THE PEOPLE OF THE HEREFORD TRADE AREA**  
For the past seven years I have enjoyed being in business in Hereford, and I want to extend our appreciation 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 customers extra savings on popular brands of drug merchandise. THANKS again, and I hope we can serve you satisfactorily for every year to come.  
**H. A. CLOSE.**

PHONE ORDERS FILLED!  
6-Ounce Rose HAIR OIL ..... **33c**

PROPHYLACTIC TOOTH BRUSH  
50¢ Value  
**33c**

25¢ Dr. West's Tooth Paste  
**13c**

20¢ KOTEX  
12 1/2  
**17c**

MARtha WASHINGTON CANDIES  
25% OFF!  
\$1.00 BOXES ..... **75c**

25¢ Blue-Jay Corn Plaster  
**19c**

35¢ Acia FILMS  
Size 116  
**29c**

50c Jergen's HAND LOTION ..... **39c**  
75c Five Salt BRIDGE CARDS ..... **49c**

MINERAL OIL  
Russian Type  
Nyal-Quart Bottle  
**89c**

75¢ IRON & YEAST TABLETS ..... **49c**  
\$1.50 ELECTRIC TOASTER ..... **\$1.19**  
50¢ (Pint) ULTRA SHAMPOO ..... **39c**  
25¢ Carter's LITTLE LIVER PILLS ..... **23c**

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

## ANNIVERSARY Specials

SAL Hepatica  
30c Size ..... **25c**

Shaving CREAM  
35c Raco Lavender ..... **27c**

TOOTH Paste  
50c Ipana ..... **39c**

Shampoo  
60c Drene ..... **49c**

Deodorant  
35c Mum ..... **29c**

35¢ Orasol TOOTH PASTE  
For the Gums ..... **29c**

## DRUGS

BATHING ALCOHOL ..... **39c**  
Pure - Pint  
COUGH SYRUP ..... **39c**  
Pine, Tar & Honey - 50c Value  
ANALGESIC BALM ..... **39c**  
50c Value  
RUX RHEUMATISM Compound ..... **\$1.29**  
\$1.50 Value  
OLIVE OIL ..... **49c**  
Pure - 8-Ounce Bottle  
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  
CODLIVER OIL ..... **49c**  
Pure - Pint Bottle  
HALIVER OIL ..... **69c**  
50 Capsules  
CODLIVER OIL PERLES ..... **\$2.75**  
Super D - 100's  
CODLIVER OIL PERLES ..... **\$1.25**  
Super D - 30's  
VITAMIN A, B, D & G Capsules ..... **\$1.50**  
50's  
SUPER D CONCENTRATE ..... **\$4.50**  
50 c c  
SUPER D CONCENTRATE ..... **\$1.75**  
10 c c  
SUPER D CONCENTRATE ..... **\$4.25**  
5 c c

Many other Vitamin Products that you will find in our Vitamin Department.

### 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!



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, refreshing fountain special! You will find our fountain a cool, restful haven, where you can truly enjoy your favorite fountain special.

Large Delicious LIME ADE ..... **5c**  
Frosted MALTS ..... **10c**  
Fruit Salad SUNDAE ..... **10c**  
Jumbo ICE CREAM SODA ..... **10c**  
Orange or Grapefruit FROZEN FRUIT JUICE ..... **5c**

DELICIOUS and WHOLESOME DRINKS PLUS QUICK SERVICE!

WE FEATURE BORDEN'S Quality ICE CREAM!



## SUNDRIES

35¢ CUTEX POLISH ..... **29c**  
50¢ Ingram's MILKWEED CREAM ..... **39c**  
50¢ Hind's HONEY & ALMOND LOTION ..... **39c**  
50¢ ULTRA HAND LOTION ..... **39c**  
50¢ Milk of Magnesia TOOTH PASTE ..... **33c**

### CAMERAS!

We carry a complete line of Cameras and Films of all sizes and all price ranges at all times. Be sure and see the new Unifax Clin "S" moving picture camera. Take your own pictures at home - you can get a complete outfit, including the projector, for only **\$27.00**

50¢ PAR SHAVING CREAM ..... **39c**  
25¢ Palmolive BRUSHLESS CREAM ..... **19c**  
\$1.00 Palmer's Gardenia FACE POWDER and PERFUME ..... **79c**  
Complete Stock of DeVilbiss Perfume Atomizers for 1-2 Price - or 50 Percent Off!  
\$1.00 Vitalis HAIR TONIC ..... **89c**

### 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 Salons!

### Gibson Cards

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

## ANNIVERSARY Specials

MILK OF Magnesia  
Nyal 50c Size ..... **39c**

Syrup Pepsin  
60c Size ..... **49c**

Creo-mulsion  
\$1.25 Size ..... **\$1.09**

Wine Cardui  
\$1.00 Size ..... **79c**

Unguentine  
50c Size ..... **39c**

\$1.00 Coty's FACE POWDER  
**89c**

MERELY PHONE 13 FOR PROMPT FREE DELIVERY!

# CLOSE DRUG STORE

REFRESH YOURSELF AT OUR SODA FOUNTAIN



WHITEFACE ROUND-UP

Help Needed!

BAND NEEDS YOUR SUPPORT

Wednesday, September 21, is Hereford'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.

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.

Welcome, Freshmen! Make Yourself At Home

This year another group of young men and women came into Hereford High School to become a part of us. This group is the freshmen. 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.

TWIRLING SCHOOL HOLDS INTEREST

The first baton twirling class of the year met on the front lawn of the school building Wednesday afternoon. Judging from the size of the audience collected there, it was quite an interesting session.

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.

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

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

Corner Drug Store

PHONE 105

3RD & MAIN STS.

HEREFORD, TEXAS

young voice, "Did they ever catch that man?" I don't get it!

SENIORS SET EXAMPLE IN NEWS WRITING

The publication of the Whiteface Round-Up for this week is sponsored by the English classes. They are trying to learn more about news writing, as well as help out the staff. News stories, feature stories and editorials are what they are studying about this week.

PEP CLUB HAS FIRST MEETING

The first meeting this year of the Hereford High School Pep Club was at Activity Period Thursday with thirty-eight girls present. Mr. Kinnard opened the meeting with a talk to the club, showing his and Mr. Hudson's willingness to help the club.

