

AROUND TOWN

Sights and Faces Seen

Hereford has faced so many moving sprees during recent months that a few people are doing something to improve the housing situation.

Mr. and Mrs. S. B. Walker have under construction a large, double-size garage. They plan to occupy the garage apartment until early summer.

Mr. Fred Hood says he is running a race with Gus Stren, who recently remodeled his hardware store, offering display in the second story for several lines.

A notice from the Kansas City Stock Yards: W. E. Robinson was on the Kansas City Market this week with 189 head of 85-pound Texas lambs.

Mrs. R. H. Johnston from away over in Bellview, N. M., sends this (Continued on Page 12)

Boxing Matches To Be Sponsored In Near Future

Members of the Band and Orchestra Parents will join the High School Athletic Association in presenting a boxing tournament in Hereford in the near future, according to announcements today.

Contests will be held in all seven divisions to determine local high school champions, and when the county champions have been determined, Hereford will sponsor invitation matches for other Panhandle towns.

Free Movies To Head IHC Show Next Thursday

Free movies, a tractor demonstration and special favors for guests will be included in an all-day entertainment sponsored by Rosson Implement Company on Thursday, Feb. 23, it was today announced by S. P. Rosson.

In announcing the entertainment Mr. Rosson said that the International Harvester Company will furnish special films, including talks and some in technicolor. He pointed out that the films will furnish excellent entertainment and will feature many helpful hints to farmers and farm women.

This entertainment is sponsored (Continued on Page 12)

Community Mourns Death Of Foremost Cattle Authority

COLD WAVE HITS AREA

Prospects of cold weather for the next two days were this morning indicated by the Weather Department in a message which read: "Possible snow tonight and Friday. Much colder. Warm stockmen."

Thursday morning started out with sunshine and apparently fair weather about 5:30 o'clock. However, at 9 o'clock the mercury dropped, which was standing around 38 degrees, dropped to 30 degrees, and even colder weather was predicted by the weather department.

The cold weather was accompanied by strong winds, and although residents were reminded of the severe freeze and snowstorm which occurred here in April, 1937, a repetition of the weather was not expected — and little damage to crops was foreseen should such severe cold occur.

Mrs. Mercer Dies Monday In California

Funeral services for Mrs. Enna Mercer, 90, former resident and early settler of this county, were held Wednesday at Englewood, Calif., following her death Monday in San Bernardino, Calif. She had been ill for several weeks prior to her death.

Mrs. Mercer had many friends in this community, especially old timers who knew her in years past, one of her closest friends, being Mrs. E. B. Black, who on Dec. 15, observed Mrs. Mercer's ninetieth birthday by (Continued on Page 12)

Woodmen Leaders To Speak In Hereford Next Thursday Night

That J. R. Simms of Dallas, who holds the office of manager of Woodmen of the World for the State of Texas, will be in Hereford on Thursday, Feb. 23, was today announced by E. E. Fridley, financial secretary of the local council. R. H. Lewis, manager of District No. 7, will also come here with Mr. Simms. "The public is invited and members of the Woodman Circle are expected to attend," Mr. Fridley said. "We are anxious to give these leaders a good audience and we feel that the public will be interested in the word which they bring us."

Conservation Methods Prevent Blowing

Thursday of last week reminded the Panhandle farmers of the dust storms of 1933 to 1936. Very few farms in Deaf Smith County escaped damage from the strong wind. It is now necessary that many farmers emergency till their wheat fields, in order to try to save their wheat.

According to the records there have always been days of strong wind at this time of the year. It is probable that these seasonal conditions will continue. Man's efforts are incapable of controlling the wind, but Nature in the past, has been able to prevent the sifting of the top on the high plains area by native vegetation, which consisted largely of buffalo and gamma grasses. When this vegetative covering was reduced by grazing or was destroyed, and a substitute of fibrous rooted crops was

not grown and maintained, the soil sifted. If history repeats itself, fields barren of such covering will continue to lose their top soil.

To Combat Blowing The following observations, made by O. T. Williams, Project Manager of the Soil Conservation Service office here: (1) That 30 to 40 inches of moisture in the soil, alone, did not hold soil; (2) that fields lost top soil which were planted to grain sorghums and had had the crop residue removed, either by harvesting too close to the ground or by grazing; (3) that fields planted to wheat lost top soil which either had a good covering of wheat and had been closely grazed, or on which the wheat had been planted so late that it did not have adequate growth to protect the soil; (4) that grain

County Cited Top In Texas On Roll Call

RAT JOWELL, PIONEER, PROMOTED HEREFOR IN-DUSTRY HERE

G. R. Jowell, 63, pioneer resident of this community and one of the world's foremost authorities on Hereford cattle, was buried here Sunday afternoon. Funeral services were held from the First Baptist Church, conducted by Rev. H. M. Redford, pastor of the First Christian Church, assisted by Rev. W. E. Barnes, pastor of the First Baptist Church. The funeral was attended by one of the largest crowds in the history of this community. In addition to those who knew and loved him in this immediate area, many persons from distant points joined cattlemen and friends in the Panhandle in paying final tribute to Mr. Jowell.

The church was packed to overflowing. Flowers banked the front of the church in tribute to the friendship which Mr. Jowell enjoyed over this community, and included in the floral offerings were wreaths from many cattle breeders over the nation whom he had known and assisted in past years. Several cattlemen came by plane to attend the funeral, including Bob and Henry Mousel of Cambridge, Neb.; others came from New Mexico, Montana, Wyoming, Colorado and Kansas, and still others from far distant Texas cities and towns.

Known over the entire nation by the nick-name, "Rat," Mr. Jowell came to Deaf Smith County before the town of Hereford came into existence. (Continued on Page 7)

Student Council To Present Two Plays On Feb. 24

The Student Council of Hereford High School will present two one-act plays in the high school auditorium Friday evening, Feb. 24, beginning at 7:30 o'clock, according to announcements today. The plays have each formerly won prizes in various interscholastic League Contests, and are considered outstanding. They are being coached by Miss Katherine Kirby and Miss Ruby Dutton.

In sponsoring the two plays, the council stated that proceeds will be used toward the purchase of a radio for the high school, being the major project of the council this year. Through the radio, the council hopes to bring outstanding programs, addresses of the President, and opening sessions of Congress to the student body from time to time. The radio will also be used at noon when weather will not permit students outside the building.

Members of the casts in the two plays are working hard on rehearsals at the present time. The plays will be entitled "Cabages," and "Not Quite Such a Goose." Admission charges will be 15 and 25 cents.

COMMITTEES NAMED FOR RED CROSS DISASTER RELIEF MEASURES

Praising the manner in which residents of this territory have responded during the past two years to the annual Red Cross roll call, Robert K. Bridge, national representative, met Monday with the Deaf Smith County Executive board and discussed plans for the local organization. Fraises Response Here The people of the Hereford area have always ranked high in their response to the annual roll call," Mr. Bridge said, "but during the past two years, when compared in population with other counties, Deaf Smith is one of the top counties in Texas."

Among other topics discussed at the executive board meeting last Monday were offering of a first aid course and life saving course in this community. Provided sufficient interest is shown in the first aid course, a first aid station is planned on Highway 60 to serve the Hereford vicinity. Efforts will also be made to train young men in life saving, and he will in turn teach classes during the summer at Buffalo Lake, between here and Canyon. John Olson, county chairman, said that chairmen for each of the two services will (Continued on Page 12)

West Texas College Band Will Be Heard Here Friday Morning

Presentation of the West Texas State College Band of Canyon, under the direction of C. E. Strain, in the high school auditorium here Friday morning, Feb. 17, at 10:30 o'clock, was announced today by Ralph Smith, local band director, who said that the public is invited to attend the event. No admission charge will be made.

"We are glad to present this famous 45-piece band at the assembly hour," Mr. Smith said, "and will be glad for all persons in town to join the students in the high school auditorium."

Scouts Observe National Week With Activities

Closing observance of National Scout Week Tuesday with "Scout Fun Day," the Hereford troop reported an interesting and educational week of activity, and expressed appreciation for public co-operation with the national movement.

Last Wednesday proved one of the outstanding days of the observance, when local Scouts went to Central School, in uniform, and presented a program for the younger students at 1 o'clock. The troop also attended church in a body Sunday, being honor guests at the First Methodist Church; they were accompanied (Continued on Page 12)

Church Overflows As Friends Honor Pioneer Merchant

C. A. SKELTON FUNERAL IS HELD WEDNESDAY AT METHODIST CHURCH

Funeral services for C. A. Skelton, 51, pioneer resident and prominent business man of this community were held Wednesday afternoon at 4 o'clock from the First Methodist Church, conducted by Rev. M. M. Beavers, pastor, assisted by Rev. H. M. Redford, pastor of the First Christian Church.

Mr. Skelton died Tuesday afternoon, Feb. 14, at 2:30 o'clock, following an illness of 10 days as the result of a pneumonia attack. The church was filled to capacity and rows of persons had to stand around the walls as Mr. Skelton's friends and associates gathered to pay final tribute to him. Flowers banked the altar and surrounding area in testimony of the high regard in which he was held by individuals, clubs and organizations.

Attending the funeral were men and women from all walks of life, many of whom Mr. Skelton had befriended and assisted in times of need. In addition to representation from over this entire community were individuals from Clovis, Amarillo and others neighboring towns.

