

**CANDIDATES WANTED:**  
For: County Judge  
Mayor of Hereford  
City Commission

# The Hereford Brand

**Section 2**  
Electrified  
Farm Homes

"but one ISM in America—and that's AMERICANISM" Our Slogan—"More People—More Farms"

Published Every Thursday

46th Year—Number 12

The Hereford Brand, Hereford, Texas, Thursday, March 21, 1946

Price Per Copy >

## Building Boom May Be Answer to Housing Shortage Here

### Building Permits Total \$140,000 In Two Months

Building permits issued by the City Clerk during the first two months of 1946 have totaled nearly \$140,000; and city officials say that a number of houses and buildings have been built or are under construction for which no permits have been issued.

The following permits have been issued already this year:

D. C. Kinsey, garage apartment 28 by 30 feet, valued at \$2500.

J. R. Daniel, greenhouse, 20 by 60 feet, \$500.

Donald D. Henslee, remodeling residence, \$900.

A. O. Thompson, move and remodel small house.

C. H. Forson, two residences, frame, \$4500 each.

James W. Witherspoon, addition to business building, one story 25 by 40 feet concrete block construction, \$3,000.

James W. Witherspoon, business building, 24 by 60 feet, concrete block construction, \$4,000.

Charles Hromas, residence, frame stucco construction 31 by 34 feet with 11 by 24 foot garage, \$5,000.

Floyd McGee, frame residence, 6 rooms and garage, 46 by 38 feet, \$6500.

T. J. Dodd, four room house and garage, stucco, \$1800.

Leroy Aven, move in 5 room frame house, \$2500.

Roy Wagner, four room frame stucco house, \$6,000.

Roy Wagner, grocery and market building, cement block, \$8,000.

J. B. Ronne, re-model house, adding two rooms, \$1,000.

LeRoy Conklin, frame stucco residence, 4 rooms and bath, \$4,000.

Charles S. Inman, move in and remodel 5 room frame residence, \$1600.

Ben M. Sudduth, move in and remodel 6 room frame stucco residence, \$4,000.

W. F. Hardwick, 140 by 40 foot business building, cement block construction with brick front, \$17,000.

J. B. Snead Jr., 34 by 38 foot frame stucco 5 room residence, \$3500.

James W. Witherspoon, remodel business building, 24 by 30 foot brick, \$5,000.

Mrs. T. E. Seigler, 5 room frame residence, 38 by 48 feet, \$9,000.

Baker Brothers, remodel and enlarge First National Bank building, 24 by 70 foot reinforced concrete, 1 story 6 room addition, \$20,000.

J. C. Boone, 5 room residence, \$5,000.

Mrs. Zona Beene, move in 2 room frame residence, \$300.

James W. Witherspoon, remodel and build addition to Hereford Locker, 20 by 60 feet, concrete and concrete tile, \$2500.

James W. Witherspoon, remodel and build addition to business building, 25 by 60 feet, concrete tile construction, \$3500.

J. K. Fore, frame stucco residence, 28 by 36 feet, 5 rooms and bath, \$2500.

Arthur Tiefel, 27 by 38 foot frame stucco four room residence, \$4800.

C. D. Pinckert, concrete block business building, 1 story with steel roof, \$1,000.

A Few of the New Buildings and Homes Under Construction in Hereford



Here are few of the new houses and buildings now under construction in Hereford: (1) An addition to the Witherspoon building on East 2nd street; (2) the new Benefield Motor Company building on West 1st street; a garage and implement building under construction by Herschel E. Miller on East 1st street; (4) A filling station, cafe and grocery built by Roy Wagner on East 1st street; (5) A new filling station under construction east of town on Highway 60. (6) Addition to the Witherspoon building at rear of First State Bank. (7) new store buildings on Sampson street, one of which is already occupied by Western Battery and Electric; (8) Moore and Sowell Service Station at 1st and Kinney; (9) new Church of the Nazarene completed in February. (10) basement for the Fullwood building north of City Hall. (11) S. J. Barclay home on East 5th street. (12) Floyd McGee home on West 10th street; (13) two new homes built by C. H. Forson on Avenue E. (14) new Baptist Mission church on 25-mile Avenue. (15) A. B. Christian home at 508 Miles; (16) new home under construction by S. O. Wilson on West 6th street; (17) Patterson home on East 5th street; (18) George Heard home south of town. (19) Dr. L. B. (Bud) Barnett's new home on East 5th street. (20) Carl Luke home on Bradley street. (21) Glenn Oliver home on West 3rd street. (22) J. C. Hromas home on West 10th street.

### Town Without A Toothache Has Growing Pains

In spite of shortages of materials and labor, Hereford is staging a building boom.

More than sixty homes and business buildings around town have been built or re-modeled during the first three months of the year, and minor improvements are underway on countless others.

With the housing shortage still serious and a constant increase in population apparently in progress, more and more new homes are expected to get under construction as materials become available.

In the pictures on this page are only a few of the new homes and small business buildings which are going up now or have just recently been completed.

Most of the residential buildings under construction are four-to-six-room one-family dwellings. Building in the business district so far has been restricted to one-story additions and small store buildings, though several larger projects are waiting on materials.

Real estate is booming, with unusually large numbers of transactions being recorded each week at the county clerk's office.

Two new churches have been recently constructed in the city. One, the Church of the Nazarene, was completed late in February; and the second, the new Baptist Mission on 25-Mile Avenue, received the finishing touches during March.

Proposed plans for enlarging and re-modeling the Deaf Smith County Sanitarium to increase the bed capacity of the hospital from the present 14 beds to 65, have already been announced by the directors and a bond election to provide funds for the project will probably be called soon.

A city bond election to provide \$50,000 for the construction of a municipal swimming pool has been proposed, and should come to a vote soon.

Plans for a modern packing plant, construction of which is already underway, have been announced by B. E. and Homer Brumley, who will be joined in the business by Marvin A. and Stanford C. Knox. The meat packing plant will be housed in a 40 by 80 foot concrete building surrounded by feeding pens, and will have a capacity of 50 hogs and 80 head of cattle daily, and a storage room of 150-head capacity in connection.

Plans are already materializing for other industrial plants, including an alfalfa de-hydration plant and a canning factory.

### New Type Garage Door Appears on Market Recently

A new, overhead-type, aluminum garage door, made from war stock-pile aluminum, and including construction principles developed during the war in the aircraft industry, is now in production. These new-type Berry Garage Doors are being received in the Southwest in carload lots and are obtainable through any retail lumber dealer.

The door is being massed produced, and is priced sufficiently low for low-cost housing.

The unit is of radical new design, with an inbuilt, counter-balanced operating mechanism. The complete door weighs only 60 lbs. for a full 8x7 ft. size. Particularly adapted to multiple installation because no dividing posts or pillars are required, the door can be installed in garages where the ceiling is flush with the underside of the opening. It requires no tracks for operation. The door opens outward and locks in place to form a canopy under which autos to mobiles can be washed or repaired.

### Building Permits In Texas Show Big Increase

Austin, Texas, March 19—Building permits in Texas were seven-fold greater in January, 1946, than they were in January, 1945, the University of Texas Bureau of Business Research reports.

Statistics from 44 Texas cities show that permits totaling \$36,248,692 were issued this year, compared with \$3,325,652 in January, 1945. The only one of the 44 cities to show a decline was Denison.



ARTIST'S CONCEPTION OF DEAF SMITH FAIR EXHIBIT



The "Town Without a Toothache," will tell more than 10,000,000 persons its story of health, agricultural, industrial and stock possibilities at the State Fair of Texas, in October. This is an artist's conception of what the Deaf Smith County exhibit will resemble in the Agricultural Building in Dallas. Byrle Elliston, who has presented Hereford's attractions at the State exposition for many years, will be in charge of the booth as chairman of the Hereford Chamber of Commerce committee.

**Discharges FILED THIS WEEK**

**William T. Bruner, Master Sergeant** with the 555 AAF Base Unit, received his discharge on Sept. 19 at Camp Chaffee, Ark. He was inducted in the army on March 11, 1943 at Fort Sill, Okla. He had served 18 months overseas in the European Theater, taking part in campaigns in the Rhineland, Ardennes, Northern France, Central Europe, and Normandy, and in the Air Offensive over Europe. He holds the Distinguished Unit Badge, the Bronze Star medal, the Good Conduct medal, the Victory medal, and the EAME theater medal with 1 silver and bronze battle stars.

**Aubyn E. Hodges, Pfc.** with the 301st Infantry Regiment, received his discharge on March 9

at Fort Logan, Colo. He was inducted on Sept. 5, 1944, at Oklahoma City, and served as a machine gunner in the Rhineland campaign in the ETO. He was awarded the Purple Heart medal for wounds received in the campaign on March 4, 1945, the Bronze Star medal, the American theater, EAME, Victory, and Good Conduct medals. He served 4 months overseas.

**Luther Kykendall, Pvt.** in the Engineer Replacement Battalion ETS, received his discharge on January 8 at Fort Lewis, Washington. He was inducted at Oklahoma City on July 3, 1945, and was discharged to enlist in the Regular Army.

**Billy Beene, 1st Lieutenant,** Field Artillery, in the 12th Armored Division, was relieved from active duty on February 17 at Fort Sam Houston. He had entered active duty on March 25, 1943, and served 18 months as a unit commander in the Field Artillery in the Euro-

pean theater, taking part in campaigns in the Rhineland, Normandy, Ardennes, Central Europe, and Northern France. He holds the Bronze Star medal, the American theater medal, EAME theater medal with 5 stars, and the Victory medal.