Seniors Elect Class Officers

Tuesday morning, the seniors the school year off with a bang! They elected their class officers for the ensuing year. Those elected to office were, President, Paul Foer; vice-president, Kenneth Potter; secretary-treasurer, Virginia Newell; reporter, Faye Crosthwait; student council, Jeanne Williams and Bud Wilkins; athletic association representatives, R. C. Ashlock and Andy Schumacher.

Informal Tea Honors Ex-Members Of Girls' Hi-Y

On the afternoon of September 8, the Girls' Hi-Y honored ex-members of the club with an informal tea in the home of Marthanne Ewton on East Third Street. The guests arrived at five-thirty o'clock and were engaged in conversation until the presentation of a short program consisting of two readings by Miss Stacia Irene Crawford and a saxophone solo by Helen Frances Streu followed with a sing-song in which the entire group participated.

HUMOR

Your humor editor is having a grand time finding material for this column. Every time he asks a person if they had seen anything humorous around school that person remarks that he hasn't seen anything humorous, but their columnist's face but they are sure if he will put a picture of himself in the column there will be humor enough. Nice peoples!

Eat Vegetables While Fresh Is State Advice

AUSTIN, Tex.—Recent outbreaks of food poisoning show very strikingly the need for special care in handling and refrigerating any food that must be prepared some time in advance of serving," states Dr. Geo. Cox, State Health Officer. "Prevention of food poisoning requires clean food handled as little as possible and consumed while it is fresh."

"Most food poisoning is caused by infection by certain types of bacteria which grow rapidly under favorable conditions, such as high temperature and high humidity. The infection may come from dirty hands, utensils, flies, rodents, contaminated water, infected food materials and in some cases in certain types of bacteria, which are rapidly spread and not necessarily associated with filthy conditions."

"Picnic food is particularly susceptible to transmitting food poisoning to the members of the picnic party. Be sure you have sound, fresh, foods clean, free from stagnant odors, slime, etc. Require all who prepare the food for use to wash their hands thoroughly before handling it. Avoid excessive hand contacts with the food. See that clean containers are used and that special care is exercised in wrapping foods and in protecting them from contamination."

"If food must be prepared much in advance of use, cook it thoroughly, keep it refrigerated and otherwise protected at a temperature under 50 degrees F. until you are ready to use it. Avoid serving foods that are readily infected, such as certain salads, and cream-filled pastries. Any foods that are not to be served immediately should be kept on ice. Milk, ice cream and dairy products in general should be from approved sources."

"Digestive upsets cannot always be blamed on the food served or eaten at an outing. Sometimes excessive heat and humidity combined with over-exertion and over-heating, as well as over-eating, help to bring them about. Remember this, and don't indulge in too strenuous exercise when the days are hot and muggy. Don't over-indulge, either, in unwise combinations of foods."

WPA Workers Find Skull Of Rhinoceros

CANYON—A skull of the large hornless rhinoceros which lived three million years ago on these

plains, as complete and undistorted as any ever unearthed in the Panhandle, was found recently in Lipscomb county.

The find was made by a WPA scientific party directed by Mrs. C. Stuart Johnston of Canyon. The trip of exploration was made as one of the field journey's sponsored by West Texas State College. Nearby were found limb bones and

other remains of the ancient beast, a gigantic animal unearthed also in other fossil beds of this area.

The rhinoceros skull, found in an old river bed deposit of a Canadian river tributary, will be placed on exhibit at the Panhandle Plains Historical Society museum here within a few weeks.

The Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO., Lumbermen Hereford, Texas Thursday, Sept. 15, 1938

Stack 2—Piece 11

The rich farmer was paying a visit to his son at the university, and thought it might be a good idea if they had their photograph taken.

The photographer suggested that the son should stand with his hand on his father's shoulder. The farmer objected.

"It would be much more life-like," he said coldly, "if he stood with his hand in my pocket."

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 have them with us this summer.

Someone has said that this is the finest country in the world to plant wheat, meaning, of course, that we always get moisture at sowing time. The recent rains were a little late in getting here, but they brought out the drills and now planting is under way in most sections of the county. Let's hope the harvest will be as good as the planting.

Fred Saltzman continues to improve his place and make it more comfortable. This week he is giving his house a good stucco job, thereby preparing to keep out the chill blasts of winter. Wilbert Carroll is doing the work. Since he moved over on his own place last year, Mr. Saltzman has done a fine job of improving it, making his house more livable, and his equipment more efficient.

"Doesn't that mule ever kick you?" "No sah, he ain't yet, but he frequently kicks de place where al recently was"

We would like to see all the barns, sheds, granaries, hog houses, chicken houses, out houses, corrals, gates and every bit of exposed wood work on all farms in this area protected as they deserve to be protected by two good coats of paint.

In order to stimulate such a program, we are putting on a special drive next week to sell as much Red Barn Paint as possible. We have gambled on our ability to put the idea over and have ordered a large supply for this sale. While it lasts there will be a special price on BPS Red Barn Paint, and we want you to come down here to the yard and investigate it. If you are interested, we will open a can, mix an equal amount of Pure Linseed Oil with it and brush it out on a board so that you can see for yourself not only its attractive color, but its unusual hiding and covering capacity. A gallon of BPS Red Barn Paint mixed with a gallon of Pure Linseed Oil makes two gallons of paint that costs so little and does so much that there is really not any excuse in the world for a farm building going unpainted. Come in any time next week and see for yourself how much you've got to gain by taking advantage of this special price on BPS Red Barn Paint.

"My shaving brush is very 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 yesterday."

The Hereford Brand charges us for space like this and we think it's worth it or we wouldn't use it. But last week Hereford and Deaf Smith County got space in papers all over the middle west when A.P.'s illustrated story of Joe Evans' irrigation farming appeared. I saw it in the Kansas City Star. My boss sent me a page from the New Orleans Times-Picayune that was covered with it. That was news and nobody but the papers paid for it. But at the

same time it was advertising that money could not buy. Why not make more news of this section? How about our registered Whiteface cattle? The Amarillo Daily News had a story the other day about a farmer up in Kansas who had made a rake for handling his alfalfa that he thought was pretty hot. Earl Springer, south of town, made a combination rake and stacker that I'll bet has got this Kansas rake skinned a country mile. If the papers will send that kind of stuff out as news, we ought to be looking around us and discovering ourselves and getting it told.

Ed Moseley and his crew did a fine job of fixing a new entrance to the cemetery last week. It not only makes a big improvement in the appearance, but also is much easier to cross than the old cattle guard that was there.

The newly rich woman was trying to make an impression. "I clean my diamonds with ammonia, my rubies with Bordeaux Wine, my emeralds with Danish Brandy, and my sapphires with fresh 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 lumber region."