Charles Allan Skelton was born in Jacksonville, Texas, on January 21, 1888, and at various times resided in Dalhart, Clovis, Artesia, Farwell and Portales. He came to Hereford in 1911 from Clovis, accepting the position of manager in the R. H. Kemp Lumber Company.

On August 26, 1915, he and Miss Gladys Johnston were married in Amarillo, Texas. Shortly afterwards, Mr. Skelton resigned his position with the lumber yard to open a va- (Continued on Page 12)

Elster M. Haile Returns Here To Irrigated Farm

Stating definitely that he is returning to Hereford to make his home, Elster M. Haile, whose appointment to the office of State Tax Commissioner by Gov. W. Lee O'Daniel caused a prolonged wrangle in the Senate, arrived here this week with Mrs. Haile. They are now visiting in the Jeff Gilbreath home.

When the office of State Tax Commissioner was abolished recently as an economy measure, Haile declared "I will return to the farm with the pride of a real Texan," and voiced his approval of the economy measure and (Continued on Page 12)

Hereford Will Play District Games Friday

CANYON—Canyon high school and Lasbuddy, the Farmer county entry, will open the district interscholastic League Basketball Tournament here, Friday at 9 a. m.

Hereford and the Castro county entry are scheduled to pace the boards at 10:30 a. m., followed by Amarillo and Vega at 1 p. m., and Dalhart and the Hartley county entry at 2:30 p. m. Goodnight and Stratford will battle at 4 p. m. Friday; then the winners of the Canyon-Lasbuddy and Hereford-Castro county games will battle it out at 7 p. m. At 8:30 p. m., Happy high school will face the winner of the Amarillo-Vega tilt. The day's schedule will close at 10 p. m. with Dumas meeting the winner of the Dalhart-Hartley county game.

Survivors in the upper bracket will meet at 9:30 a. m. Saturday, followed at 11 a. m. by winners in the lower bracket. Finalists will battle at 3 p. m. for the district (Continued on Page 12)

KELLAR MUSE TAKES BATH

California and Florida, famous for their Chamber of Commerce propaganda, have nothing on Hereford.

Last Wednesday Kellar Muse, Hereford's newest bridegroom, went swimming. Of course, when you get down to bare facts (which Chamber of Commerce secretaries always try to avoid) Kellar had considerable encouragement. Following the regular meeting of the Lions Club, in which Kellar holds the position of Talltwater, the meeting was adjourned to the lawn, and assisted by such hussies as Herman Charles, Frank Cogdell, Fred Brown and J. B. Whitlow, the honorable talltwater plunged into a tank of water. Incidentally, the seat of his trousers struck the water first, but he went clear under.

Girls Attend Tournament At Tulia Friday

The Hereford basket ball girls attended the district meet at Tulia last week-end. The tournament is held every year for the winner of each county. The Happy "Cowgirls" defeated Wayside in the final game, making them champions of this district. Friona defeated the Hereford Whitefaces in the final consolation game.

There were 10 counties represented at the tournament, including teams from Friona, Vega, Wayside, Happy, Dimmitt, Dumas, Channing, Stratford, Dalhart and Hereford. Girls who went from here were Twiner, Orr, Bowman, Burdine, Price, Rutherford, Kuper, Robinson, Suttle and Atchley. Miss McCaslin and their coach, Mr. (Continued on Page 12)

Church Women Will Join World Prayer Here February 24th

That women of all churches in Hereford are invited to attend "The World Day of Prayer" in the First Methodist Church on Friday afternoon, Feb. 24, at 2:30 o'clock, was today announced. The meeting is sponsored by the National Council of Church Women, and prayer will be devoted to World Peace.

The announcement stated that church women of all denominations are invited to take part in the prayer service. Special music representing all denominations will be featured on the program and the public was invited to join.

Hereford Legion Post Will Be Host To District Meeting Tuesday Night

Pointing out that the Hereford Legion and Auxiliary posts will be hosts at a district meeting in the Legion hall here, on Tuesday night, Feb. 21, Jim Lipscomb, post commander, today urged that all ex-service men and their wives attend the meeting if possible.

C. H. Walker of Pampa has been announced as principal speaker of the occasion. Mr. Lipscomb said. Since February has been dedicated to Boy Scouts Mr. Walker was elected as speaker he is past president of the

Irrigation Of Grain Sorghum Reviewed Here

RECORDS OF EXPERIMENT STATION RELATED BY GOVERNMENT MAN

With an attendance of more than 150 irrigation farmers present, Don L. Jones, head of the Lubbock Experiment Station, last Friday night reviewed statistics compiled at the station regarding actual tests made there during recent years.

Mr. Jones stressed above all things, a need for moisture prior to planting of crops, and said that he had secured best results by irrigating land prior to planting. He recommended 18 inches of moisture in average years, but pointed out that the land will not need to be watered this season, due to unusual January rainfall.

Uses Several Plots

While Mr. Jones reviewed statistics on several crops, he said in answer to a question that he believed grain sorghum might prove more profitable in this area under a diversified farming program. In this regard, he said that experiment plots were watered late in February, the grain sorghum was planted between May 15 and June 1, and that it was watered once in July and again in August, the two hot months of the growing season. From such procedure he said that the yields varied from 46 to 58 bushels to the acre, being the best procedure from the experiments.

Regarding the experiments, he also pointed out that several ac- (Continued on Page 12)

District Court To Adjourn Here One Week Early

Petit jurors listed for the fourth week of the January term of District Court have been notified that they will not be needed, due to the fact that most of the cases have been disposed of and that court is expected to adjourn this week—possibly today.

The January term is being cut short a week as an economy measure after practically all of the cases had been disposed. District court this term featured one of the lightest dockets in history; this morning 13 criminal cases and 19 civil cases had been disposed, leaving the docket with only a few cases, and one of the lightest carry-overs in recent years.

The grand jury was dismissed this week after turning in four more charges, two on concealing stolen property, one of drunken driving and one on swindling.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Table with 4 columns: Day, Min., Max., Moist. Rows for Thursday, Friday, Saturday, Sunday, Monday, Tuesday, Wednesday.

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## Recreation Is Important In Community Life

**DISTRICT AGENT GIVES TALK BEFORE COUNCIL MEET HERE SATURDAY**

"We should study the theory of recreation," stated Miss Ruby Mashburn, district home demonstration agent, Amarillo, at the meeting of the Deaf Smith County Home Demonstration Council held in Hereford, Saturday afternoon, with Mrs. R. A. Frye of Dawn, presiding.

"Play not only unites the communities but many of the games may be brought into the family life. County-wide recreation is one of the popular ways of raising money by means of selling refreshments. One-act plays and measuring parties are methods used by many clubs."

Miss Wynona Swepston of Hereford, supervisor of the Farm Securities Administration, explained the work of that organization.

Mrs. Ira Ott of Wyche community, reported that the Home Demonstration Clubs will serve lunch for the Rosson Implement Co., Feb. 23.

Mrs. J. W. Kropff of North Hereford, chairman of the recreation committee, reported a county-wide party for Home Demonstration Club women to be held in the American Legion Hall in Hereford, Saturday, Feb. 18, at 2:30 p. m. Everyone should bring sandwiches, cookies, paper and pencil.

A report on girls' 4-H Club work was given by Mrs. Louie Olson of North Hereford.

Mrs. A. C. Pierce of Westway, was appointed marketing chairman.

Among those present, were Mrs. Frank S. Wilde, Mrs. G. S. Parker, Mrs. G. A. Frye, Mrs. Kropff and Mrs. Olson of North Hereford; Mrs. R. L. Wilson, Mrs. Pierce, Mrs. Paul Ridd, of Westway; Mrs. H. E. Miller, Mrs. W. A. May, Mrs. Carl Wimberley, Mrs. Frye of Dawn; Mrs. Ott, Mrs. R. L. Cocanougher, Mrs. Geo. Robertson, Mrs. Jake Boeskin, Wyche; Mrs. F. J. Knabe, Mrs. Clinton Homfeld, Mrs. J. W. Hulse, Bippus; Miss Swepston and Miss Mashburn.

## Summerfield News

(8 miles southwest)  
MRS. ASA ATCHLEY

Mr. and Mrs. W. A. Vines and daughters, and Mr. and Mrs. Albert Cross and children visited in the O. Cross home in Petersburg, last week-end.

Miss Viva Mae Thomas of Ford was here last week-end.

Mr. and Mrs. W. H. Knox and children of Hereford, were in the E. A. Atchley home, last week.

Rev. and Mrs. H. B. Naylor and Joan, of Friona, were here last week-end. They spent Sunday afternoon in the home of Mr. and Mrs. Holley, in Black. There was 46 present for Sunday school and church services, Sunday.

The Study Club met with Mrs. James Clark in the home of Mrs. C. R. Walser, Thursday, Mrs.

Andrew Behrends was co-hostess.

Miss Elizabeth Youngblood, who has been visiting in the J. R. Oglesby home, returned to her home in Hart, this week.

Mr. and Mrs. J. B. Saunders of Canyon, were in the L. Huckert home, recently.

Misses Ruth Temple Hastings and Lois Agnes Gilbreath of Hereford, were guests in the Lloyd Lookingbill home last week-end.

Mrs. Beulah Roberson, who has been visiting in the Chas. Roberson home, is in Hereford this week.

Mr. and Mrs. Tandy Legg visited with friends in Amarillo, Saturday.