**Jack R. London, Technician 5th class,** with the 911 Field Artillery Battalion, received his discharge on March 10 at Fort Sam Houston. He was inducted at Lubbock on March 10, 1943, and served 10 months overseas in the European theater, taking part in the campaign in Central Europe. He holds the American theater, EAME Theater (with 1 star) Asiatic Pacific theater, good conduct, and Victory medals.

**Willie H. Wood, Staff-Sergeant** with the 104th Quartermaster Depot Company, was discharged on Sept. 19 at Fort Bliss. He had enlisted at Fort Bliss on March 22, 1941, and served 3 years and 8 months overseas in Hawaii. He holds the Asiatic-Pacific theater medal, the American Defense medal, Good conduct medal, and Victory medal.

**Willard A. Davis, corporal** in the 61 AAF Base Unit, received his discharge on March 8 at Camp Shelby, Miss. He had enlisted in the army on December 11, 1942, at Chicago, Ill. He served as a radar repairman in the European theater for 5 months, and holds the EAME theater medal, the good conduct medal, and the Victory medal.

**Richard C. Jowell, Sergeant** with the 106 Infantry, was discharged on March 3 at Camp Fannin, Texas. He was inducted at Lubbock on November 29, 1943, and served overseas for 18 months, taking part in the Ryukyus campaign, where he was wounded in April 1945. He holds the Purple Heart medal, the Asiatic-Pacific theater medal with one bronze star, and the Good Conduct and Victory medals.

**Reno Whitley, Pfc.** with the 92 Chemical Mortar Battalion, received his discharge on October 11 at Camp San Luis Obispo, Calif. He was inducted on February 25, 1943, at Lubbock, and served overseas for 19 months, taking part in campaigns in Normandy, Northern France,

**Frio**  
BY MARGUERITE MOBLEY

Clark Andrews was honored Sunday with a dinner given in the home of Mr. and Mrs. Jim Brooks on the occasion of his 14th birthday. Those attending were Mr. and Mrs. Henry Dobbs and family, Mr. and Mrs. C. D. Dodson and family, and Mr. and Mrs. Owen Andrews and family.

Mr. and Mrs. R. L. Simpson and Nellie Jo visited in the home of Mr. and Mrs. Vernon Leverett in Amarillo Sunday. Mrs. Simpson and Mrs. Leverett are sisters.

Mr. and Mrs. H. E. Lindley and children were supper guests of Mr. and Mrs. S. J. Greeson at Black Saturday night.

Mr. and Mrs. H. D. Robbins and family were Amarillo visitors Saturday.

Mr. and Mrs. Elmer Jones and girls of Dawn were supper guests of the J. E. Andrews Sunday night.

Mr. and Mrs. David Mandell and Rose visited in the D. L. Layman home Sunday afternoon.

Mr. and Mrs. Dick Lindley and baby and Mrs. W. H. Lindley, all of Wellington, visited several days last week in the H. E. Lindley home. Mrs. W. H. Lindley is making an extended visit in the Lindley home here.

T. L. Sparkman's father from Amarillo spent the week-end here with his son. Mr. and Mrs. T. L. Sparkman Jr., of Dawn were dinner guests Sunday.

Mrs. Ethel Layman and children of Hereford spent Saturday in the home of Mr. and Mrs. D. L. Layman and family. Misses Christine Lindley and Dorothy Mobley completed their beauty course at the San Jacinto Beauty School in Amarillo Monday. They will go to Austin in April to take their final examinations.

J. E. Andrews and Alma and Mrs. T. L. Sparkman Jr. and family were Amarillo visitors Friday.

Mrs. H. M. Mobley and family spent the week end in Floydada visiting relatives.

Mr. and Mrs. J. H. Simpson spent the week end in Wellington.

Mr. and Mrs. H. E. Lindley and Christine and Mr. and Mrs. Sam Lindley were Sunday dinner guests of Mr. and Mrs. Carl Greeson and family at Friona. Rev. and Mrs. Truett D. Allen and sons and Mr. and Mrs. H. D. Robbins and family were Sunday dinner guests of Mr. and Mrs. J. E. Andrews and Alma.

**THE PLAYGROUND OF THE PANHANDLE.**

**For Fun and Relaxation**

COME TO  
**BUFFALO LAKE**

Highway 60 — 3 Miles South of Umbarger

**COMPLETELY MODERN CABINS**  
Accommodations up to Party of 12 People

**FISHING — BOATING**  
No Closed Season

**Club House Open**

**DANCE TO GOOD ORCHESTRA EVERY**  
**Wednesday & Saturday Nite**

Closed to public Tuesday and Friday nights for Private Parties and Dances

Ardennes, Rhineland, and Central Europe. He holds the EAME and Good Conduct medals.

**Olan B. Love, Pfc.** with the 171 Ordnance Depot Company, received his discharge on January 4 at Fort Bliss. He was inducted at Lubbock on October 26, 1942. He served 2 years and two months overseas in New Guinea, and holds the Victory, American Theater, Asiatic-Pacific theater, and good conduct medals.

**Ethredge Ward Jr., Boat-swain's mate 1st class** in the United States Coast Guard, received his discharge on February 18. He enlisted at Amarillo on June 18, 1942, at Amarillo.

Mrs. Henry Melton left Wednesday for a few days visit with relatives and friends in Clarendon.

**Worley Reports On Agriculture Bill in House**

By Eugene Worley

Last week the House took up the annual appropriation bill for agriculture, which is of great importance to farmers and ranchers and others living in rural communities.

Some of the more important provisions which are of interest to the Texas Panhandle are:

(1) Soil Conservation Service. —Over the country new districts are being organized at a very rapid rate. For example, in 1945 there were 1,346 Soil Conservation Districts and by midyear the number had increased to 1,463. It is expected that by the end of 1946 there will be 1,580 Districts completely organized. The Committee recommended the appropriation of two million dollars for the purchase of heavy equipment from government surplus for loan and grant to Conservation Districts.

(2) Fifty million dollars has been recommended for the school lunch program.

(3) An appropriation of \$110,256 to provide farmers with the prompt classification of cotton samples and about ninety thousand dollars to supervise inspection and grading of an increased volume of grain moving in domestic and export trade.

(4) Continuation of the Farm Security Program in assisting veterans and those not in a position to obtain credit from other sources, and for low-income farmers returning from war industries who are not now borrowers and who cannot obtain adequate credit elsewhere.

(5) Two hundred and fifty million dollars for rural electrification loans to be borrowed from the Reconstruction Finance Corporation.

These are several highlights of the Bill and the House is expected to complete action on the measure this week when it will go to the Senate for further consideration.

**MASONIC BULLETIN**  
Hereford Lodge 548

Stated meeting second Monday in each month. School of instruction each Thursday night.

**R. L. THOMPSON, Sec'y.**

O. L. CLICK, W. M.

**Bny, Sell or Trade through Brand Want Ads**

LIGHT TUNE-UP WORK

**Starter and Generator Work**

COMPLETE LUBRICATION SERVICE

Jim Bookout's

**Standard Service Station**

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**WE HAVE 'EM**

**IN STOCK**

**SWEEPS**

**Discs**

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GET IT AT YOUR

**Consumers**

For Better Service—Bigger Dividends!

**I'm a Big Boy Now!**

It wasn't so long ago that only a few farmers in the Panhandle-Plains area knew that the finest potatoes in the country could be grown in this area. It was a small crop then and didn't amount to much.

But look at the potato crop now! It's important and becoming more so every year. Our potatoes are superior to those from the northern states. They taste better—bake better. Agriculture experts will tell you that! And our potatoes are easily marketed.

Yes—we have everything in the Panhandle-Plains—including an abundant supply of cheap, dependable electric power for irrigation and processing of agricultural products.

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**PUBLIC SERVICE**

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51 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

**Seed Barley**

OF GOOD QUALITY

**Sears & Teter**

GRAIN COMPANY

HEREFORD, TEXAS



# Seventy-Four Boys Are Charter Members Of DeMolay Chapter Organized Here

Seventy-four boys became charter members of the Hereford Chapter of DeMolay at an organization meeting at the Masonic Hall Wednesday night, March 13.

Initiatory and DeMolay degrees were conferred by the Amarillo Chapter. The new organization is sponsored by the Scottish Rite Club of Hereford.

Included among the charter members were six boys from Bovina, seven from Friona, one from Dimmitt, one from Black, and one from Summerfield.

Following the initiation and conferring of degrees, the newly organized chapter elected the

following officers: Jack Simmons, Grand Master; David Sowell, Grand Senior Counselor; Jimmy Whitaker, Grand Junior Counselor; and Neel Kimbrough, treasurer. Robert Thompson, secretary of the Hereford Masonic Lodge, is Scribe for the DeMolay. John Patton was named "DeMolay Dad."

The following officers were appointed by the new Grand Master: Ervin Roberson, grand senior deacon; Fred Close, grand junior deacon; Don Bookout, senior steward; Paul Hagar, junior steward; Jim Worrell, chaplain; Bobby Carnahan,

marshal; Roger Corbett, standard bearer; Duane Williams, Orator; Jimmy Easley, first preceptor; John Dyer, second preceptor; Joe Smith, third preceptor; Joe Lyons, fourth preceptor; Bud Corbett, fifth preceptor; Billy Craig, sixth preceptor; and Billy Bradley, seventh preceptor; and James Higgins, sentinel.

The degree team from the Amarillo chapter which conferred degrees on the new DeMolay members, was headed by S. E. Simpson, chairman of the board; John Ekelund, chapter dad, and S. G. Marshall, member of the board; with Phillip Morrill as Master Counselor.