Mr. and Mrs. Colby Conkright have bought the Dillehay home and are having it completely redecorated before moving in about October 1st.

We believe that if you take care of what you have, what you have will take care of you. And there's nothing better for taking care of those repairs needing to be done around the place, and replacing broken joists, rafters, studdings, etc., than the good old Long Leaf Yellow Pine Tuba Fours and other lumber that they have down there at Rockwell's lumber yard.

Advertisement for Rockwell Bros. & Co. featuring various grocery items and price cuts. Includes sections for Compound (8-Lb. Carton 85c), Pickles, Corn, Honey, Mince Meat, Macaroni or Spaghetti, Soap, Vanilla Extract, Peaches, Heavy Syrup, Soap, Baking Powder, Marshmallows, Tamales, Soap Flakes, Pinto Beans, Potato Salad, Cleanser, Apricots, Ginger Snaps, Blackberries, Peas, Soap, Butter, Matches, Tomato Juice, Pimentos, Potatoes, Oranges, Lemons, Bananas, Yams, Cheese, Bacon, Franks, Mincing Ham or Bologna, Loins or T-Bone, Salt Pork, Tuna. Also features 'Price Cuts' and 'Flour' section with Packard's Best Flour.

Advertisement for Piggly Wiggly featuring 'All Over the World' slogan, Catsup (14-Oz. Bottle 10c), and Tuna (Can 14c).



# The Hereford Brand

Published Every Thursday. Our Slogan—'More People—More Farms'

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SMITH B. HOLMAN Publisher and Manager  
EMMIE GILLENLINE Editor

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year. All subscriptions strictly in advance, strictly cash in advance.  
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**NOTICE TO PUBLIC**  
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

## SIDELIGHTS

BY MARVIN JONES  
Member of Congress from Texas

The farm bill has several important features which, until recently, have not been much discussed. One of these is the authority that is given the Secretary of Agriculture to file application to correct the discriminations against farm products in the freight rate schedules of the country. For years some of us have been working on this matter, and I am glad to note the interest that is now being taken in Texas and other states on this important question.

**Discrimination**  
When farm implements, iron and steel, and other manufactured commodities, are shipped abroad, reduced 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, 47½ cents; Chicago to New Orleans, 80 cents, 47½ cents; Moline, Ill. to Houston, \$1.02, 47½ cents.

On iron and steel, the following rates prevail:  
Chicago to San Francisco, \$1.02, 40 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 from 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 47½ 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 home 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 provision 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 is lending the weight of its influence 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 Mrs. Weir.

## 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, Texas."

(Signed)  
CORNER DRUG STORE  
E. T. Roden F. J. Jones  
Owners 2tc

## LOCALS

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

Mrs. Grace McLeroy returned to her home in Chicago, Friday, after visiting relatives here for the past two weeks.

Mrs. Hugh Witherspoon left Monday for Shawnee, Okla., in response to a message that a sister was seriously ill, following an operation.

Mr. and Mrs. Lester Maus and two children of Coffeyville, Kan., visited last week with his aunt, Mrs. S. E. Askren.

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

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. Seiger. 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 Tuesday for Wellington to visit her parents, Mr. and Mrs. J. B. Castleberry, for a few days.

Ralph Hastings and Donald Hicks, manager and bookkeeper of

the Panhandle Lumber Yard in Panhandle, Texas, spent the week end here, with their parents, Mr. and Mrs. Henry Hastings and Mr. and Mrs. Cliff Hicks.

Miss Harlette Carter left last week to spend the winter in Amarillo 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.

Recent news dispatches reveal that American military airplanes 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 cellulose plastic derived from cotton which if it proves satisfactory may revolutionize airplane building and make the cotton field a still further vital factor in national defense.

## LEGAL NOTICE

**NOTICE TO CREDITORS OF MRS. ALICE COLLINS, DECEASED:**

The undersigned Executors duly appointed as such by the County Court of Deaf Smith County, Texas, on the 29th day of August, 1938, hereby notify all persons having claims against the above estate to present them to said executors.

Their residence is Lewisburg, Tennessee.  
W. D. FOX,  
LESLIE MARSHALL. 36-3tc

## MOTOR TROUBLE?

To get the most out of your 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!**

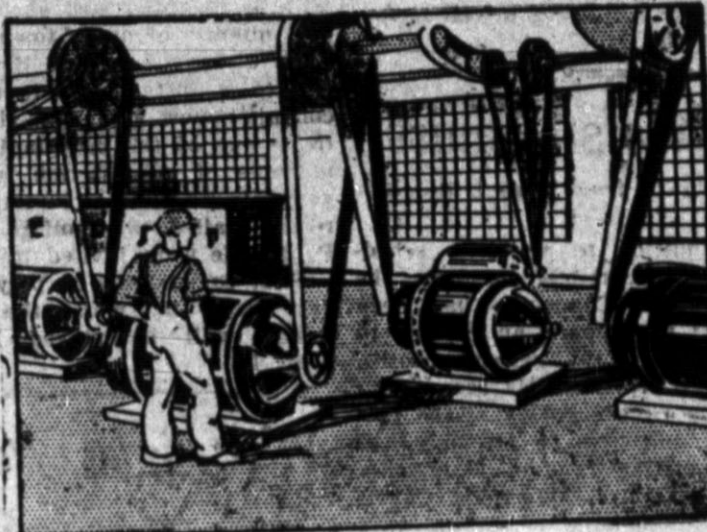
**REA Members Congratulations,**

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 to rural homes.

**DAY and NIGHT WRECKER SERVICE!**

**Beavers Brothers Garage**  
"OUR WORK STANDS UP — WE MAKE IT"  
Phone 383 — Night Phone 670J

## 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 AWAY!**

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 from—good 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 Dealer today!