E. B. Thomas arrived from Los Angeles, Calif., Thursday. He is visiting in the home of his father, C. B. Thomas.

Mr. and Mrs. Claude Ware and children moved to Hereford, last week.

Mr. and Mrs. Holley and children of Black, visited church here, Sunday evening.

Mrs. Ben Wilhelm, who is receiving treatment for her eye, in Tucson, Ariz., is reported to be slowly improving.

We have received several bad dirt storms and quite a lot of the wheat has blown out. The farmers are all working trying to save as much as possible.

Mrs. B. E. Roberson gave a party for her Sunday School class, Friday evening. Those present, were: Harold and L. J. Clark, L. H. Lookingbill, Leroy Suttle, Louise Suttle, Mary Louise Lookingbill, Lois Agnes Gilbreath, Ruth Temple Hastings, Billie and Lawrence Kendall, Dendel and Gail Roberson.

Several attended the funeral of Mr. G. R. Jowell in Hereford, Sunday.

Mrs. Ray Johnson assisted at the Pioneer Club Tea at the Baptist Church, Tuesday.

Ruth Atchley and Louise Suttle played basket ball in Tulla, last week-end. The team played in the consolation game Saturday evening.

Mr. and Mrs. J. R. Oglesby were in the J. P. Gandy home in Wyche, Sunday.

Mr. and Mrs. Ted Staats of Westway, were in the B. A. Atchley home, Sunday.

Wynona and Dale Caraway of Tulla, spent Saturday with their cousins, Arless and Robert Oglesby.

## Dawn Items

(13 miles east)  
MRS. JESS CALDWELL

R. S. West received word Wednesday night that his father was quite ill. He left immediately for East Texas. Mr. West's father, who visited here a short time ago, is 82 years old. Reports received Sunday stated his condition to be very serious. Mr. West has not yet returned home.

Mrs. A. T. Frye has been acting as substitute teacher during the absence of R. S. West. Mrs. Frye is one of the many school teachers Dawn boasts, and taught at Dawn some fourteen or fifteen years ago.

Word was received by J. Fields Matthews from Mrs. Matthews, who has been in Vernon several months, that her father's con-

dition is very critical. The Matthews reside in the Daniel community, but Mrs. Matthews has many friends here, being a member of the Dawn Home Demonstration club.

Mr. and Mrs. Loyd Bentley visited in the home of Mrs. Bentley's niece, Mrs. Martin Campbell and Mr. Campbell, at Daniel, Sunday.

Mrs. T. M. Benton of Lubbock, is visiting in the J. G. Coe and Charley Benton homes.

Mrs. A. A. O'Neill is spending the week-end at home.

Quite a number of Dawn farmers attended the irrigation meeting in Hereford, Friday.

Mr. and Mrs. Johnnie Womble were among the guests at a dinner given by Mrs. W. E. Barnes at Hereford, honoring members of her Sunday School Class, Friday night.

Mrs. V. H. Baker and son, of Hereford, visited Mrs. Baker's mother, Mrs. W. W. Wimberley, Monday.

Several Dawn citizens attended the REA election meeting at Hereford, Saturday afternoon.

Mr. and Mrs. Martin Campbell and sons of Daniel, visited in the Jess Caldwell home, Sunday night.

Mrs. W. J. Stewart was hostess to the Dawn Study Club, last Tuesday afternoon, Feb. 7. The program consisted of two literary numbers, a book review of Cowmen's Wife, by Mrs. W. P. Caraway and "Desert Wife," by Mrs. Cal Walker. The next meeting will be held Tuesday, Feb.

21, with Mrs. L. A. Smith as hostess.

Clifford Stewart, Charley Benton, W. J. Stewart and Jess Caldwell attended the livestock auction sale in Amarillo, Monday.

H. H. Miller and sons, visited in Canyon, Sunday.

Members of the Dawn Home Demonstration Club met Wednesday, Feb. 8, with Mrs. C. A. Wimberley. There were eleven present. The subject for the meeting was discussion of yard plans. Mr. C. A. Wimberley explained in detail the plan of his homestead which includes 550 feet of windbreak of the north and southwest; a well located chute for weighing and loading all livestock, and a chicken yard fenced in with the orchard, thus eliminating a yard and garden fence.

Miss Sadie Lee Oliver, CHDA of Hereford, was present at the meeting.

Mesdames H. E. Miller, W. A. May, Carl Wimberley and R. A. Frye attended the Council Meeting of Home Demonstration Club members at Hereford, Saturday.

## Daniel News

(7 miles east, 15 miles north)  
PAULINE MOORE

There was an attendance of 47 at Church Sunday.

Miss Helen Brinker, a student of Wayland College in Plain-

view, visited with Miss Lottie Allred of this community, Sunday.

Mr. and Mrs. Clyde Allred and Ethel, motored to Plainview last Thursday and spent the day with Rev. and Mrs. D. W. Henry, and Miss Lottie, who has been visiting here for the last two weeks; she returned home with them.

Mr. and Mrs. J. B. Self of Denton, are visiting in the parental Sam McCraw home.

Mrs. O. J. Moore, who has recently undergone an operation for appendicitis, has been removed from the Hereford hospital to their home, she is doing as well as might be expected.

Mr. and Mrs. Joe Moore and her two youngest children, were in Tulla, Friday.

Mr. and Mrs. J. T. McClain, Miss Emma McClain, Mr. and Mrs. Ervin Shugart, Carolyn and Will Shugart, Mr. and Mrs. W. R. Moore, children, and Mr. and Mrs. Clarence McBroom were Hereford shoppers, Saturday.

Word has reached the people of this community that Jess Ford, formerly of this community, is in the Hereford hospital, seriously ill with pneumonia. We are wishing him a very fast recovery.

Mr. W. R. Moore and family visited in the Rev. Hubert Thomson home, in Amarillo, Sunday afternoon.

Mrs. Floyd Tomlinson has been visiting in the parental Taylor Golden home, near Lockney, the past week-end.

## TIMES CHANGE . . .

There is constant progress, and each season we face different conditions and varying financial requirements. Almost every day we are confronted with new problems and service demands.

## KEEPING STEP . . .

A bank or other institution—serving all the people of the community—can only progress in proportion to the services they render. The officers of the FIRST NATIONAL try at all times, to keep abreast of changing conditions so that we may do our full part in promoting the well-being of our clients as well as advance the common interests of all the people of this section.



WE INVITE YOU TO USE ALL OR ANY OF OUR FACILITIES!

First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

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To Show our Appreciation for your past business and friendship, we want you to be our guest

## THURSDAY

FEBRUARY 23rd

From 9 A. M. to 6 P. M.

## A Full Day Of Entertainment

MOVING PICTURES

Talkies! — Technicolor!

TRACTOR DEMONSTRATION

3:30 p. m. Thursday, February 23rd—1 Mile East of Town, on Highway 60.

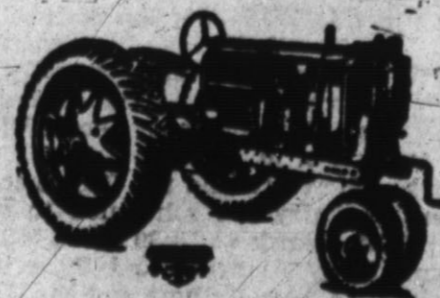
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If It Isn't a McCormick-Deering, It Isn't a Farmall

"GOOD EQUIPMENT MAKES A GOOD FARMER BETTER"

The complete program has been planned for your entertainment on Thursday, February 23rd. You will find the films entertaining and helpful — and the Tractor Demonstration will be an added feature during the afternoon, provided the weather permits. You are invited. We also invite the farm women to take part in the entertainment, the shows — and we have special favors for each who attends. Make your Plans Now! Attend the occasion, beginning at 9 a. m. at Rosson Implement Company, Your IHC Dealer, across from the Courthouse in Hereford.

# ROSSON IMPLEMENT CO.

GOOD EQUIPMENT MAKES A GOOD FARMER BETTER



# The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farm

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
EMMIE GILLENTE Editor

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### NOTICE TO PUBLIC

erroneous reflection upon the character, standing or reputation of person, firm or corporation, which may appear in the columns of 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.

## HEREFORD



### BULL

By Jimmie Gillentine

"The loss of a friend is like that of a lamb; time may heal the anguish of a wound, but the loss cannot be repaired."

Each week has seen the passing of two pioneer residents of Hereford community; two men with different interests, but with a deep pang that "Ray" would have gone to that great beyond the divide. Again Wednesday, that inevitable curtain of darkness was drawn over the life of C. A. Skelton, a man we knew and loved as "Skel." Both were pioneers, both knew the rolling green carpets of grass, the wavering fields of grain and the rolling dust, which came with the passing of a herd of cattle.

True, these two men had different interests in life—after all, they were joined together by the achievement of pioneering. It was Hope and Love, plus a dash of adventure, that brought and kept them in this Plains country. Fortunately, they both lived to see some of the accomplishments from early hardships, trials and worries.

Jowell knew no peer when he came to Hereford cattle. He was the open prairie as a youth, followed the adventuresome and dangerous Montana Trail as a boy of 16. When he grew to manhood, Rat Jowell in partnership with the late L. R. Bradley, bought the first registered Herefords to this community.