Receiving degrees as charter members of the Hereford chapter were: Curtis Sidney Barclay, Dale P. Bankley, Richard B. Boyd, Robert O. Bateman, Clarence E. Beauford, Joe F. Bishop, Don R. Bookout, William Louis Brady, Gilbert E. Carlyle, Bobby Narvelle Carnahan, Jesse Lawson Olick, Fred Close, John S. Combes, Mark Roger Corbett, James M. Corbett, William F. Craig, Robert Wayne Davis, John Earl Dyer Jr., Daniel E. Dyer, Jimmy O. Easley, Lyle E. Fluit, Carl R. French, Charles W. Frye, Ralph R. Fullwood, Howard C. Gault, Wesley P. Hagar, Bob Hamilton, Robert L. Hennington, Sammy Ray Hershey, James Ellis Higgins, Harold K. Hutson, James D. Hutson, Neely Wilson Kimbrough, Reuben H. Knox, Joe Tom Lyons, Bobby Neill Millard, Harold Wayne Morris, Weldon G. Morris, Virgil H. Morris, Daniel McLallen, Charles Edd Osborn, Joe Allen Os-

born, Robert Peyton Ramey, James Ervin Robinson (received degree in Amarillo), John G. Robinson, Homer D. Russell, William G. Russell, Jack Simmons (Transfer member from San Antonio), George W. Smith, Joseph Edwin Smith, David Sowell, Jimmy Ray Sparkman, Loy Dean Stone, Oliver Streu, James Suttle, Virgil Terry, Jimmy Doyle Whitaker (took degree in Amarillo), Charles Ray Wilder, Duane Williams, Dwight Wilson, James Worrell, and Curtis Barclay, all of Hereford; Charles Wayne Balnum, Kenneth Wade Balnum, Lee Cranfield, Harold Wayne Morris, Weldon Grady Morris, and Charles Edd Osborn, all of Friona;

Ed Eugene Brock, James Roy Ellison, Rudolph Hoffer Jr., D. C. Looney, Charles Allen Ross, and John Wesley Tabor, all of Bovina;

Meredith H. Jackson of Dimmitt; Edward F. Morrison of Black, and V. Wendel Roberson of Summerfield.

## Half of Dimes Collection Is Returned Here

Jim Snelson, manager of the Star theatre and chairman for the Motion Picture Industry's MARCH OF DIMES campaign in Hereford, announced today that he had received a check for \$235.28 from the State Headquarters in Dallas, representing 50 percent of the total MARCH OF DIMES Theatre collections in Deaf Smith County, which will be used by the local chapter of the National Foundation for Infantile Paralysis.

Snelson said this was in keeping with the policy of the National Foundation to return 50 percent of all local collections to the county in which they made to carry on the fight against the dread polio. The other half of the collection has been forwarded to the National Foundation for education and research and to carry on the fight against this human blight on a national basis.

He further stated that the theatremen of Texas were grateful to their movie patrons for contributing so generously to this worthy and human cause.

## Dr. Hendrix Buys Colorado Ranch

Dr. J. W. Hendrix made the final cash payment on a 7,000-acre ranch near La Junta, Colo., March 13. He expects to continue making his home in Hereford, however, and says that he will operate the ranch from here for the present time.

The Hendrix ranch is near the La Junta town section and is already partially stocked.

Read Our Want Ad Page!

WATCH THAT BABY  
*Rolllllll!*

Mister, There's A Fistful of Smooth, Gliding Power In That New Phillips 66!

We didn't take this space to brag and boast. We took it to offer a sincere invitation to you—  
Go down to your nearest Phillips 66 dealer, get a tankful of the new Phillips 66—and feel for yourself!

The way that new gasoline acts in everybody's car is the greatest advertising any product ever got!

PHILLIPS PETROLEUM COMPANY  
Bartlesville, Oklahoma



\*MANY OF THE SAME POWER-INGREDIENTS PUT IN COMBAT AVIATION FUELS FOR THE U.S. ARMY AND NAVY!

PHILLIPS 66 GASOLINE

# A Vital Message

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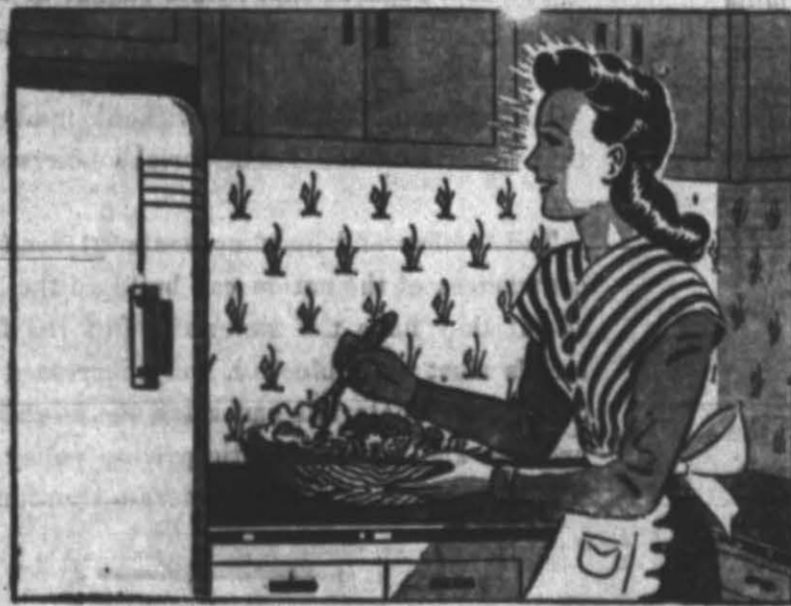
Unless you have increased recently the amount of insurance you carry on your property and its contents, you are probably under-insured, and in case of loss, you may have to bear part of that loss yourself.

John McLean Agency

# YOU'LL BREEZE THROUGH Meal Preparation IN YOUR NEW FREEDOM GAS KITCHEN



Every step of buying, storing and fixing food will be easier... with a wonderful new GAS refrigerator. It's the efficient, "silent servant" that no New Freedom GAS Kitchen can do without! Here's why!



It's convenient! Open the door and you can put your finger on any food you want—instantly! For a new GAS refrigerator has sliding shelves and modern arrangement throughout. No fuss or fumbling, ever!



It's worry-free! No moving parts to get noisy and wear out! A tiny, economical GAS flame keeps your silent GAS refrigerator filled with constant, healthful cold... year after trouble-free year!



It's spacious! More room for everything... and everything kept fresh longer! There's even a special storage space for frozen foods... and a place just made for whipping up home-made ice cream and frozen desserts. All designed to save you dozens of marketing trips!

Don't forget... there are two other important work-savers essential to every New Freedom GAS Kitchen. The ultra-modern automatically controlled GAS range (built to CP standards, of course)... and the new automatic GAS water heater—the best way to get oceans of hot water, economically and efficiently.



West Texas Gas Company

## Challenge Issued to West Texas Farmers to Grow Certified Seed

LUBBOCK — Farmers of West Texas were challenged to make this area the certified seed producing center of the world at a meeting of the Texas Certified Sorghum Seed Growers association at Texas Technological College March 2.

The economic outlook for agriculture, maximum use of rainfall, seed types, farm machinery improvements and cultivation methods were discussed.

R. V. Miller, division of seed certification for the State Department of Agriculture, said the seed certification program started in 1924 with a \$300,000 business in Texas, and that in 1945 the business grossed over \$7,000,000 in the State. Fourteen classes of crops, 211 certification certificates, 3,000 farms and 125,000 acres were included in the 1945 program.

Inflationary trends in agriculture for two or three years were predicted by E. L. McBride, head of the department of agricultural economics at Tech. R. E. Dickson, superintendent of the Spur experiment station, criticized the government and Texas farmers for the way Tex-

as-produced grain was utilized during the war since only 2.3 percent of Texas grain was used for feeding beef cattle and sheep, the two major animals produced in Texas.

The need of maintaining high standards for certified seed was stressed by Dr. E. P. Humbert, head of the department of genetics at Texas A & M, who warned that the federal government might take over seed certification if the states do not do a good job.

Over 100 farmers attended the meeting.

Read Our Want Ad Page!

## Sorghum Seed Test Urged This Year

LUBBOCK — Sorghum seeds should be tested this year because of their low germination percentage due to immaturity caused by drouthy conditions last summer, according to Dr. A. W. Young, head of the plant industry department of Texas Technological College.

Almost all seeds are lower in germination this year, reports Miss Barbara Bedford, assistant seed analyst for the State Department of Agriculture, who is in charge of the seed testing laboratory on the Tech campus.

Farmers wishing to have seed tested should send samples, from one pint to one quart representative of the entire lot, to the seed testing laboratory at Tech.

# LOANS

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We are now prepared to handle your Loan Needs... from a small loan to financing farms and ranches!

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All loans and inquiries strictly confidential. Reasonable rates... Prompt Service!

Complete Abstracts Service — Prompt — Dependable — Accurate

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# PASTEURIZED Milk IS SAFE MILK

Vitamin C Destroyed .....	179	212 .....	Boiling Point
Slight reduction in Vitamin C .....	160	160 .....	Cooking Starts
Tuberculosis Germ Killed .....	140	145 .....	Pasteurization
Septic Sore Throat Germs Killed .....	133	142 .....	Bang's Disease or undulant fever germ killed.
Legal Temperature after Pasteurization .....	50	137 .....	Typhoid and Dysentery germs killed.
		130 .....	Diphtheria Germs killed.
		98.4 .....	Body Temperature (germs multiply)
		32 .....	Freezing.