**LOOK BELOW FOR TODAY'S FORD DEALER "CLEAR THE DECKS" SPECIALS**

1937 FORD PICKUP  
1936 STANDAED CHEVROLET COACH

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

1933 FORD TUDOR  
1934 FORD TUDOR

**TERMS: Can be ARRANGED!**

**Hereford Motor Company**  
SALES — FORD V-8 — SERVICE

**"EVERY DEAL A FAIR DEAL"**

## Quality Foods

Specials are good for  
Friday — Saturday — Monday

<b>CREAM OF THE PLAINS FLOUR</b>	Every Sack is Guaranteed! 48-LB. SACK	<b>99c</b>
<b>CORN Flakes</b>	Kellogg's, 3 Packages	<b>17c</b>
<b>TUNA</b>	San Harbor, Light Meat, 7-Oz. Can — 2 for	<b>25c</b>
<b>TOILET SOAP</b>	Lifebuoy, Bar	<b>5c</b>
<b>COFFEE</b>	Folger's, Drip or regular grind—1-Lb. Can	<b>25c</b>
<b>MACARONI</b>	or SPAGHETTI, Golden Glow—3 Pkgs.	<b>10c</b>
<b>Peanut Butter</b>	Justo, 25-Ounce Jar	<b>23c</b>
<b>KARO</b>	Light or dark, No. 10 Can	<b>55c</b>
<b>RICE</b>	Choice Blue Rose, Per Lb.	<b>5c</b>
<b>MILK</b>	Borden's Rose Brand or Pet, Tall can 6c—Small can	<b>3c</b>
<b>TOMATOES</b>	No. 2 Can, 4 Cans for	<b>25c</b>
<b>PEAS</b>	American Wonder, No. 2 cans—3 Cans	<b>25c</b>
<b>SOUR RED PITTED CHERRIES</b>	No. 10 Can	<b>49c</b>
<b>Green Beans</b>	Cut, No. 2 Can, 3 Cans for	<b>23c</b>
<b>COFFEE</b>	Early Bird, Pound Package	<b>14c</b>
<b>Apple Butter</b>	Libby's, No. 2 Can	<b>10c</b>
<b>Baking Powd.</b>	Clabber Girl, 25-Ounce Can	<b>21c</b>
<b>OATS</b>	Crystal Wedding, Large Package	<b>21c</b>
<b>FLOUR</b>	Everlite, 48-Lb. Sack	<b>\$1.29</b>
<b>PEACHES</b>	Libby's sliced or halves, No. 2 1-2 Can	<b>15c</b>
<b>PINEAPPLE</b>	Tidbits, Libby's, 9-Ounce Can	<b>7c</b>
<b>SPAGHETTI</b>	Prepared, Libby's — 3 Cans	<b>25c</b>
<b>CATSUP</b>	Libby's, Fancy, 14-Oz. Bottle—2 Bottles	<b>25c</b>

## Meats: STAMPED BEEF

<b>STEAK</b>	Round, Loin or T-Bone, Per Lb.	<b>25c</b>
<b>ROAST</b>	Choice Shoulder Cut, Per Lb.	<b>18c</b>
<b>Rib-Stew Meat</b>	Per Pound	<b>12½c</b>
<b>POT ROAST</b>	Fancy Baby Beef, Per Lb.	<b>14c</b>
<b>SAUSAGE</b>	Country Style, Per Lb.	<b>15c</b>

## Produce:

<b>CABBAGE</b>	Fresh Green — Lb.	<b>2c</b>
<b>LEMONS</b>	350 Size, Sun-kist — Dozen	<b>21c</b>
<b>LETTUCE</b>	Large Heads — Each	<b>5c</b>
<b>GRAPES</b>	Tokay's Riblers, Thompson seedless—3 Lbs.	<b>25c</b>
<b>YAMS</b>	Porta Rican, New Crop — Lb.	<b>4c</b>

## FURR FOOD







## 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 uncharted land of rolling prairie. The country knew its first industry when cattlemen drove 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

Lubbock—With only ten days to go before the opening of the 25th Panhandle South Plains Fair and Silver Jubilee, officials are making final arrangements for the six day celebration.

In the exhibition buildings, the livestock centers, and the industrial display buildings, will be seen the 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 area. 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 wits.

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

major circuits will meet, many of them appearing in Lubbock for the first time. Famous stables from the entire Southwest will match for liberal purses.

Fair visitors will find at the Fair grounds this year a vastly improved plant, on which thousands of dollars have been spent to make accommodations comfortable, displays attractive, and facilities the best obtainable.

Plenty of parking space inside the grounds will assure every patron of the Fair easy access to all buildings.

## Bethel Items

(22 miles south)

MRS. E. R. ROTHWELL

Rev. and Mrs. Gilpin visited in our community, Monday and Tuesday.

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., Thursday.

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 Schuliz.

Earl Lust and family visited in the J. G. Davis home, Sunday.

Jim Bagwell and family visited Henry Allman and family in the 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, Sunday.

Mr. and Mrs. George Bagwell visited Sunday in the Henry Allman home at Westway.

We had a nice crowd out Sunday 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 night.

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 there, she will also visit another daughter, Mrs. Richard Rens and Mr. Rens who have recently announced the birth of a son, Richard Boardman Rens. Mrs. Rens is the former, Miss Florence Eleanor Boardman.

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

## 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 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 world who would shoot a lovely blonde.

## Home Demonstration News Notes

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

The vice-chairman, Mrs. J. Fields Matthews presided at council on Sept. 10. Mrs. Lee Cocanougher was appointed acting secretary.

Arrangements have been made for two staff members of the Extension Service to be in the county soon. Miss Sadie Hatfield, Landscape Specialist, will hold a county 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 seasons.

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. Biggers, president, Sims; Mrs. J. W. Dale, delegate, 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. Gulnn, 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. Dyer home will be planted by Mrs. Ray Coleman, Messenger.

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

county home demonstration council at the Tri-State Fair.

Lawn furniture and games will be made and planned by Gertrude and Adeline Koelzer.

The exhibit committee of the council is scheduled to set up the display on Saturday, Sept. 17. Members of this committee are Mrs. J. Fields Matthews, chairman, and Mrs. J. T. Gulnn, Mrs. Ira Ott.

Clubs will take turn about using the equipment and answering questions as to sources of information and supplies used. The schedule follows:

Saturday, Sept. 17, Set up ex-

## Bippus Items

(41 miles northwest)

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 Friday.

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 working in this vicinity again. He is employed by O. G. Hill and is staying at the Paul home.

KESTER AT OPTOMETRIC MEETING IN AMARILLO

Dr. F. M. Kester of Hereford 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 Association.

Mrs. Otto Sherman and Ruth Sherman, spent the week end in Silverton, visiting in the home of Mrs. Sherman's son, Everett Sherman 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

Mrs. Chas. Smiley, old-time neighbors and friends whom she had not seen in twenty-three years.

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

# HOME COMES FIRST!

And so homes should be kept fully repaired—needed 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.