It is justly accredited "Foster" as the father of Panhandle Herefords. Heed, he was fortunate that lived to see the day when this community and section would come one of the great Hereford centers of the world. That thin itself is a reward, for few live to see and visualize their ambitions. The name of G. Jowell is interspersed within pages of history books on the Hereford. His work will live on many generations to come.

On the death of Rat Jowell this community lost a leader. Men of his calibre and vision are few. It is a loss that cannot be repaired.

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Next Meeting  
Tuesday, each month  
Next Meeting  
Tuesday, each month

## Romance of "Jesse James"



Shown above are pretty Nancy Kelly and Tyrone Power as they appear in the technicolor production "Jesse James," which opens at the Star Theatre for three days, starting with a special preview Saturday night and running through Sunday, Monday and Tuesday. Power plays the title role in this epic story of a lawless era, while Nancy is seen as the girl who threw her life away for the infamous outlaw.

the week to plow his land to prevent blowing.

Ruby, Beatrice and Rosalee Welch entertained friends Monday evening, with a Valentine party.

Mrs. Leslie Garrett and Mrs. Lee Burkett made a trip to Portales last week.

Herschel Chandler, who attends college in Portales, spent the week-end in the R. H. Johnston home here, and with his parents, near Endee.

The Bellview basket ball teams won over Porter here, Saturday evening.

Several ladies of the community gathered at the home of Mrs. John Fryar Friday the 10th, and quilted two quilts—one for Mrs. Will Fryar and one for the hostess. In the afternoon a shower was given in honor of Mrs. A. L. Cross, a recent bride. Mrs. Cross, who was formerly Lula Johnston, received many nice presents. Those attending the shower were Mesdames Will Fryar, John Fryar, Vernon Able, Bernie Blackburn, Henry Stovall, Scott Sizemore, Robbie Hughes, Lee Spurlock, Geo. Messenger, W. E. Brown, Maud Cross, R. H. Johnston, F. T. Reese, John Stafford, Elmer Burnett, Mrs. Moss, Miss Maggie Fryar and the honoree. Several who were not present, sent gifts.

Mr. and Mrs. Clark White and Mrs. Frances White of San Jon, were visitors in the A. C. Johnston home, Friday evening.

**DISCUSSION GROUP**  
Last Friday night Supt. Knox Kinard gave the Discussion Group interesting facts and figures on Educational Legislation.

Next Friday evening at 7:30 p. m., Mrs. Cardwell will speak to the group on "Theories of Personality." In a meeting at the County Library.

## CHURCHES

**THE METHODIST CHURCH**  
Sunday School 9:45  
Morning Services 10:30  
Evening Services 7:30  
Young People 7 p. m.  
Missionary Societies each  
Wednesday 3 p. m.  
Attend our services.

**BAPTIST CHURCH NEWS**  
Attendance was good at all services last Sunday. There were 347 in Sunday School, 87 in BTU, and good attendance at both preaching services.  
We are continuing our study

## Beware Coughs from common colds That Hang On

No matter how many medicines you have tried for your common cough, chest cold, or bronchial irritation, you may get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with any remedy less potent than Creomulsion, which goes right to the seat of the trouble and aids nature to soothe and heal the inflamed mucous membranes and to loosen and expel germ-laden phlegm.  
Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained. Creomulsion is one word, ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief you want. (Adv.)

## A REMINDER, FOLKS, THAT . . .



Our Store Has Just Been  
**REMODELED**  
for the Convenience of  
Our Customers

and so  
We May Better  
Serve You!

We have just completed remodeling our store building and re-arranging our stock to give us more room for the convenience of housewives, farmers, business men and in fact, all of our customers. We have acquired part of the second floor of the building for a saddle and harness room and store room.

Our stock has been re-arranged into departments so that the shopper may easily find just what they might need and you are almost sure to find them in our big complete stock of gifts, sports goods, plumbing needs, appliances or other hardware items.

You Are Invited to Visit Our Store:

# STREU HARDWARE

"ALL HARDWARE NEEDS"

of the individual conversions in the Book of Acts. We have another type of conversion for our study next Sunday morning based on the first half of the thirteenth chapter of Acts. The subject is "A Contest Over The Soul of a Man."

At the evening hour we are to study the third chapter of First John. Our subject is "The Perfect Discipline," verse three.

These subjects deal with becoming a Christian and living that kind of a life. Questions and answers will be stated and asked that will help to solve problems.

We invite all who will to be with us in our services. Especially do we invite the unsaved and those who have no church of their choice in our town. Let's make Sunday a great day for the Lord.

W. E. BARNES, Pastor

**CHURCH OF CHRIST**  
E. M. Borden, Minister  
Bible Classes 10 a. m.  
Preaching 11 a. m.  
(Subject: "The Christian Journey.")  
Lord's Supper 11:45 a. m.  
Bible Drill 7 p. m.  
Preaching 7:30 p. m.  
(Subject: "A Way for Our Escape.")  
Ladies' Bible Class, Wednesday 3 p. m.  
Wednes. Evening Program, 7:30

**Lectures on Millennium**  
E. M. Borden, minister of the Church of Christ in Hereford, will begin a series of Sunday evening lectures on the question of the Millennium. Elmer Patterson has just finished a large chart that will be used in these lectures. The first lecture in this series will be Sunday evening, the 26th, at 7:30. If you are in-

terested in the study of the question, come to hear every one of these lectures. There will be some eight or ten of these lectures.

### The Monthly Song Meet

The singers from Hereford went to North Amarillo Church of Christ, to have part in the singing program. This singing was enjoyed by all. Singers were present from Bofger, Pampa, Panhandle, Claude, Hereford and other places. The next meeting of this kind is to be the second Sunday in March, at Dimmitt. We hope to have a large attendance. E. Ramey and Elmer Patterson had charge of the Here-

ford group of singers.

**CHRISTIAN CHURCH**  
H. M. Redford, Minister  
Ellis Coombes, Supt.  
Bible School 9:45-11 a. m.  
Morning worship 11-12 a. m.  
Christian End'v. 6:30-7:30 p. m.  
Evening worship 7:30-8:30 p. m.  
Mid-Week Bible Study, Wednesday 8-9 p. m.  
"The Miracle of Grace," will be the subject of the sermon next Lord's Day morning. At the evening hour the pastor will continue the series of messages taken from the Book of Acts. "The Baptism of the Holy Spirit" will be the subject. Everyone is cordially invited.

## SHEEN OR "SHINE"

(We take the shine out, too)

MY CLEANER NEVER GETS THE SHINE OUT OF THIS DRESS

WHY DON'T YOU SEND IT TO A DRI-SHEEN PROCESS CLEANER? THEY'LL GUARANTEE IT!

AUTHORIZED USERS OF DRI-SHEEN PROCESS CLEANING

## FOX CLEANERS

PHONE 111

## SEMI-ANNUAL PENNEY DAYS

**Penney Days are SAVING DAYS!**

Bleached, Mangled  
**FLOUR SACKS 5c**

Tailored, Trimmed  
Novelty **PANELS 15c**

Ladies' Felt  
**HOUSE SHOES 37c**

36-Inch  
Standard **MUSLIN 5c**

**RONDO DE LUXE CAMBRIC**

Spring Prints! **15c**

Stunning new patterns for your smartest wash frocks, house coats and smocks. The grandest color combinations you've seen in many a day. Vat dyed colors. Sanforized

**New Spring Marathons MEN'S HATS**

Priced at **2.98**  
A Saving to You!

Add smartness to your spring outfit by wearing a genuine fur felt Marathon hat! Handsome shapes and colors for men of all ages. With real leather sweatbands and fine linings.

**Avenue PERCALE**

Prints! Solids! **10c**

A practical quality for spring sewing! Fast to washing! 36". \*Exclusive with Penney's.

**BOX OF 500 Facial Tissues**

Bargain scoop! fine soft tissues! Buy a supply at this low price **17c**

**Children's ANKLETS**

Smart and Serviceable! **15c**

All colors, types, styles—well made, comfortable. With durable elastic tops.

**FEATURE VALUE!**

Beautiful New Spring Colors, in **LADIES' SANDALS 1.98**

**FEATURE VALUE!**

Men's All-Leather **WORK SHOES 1.77**

**In Rich Dobby Weaves SLIPS**

Of Rayon Satin! **29c**

These lovely bias cut slips are well made, beautifully tailored. They're amazing values.

**A Hard-to-Beat Bargain! PANTIES**

Fine Quality Knit Rayon! **10c**

Women's medium and brief length panties for spring and summer. Well made! Values!

**Men's Long-Wearing WORK GLOVES**

Topgrade Cowhide! **47c**

Popular driver type leather gloves, Gunn cut, strongly sewn throughout, comfortable

"WHERE HEREFORD SHOPS — AND SAVES"

# Penney

# SOCIETY

## Pioneer Study Club Tea Highlights Social Activities During Past Week

Highlighting the week's social activities was the annual guest day tea given by the Pioneer Study Club in the parlors of the Baptist Church, Tuesday afternoon.

Many guests joined the club members for the lovely affair, and enjoyed the program furnished by out-of-town artists.

Greeting the guests as they arrived were Mrs. H. D. Reed, president of the club, Mrs. O. G. Hill, Mrs. J. E. Beyer, Mrs. J. B. Jones and Mrs. Bob Higgins, who presided at the guest book.

Valentine decorations were featured.