Pasteurized Milk is NOT Boiled or Cooked! When you buy Cream O' Plains Milk, you KNOW you are getting milk from the Deaf Smith Territory!

FOR PROMPT DEPENDABLE DELIVERIES PHONE 680

Also on Sale in Hereford Stores

HEREFORD CREAMERY  
CECIL MALONE



## Farm Goals for 1946 Are Raised In Food Crisis

Texas farm goals for 1946-47, revised in the light of the threatening world food shortage, were announced this week by B. F. Vance, state director of the Production Marketing Administration of the USDA.

Vastly increased plantings of grain crops are needed, Vance said. Although the corn belt is expected to provide most of the increases in grain acreage, Texas farmers can supply their share by planting more grain crops and by improving their production through fertilization and good land care. Every practicable means should be used to increase production.

To conserve food supplies and to furnish needed supplies of meat, farmers are urged to maintain marketing of beef cattle at high levels and to finish and market hogs at lighter weights.

Poultry producers are asked to raise 15 percent fewer turkeys than in 1945 . . . a 4 percent reduction from the earlier goal. While other poultry goals are unchanged, extreme care should be taken to see that goals for chicks hatched are not exceeded and that flocks are closely culled.

Requirements for milk remain high, but a more rapid decline than was expected has taken place in the number of dairy cows, and the food situation is less encouraging. Dairy-

## Jumbo

MRS. M. L. SIMPSON

Lloyd Leasure, Bob Simpson, and Bob Carthel attended the Fat Stock show at Fort Worth last Saturday. They accompanied Mr. Seale, agriculture teacher, and the FFA boys from Dimmitt.

Mr. and Mrs. C. L. Strickland and Kathy from Lubbock visited over the week end in the Willie Butler home. Mrs. Strickland and Mrs. Butler are sisters.

O. C. Renfro attended a birthday party in Dimmitt last Saturday honoring little Billie Morris Wesson.

Mr. and Mrs. Sam Hunter were visitors in Amarillo last Friday. Mrs. Hunter attended the Northwest Texas Conference for Education there.

Friends of R. W. Baird will be glad to hear that his condition is improving. He is in the hospital in Dallas.

Mr. and Mrs. Gene Stover and boys of Oakland, Calif., and Mr. and Mrs. John Haynes of Brownfield spent last week end with Mr. and Mrs. Russell Haynes and Joe Doyle.

Sunday afternoon Mrs. Haynes entertained the Primary Sunday School class, honoring Joe Doyle on his fifth birthday. Eleven little visitors were present.

Mrs. Marabel Ooke and little girls from the Flagg community spent several days last week in the home of her parents, Mr. and Mrs. J. J. Wilder.

Mr. and Mrs. Bob Baird are happy to announce the arrival of little Fred, born in the Hereford hospital Thursday, March 14. Mother and son are doing well.

Mrs. Buddy Taylor and children of Canyon visited in the F. L. Pinckert home last week end.

Red Cross donations are still coming in. A present we have \$138.50. Those who have not contributed can send their checks to Mrs. M. L. Simpson.

Another party of unusual interest was the one given Thursday, March 14, at the home of Mrs. J. J. Wilder, with Mesdames T. A. May, C. E. Leasure, Howard Bishop, and Mrs. Wilder as hostesses, honoring Mrs. Robert Pinckert.

Mrs. Howard Bishop conduct-

men are urged to push yield-boosting conservation practices which offer the best chance of increasing milk production. These practices include greater use of lime and fertilizer, and improving permanent and supplementary pastures and hay.

The dairy payment program will be continued through June 30.

## 'Insurance' for \$40,000 Arm



The Tigers aren't taking chances on Hal Newhouser's \$40,000 pitching arm being injured by line drives. The Detroit ace huris to batting practice from safety of canvas screen at Lakeland Fla.

ed several games, with Mrs. Chub Pinckert, Mrs. J. M. Coke, and Mrs. Butler winning the prizes. Then Mrs. Pinckert was showered with many gifts.

Delicious refreshments of angel food cake and punch, with sweet peas as favors, were served to the following guests: Mesdames Bob Pinckert, F. L. Pinckert, V. H. McConnell, M. T. Sparkman, Ed Adams, Rus-

sell Haynes, Rachel Hunter, P. H. Dyer, L. A. Matthews, M. L. Simpson, Marvin Spencer, Burl Warren, J. M. Coke of Flagg, and W. A. Hunter, Chub Pinckert, and Clarence Botts of Hereford.

The Matthews family celebrated the home-coming of Merle with a turkey dinner and all the trimmings in the home of Lawrence Matthews in Albu-

querque, N. M., Sunday. Those present were Mr. and Mrs. L. A. Matthews and Phil, Mr. and Mrs. Howard Bishop, Merle and Leon Matthews, and Miss Frances Hayes of Canyon.

Orval Pierce has been taking treatment in the Veteran's Hospital in Amarillo for the past week.

Jim Maddox and Ralph Dickerson, nephew of M. L. Simpson, from Cordell, Oklahoma, visited in the Simpson home Thursday. Bill Simpson went back to Cordell with them to visit his aunt, Mrs. J. F. Dickerson and family.

Jimmy Doris Hunter visited her sister, Norma, in Lubbock Saturday and Sunday.

Rev. and Mrs. J. R. Sharp came to Jumbo Sunday and had dinner with Mr. and Mrs. Finis Hunter. In the afternoon they all visited Orval Pierce in the Amarillo hospital.

Everybody had a good time at the "42" party at the schoolhouse last Wednesday night. The last party for the season will be Wednesday, March 28. Everybody is invited to come and enjoy the evening.

## B. E. Brumley Gets Holstein-Friesian

B. E. Brumley, recently acquired a registered Holstein-Friesian bull from the herd of H. B. Hales, Amarillo. Change of ownership for this

animal, Hales Inka Aaggie 941689, has been officially recorded by The Holstein-Friesian Association of America, Battleboro, Vt.

The Association issued \$55 registry and transfer certificates to Texas breeders during 1945

Try a Want Ad!

## NOTICE Amarillo Tree Service

will be in  
Hereford beginning  
**FRIDAY, MARCH 22**

for tree pruning  
tree surgery  
landscaping  
commercial fertilizing

Call **HEREFORD FLORAL**  
PHONE 773

Representative will call at your place and give estimates—NO OBLIGATION!  
**ALL WORK INSURED!**

# Why don't we have lumber FOR HOME BUILDING?

There are plenty of trees, plenty of lumber mills, but very little lumber for Home Building. WHY?

Here are the simple facts behind the lumber shortage—these facts are stopping Home Building:

1. Over 50% of our lumber was once cut by small mills. Thousand of these mills were put out of business during the war by OPA ceiling prices. OPA still cling to wartime policies and these mills are still out of business.
2. OPA's blind "hold the line" policies, plus lack of enforcement, have led to the development of a huge Black Market in lumber. "Black Market" lumber is lumber that costs the people more money than they would pay if lumber were flowing to them through the normal channels of distribution—the retail lumber dealer.
3. Wartime ceiling prices made it profitable for the lumber manufacturer to cut sizes of lumber suitable for war uses, but not suitable for home construction. As OPA continues this unrealistic policy, manufacturers continue to cut lumber sizes which are unsuitable for home construction. In some cases premium prices granted by OPA encourages production of lumber not usable for Home Building. Proper peacetime adjustments have not yet been made to encourage production of home construction lumber such as flooring, ceiling, siding, millwork, plywood—all essential items in home construction. This situation affects all lumber production.

4. The manufacturers of lumber have been provided with a hidden premium on export lumber. The OPA has made it more profitable to produce lumber for export to foreign countries than to produce lumber for home construction.

These were merely examples from the lumber field which indicate the type of OPA action that is blocking the production of home building materials in many fields.

The fact remains that homes cannot be built by any industry or Government agency without materials.

Homes cannot be built without lumber—whether that home be wood frame, brick, concrete, or stone.

The lumber and building material dealers, and the contractors of the nation can build all the homes needed—if they have the materials. But the flow of materials must be unblocked. Only increased production of building materials can solve the so-called housing problem and the unrealistic pricing policy of OPA is the biggest present block to increased production!

Any government program that does not **FIRST** remove the obstacles blocking production of materials will simply add additional difficulties to the problem facing the building industry.

**Rockwell Bros. Lumber Co.**  
LUMBERMEN  
**Kemp Lumber Co.**

**Hereford Lumber Co.**  
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IMMEDIATE DELIVERY

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12-36	13-36
1300-24	14-28
1125-36	15-32
11-36	11-38
13-24	1125-28
750-10	750-18



**Fraser Oil Company**



### Shriners Parade Will Be Held In Amarillo May 18

Harold A. Close, Aide to the Potentate of Khiva Temple, A. O. N. M. S., said one of the best parades ever put on by Khiva Temple will be held on Saturday, May 18, at 3:30 P. M., starting from 5th and Fillmore, Amarillo, Texas. Oriental pageantry by the officers, uniformed units of Khiva Temple in all their color, beauty, retinue, glory, pomp and splendor, combined with drill formations, floats, good music, novice antics will make this a parade worth seeing.

A full form ceremonial will be held, good entertainment for everybody. Nobles are requested to bring in their reports on cases of crippled children within their counties who need the services offered by the Shriners Hospitals for Crippled Children. Camel Herders will hold a reunion on Friday, May 17, to which all Nobles and candidates are invited.