# A·B·C MONTHLY PAYMENT PLAN.

**CONTROLLABLE**

Fully Automatic or Semi-Automatic CONTROL

*Gas*  
THE MODERN FUEL

HOT WATER REFRIGERATION COOKING HEATING

**West Texas Gas Company**



Now My Dear DON'T LET THAT HEADACHE SLOW YOU DOWN

**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 alkalinizing solution that usually brings relief in just a few minutes.

ALKA-SELTZER is also recommended for Gas on Stomach, "Morning After," Acid Indigestion, Colds, and Muscular Pains.

You will like the tangy flavor and the results when you take Alka-Seltzer. Alka-Seltzer, when dissolved in water, contains an analgesic, (Sodium Acetyl-Salicylate). In addition, the alkalinizing agents in Alka-Seltzer help to relieve those everyday disorders associated with hyper-acidity.

Small package 30c Large package 60c

**Alka-Seltzer**

**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 dealer, or write

**J. E. HILL INVESTMENT CO.**  
Associated with  
J. E. Foster & Son, Inc., Approved F. H. A. Mortgagees  
310 Oliver-Eagle Bldg., Amarillo, Texas

# Announcing JIMMIE ALLRED

as Agent in Hereford for

## PHILLIPS PETROLEUM PRODUCTS

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 as did Mr. Major.

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 and oil business.

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 the court house.

**JIMMIE ALLRED.**

**Phillips Petroleum Co.**  
JIMMIE ALLRED, Agent

# 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 — everything necessary to bring this precious water to your fields to irrigate your crops, to make money for you 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!

"LOTS AS GOOD—NONE BETTER" — Than Fairbanks-Morse TURBINE PUMPS!

FAIRBANKS-MORSE Turbine Pumps work equally well on Electricity or gasoline 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 Hereford and are here to back up the goods we sell; to service our machinery and to help you with your irrigation problems from time to time.

ASK US ABOUT PRICES ON Turnkey Jobs!

TERMS and PRICES to Suit Your Pocketbook!