After greetings from Mrs. Reed the first half of the program was presented by four Amarillo musicians. "Bird Raptures," a whistling number, Mary Gould, with Mary Roberts Warner accompanying; "Song from Faust," Lily Larsen; "Bird Secrets," a reading in which birds were imitated, Mary Gould; vocal, "Until" (Sanderson), Wendall Heiny; "Will You Remember Me," vocal with whistling accompaniment, Mary Gould and Wendall Heiny; "Polish Polonaise" (Chopin), Lily Larsen; followed by "Sextette from Lucia" (plano), Lily Larsen; "Who Are We to Say," taken from the production of "The Girl of the Golden West," Wendall Heiny, with Mrs. Warner assisting. The musicians delighted the audience with the concluding number, "Indian Love Call," with all four taking parts.

The last half of the program in a more serious trend, was the presentation of Eugene O'Neill's "The Iceman Cometh," a one-act play, by students of Wayne C. Eubanks, head of the speech department of Amarillo Junior College. Vastly different from the modern one-act plays which have been popularized on club programs, "The Iceman Cometh" took the audience to a frozen sea with the captain and a mutinous crew on a whale boat. The characterizations of the principal characters showed a commendable ability, making the entertainment something to remember.

Included in the cast were Bert McGinnis, captain Kinney; Roberta Newell, Mrs. Kinney; J. L. Adams, the mate; Gorin Rutherford, harpooner; Bob Roundtree, steward, and Jack Goudly, Ben the cabin boy.

Refreshments were served from an attractively arranged table, with lace, tall white tapers in crystal holders and cyclamen red sweet peas creating a Valentine effect. Tea dainties and other refreshment appointments carried out February 14th suggestions both in color and design. Mrs. Wirt Phillips and Mrs. O. T. Williams, dressed in all white with corsages matching floral decorations for the table, presided.

Members of the Pioneer Club included Mesdames H. C. Baird, Allen Bell, J. E. Beyer, Noah Ewton, Burl France, Carl Frye, N. E. Gass, J. M. Gilliland, Cecil Guseman, Bob Higgins, O. G. Hill, E. S. Ireland, J. B. Jones, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Seigler, J. W. Spradley, Frank Terrell, Al Werner and O. T. Williams.

### BENEFIT TEA DRAWS LARGE CROWD

A large crowd of parents and interested friends attended the silver tea given at Central School Tuesday night for the benefit of the music and art department of the school.

The Valentine theme was featured in decorations and pupils from the first grade through the sixth furnished parts on the program. Miss Belle Harris, art teacher and Miss Thelma McMinn, teacher of public school music, sponsored the affair. The fourth, fifth and sixth grade pupils in white, formed receiving

lines all over the building to receive the guests and extend hospitality. Entertainment was furnished by the Junior Band and the Rhythm Band. Several dance and musical numbers were given.

Lighted candles and sweet peas decorated the refreshment table, where Katherine Acker and LaNelle Farmer presided, assisted by other students in the sixth grade.

Teachers assisting were Misses Edna Daughette, Eloyse Pitman, Ela Alkman, Eunice Rutherford, Imogene Cotton, Ethel Womble, Ruby Dutton, Katherine Kirby, Glenn Allison, principal, and the sponsors.

### RALPH HASTINGS TO MARRY PANHANDLE GIRL

Announcements have been made in Panhandle of the approaching marriage of Miss Mitie Belle Roberts to Ralph Hastings, son of Mr. and Mrs. Henry Hastings of Hereford.

Mrs. Henry Hastings and daughter, Mrs. J. T. Gilbreath, Jr., attended an announcement party and miscellaneous shower given for Miss Roberts at the home of Mrs. Gary Simms in Panhandle, last week.

The Valentine motif was carried out in appointments, games and refreshments and little Misses Georgie Ann and Joyce Simms made the announcement of the approaching wedding after the games, as they appeared, bearing two large red hearts, laden with gifts.

The wedding date has been set for Sunday, Feb. 19, and the young people will make their home in Panhandle where he is manager of the Panhandle Lumber Company.

Miss Roberts, who has been employed in the county agent's office in Panhandle, is the daughter of Mrs. Guy Roberts.

### MRS. STREU ENTERTAINS WITH BINGO PARTY

Mrs. A. H. Streu was hostess with a delightful "Bingo Party" at her home on "B" Street last Tuesday afternoon.

The party with a Valentine motif, featured heart favors and other suggestions of the day. High score prize went to Mrs. Ira Connell and the traveling prize belonged to Mrs. George Beams at the conclusion of games.

During the afternoon Miss Edith Jackson and Miss Helen Frances Streu entertained with musical selections.

Refreshments, carrying out the sentiments of the day, were served to Mesdames O. K. Higgins, Cooper Morgan, Edna Sears, S. E. Askren, Arthur Rogers, Ira Connell, Jack Robertson, R. R. Jackson, John Cunningham, A. H. Elliston, Inez Stambaugh, Hettie Coehell, Gene Beams, Rosa Spear, R. L. Hunter.

Alvin Thompson, Charles Williams, J. C. Lance and Miss Adda Ramsey.

The hostess was assisted by her daughter-in-law, Mrs. Urlin Streu.

### UNION MEET IS HELD BY YOUNG PEOPLE'S CHURCH ORGANIZATION

Prairie Rustlers Union, young people's organization of the Methodist Church held its regular monthly meeting at the church, Thursday night.

Miss Nellie Jo Shreve, vice-president, presided over the business session, when the banner was awarded to the Bovina Organization. The Bovina group presented the program for the evening which consisted of a short playlet and several musical numbers.

After the program, Edith Jackson, recreation chairman for the local division, directed games.

Members from organizations at Bovina, Dimmitt and Dimmitt Circuit attended the meeting. The next meeting which is scheduled for the second Thursday in March, will be held in Bovina.

Sponsors of the Hereford group are Miss Irene Crawford and Mrs. Homer Brumley.

### W. M. S. CIRCLES MEET AT CHURCH

Lillie Hundley, Nelson and Ray Buslet Circles of the Woman's Missionary Society of the Baptist Church met at the church Wednesday afternoon. A program on "Stewardship" was featured in each group. Mrs. Lilburn Ray led the Ray Buster Circle meeting, with relative talks given by Mrs. Allen Powelson, Mrs. R. E. McCullough and Mrs. F. E. Bowe.

Mrs. Jack Roberson led the lesson for the Nelson Circle, with talks being given by Mrs. Harry Whitechurch and Mrs. Jim Lipscomb. Special music was furnished by Mrs. Wiley Roberson and Mrs. A. O. Thompson.

In the Lillie Hundley Circle plans were discussed for the week of prayer program and a Bible lesson was given, followed by reports.

### MRS. DYAR IS CLUB HOSTESS

Two tables were arranged for bridge games Tuesday afternoon when Mrs. C. H. Dyar was hostess for members of the Tuesday Afternoon Bridge Club.

As a reminder of the day, tallies represented old-fashioned lace Valentines with dainty sprays of fern and sweet peas fastened to them.

High score prizes were awarded to Mrs. W. L. Davis for the club and to Mrs. A. R. Bateman, guest.

### O. E. S. MEMORIAL SERVICE IS HELD

A memorial service was held by the local chapter of the Order of Eastern Star Tuesday night at the Masonic Hall.

Mrs. Ed Boggus, worthy matron, conducted the service.

Announcement was made that Mrs. Frances Smith, deputy grand matron of Amarillo, will meet with the local chapter on March 14.

Members voted to accept the invitation from the Amarillo Chapter to attend a banquet honoring Mrs. Robbie Dyer, grand conductress of the grand chapter of Texas, which will be given in Amarillo, March 17.

Plans were discussed for the joint celebration which is being planned by the Masons and Eastern Star members to observe Washington's birthday, Feb. 22.

### MRS. ROBERSON ENTERTAINS Y. W. A.

Y. W. A. of the First Baptist Church was entertained Monday evening at the home of Mrs. Billie Roberson. Committee reports were heard and roll call was answered with Reasons for Tithing.

Audrey Cockrell was leader of the program which carried out a Valentine theme. Mrs. Ben Wohlgemuth told the story of St. Valentine.

The social hour featured a Valentine box and refreshments were served to Dorothy Funderburg, Glennis Cockrell, Audrey Cockrell, Molly Jo Roberson, Maxine Adams, Anna Jo Owens, Odessa Long, Thornton Shirley, Mesdames Edgar Russell, Ben Wohlgemuth, Dean Robbs, Travis Caraway, Lilburn Ray, Jack Roberson, Billie Roberson and Mrs. J. W. Cockrell. Bobby Turner was a new member.

### FEDERATION BOARD TO MEET SATURDAY, FEB. 25

The board of directors for the Deaf Smith County Federation of Women's Clubs will hold an important meeting Saturday afternoon, Feb. 25, at 3 o'clock at the courthouse.

The board is composed of federation officers and presidents of all federated clubs in the county. Club programs and year books for the coming year will be major topics of discussion and those attending are asked to bring year book outlines which have been used successfully.

### MUSIC STUDY CLUB WILL MEET WITH MRS. BROADWELL

The Music Study Club will meet at the home of Mrs. H. L. Broadwell Monday afternoon, Feb. 20, at 3 o'clock.

### COUNTY FEDERATION OF WOMEN'S CLUBS MEET POSTPONED UNTIL MARCH 3

The Deaf Smith County Federation of Women's Clubs meet which was scheduled for February 24, has been postponed because of conflict with the World Day of Prayer observance, which will be held on that date at the Methodist Church. The Federation meet will be held on Friday, March 3.