### Family Get-To-Gether

Mr. and Mrs. W. E. Dameron and daughter, June, and Mr. and Mrs. Harry Seed went to Silverton Sunday to visit a sister, Mrs. Clyde Wright and family. While there they visited with the Wright's son, Jack Wright and family of Seattle, Washington, and a daughter, Mrs. Harold Owenby and baby of Tulsa, Okla.

Read Our Want Ad Page!

### UNKLE HANK SEZ

WHEN A MAN BECOMES SUDDENLY RICH HE USUALLY FINDS OUT THAT HE HAS A LOT MORE KINFOLKS THAN HE'D EVER DREAMED OF.



Have you dreamed of a store loaded with the things you want... priced at prices you can afford to pay! Then, you must have been dreaming about the MILLER AUTO SUPPLY. We're prepared to provide you with the latest in auto replacement parts.

See The New "APEX" Washing Machine on display at our store

MILLER AUTO STORE Phone 12 Hereford, Tex

### These Men Can Put Your Lights Out!



Kingpins in the United Mine Workers' Policy Committee are shown conducting Policy Committee meeting in Washington, where miners and coal operators are negotiating a new contract. Conducting meeting is John L. Lewis, UMW president; at left, John O'Leary, UMW vice president; at right, Thomas Kennedy, UMW secretary-treasurer. Virtually all industry—utilities, steel, railroads, factories—depends on coal, and a few weeks' supply is the most any industry has on hand.

### Progressive

BY NORMA LEA EDWARDS

Literary society meetings will start at 8:15 o'clock. The hour was changed by vote at the last meeting. Everyone is invited to attend.

Two more of the boys from this community returned home from overseas last week. Jake Gregory, son of Mrs. W. P. Gregory, arrived home Saturday and Harold Harvey, son of Mr. and Mrs. Lewis Harvey, arrived home Thursday. Both received their discharges at Fort Sam Houston.

Mr. and Mrs. Pete Carmichael and children attended the Sheppard-Wells wedding and reception Sunday evening. Mrs. Fred Saltzman honored her son, Harold, with a turkey dinner Sunday. Among those present were her brother and wife and two sons from Amarillo, Mr. and Mrs. Sylvester Fangman, Mr. and Mrs. Matt Ruthardt and Yvonne, Mrs. Gregory, Augustine, Jake and Millard, Albert Conatser, and Mr. and Mrs. V. E. Dodson.

Mr. and Mrs. Lewis Harvey, Harold, and Homer were visitors in Amarillo and Canyon Saturday. Mr. and Mrs. G. H. Ham and Misses Louise and Helen Hamm of Amarillo spent Sunday with Mr. and Mrs. Noel Higgins. Mr. and Mrs. C. C. Bowman called on Miss Ora Lewis, Mr. and Mrs. Carlos Vaughn, and Mrs. Ida Vaughn Sunday afternoon.

Mr. and Mrs. Ira Scott, Jo Eddy and Kay Lynn, were visitors in the V. E. Dodson home Tuesday.

Clyde Neel of Lella Lake spent several days last week with his grandmother, Mrs. J. W. Vick and Offus and Harlin.

Mr. and Mrs. J. C. Mays and Miss Earline Kemp of Hereford, Mr. and Mrs. C. E. Watts and daughters, Mr. and Mrs. Orval Edwards, Mr. and Mrs. Bill Bowman, Norma Lea and Mary

Catherine Edwards enjoyed "42" and music in the A. G. Kemp home Friday night.

Mrs. Luke McBrayer and daughters of Dalhart spent the week-end in the home of her parents, Mr. and Mrs. Ira Ricketts.

Mesdames L. B. Drake, Herman Drake, Ira Ricketts, Buck Parsons, and Nancy, and Mrs. C. G. Bowman called on Mrs. Calvin Edwards and Wayne at the Godwin hospital in Hereford last week.

A surprise dinner was given in honor of Mr. and Mrs. J. L. Citek at their home Sunday. Those attending were Mrs. Lawson Kemp and children of Plainview, Mr. and Mrs. A. G. Kemp and Earline and Alton and Mr. and Mrs. O. L. Citek and son.

Mrs. Harvey Lee, Mrs. D. R. Weaver, Willie Mac, Vicki, and Mr. and Mrs. I. W. Scott were guests in the V. E. Dodson home for a short while Friday.

Mr. and Mrs. Ben Fortner and son of Arney were dinner-guests in the Lewis Harvey home Sunday.

P. H. and Matt Gilliland of Hereford and Forrest Marnell visited in the Gregory home Sunday evening.

Mr. and Mrs. Clyde Russell and family spent Sunday in the Ira Ricketts home.

Mr. and Mrs. Horace Hershey and children were Amarillo visitors Saturday.

Wayne Neel of Lella Lake spent last week end in the J. W. Vick home.

The Edwards families and Mrs. Bill Bowman attended the

funeral of Mrs. Guy Edwards in Hereford Thursday afternoon.

Those visiting and enjoying music in the W. P. Gregory home Saturday night were Mr. and Mrs. J. C. Mays, Mr. and Mrs. Fred Saltzman, Mr. and Mrs. H. D. Martin, Mr. and Mrs. C. E. Watts and Patsy, Mr. and Mrs. Tom McGary, Mrs. Hammock, and Norma Lea Edwards. Mr. and Mrs. W. B. Griffin and family of Borger spent Sunday in the P. L. Carmichael home.

Albert Conatser of Bushland spent Sunday evening with Harold Harvey. Lindie McBrayer was a guest Saturday night in the home of Doris and Linda Russell.

Mr. and Mrs. P. L. Carmichael and Shari were supper guests in the V. E. Dodson home Wednesday.

Mr. and Mrs. J. W. Carter and daughters of Canyon visited last Sunday in the home of Mr. and Mrs. Ira Ricketts.

Clyde Neel called in the Lewis Harvey and D. Y. Edwards homes last week.

Mrs. Noel Higgins was honored with a gift shower at the home of Mrs. Clyde Russell Tuesday afternoon of last week.

After a short program, the gifts were presented. Refreshments were served to Mesdames C. C. Bowman, Lewis Harvey, Ira Ricketts, A. S. Higgins, Horace Hershey, Buck Parsons, Arnold Hershey, Bill Bowman, Howard Higgins, V. E. Dodson, P. L. Carmichael, J. L. Park, F. J. Walterscheid, C. V. Burgess, Orin Russell, and Pearl Boyer, Miss

Norma Lea Edwards, and the honoree. Several persons sent gifts.

Mrs. Calvin Edwards and son Wayne came home from the hospital Friday.

Mrs. L. B. King and Richard and Philip Palmer of Amarillo visited Mrs. Calvin Edwards and family Monday.

Mr. and Mrs. Carlos Anderson and son of Hereford called in the P. L. Carmichael home Sunday afternoon.

Visiting in the W. P. Gregory home are Mr. and Mrs. H. D. Martin of Valley View. Mrs. Martin is a niece of Mrs. Gregory.

Mesdames V. E. Dodson, Clyde Russell, Lewis Harvey, and Pete Carmichael attended a gift shower for Mrs. Ira Scott at the home of Mrs. Noble Elliston at Wyche Thursday.

### FAIRVIEW H. D. CLUB

The Fairview Home Demonstration club met in the home of Mrs. E. W. Shugart on March 12 at two o'clock. Miss Sadie Lee Oliver gave a talk on curtains, various materials being used now, and other materials that will be used later.

Refreshments of punch and jello pie were served to ten members and two visitors.

Present were Mesdames Bob Axe, Dan Higgins, E. W. Shugart, E. W. Womble, W. R. Moore, J. F. Matthews, Ollie Grabbe, A. T. Allen, Gilbert Wynn, and C. R. Hughes, members, and Mrs. Wayne Higgins and Mrs. A. E. Huggins, visitors; and Miss Oliver, OHDA.

The next meeting will be held in the home of Mrs. E. W. Womble in Canyon at 12 o'clock March 26.

### Ranchmen Must Fill Out Grazing Management Plan

Ranchmen intending to participate in the 1946 conservation program were reminded today that grazing management plans must be filled out before May 31.

The new provision in the Agriculture Conservation Program

applies to farms or ranches with 1920 acres or more of pasture or range land, N. E. Gass, county ACA chairman, points out.

Information which must be in the written plan includes the number of acres, type or range, acreage of supplemental pastures, food reserves, number of livestock, grazing capacity of

range, recommended maximum number of livestock, and the range management practices to be performed.

Forms to be used in filling out the range management plan may be obtained from the County AAA office in the courthouse.

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...Call or write us for Free Inspection and Estimate...

Our Method Insures Safe, Lasting Protection!

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**Chiropractic Naturopathic Clinic**

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If you are an ex-service man—and want to build a home, we will be glad to help you. Materials for all G-I HOMES have been coming through in Good Shape.

WE HAVE PLENTY OF APPLICATION BLANKS IN OUR OFFICE... and we will be glad to help you fill out your blank, without Cost or Obligation.

G-I HOMES are the ONLY CLASSIFICATION FOR WHICH WE HAVE BEEN ABLE TO GET MATERIALS. HOWEVER, these materials are available on short notice!

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# SOCIETY

## F. T. Roloson Is Honored on Birthday

F. T. Roloson, longtime lawyer in Hereford, celebrated his birthday Saturday when Mrs. Roloson entertained with a dinner party at six o'clock in his honor.