**BRADFORD SUPPLY CO.**  
DON R. COMBS, Branch Manager  
118 WEST THIRD STREET PHONE 45 HEREFORD, TEXAS



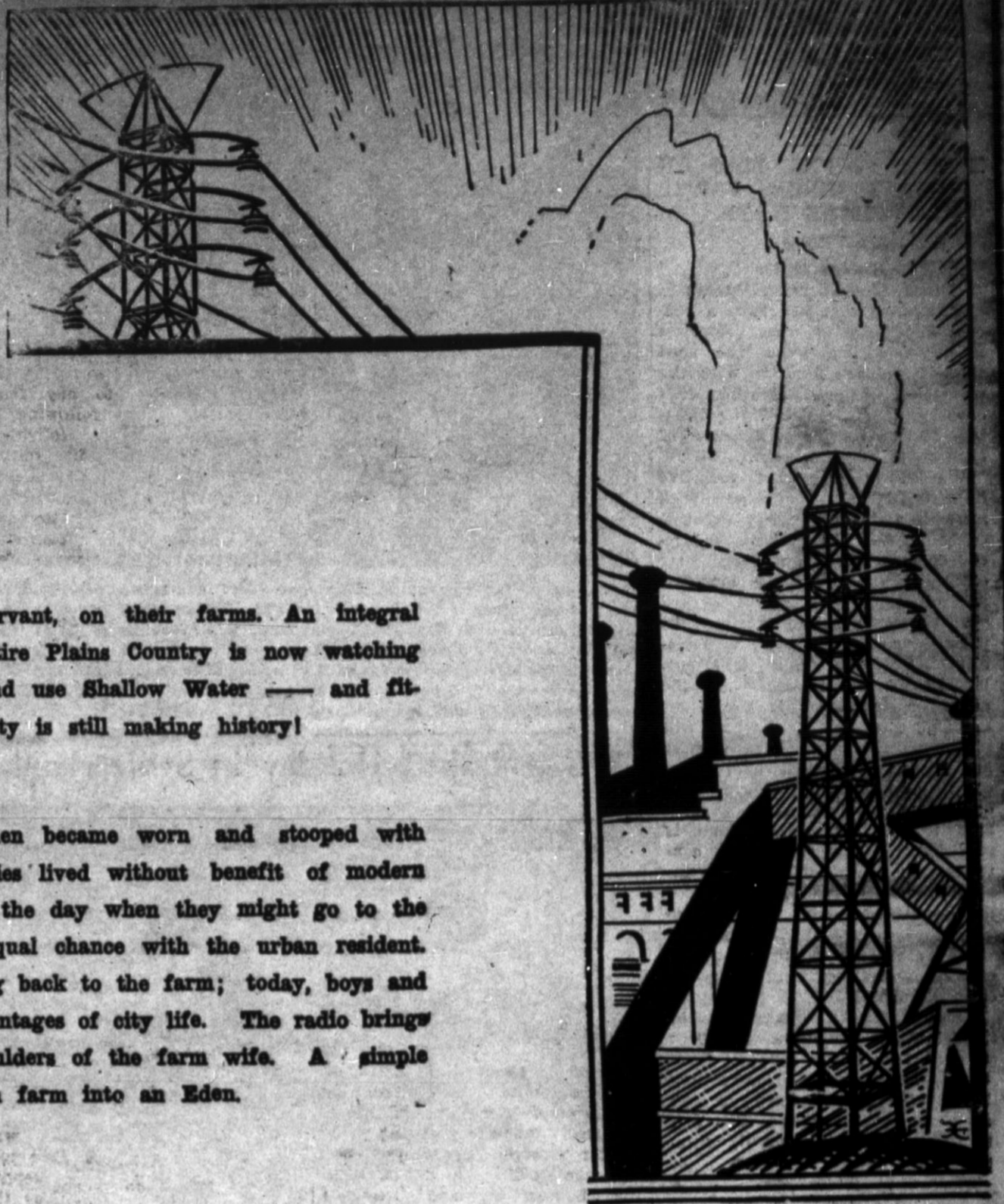


# OUR Congratulations

## 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!

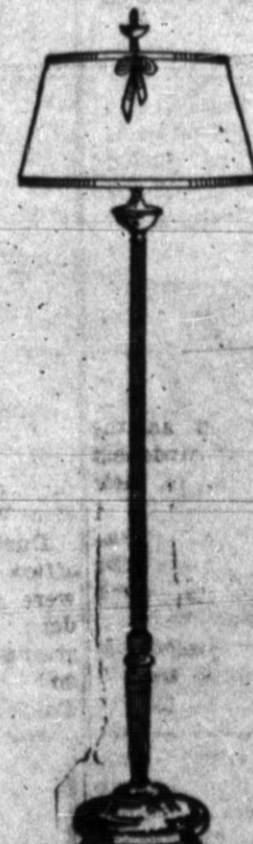
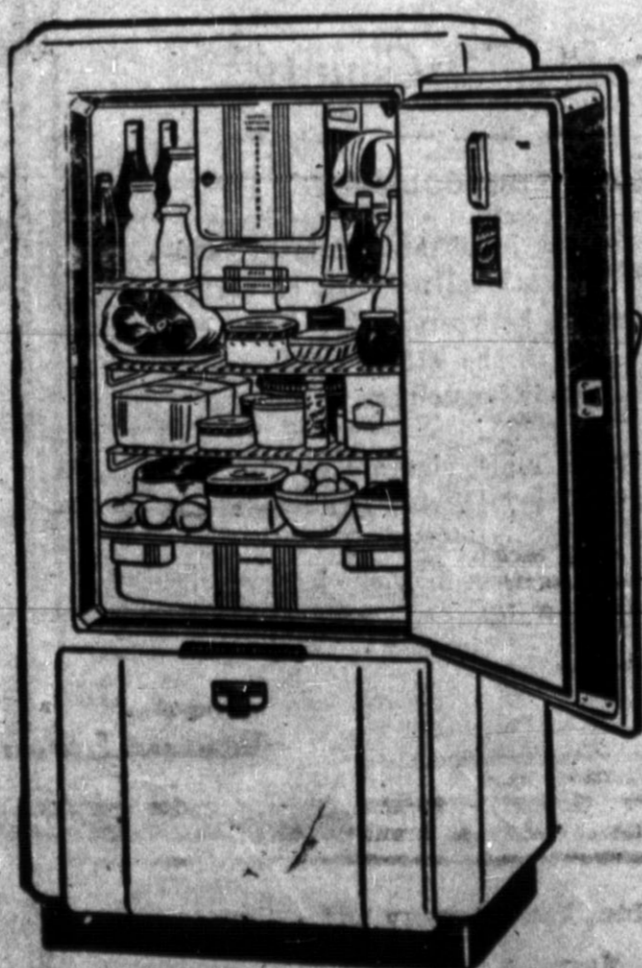
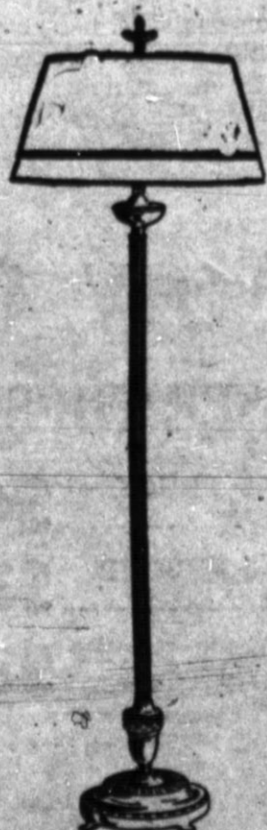
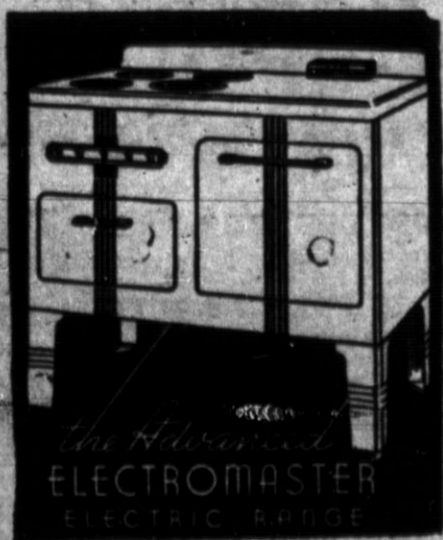
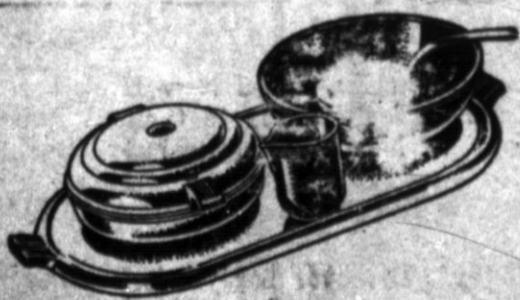
There were days only a few short years ago when life on the farm was considered drudgery. Women became worn and stooped with hard labor; men toiled and saw their crops burned and frassled for the lack of water. Farm families lived without benefit of modern convenience — and worst of all, the farm boys 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.



### AND NOW, electricity offers greater conveniences than ever before



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 cents 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

Presuming that you have a general knowledge of what comprises adequate wiring, know the need thereof and are familiar with the principles of good lighting let's consider in some detail the lighting and wiring requirements of each room in your home.

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

First to be considered are the porches—front, rear and, occasionally, side. The main light outlet should be installed at the ceiling if the porch is roofed or, open, as a bracket lamp which will light 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 inside the door. A weather-proof duplex convenience outlet also should be provided, especially where a roofed porch is partly or totally enclosed and used for entertainment.

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 bottom. This light should be controlled by three-way switches at the bottom and top of the stairs.

If decorative wall or table lamps are desired in the hall or entrance foyer, they can be connected to convenience outlets—at least one of which should be provided in the second-floor hall if it is unusually long. If small, a wall light will be sufficient.

General illumination of the 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 desirable to install decorative brackets and mantle lights, about six feet from the floor, and control them by a wall switch preferably located near the entrance to the dining room.

Among the electrical appliances that you will want to use in the living room, in addition to floor and table lamps, are a radio, electric clock and vacuum cleaner. 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 dangerous cords.

In the dining room, general illumination also should be provided by a center light operated by three-way wall switches near the doors to the living room and kitchen. Side wall or bracket lights, often desired for decorative purposes, should be controlled by a separate wall switch located near the entrance from the living room.

It is advisable to install a convenience outlet in each part of the dining room where you may wish to place the buffet or serving table. These will permit ready use of such appliances as a percolator, toaster, waffle iron and grill. Floor outlets should not be used here or in any other room as they collect dirt and are easily broken.