## PERSONALS

**Kester Attends Meet**  
Among the Optometrists of the Panhandle and New Mexico who met in Lubbock Sunday to attend a lecture presented by Dr. A. M. Skeffington of St. Louis, Mo., was Dr. F. M. Kester of Hereford. Dr. Skeffington lectured on recent developments in research, stressing their application in optometric practice.

"Not Quite Such a Goose," S., Feb. 24th. 7-2tc

Mr. and Mrs. Elster Halle came from Austin this week for a visit with relatives. They are guests in the home of Mr. and Mrs. Jeff Gilbreath. While here, Mr. Halle will look after business interests.

"Not Quite Such a Goose," H. S., Feb. 24th. 7-2tc

Mr. and Mrs. John McLean and son, George, attended the Powell-Linder wedding in Clearfork, Sunday. Mrs. Linder is a niece of Mr. McLean.

"Not Quite Such a Goose," H. S., Feb. 24th. 7-2tc

Mr. and Mrs. W. E. Dameron left Wednesday for San Francisco, Calif., to attend the opening of the World's Fair and the Cattle Exposition which is being held in connection with the fair. They will visit in Los Angeles, Pasadena, Santa Monica and Hollywood during the two week time spent in California.

"Not Quite Such a Goose," H. S., Feb. 24th. 7-2tc

Mr. and Mrs. Archie Scott returned Monday from a short wedding trip spent in South Texas, New Mexico and Mexico.

Mrs. E. W. Harrison is in Tahoka this week, visiting relatives.

## «CLOSE DRUG STORE» Drugs at Low Prices FRIDAY and SATURDAY

Woodbury's  
or Cashmere  
Bouquet Soap  
3 for  
**25c**



Pint  
Nyal's Pure  
COD LIVER  
OIL  
**49c**

50c  
Phillips' Milk  
of Magnesia  
**37c**

75c  
Doan's Kidney  
Pills  
**53c**

We take great pride in these things which we believe beget confidence—our excellent prescription service, an assurance of dependability and trust—a proficiency in our profession which comes from long years of study and practical experience.

30c  
Lax. Bromo  
Quinine  
**23c**

50c  
Dr. Lyons'  
Tooth Powder  
**37c**

Nyal Antacid  
Powder  
Relieves heartburn, gastric acidity, sour stomach and dyspepsia.  
Large jar... **50c**

50c  
Ipana  
Tooth Paste  
**33c**

14 oz.  
Listerine  
Mouth Wash  
**59c**

FORMAL  
By Dalon  
A new and exquisite toilet preparation, prepared by experts... and at a modern price.  
**50c**

50c  
Lucky Tiger  
TONIC  
**59c**

50c  
JERGEN'S  
Hand Lotion  
**39c**

FREE!  
35c RACO  
SHAVING CREAM  
and  
Package of 10  
RING BLADES  
BOTH FOR **39c**

50c pint  
Nyal Rubbing  
Alcohol  
**37c**

25c  
Johnson's  
Baby Powder  
**19c**

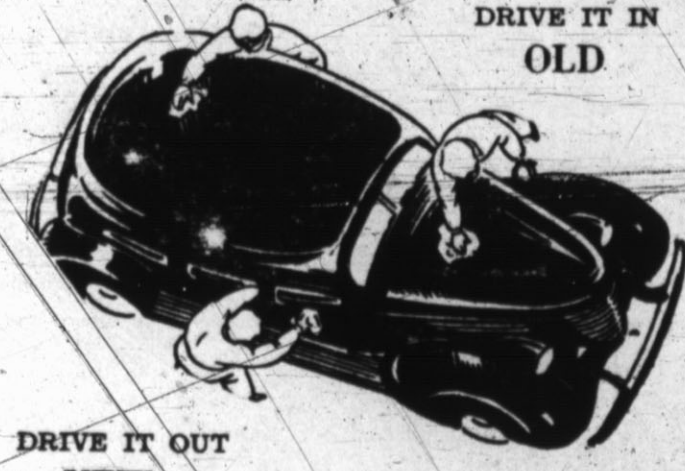
BUY ONLY  
**Baby Chicks**  
OF QUALITY  
... and you'll make up the difference in the added number that will live and the high type layers and individuals you will have later on. Place your order now for your favorite breed.



... feeding **MERIT** Chick Starter!  
After feeding MERIT Chick Starter your chicks will perk up. MERIT has just the proper amounts of the right vitamins and builds stronger chicks that have greater livability, more vigor and less sickness.

West Texas  
**FEED and SEED**  
PHONE 285

DRIVE IT IN  
OLD



DRIVE IT OUT  
NEW

**YOU WON'T BELIEVE IT**  
... is the same car when we are through with it. We will give it a good old "Saturday Night Bath" ... and clean it thoroughly inside and out.

**Day and Night Towing**  
Help! ... Where You Need It and When You Need It!  
If you should meet with an accident or motor trouble, call us and we will tow you in.

— PHONE 383 —  
**SCIENTIFIC**  
WHEEL ALIGNING — BRAKE ADJUSTING — EXPERT  
BODY AND FENDER REPAIRING!  
You are not driving a safe car unless the wheels are aligned correctly and the brakes are in perfect condition.

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

**SPECIAL!**  
ON SALE  
Friday & Saturday

10c  
CURTAIN  
RODS  
**6c**

Simplicity Patterns 15c  
Work Gloves -- 8c pr.

15c  
JET-OIL  
Shoe Polish  
Black or Brown  
**8c**

Paints, Varnishes 10c  
Washable WINDOW  
Shades, with roller, 35c

Embossed!  
NAPKINS  
**7c**

Hind's Lotion 39c  
Kleenex 10c

49c  
OIL MOPS  
15-In. Spread  
**29c**

We Reserve the Right to  
Limit Quantities!

**KELLOGG'S**  
5c to \$1.00 STORE

### Windbreaks Have To Be Cared For After Planting

DAWN DEMONSTRATION CLUB MEMBERS HEAR INTERESTING TALK

"No one should set out a windbreak unless he intends to take care of it," stated Miss Sadie Lee Oliver, HDA, at the meeting of the Dawn Home Demonstration Club, held in the home of Mrs. C. A. Wimberley, Wednesday afternoon.

"Trees require care if they are to thrive, and this should begin with transplanting. Care must be taken to firm the soil well around the roots which should be placed in natural positions. Soil should be firmed by hands or feet, never by turning on the nose. A windbreak should have 3 to 6 rows, having a slope in height on either side. Chinese elms are excellent for center rows. A popular plan is to place fruit trees or flowering plants of vitex, sumac, red bud, desert willow and others on the outer rows. While this is more expensive at first it soon repays in fruit and beauty.

"Varieties of evergreens which may be used are Arizona Cypress, red cedar, Western yellow pine and Scotch pine."

Among those present were Mrs. M. E. Burum, Mrs. W. A. May, Mrs. H. E. Miller, Mrs. R. A. Fry, Mrs. William Wimberley, Mrs. W. F. Caraway, Mrs. Carl Wimberley, Mrs. Don Fleming, Mr. A. Fry, Mr. C. A. Wimberley, Mrs. C. A. Wimberley and Miss Oliver.

### Progressive News

(1 mile east, 6 miles north)

IRA JEANNE RICKETTS

Mr. and Mrs. V. E. Dodson spent Sunday with her parents, Mr. and Mrs. I. W. Scott at Canyon.

Mr. and Mrs. C. P. Caldwell and Miss Eunice spent a few days last week with her brother, W. L. Ralston, who has been quite ill, and her two nieces, Mrs. C. R. Rambo and Mrs. W. E. Winn and families. Mr. Ralston seemed to be somewhat better.

Mrs. Arnold Hershey was honored with a miscellaneous shower at the home of Mrs. Owen Neel, Wednesday. After advice was given by those present, to the honor guest, Miss Eunice Caldwell read an original poem by Mrs. J. L. Park to the bride.

A toast to the bride was read by Mrs. Luke McBrayer as the gifts were presented to Mrs. Hershey. Those present, were Mesdames Luke McBrayer, A. S. Higgins, Lewis Harvey, Ray Hershey, C. P. Caldwell, Lynn Powelson, C. V. Burgess, J. L. Park, and E. T. Brookes; Lewis Smith, Walter Galley, Lester Galley and Fleeda Galley of Dawn; Orin Russell, Arch Conklin, G. R. Conklin, Pearl Boyer and H. T. West of Hereford, and Misses Eunice Caldwell, Norma Lee Edwards and Ira Jeanne Ricketts. Those unable to attend, but sending gifts, were Mesdames Charles Green, J. E. Blakemore, V. E. Dodson, David Boyer, Ira Ricketts, D. Y. Edwards, Misses Lucille Park, Wilma Higgins and Dora Lee Burgess.

Mrs. Lewis Harvey and sons, Harold and Homer, spent Saturday with her mother, Mrs. J. J. Bauer at Happy. Mrs. Bauer, who has been ill, is improved.

Mrs. J. C. Ricketts spent Monday afternoon with Mrs. Ira Ricketts and Ira Jeanne.

A number from this community attended the funeral of Mr. G. R. (Rat) Jowell in Hereford, Sunday afternoon. The community extends its sympathy to the family.