A St. Patrick's Day theme was used in table decorations with green tapers lighting the table and topping the birthday cake. Special guests were Rev. and Mrs. M. M. Beavers who attend-

ed Mr. Roloson's birthday dinner here twenty four years ago. Other guests included Mr. and Mrs. J. E. Beyer, Mr. and Mrs. S. B. McLallen and the Roloson's daughter, Mrs. Norman Whisenand and Mr. Whisenand of Borger.

The afternoon was spent in writing birthday messages for the honoree on place cards which were in the form of green shamrocks with history dates written inside.

Lowry Mallory of Anniston, Alabama, spent the week end in Hereford visiting in the home of his fiancée, Miss Ruth Baker, daughter of Mr. and Mrs. E. O. Baker.

## Hereford Co-ed's Engagement Told

Mr. and Mrs. E. O. Baker have announced the engagement of their daughter, Miss Ruth Baker, to Lowry Mallory of Anniston, Ala.

Miss Baker is a senior student at Colorado State College of Education, Greeley, and was listed this year as one of the out-standing students of CSCE who will be listed in Who's Who of Colleges and Universities.

The engagement was announced last week at CSCE at a meeting of the bride-elect's sorority, Alpha Sigma Alpha, when a five pound box of candy, wrapped in the sorority colors, was presented to the president. Envelopes containing cut-outs of the states of Texas and Alabama, home states of the betrothed couple, were given to each member.

Miss Baker is editor of the Cache La Poudre year book, president of Kappa Delta Pi and a member of Pi Lambda Theta, honorary sorority.

Before going into service, when he served 23 months in the Pacific theatre, he was a student at Wake Forest College, N. C. He is now in Greeley.

The couple have been visiting her people here the past week-end at the Baker farm, formerly the Glenn Weir farm, on the Dimmitt highway.

The wedding will take place this summer either in Greeley or in Hereford.

Mr. and Mrs. Art Koons of Hannibal, Missouri, were visitors last week-end in the home of Mrs. F. E. Givan.



Miss Ruth Baker, whose engagement to Lowry Mallory of Anniston, Alabama, has just been announced.

## W. S. C. S. Circles Meet for Study

Circles of the Woman's Society of Christian Service of the Methodist Church met with members Wednesday afternoon, March 13.

Lutite Fox Circle met with Mrs. J. O. Newell with Mrs. E. W. Harrison giving the Nineteenth Psalm as the devotional lesson. The new study book, African Logs, was reviewed by Mrs. Walk Boston.

Mrs. Chester Strickland conducted a business session and Mrs. Jim Black acted as leader.

Mesdames Harrison, J. B. Jones and J. F. Ward gave the life sketch of the late Mrs. Lutite Fox, for whom the circle was named.

Carrie Black Circle met with Mrs. J. W. Thomas and after a short business meeting Mrs. M. L. Boyd gave the opening prayer. Mrs. D. W. Hawkins gave the devotional program and the introduction to the lesson was given by Mrs. L. C. Thomas.

The program on "Families in a new World" consisted of a talk on One Church's Program of Demobilization given by Mrs. Lyle Blanton and a discussion of "Marriage and the Family after the War" given by Mrs. Forrest Minton.

Mrs. D. W. Hawkins will be hostess for the next circle meeting.

Mr. and Mrs. John Kelly have purchased Mrs. Montfort's home on Gough street. He is associated with Fraser Mills.

Use **666** COLD PREPARATIONS Liquid, Tablets, Salve, Nose Drops Caution—Use Only As Directed

# SONS In the Service

Jacob D. Greeson, Yeoman 3-c, of Hereford, received his discharge from the United States Navy March 9 at the Navy Separation Center at Norman, Oklahoma. Greeson served for ten months overseas on the Pacific Far East and Alaska, serving aboard the USS Rendova and the USS Mustin.

Alon Franklin Monroe, Fireman 1-c of Hereford, received his discharge from the Navy March 6 at the Naval Separation Center at Norman, Oklahoma. He had served 13 months in the Pacific aboard the USS Mackinac, and took part in the occupation of Japan.

Jack D. Allmon, aviation electronics technical mate 1st class, received his discharge from the Navy February 24 at San Pedro, California. He was stationed aboard the USS Corregidor and the USS Antietam during 17 months in the Pacific, and holds the Victory, Asiatic-Pacific theater, American theater, and good conduct medals.

## Former Resident Buried Saturday At Spring Lake

Funeral services were held Saturday in Spring Lake for Mrs. Myrtle Rudd who died in Phoenix, Ariz., on March 12.

Mrs. Rudd passed away at the home of her daughter, Mrs. Viola Culp after a short illness. She was born near Chillicothe, Mo. in 1880 and was married to J. W. Rudd Feb. 13, 1895. They came to Hereford 36 years ago to make their home and raised a large family here.

One son, Paul, still lives in Hereford. Her other four sons include Robert of Rheinbeck, Iowa; Willie, Raymond and Ralph of Spring Lake. She also leaves four daughters; Mrs. Culp, Mrs. Ethel Corley, Clovis; Mrs. Pearl Sherbett, Houston and Mrs. Ruby Thomason, Borger.

All the children except Mrs. Sherbett were present for the funeral rites.

Mr. Rudd who passed away eight years ago, is also buried in Spring Lake.

## New Yorker Turns Cowpuncher; Likes Texas Panhandle

High praise for the high plains came from a native New Yorker this week.

John J. Moore of Batavia, New York, who has been visiting his son, Norman Moore, in Hereford for the past three months, is thoroughly sold on the Texas Panhandle.

"There never were such nice people as I have found here in Hereford and in the Panhandle," Mr. Moore said. "Even clerks in the stores are more courteous than they are in my home town."

Preparing to return to his home in New York, Mr. Moore has provided himself with full cow-puncher regalia, including a ten-gallon hat, high heeled boots, and a six shooter, and says "When I go back, I'm going back as a full-fledged cowboy and show those Easterners what tenderfeet they really are."

Mr. Moore, who has spent a number of years experimenting with and designing farming equipment, says that he's coming back to Hereford this fall to see the harvest. He was greatly impressed with the Deaf Smith county spuds.

## Local Calf Wins Fifth Place In Stock Show

A calf entered by Elson Hennington, Deaf Smith county 4-H Club boy who lives north of Hereford, placed 5th in the Junior Division at the Amarillo Fat Stock Show last week.

The calf was bred by Colby Conkright, and was valued at \$50 when it was placed on full feed. During the 59-days immediately preceding the show, the calf gained 2.8 pounds per day while being fed on ground he-gari bundles, omaline, corn chops, and soy bean meal.

It weighed 735 pounds, and sold for \$257.25, or 35 cents a pound, and in addition brought \$13.00 in prize money.

Elson already has another calf picked for next year's show.

Try a Want Ad!



Pat O'Brien and Adolphe Menjou endeavor to escort a slightly inebriated friend in this scene from "Man Alive" at the Texas Sunday, Monday and Tuesday.

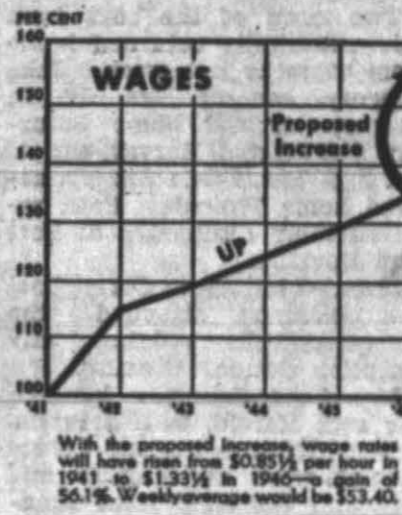
## FAMILY REUNION

The W. A. Carroll family held a reunion here the week end of March 8-9 with out-of-town relatives visiting in the homes of Mr. and Mrs. Alvin Carroll and Mr. and Mrs. Onias Carroll.

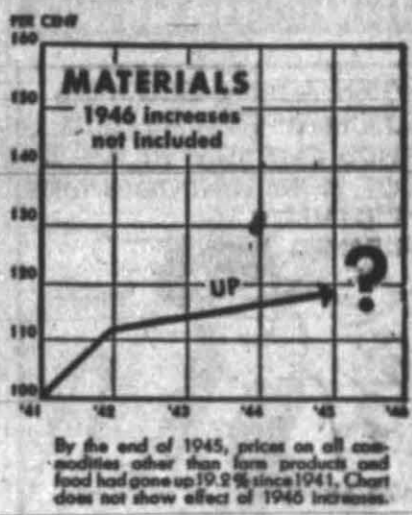
Those here for the occasion were Mr. and Mrs. W. A. Carroll, Alvin William Dawson and Mr. and Mrs. Winfred Burckett, all of Borger, Mrs. John W. Lee and children John Carroll and Barbara of Amarillo.

# How would you CHART YOUR COURSE?

Pictured here are the records of four "life lines" of our business—four things which largely control the destiny of any business, whether it be a farm, a factory or a store. They are Wages, Materials Costs, Prices, and Profits. Suppose these were pictures of what is going on in your own affairs. How would you chart your future course from these facts?



With the proposed increase, wage rates will have risen from \$0.85 1/2 per hour in 1941 to \$1.37 1/2 in 1945—a gain of 59.1%. Weekly average would be \$53.40.



By the end of 1945, prices on all commodities other than farm products and food had gone up 19.2% since 1941. Chart does not show effect of 1946 increases.



Using U. S. Bureau of Labor Statistics with 1941 prices equalling 100, prices of farm machinery in 1945 were only 104.9.



Profit per dollar of sale has declined since in 1945 it was slightly less than four cents, as against 8.4 cents in 1941.