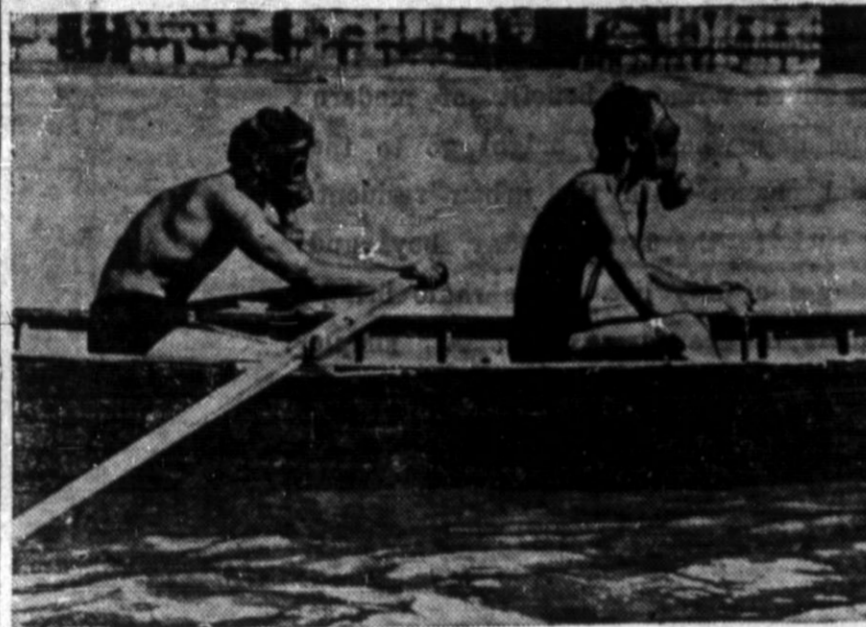
On the farm, more than any other place, the kitchen is truly the "work shop" of the home. Therefore, good lighting is imperative. It is best to install a plain, efficient central ceiling outlet and use a 100, 150 or 200-watt lamp, the size depending upon the floor area and the color of the walls and 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 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 assigned to serve as a protective convoy on the 50-mile trips. Photograph shows one of the trucks being loaded with 350 bars of silver.

## A Gas-Masked Holiday in Switzerland



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.

near the sink and table or working space, and others provided for the refrigerator and clock. If you have a pantry, a central ceiling outlet with pull chain will give sufficient light. At least one duplex convenience outlet should be provided for the refrigerator if it is placed there instead of in the kitchen.

## Dawn Items

(13 Miles East)

BY MRS. JESS CALDWELL

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

Raymond Miller returned from Pauls Valley, Okla., last week, where he had been visiting relatives.

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 Mae, of Wichita Falls, and Mrs. C. P. Caldwell of Progressive, spent Thursday in the Jess Caldwell home. The family are here for a week's visit with relatives and friends.

A reception for the members of the Dawn School faculty will be held at the Dawn school house, Thursday night, Sept. 15. The entire community is invited and urged to be present to welcome these new people, and to co-operate with them in making this a successful school year.

Mr. and Mrs. West and daughter, Bobby Joe, of Vaughn, N. M., a separate three-way branch circuit in required for an electric range. Outlets should be placed in the kitchen. At least one appliance branch circuit should be provided to supply the convenience outlets

**Switch**  
DODGE and Save Money!

the R. A. Elliott home, near Canyon.

Rev. and Mrs. Henard East 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 Amberst, arrived last Monday for a visit with Mr. Caraway's uncle, Mr. W. P. Caraway and family.

Mrs. J. G. Coe is enjoying a visit from her sister, Miss Mary Benton 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 Ines 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. Goyne.

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 and family.

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 pupils.

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 Plainview, closed the revival meeting here with the Sunday morning service.

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 Mrs. C. B. Miles.

Robert Armstrong was in Lubbock Sunday.

Mrs. A. A. Head returned from Temple, Thursday, where she underwent a major operation. She is reported to be recuperating nicely at her home.

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. Irving Willoughby.

Mr. and Mrs. Fred Moreman and daughters attended the revival at the Christian Church in Hereford, Sunday and Sunday night.

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

The Fred Saltmans are making

extensive improvements on their home, in way of basement beneath, and stuccoing the outside.

Miss Eva Chandler of Hart, is visiting 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 Mrs. A. A. Head, Sunday evening.

## Progressive News

(1 mile east, 6 miles north)

BY OLIVE PERKINS  
Mr. and Mrs. Herman Miller went to Amarillo, Monday, to visit their daughter.

Mr. and Mrs. Owen Neel and sons visited her parents, Mr. and Mrs. Vicks, Sunday.

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

Mr. and Mrs. Ira Ricketts, Glenn 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. Chick last week. Mrs. Kemp is a daughter of Mr. Chick.

Mrs. Herman Duke and father are visiting relatives in Wise County.

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 route.

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

(27 miles west)

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,

and they visited Mrs. E. P. Houlette and family in Clovis.

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

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. Department of Agriculture, is somewhat above average for the first 6 months of this year, being 78 per cent of normal, compared with 63 per cent last year. The condition of Texas pastures at 81 per cent is compared with the very low figure of 64 per cent last year.

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

Asparagus plants grown from seed brought to Deaf Smith county 20 years ago by the J. N. Messengers, of the Messenger community, are still producing.

Protect What You Have INSURE John McLean Insurance Agency Phone 273

## BUSINESS AND DIRECTORY PROFESSIONAL

A. O. THOMPSON ABSTRACT CO. Complete tract index of all lands and towns lots in Deaf Smith County. Write us for information concerning land ownership. DEAF SMITH COUNTY MAPS — 25¢ MEMBER

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SWAP! Through the WANT-ADS

# Here Now--See It Today

— the new —

## 1939 PLYMOUTH

"The Roadking" and "The DeLuxe"

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

Sumptuous 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 Coil 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!

SEE THESE USED CAR VALUES!

1936 FORD V-8 TRUCK A Real Value for	\$450	1937 DODGE 3-4 Ton Pick-up New Goodyears, perfect condition	\$590
1936 FORD V-8 PICK-UP Bargain Priced at	\$350	1938 FORD V-8 TUDOR with Trunk, reconditioned	\$375
1936 CHEVROLET COUPE Reconditioned, was \$425, now	\$390	1935 CHEVROLET Reconditioned	\$325

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

## Ireland Motor Company

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Welcome to RURAL ELECTRIFICATION In Deaf Smith County

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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

MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

### 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 PHONE 440

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Ursalee Fridley and John Jacobsen United By Ceremony At Fridley Home

Before an improvised altar of greenery with baskets of gladioli at either side, Miss Ursalee Fridley, daughter of Mr. and Mrs. E. W. Fridley, became the bride of Mr. John N. Jacobsen, Jr., son of Mr. and Mrs. John N. Jacobsen, in an impressive ring ceremony solemnized at the home of the bride's parents, Sunday afternoon, September 4, at four o'clock. Tall blue tapers burned in candelabra 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 frock of transparent velvet in romance blue, with matching accessories. Her corsage was of tall-man roses.