The Primary and Junior Classes of the Sunday School were entertained with a Valentine party by their teacher, Mrs. Lynn Powelson, and Miss Virginia Bowman at the latter's home, Sunday afternoon, after Sunday school. Those present, were Billie Zoe and Glenn Smith, Rosa Lee, Arnold and Delbert Powelson, Pearl, Mary Catharine and Orval Edwards, Lee Roy and Junior Burgess, Betty Jeanne and Zola Faye McBrayer, and Harold and Homer Harvey.

Mr. and Mrs. Jim Ricketts and sons of Tererro, N. M., arrived Friday for a visit with their parents, Mr. and Mrs. Ray Hershey and Mr. and Mrs. Ira Ricketts. Mr. Ricketts returned Sunday, but Mrs. Ricketts and sons remained for an extended visit.

There were 44 in attendance at Sunday School, Sunday. Rev. and Mrs. G. B. Posey and daughter of Hereford, were present and Mr. Posey gave an interesting talk.

Mrs. Luke McBrayer called on Mrs. C. R. Morgan in Hereford, Monday afternoon.

Miss Eunice Caldwell was hostess to the young people of the community Saturday night.

when she gave a Valentine party. After games featuring the Valentine idea, were played, refreshments of lemonade, heart-shaped cookies and jello, were served by the hostess to the following: Misses Wilma Higgins, Virginia Bowman, Rosa Lee Powelson, Norma Lee Edwards, Augustine Gregory, and Ira Jeanne Ricketts; Messrs. Noel, Howard and Gordon Higgins, William Bowman, Arnold and Delbert Powelson, Cecil Boyer, Jake and Millard Gregory, Glenn Ricketts, Calvin Edwards and Fred Caldwell; Messrs. and Mesdames V. E. Dodson, Lynn Powelson and David Boyer. The hostess, her parents Mr. and Mrs. C. P. Caldwell and Mr. C. C. Bowman.

Mrs. Ira Ricketts was called to Silverton Monday night, by the serious illness of her father, A. J. Hughes; Mr. and Mrs. J. L. Pevley of Hereford, took her to Silverton. Ira Ricketts, Ira Jeanne and Glenn, motored to Silverton Tuesday and found Mr. Hughes slightly improved.

There was a large number at the "Literary meeting Friday night, when an interesting program under the direction of the program committee, Lee Roy Burgess and Arnold Powelson, was given. The next regular meeting will be Friday, Feb. 24, at 7:45 p. m., when Glenn Ricketts, Calvin Edwards and Howard Higgins will be in charge of the program. The public is invited.

Mr. and Mrs. Luke McBrayer and Ira Ricketts called on W. A. Ricketts in Hereford, Sunday afternoon.

The high wind Thursday spread a heavy cloud of dust over the entire community and made the community realize that spring is on its way. A number of the men have been listing their ground.

The Progressive Girls 4-H Club meets Friday afternoon after school at the school house.

Mr. and Mrs. E. T. Brookes and F. D. Perkins took dinner Sunday with Mr. and Mrs. P. H. Oberthier in Hereford.

Mr. and Mrs. Frank Givens of Hereford, called on Mr. and Mrs. E. T. Brookes and F. D. Perkins, Friday night.

Mrs. G. H. Brookes, Hereford, Mrs. P. J. Woodriddle of Amarillo, called on Mr. and Mrs. E. T. Brookes, Thursday afternoon.

Mr. and Mrs. E. T. Brookes called on his mother, Mrs. G. H. Brookes, near Hereford, Sunday night.

### Westway Items

(10 miles west)

MRS. MERLIN KAUL

The Home Demonstration Club met last Thursday afternoon at the home of Mrs. R. L. Wilson, with 11 members present. Mrs. Maurice Tannahill and Mrs. Paul Rudd demonstrated the preparation and baking of Boston Brown Bread. With it they served Boson Baked Beans. The next meeting will be held at the

home of Mrs. Al Werner on Thursday, Feb. 24. The men are also welcome to attend this meeting.

Mrs. Clyde Sheppard was honor guest at a shower held at the home of Mrs. R. L. Wilson on Thursday afternoon after the business meeting of the Home Demonstration Club. Those present were Mesdames Paul Rudd, Maurice Tannahill, E. H. Little, A. C. Pierce, Al Werner, G. C. Hartman, Jim Dale, Merlin Kaul, J. D. Harrell, R. E. Wilson and the honor guest.

The high wind last Thursday brought plenty of dust and started several fields to blowing. Those whose fields are blowing are busy this week with tractors and listers in an attempt to prevent the entire field from blowing.

Mrs. Guy Lawrence and Nelda Guy, of Hereford, Mrs. R. M. Gunn and Mrs. Joe Landers and little son, Ross Joe, were dinner guests of Mrs. Merlin Kaul, Friday.

Mr. and Mrs. Jim Williams and family of Hereford, were Sunday dinner guests of Mr. and Mrs. F. W. Dodson and Monte Max.

Mr. and Mrs. W. L. Jones were Oklahoma visitors several days last week.

Margaret Sowell is back in school after being absent two weeks. She was threatened with pneumonia.

Mr. and Mrs. Hughes Millard and Fred Millard, of Hereford, were dinner guests Sunday in the home of Mrs. Millard's parents, Mr. and Mrs. Grady Wilson. Other guests in the Wilson home Sunday afternoon, were Mr. and Mrs. B. H. Allmon and Jack, George Turrentine and Mr. and Mrs. Merlin Kaul and Larry Carroll. Larry Wilson continues to gain strength.

J. A. Roe has been ill for several days and confined to his home. Mr. Waters of Hereford is assisting with the work.

C. V. Burgess spent several days last week working on the windmill at the Merlin Kaul home.

A. C. Pierce, Henry Allmon and Paul Matteson are serving on the jury at Hereford, this week.

Mr. and Mrs. Moody Stephan, Weldon and Margaret Rose were visitors in the Carl Lee home at Summerfield Sunday afternoon.

Mr. and Mrs. Carl Lee and children, Jack, Jessie, Imogene and Jewel Clark of Summerfield, were visitors at church here, Sunday night.

Rev. W. G. Williams and his co-worker, R. B. Raymond, held meetings here several nights last week. Rev. Williams also held meetings here before Christmas. Everyone enjoys his messages. The singing practice hour was given to Rev. Williams. Two quartet numbers sung by Mrs. A. C. Pierce, Mrs. F. W. Dodson, Jack Earp and Floyd Tucker, were much enjoyed by the audience. The next singing practice will be held Sunday night, Feb. 26. Next Sunday, Feb. 19, is the regular appointment of Rev. Burrow.

Valentine drawings, Washington and Lincoln drawings and other fitting pictures decorate the third and fourth grade room. They have also made some food posters.

The regular meeting of the P-TA will be held at the school, Friday night. The committee has a good program planned. The program honors the birthday of Washington. Those who are expected to appear on the program are Rev. James Alken, pastor of the Presbyterian Church at Hereford, Finis Owen, Helen Gilmore and some of the pupils of Mrs. Dodson.

The first six grades enjoyed Valentine boxes at school Tuesday afternoon. After the Valentines had been distributed, the teachers served Valentine candy.

Mrs. F. W. Dodson, Miss Helen Gilmore, and Mrs. Merlin Kaul attended the Business and Professional Women's Club meeting at the library, Monday night.

R. W. Dodson visited Jim Williams in Hereford, Monday night.

Those from here who attended the Silver Tea at the home of Mrs. Earl Springer at Frio, last Tuesday, were Mesdames Paul Rudd, Maurice Tannahill, A. C. Pierce, G. C. Hartman, Jim Dale, Glenn Rutter and Merlin Kaul. Attending the tea sponsored by the Pioneer Club at the Baptist Church in Hereford, were Mrs. Al Werner and Mrs. R. L. Wilson.

Miss Elizabeth Gillentine, who has been visiting for the past two weeks in the home of her brother, Jimmie Gillentine, returned Sunday to her home in Wellington.

### LEGAL NOTICE

ORDINANCE NO. 282-A AN ORDINANCE REGULATING WRECKING YARDS, BLACKSMITH SHOPS, THE HANDLING OF JUNK AND THE ENCLOSING OF PREMISES AND FIXING A PENALTY.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HEREFORD:

That no person shall enter into the business of wrecking and junking automobiles or other vehicles or machinery on any lot or lots within the City of Hereford, without first enclosing the lot or lots on which said business is conducted or to be conducted with a solid wall constructed with boards or other material in such manner as to obstruct the view of such wrecked material from the outside, the said wall to be at least six feet high and to surround all of the said automobiles, vehicles, machinery, and-or parts, or other junk, said wall to be, at all times kept in repair.

That all persons not engaged in the business of wrecking but repair business, such as blacksmith shops, machinery agencies and garages must keep their premises clear of junk and unused parts at all times, and must keep sidewalk clear of pieces of wrecked machinery, unused parts or debris.

That any person, firm or corporation violating the provisions of this ordinance shall be deemed guilty of a misdemeanor and upon conviction shall be fined in any sum not less than Ten (\$10.00) and not more than Twenty-Five (\$25.00) Dollars for each separate offense.

The fact that the law now in force and effect in the City of Hereford, pertaining to wrecking yards, blacksmith shops, and the handling of junk and junked machinery is inadequate, creates an emergency and a public necessity that the constitutional laws of the State of Texas, such as unconstitutionality or variance shall not affect the validity of the remaining parts of this ordinance.