## What about wages?

Wages have risen steadily for five years. Before the strike which began on January 21 in ten of our plants and which has choked off nearly all farm machinery production, earnings of employees of these plants averaged \$1.15 1/2 an hour, not including any overtime. The Union demanded a 24 cents per hour increase and a Government board has now recommended a general increase of 18 cents an hour, which would make average earnings \$1.33 1/4 an hour. Weekly average would be \$53.40.

## What about materials?

No one seems to know how high materials costs will go. The Government has increased steel prices as much as \$12.00 a ton, with an average increase for all grades of 6.2%. Steel is the most important material we buy, but prices on other materials are also increasing.

## What about prices?

There has been no general increase in our prices since they were frozen by the Government in early 1942. Since then a few small increases have been allowed where particular machines were substantially changed in design.

## What about profits?

Risk is part of the American profit and loss system, so we do not, of course, ask either our customers or the Government to guarantee that we can be certain of profits each year. The chart tells the story of our profits during the war. Although Harvester produced more goods than ever before, it had no desire to get rich out of war, so our rate of profit has steadily gone down. What our 1946 profit will be is extremely uncertain.

## What is the next step?

As you can see, our present situation is that with frozen prices and declining profits, we are asked to pay higher materials costs and to make the biggest wage increase in the history of the Company. Can we do this?

Wages and materials consume all but a few cents of every dollar we take in. If our prices continue frozen, and cost of wages and

materials continues to rise, obviously our Company will begin to operate at a loss at some point.

The exact point at which operating at a loss would start is a matter of judgment. Government agencies and union leaders may have opinions as to where that point is. But if they turn out to be wrong, they can shrug their shoulders and say: "Well, it wasn't my responsibility. I didn't make the decision."

The management of this Company cannot and will not say that. It dares not gamble. It has to be sure. Continuation of our service to millions of customers, the future jobs of thousands of employees, and the safety of the investments of 35,000 stockholders depend on our making as correct a decision as is humanly possible.

## What about future prices on farm machinery?

The judgment of Harvester's management is that we cannot effectively make the huge wage increase recommended by the Government until the Government authorizes adequate increases in the prices of farm machinery to cover the resulting increased costs.

That is not a judgment that makes us happy. The Company does not want to raise prices. We prefer to lower prices, when possible, and we know our customers prefer to have us do that. We have produced at 1942 prices, and hoped we could continue to do so. We have delayed seeking general price relief in the hope that it could be avoided. Now we are convinced that it cannot be avoided any longer. The price question must be settled. Until it is settled we do not see how we can settle the wage question. Until the wage question is settled we do not see how we can resume production and begin turning out the farm machines which we know our farmer customers need.

Because of the important stake which both farmers and city dwellers have in this controversy, we are bringing these matters to your attention. Through the cross currents of today's conditions, we are trying to chart a course that is fair to our employees, to our farmer customers, and to our stockholders.

# INTERNATIONAL HARVESTER

WE NEED

# Wheat

to keep our mill operating, and will pay the top OPA price of \$1.57 a bushel . . .

... ANY AMOUNT, large or small

## PACKARD MILLING CO.

FRANK GYLES                      WILSON GYLES



# Telephone switchboards are busier than ever

Telephone switchboards are mighty busy these days. We have less reserve equipment to handle surges of calls which occur during bad weather or in advance of holidays. With hundreds of families without telephone service, it has seemed best to use up such reserve equipment to bring service to some of the people waiting.

To telephone users generally, during most hours of the day, there will be little difference in the speed of service. During busy hours, when the heaviest volume of calls is made, some people may find the operator is not so prompt as usual in answering.

As fast as possible, we are pushing the installation of new equipment here, so that we can bring service to all those who are waiting.

SOUTHWESTERN BELL TELEPHONE CO.



### County Was 11th In State to Make Red Cross Quota

Deaf Smith county was the 11th county in Texas to complete its quota in the Red Cross Membership Campaign which began on March 1, E. C. Eubanks, chairman of the Deaf Smith county chapter, said this week.

The local chapter reached its quota of \$4,765 in the first few days of the campaign, falling only a small amount short of the goal on the opening day of the drive. Donations totaling more than \$3,000 were received by the local chapter.

"The Deaf Smith County chapter wishes to express sincere thanks for the wonderful response in the recent Red Cross drive; Mr. Eubanks said. "Especially we wish to thank Mrs. Elizabeth Womble for the efficient manner in which the drive was conducted. Also we would say thanks to all the volunteer workers, mentioning particularly the Fenney store window, the Hereford Brand publicity, and the City Mayor for his cooperation."

Ruby Lee Baker, teacher in the Hobbs, New Mexico, schools; and Ruth Baker, student at Colorado State College of Education in Greeley, Colo., spent the week-end here visiting in the home of their parents, Mr. and Mrs. E. O. Baker.

Try a Want Ad!



Arturo de Cordova and Dorothy Lamour are the passionate lovers in this gay musical, "Masquerade in Mexico," showing at the Star Theatre Sunday, Monday and Tuesday.

### Dawn

By MRS. CARL WIMBERLEY

On the honor roll in Mrs. J. J. Bollings room for the past six week's work were Myrtle Smith, Patricia Walton, and G. W. Suggs.

Misses Joy Miller, Wynell Fain, Marilyn Ann Lewis, and Mrs. Pringle had a party Thursday afternoon for Mrs. Bolling's pupils in honor of Joy's birthday. Mrs. H. E. Miller, Mrs. E. G. Lewis, and Mrs. Craig were visitors. Cake, punch, and ice cream were served.

Mr. and Mrs. Lloyd Airhart visited Miss Dorothy Airhart Monday in Plainview, and visited Wednesday with Mr. and

### Albert Grubbs Is On Way Home

With the Eighth Army in Japan—Private First Class Albert L. Grubbs of Hereford, Texas, is among the latest group of men selected from the famous 1st Cavalry Division to return to the United States from Tokyo for demobilization.

Overseas 14 months, Grubbs is a rifle man for Headquarters Troop, 12th Cavalry Regiment. A veteran of two campaigns, he wears the Asiatic-Pacific Theater Ribbon with two stars for Leyte and Luzon. He also wears the Philippine Liberation Ribbon with two stars, and the Combat Infantryman's badge.

As a civilian, Grubbs attended Hereford High School, and later went to work for the late Bill Gentry, as a carpenter. He entered the Army on June 28, 1944, and received his basic training at Camp Wolters, Texas.

His parents, Mr. and Mrs. J. J. Grubbs, reside at Wellington, Texas. His wife, Mrs. Elaine Grubbs, resides at Hereford, Texas.

Mrs. T. G. Airhart in Amarillo. Miss Kathleen Hafner has been chosen one of the beauties in the sophomore class, and Miss Wilma Jean Millen has been chosen as one of the beauties in the senior class.

Misses Miller and Mary Frye have parts in the senior play at West Texas State high school at Canyon. Both are staying at West Texas State high school at Canyon. Both are staying in Canyon while rehearsals are in progress.

Mrs. Ella Turek of Borger and Miss Sarah Smith of Canyon spent last week end in the home of their parents, Mr. and Mrs. L. A. Smith.

Mrs. Signor of Hereford was a recent visitor in the home of Mr. and Mrs. W. H. Caraway.

Mrs. Louie Wedel and son of Hereford visited relatives here Friday evening, calling in the homes of H. E. Miller, N. R. Miller, and Lloyd Bentley.

Mr. and Mrs. Gayle Neal of Amarillo visited Sunday afternoon in the home of Mr. and Mrs. H. H. Miller.

Mr. Frost, who works on the Fain ranch, is in an Amarillo hospital for medical treatment.

Mr. and Mrs. A. A. Rhodes and family moved Friday to the Westway community.

Wednesday the members and counsellors of the Girls Auxiliary presented Helen Fay Rhodes with a Bible as a farewell gift.

H. E. Miller made a business trip to Dallas Wednesday, returning home Sunday. Mr. and Mrs. Ed East of Amarillo and daughter from Vancouver, Washington, accompanied Mr. Miller from Amarillo and were guests in the Miller home.

Mrs. J. D. Carr of Canadian was a week end guest in the H. E. Miller home. She is Mrs. Jed Miller's mother.

Mr. and Mrs. Boyd Stewart and Mr. and Mrs. John Graham moved into apartments in the hotel this week.

Sixty-nine persons attended Sunday school this week. The beginners, primary and junior classes are working on a special Easter program of songs and recitations.

Mr. and Mrs. Tony Burrus and family visited his mother, Mrs. S. G. Burrus, at Canyon Sunday. Mrs. Carl Wimberley, Myrtle and Shirley Smith, Earline DeTrent, Wanda Sue and Phyllis Ann Wimberley attended a song recital at the Christian church in Hereford Sunday afternoon.

Mr. and Mrs. Eugene Pringle of Borger spent the week-end with his mother, Mrs. Lydia Pringle.

### Veterans Should Make Application Now for Educational Benefits

Veterans who intend to take advantage of the free educational and training benefits provided for them by the government should apply for their certificates of entitlement as soon as possible, even if they do not intend to go to school for several months, Harold E. Van Horn, 502 Oliver-Eagle Building, Amarillo, Texas, Contact Representative for the Veterans Administration, said today.

Mr. Van Horn said a number of veterans visiting his office are under the impression that they cannot apply for their eligibility certificates until they arrive at the school or college they wish to attend, often in distant states. This is not the case, and it is to every veteran's advantage to apply for the certificate well in advance of the date he expects to enter school. Applications for eligibility certificates may be made at Mr. Van Horn's office, which forwards the applications to the Veterans Administration Regional Office for approval. The completed certificates are returned to the veteran in a short time. The veteran may then use the certificate at any time to obtain free instruction at any institution approved by the Veterans Administration. The certificate is presented to the school officials when the veteran enrolls.