The bridesmaid, Miss Louise Jacobsen, sister of the groom, wore a wine crepe afternoon dress with matching accessories. Her flowers were gladioli.

Berry Orr Jacobsen, brother of the groom, served as best man. Pre-nuptial music was furnished by Miss Thelma McMinn who accompanied Miss Sarah Agnes Bryant, who sang "Because" and "I Love You Truly." Miss McMinn also played the Wedding March from Lohengrin and as the vows were spoken the Rosary was played softly.

A reception followed the ceremony after which the young couple left 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 graduate 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. Bennett, Alton Fraser, Henry Stalder and daughter of Dimmitt, Ed Zerwald, Joe Evans and son Raylan, H. V. Williamson and son, Thurman, Ohas, Sowell, Homer Brunley, C. F. Moore, Mrs. Edgar Sowell, Miss Katherine Brown of Canadian, Mr. Vaughn Chroate of Amarillo, Misses Edah Park, Lucille 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-NUPRIAL AFFAIR FOR SUNDAY BRIDE

Miss Thelma McMinn and Miss Edah Park were hostesses at a miscellaneous shower Saturday afternoon at the home of Miss McMinn, given for Miss Ursalee Fridley, who became the bride of John N. Jacobsen, Jr., Sunday.

The bride's chosen colors of blue and white were carried out in floral decorations and appointments. Long blue and white streamers fastened to the chandelier

## 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 West-wag community, and to Mr. and Mrs. M. R. Moore of Hereford.

Invitations to the couples have been sent out by Otto Herold, president of the State Fair of Texas, who announced that Saturday, October 22, has been designated Golden Wedding Day. Couples throughout Texas and the Southwest will be invited to participate in the celebration.

In addition to those celebrating their golden wedding days this year, the invitation will be extended also to those couples who are celebrating anniversaries of more than fifty years of married life.

Complete plans for the day have not been worked out, but each couple invited to participate will be mailed passes to the Golden Jubilee Fair, at which time a complete program will be announced.

### COLORADO GUESTS ARE ENTERTAINED

Miss Helen Frances Streu entertained at the home of her parents, Mr. and Mrs. A. H. Streu, Sunday, 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 Miss Streu to Palo Duro Canyons, where an early morning breakfast was followed by a tour of points of interest throughout the Canyons, to be supplemented by a visit to the Museum and to WISCO.

Sunday evening a Sunday night supper party was featured at the Streu home, followed by games of Chinese Checkers. Tallies carried out the Chinese motif.

Places were laid at the large dining table for twelve.

Guests included Virginia East, Dean Dunlap, Virginia Newell, Paul Lyons, Jean Williams, Clifford Estes, Edith Jackson, George McLean, Carolyn Frye, the two honor guests and Helen Frances Streu.

### DINNER PARTY IS GIVEN

Complimenting her husband on his birthday, Mrs. O. E. Easley entertained with a delightfully informal dinner party at their home, Sunday evening.

Small tables were arranged for twelve guests and the dinner was 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 purple and shell pink mixed with white. Appointments were in crystal and silver.

After the two-course dinner the evening was spent informally. Those present, included Messrs. and Mes-

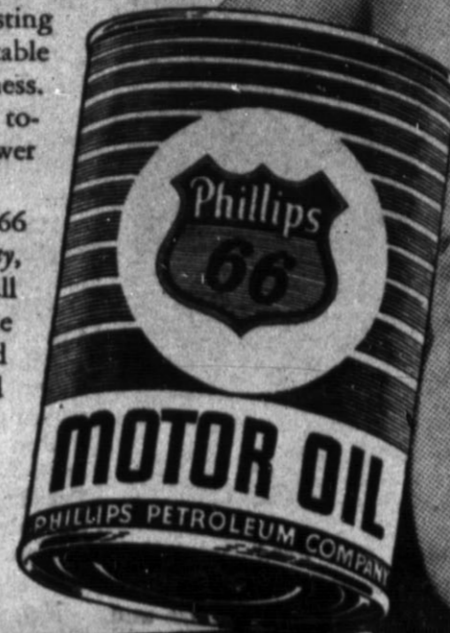
# Clean as a Baby's Skin

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... 100% Phillips value.

It always is a tough, lasting friction-fighter. With rich stable body and high-degree oiliness. Equal to the demands of today's high-speed, high-power engines.

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## FOR A Clean Motor

James C. T. Guseman, J. A. Pitman, Colby Conkright, 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. Guests were seated for the luncheon at quartet tables in the living room.

After luncheon knitting and sewing were enjoyed.

Members present, included Mesdames Ernest Medkief, O. C. Holt, J. T. Glibbreath, Jr., Travis Dameron, Woodrow Ireland, Meade Halle and the hostess.

Mr. and Mrs. Orland Wilson and children of Capitlan, N. M., were guests in the home of her parents, Mr. and Mrs. J. J. Clark, last week.

**Grocery Specials \$1.50** YOU PAY FOR A Year's SUBSCRIPTION  
ADVERTISED IN THE HEREFORD BRAND WILL SAVE YOU MORE THAN THE .....

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SHERWIN-WILLIAMS  
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Finest Gloss Enamel

REGULAR ~~79c~~ PINT  
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ONE PINT TO A CUSTOMER AT THIS PRICE

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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!

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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.

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**MONEY-SAVING COUPON!**

Properly filled-in and presented 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).

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**LUMBER Special**  
Pay Cash, Save!

1x8 SHIPLAP Hundred Feet .....	\$2.95
1x4 Hundred Feet .....	\$2.65
24"x24" WINDOWS .....	\$1.95
2x6x6 DOORS .....	\$2.95

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313 N. E. 8th  
On Panhandle Highway  
Amarillo, Texas

**666** Cures MALARIA in 7 days and relieves COLDS - first day  
Salve, Nose Drops, Liquid, Tablets, 30 minutes  
Try "Rub My Time", World's Best Medicinal!

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Providing this necessary factor in modern business has become 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 varied as those of its clients, its viewpoint as broad.

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**

**Panhandle Lumber Co., Inc.**  
See large folder for complete list of specials!