By applying for and obtaining the certificate in advance, the veteran eliminates the possibility that the school will require him to pay tuition and other fees in advance, refunding these sums at a later date when the veteran secures and presents his eligibility certificate.

The same certificate, Mr. Van Horn pointed out, may be used by veterans who wish to take vocational training or on-the-job training. In all cases it is to his advantage to obtain the certificate before he enrolls at the school or goes to work under the "on-the-job" plan.

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# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Audine Sheppard Is Bride of Mr. Wells In Church Ceremony Held Here Sun.

Before an altar arrangement of pink and white snap dragons and seven branched standards holding white Cathedral tapers, Audine Sheppard, daughter of Mr. and Mrs. C. E. Sheppard, was married to William W. Wells of Portales, N. M., Sunday evening at 6 o'clock in the Church of Christ. Minister L. C. Andrews read the ceremony.

The couple was attended by Miss Gwendolyn Springer, as maid of honor and John Duke of Wheatland, N. M., who served as best man.

Miss Springer wore a fuchsia colored woolen suit with black

and white accessories. The bride was attired in a powder blue suit with pale pink blouse and hat and black accessories. She carried a white Bible topped with gardenias tied with ribbon streamers and she wore a shoulder bouquet of gardenias and pink rosebuds.

Following the ceremony an informal reception for the bridal party was held at the home of the brides parents. The refreshment table was centered with an arrangement of pastel sweet peas. Mrs. Robert Calloway of Bovina and Mrs. Densell Pulliam, sisters of the bride

poured punch and his sister, Miss Polly Wells of Grady, N. M. presided at the wedding cake. The bride graduated from high school in Rosedale, N. M. and at the time of her marriage she was employed at Cave Variety Store.

Wells has just received his discharge from the Navy after serving in the Pacific.

The couple will make their home in Portales where he is employed.

Out-of-town guests at the wedding included his mother, Mrs. Ada Wells and his sisters, Polly and Patty of Grady N. M., the bride's grandparents, Mr. and Mrs. C. D. Sorrows, Mrs. Jessie Sorrows, Mrs. J. L. Garrett and Mrs. Larry Davidson and son Mike, all of Clovis, Mr. and Mrs. Roy Chapman of Cameron, N. M., Mr. and Mrs. Robert Calloway and children of Bovina, Miss Mahone Hills of Lubbock and Mr. and Mrs. Arthur Wickard and sons Don and Paschal of Clovis.

### SERVICEMEN ARE ENTERTAINED

Six service veterans were complimented Thursday evening when Mr. and Mrs. Jack Fortenberry entertained to honor their son, Jay Fortenberry and his wife of Roswell, N. M., Guyeth Bogle, Olaf Bohannon, of Alabama, Julian Perrin, Labby Ballard and Guy Davis. Games of forty-two made up the entertainment and refreshments were served to the honorees and their families. Mrs. Irene Ballard, Mrs. Jake Fortenberry and Cora Lee, Mrs. Hugh Fortenberry and Roy and Donald, Mrs. Stella Thuet and Betty Jo, Messrs and Mesdames; Cord Hamcock, Zerril Thomas, Edd Thomas, Jay Crofford, E. K. Pinnell, Roscoe Pinnell and family, Clinton Homfeld and family, Frank Fortenberry, Claude Bogle, Everett McIntosh, Miss Grace Taylor, Miss Alta Mae Fortenberry, Bill Usher, Raymond Stone, Richard Evans, and the hosts.

### HUSBANDS ARE ENTERTAINED

Phebean Class of the First Baptist Church entertained husbands and guests with a dinner and forty-two party Friday evening at the home of Mr. and Mrs. Alton Biggers. Those attending were Messrs. and Mesdames; Buck Richardson, Travis Caraway, J. W. Hulise, R. A. Singer, W. C. Fowler, Gerald Wilson, Jimmie Allred, J. B. Harlin, Fred Wolfington, Jason Luck, Mrs. Clarence Schultz, Mrs. James C. Mercer, Mrs. S. E. Chisholm and the hosts. Special guests of the class were Mr. and Mrs. John A. Morris, Mr. and Mrs. Carlos Anderson, Mr. and Mrs. Joe Smith and Mrs. E. W. Duttman.

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### Rooney and His 'Find'



Film star Mickey Rooney, back from Army duty in Europe, points to an interesting item in a scrapbook for his "find," Mitchell Brothers, who will work for Rooney's company in Hollywood, Rooney, Inc., as a singer.

### MRS. GILLILLAND SPEAKS AT CHILD STUDY CLUB MEET

Mrs. J. C. Reese was hostess for the Child Study Club meeting held Thursday evening. Mrs. Marlin Gilliland was in charge of the program on "Modern Medicine" listing ten of the leading new drugs now on the market and explaining the symptoms and care of some of the most dreaded diseases. Refreshments were served to Mesdames Cawthon Bryant, Herman Ford, Ira Foster, J. R. Fowlkes, Marlin Gilliland, W. F. Harlow, G. G. Heard, Merlin Kaul, D. C. Kinsey, John Robinson, Earl Springer, Gordon Witherspoon, Carroll White-side, E. J. Pepper, Dale Tinnen, D. B. Roberson, and the hostesses.

### Attend Funeral Of Relative

Funeral services were held Saturday in Cisco for William Craddock, long time resident of Cisco, after a long illness. His mother, Mrs. Pauline Craddock, and sister, Mrs. Will S. Kerr, and Mr. Kerr were with him at the time of his death. Mr. Craddock, a contractor spent some time in Hereford in 1929 when he built the Will S. Kerr home and several other residences here. He is survived by his wife and three daughters.

### MUSIC FESTIVAL RATINGS LISTED

A total of sixty two entries were listed in the annual Competitive Festival for Juniors, sponsored by the Seventh District Federation of Music Clubs, which was held here Saturday. 55 were voice students and 7 were piano students who came from Amarillo, Dimmitt, Friona, Bovina and Kellerville. 35 superior ratings (95-100) were given in voice, 13 excellent (90-94) and 1 good (80-85). In piano 3 made excellent ratings, 1 very good and 1 fair. In the primary class Doris Lee Singer, Raymond Wells, Linda Lee West and Paula Sue Springer made superior ratings. In the elementary class Wynogene Sowell, Louise Simpson, Leaton Clark, David Goldston, Joan Beams and Marilyn Barkley rated superior and in the intermediate class superior ratings were made by Duane Walker, Mary Helen McGilvary, and Reba Dones; Juniors making the superior ratings were Billee Ray Johnson and Jim Worrell. A superior plus rating was made by Marilyn Barkley, Billee Ray Johnson and Jim Worrell. Excellent ratings were made by Eva Gall Biggers, Richard Clark, Virginia Owen, Margaret Sowell, Katherine Ridgway, Diane Jowell, Patricia Loving and Connie Hopson. In piano Reba Dones made very good, Raymond Childers made "good" and Caren Conklin made "fair" ratings. Accompanists were Mrs. John Jacobsen Jr., Mary Helen McGilvary and Marie Williams. Miss Mattie Mae Swisher, director of the festival presided. Judges for the contests were Dean Folsom D. Jackson of Amarillo College and Miss Pauline Brigham of the piano department of West Texas State College, Canyon. A reception for contestants and all out-of-town guests was held after the festival with members of the Music Study Club in charge.

Mr. and Mrs. Ernest Booth of Lubbock spent the week end in Hereford. They were guests of a sister-in-law, Mrs. O. F. Moore.

M. E. Weis of Los Angeles, Calif., is spending a two weeks vacation here and in Friona with relatives. He is a nephew of Glenn Weis.

son, Irene Dodson, Suzanne Owens, Charlotte Clark, and Mary Gamble from Canyon were visitors at the Palo Duro Church Sunday.

Neta Jo Moore entertained a group of young people Friday night with a party. Those present were Oma Lee, Betty Sue, and Travis McGuahey, Truman Price, Wynona and Glenn Bell, Billy Joyce and Harold Dean Moore, and James Axe and the hostess.

Norma Jean Tomlinson, June Dodson, Charlotte Clark, Suzanne Owens, and Mary Gamble of Canyon were guests in the home of Janell Wombie last week-end.

Thelma Ruth Bishop of Lawton, Oklahoma, visited in the W. R. Moore home Monday until Wednesday. Miss Bishop formerly lived here.

On the sick list this week are Mrs. Bob Axe, Eddie Axe, little Alice Lena McClain, Mrs. Cecil Payne, and Maurene Scruggs.

Mrs. Orville Davis from Willadorado has been carrying the mail the past two weeks in the absence of Mr. and Mrs. Elrod.

Mrs. W. R. Moore and Wilma Moore visited in the home of Mrs. Herd Stevens in Canyon Thursday afternoon.

Evetts Haley of Canyon spent

### Will You Be the First?



An invitation to every Texan to be the first to buy the 1946 Easter Seal is extended by Bobby Harrison, seven, of Odessa. The thirtieth annual sale of Easter Seals finances the work of the Texas Society for Crippled Children in the location, medical treatment and rehabilitation of Texas' handicapped youngsters. Bobby, who fully appreciates the helping hand given crippled little bodies, is undergoing treatment provided at the Texas Scottish-Rite Hospital in Dallas.

Wednesday night in the home of Billy Moore.

A. D. Moore of Kress called in the home of Mr. and Mrs. J. T. McClain Saturday.

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