Passed this the 3rd day of June, 1937.

Approved this the 3rd day of June, 1937.

Attest: EVA S. PITMAN, City Clerk.

C. J. PADDOCK, Mayor, City of Hereford, Tex.

Ward News

(9 miles north, 3 west)

MRS. CHARLES B. MILES

Mr. and Mrs. Wesley Higgins spent the week-end at Lorenza, Texas, in the home of her mother, Mrs. Bell Oxford, who has been ill the past week.

Mrs. James W. Scott of Hollis, Okla., is visiting this week in the home of her daughter, Mrs. Fred Moreman and family.

Noel Higgins spent the week-end in the Progressive community, visiting his parents, Mr. and Mrs. Albert Higgins.

Several from this community attended the preview at the Star Theatre Saturday night, to see the picture of "Dracula" and "Frankenstein."

There will be preaching here next Sunday—everyone is invited.

Mrs. A. B. Schulz, Mr. and Mrs. Harry Schulz and Mr. and Mrs. Randal Matthews and children, all of Hereford, were Sunday visitors in the Geo. Lewis home.

E. Ward was an Amarillo visitor Tuesday.

Mrs. Robert Viegel and children spent the week-end at the home of her parents, Mr. and Mrs. Sam Faith and family at Plainview.

Mrs. Sonny Ledbetter and Miss Lilly Hutson of Vega, visited last Tuesday in the home of their parents, Mr. and Mrs. Jack Hutson.

Mrs. W. E. Armstrong has her mother from Happy, visiting with her this week.

Stencils, ink and office supplies at Brand Office.

Miss Elizabeth Gillentine, who has been visiting for the past two weeks in the home of her brother, Jimmie Gillentine, returned Sunday to her home in Wellington.

### LEGAL NOTICE

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C. J. PADDOCK, Mayor, City of Hereford, Tex.



West Texas Gas Company

# 1939 CHEVROLET

THE PUBLIC HAS LOOKED AT CAR PRICES-CAR VALUES-FOR 1939 and again the public is buying more Chevrolets than any other make of car

This public preference is the public's proof of Chevrolet's greater dollar value. Act on it!... Buy Chevrolet for 1939... and get more for your money

"CHEVROLET'S THE CHOICE!"

SEE YOUR LOCAL CHEVROLET DEALER

Brumley-Woodford Motor Co. Hereford, Texas

- Only low-priced car with PERFECT VALVE GUARANTEE! You can't get this kind of guarantee on any other car.
- Only low-priced car with AND-OVERHEAD VALVE NEW BODY BY PERM. The Standard Design for '39
- Only low-priced car with FIVE-MATIC CLUTCH Greater Clutch Life in Year!
- Only low-priced car with PERFECT KNEE-ACTION SEATING Seats adjust to your body. Comfort and ease in every position.
- Only low-priced car with PERFECT VALVE-IN-HEAD EX. For Thrill and Thrift!
- Only low-priced car available The "Universal Car" that's built to last. The Largest Inventory of Chevrolets—First in Every Way!

## You Can't Get Along WITHOUT IT!

In handling personal finances or transacting business, large or small, good credit is essential — you can't get along without it!

So, give yourself every advantage in the struggle to get ahead financially... KEEP YOUR CREDIT GOOD! Pay obligations promptly (or explain any delay in payment); keep a bank balance larger than required for average use (it's better to have money there and not need it than to need it and not have it);... pay all important obligations BY CHECK (gives prestige, indicates sound business judgment, and provides complete records of each transaction).

OUR SERVICES AND ADVICE ARE COMPLETELY AT YOUR DISPOSAL

# The First State Bank

Brumley-Woodford Motor Co. Hereford, Texas

### Wilkerson Dies At Dimmitt Home

Funeral services for W. H. Wilkerson, 82, were held from the Baptist Church in Dimmitt at 2:30 o'clock Wednesday afternoon, Feb. 15.

Mr. Wilkerson died at his home, 8 miles north of Dimmitt, Tuesday morning. He was born in Alabama in April, 1856. He came to Texas in 1877, and in 1917 moved from Quanah, Texas to Castro County, where he has since made his home. He was a member of the Baptist Church at Quanah, and during his 22 years of residence in the Dimmitt area, acquired numerous friends who mourn his death.

He is survived by three sons, W. F. of Quanah; J. H. of Quanah, and J. N. of Alfred, Texas; four daughters, Mrs. A. O. Kirkland of Slaton, Texas; Mrs. Paten Parker of Big Springs; Mrs. A. Hardin and Mrs. C. C. Hunter, both of Hereford. Also two brothers, H. C. Wilkerson of Atlanta, Texas, and John Wilkerson of Shreveport, La.; 18 grandchildren and nine great-grandchildren.

Interment was made in the Dimmitt Cemetery.

### Hospital Notes

Jess Ford, who was admitted to the hospital last week as a pneumonia patient, was today reported considerably improved and resting well.

Mr. and Mrs. Frank Huckert announce the birth of a daughter, Tuesday; both mother and infant are resting nicely this morning.

Mr. and Mrs. L. C. Kester announce the birth of a son, Thursday morning, both are resting nicely.

### PERSONALS

**Visit in Denver**  
Dr. and Mrs. J. L. Thompson and baby returned Wednesday from Denver, where they had been since Monday. Dr. Thompson took post-graduate work while in Denver, specializing on hernia, veins and related subjects.

We stock Baby Chicks. Packard Mill. 7-1tc

Mrs. A. J. Ralston was called to Spearman Sunday, to be with her father, W. B. Sanders, who has been seriously ill. She returned home Wednesday and reported his condition slightly improved.

See us before you buy Baby Chicks. Packard Mill. 7-1tc

"Swears are the uses of adversity." Anyway, it probably keeps us from having a lot of things we are better off without.

Baby Chicks arriving daily. Packard Mill. 7-1tc

**THURMAN WILLIAMSON IN CHARGE OF ROOM PROGRAM**  
Room 11 was called to order by the President, Thursday 9. Then the program chairman, Thurman Williamson took charge. First Miss Fullington read a chapter on Safety First. Bruce Beene gave a clever reading. Last on the program was a talk on Citizenship, given by Mary Ann Acker.

Phone

# 160 Stambaugh

DRY CLEANING

KNITS BLOCKED

## The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

Vol. III—No. 19

Hereford High School, Thursday, Feb. 16, 1939

Page 39

### RESULTS OF HI-Y CONFERENCE

While at the Conference, the boys from Hereford and other towns went through practically the same program each day, but different speakers at each meeting. The conference for Hereford lasted from 12:15 o'clock Friday to 2 o'clock Sunday afternoon. All of the meetings took place in the Senior High School. The speakers for Friday afternoon were as follows: Wayne Lisle from Slaton, the president of the conference; Mayor Ross Rogers of Amarillo, who gave the welcoming address, and the main speaker, Dr. H. C. Gossard, president of Normal University, Las Vegas, N. M. After this talk, the discussion groups met in the various places to discuss the conference theme. Friday night the main speaker was J. J. McConnell, Jr., executive secretary of the Southwestern States for Y. M. C. A. work. This was the night that the ill-fated Hereford boys presented their play, which incidentally was presented very nicely.

The delegates to the conference were roomed at various Amarillo people's homes. They stayed at their respective homes, two bunking together, Friday and Saturday nights and received their breakfast each morning.

Saturday! Saturday was the main day of the conference consisting of two talks by Roy E. Dickerson, National Chairman of DeMolay program work of America. One on the "Freedom of Our People," and the other on "Sex Education." For the next program, the speakers contest was held in which each delegation had one speaker to speak on the conference theme. The winning speaker came from Wichita Falls and was presented a banner that afternoon. The election of the officers for next year. The president is Leroy Rahnaro from Slaton, and the vice-president, Kenneth Wheatley of Amarillo. That afternoon an oration was given by J. B. Hubbard, Jr. The oration won the National Phi Rho Po tournament in 1938. Saturday night a banquet was held in the school cafeteria, followed by some entertainment and at the close of this, to bed.

Sunday morning the boys assembled a 10 o'clock. The main speaker was H. C. Gossard, speaking on "What It Means to Have Christ in Life." After this the closing ceremonies, then we were adjourned by Superintendent Rogers of Amarillo.

### WHITEFACES FEEL MORE CONFIDENT AFTER SATURDAY TILT

#### Girls' Hi-Y Has Rosebud Service

The Girls' Hi-Y had a special meeting Feb. 2 at Betty Jane Rolosen's home. Business was attended to, and a discussion of the Older Girls' Conference that will be held Feb. 25-26-27, at Plainview, concluded the business. The topic of the program was "The Rose Bud Service." It was a devotional service and it dealt with the purity and loveliness of womanhood. Edith Jackson read the scripture which was Proverbs 31:16-31. The lights were then dimmed and Miss Crawford told the group a very interesting and touching story of "The Rose Buds." She passed around to everyone a white rose which was to be pressed and kept in remembrance. She also gave each girl a card with "My Creed," by H. A. Walter, on it. The girls made it their vow and truly enjoyed the program.

#### F. H. T. DISCUSS "AN IDEAL GIRL"

The Betty Chapter of the F. H. T. met Wednesday night to discuss "An Ideal Girl." Margaret Ann Miller and Rena Rae Renfro played a saxophone duet as a prelude to the program. Minnie Dea Smith told the qualities an ideal girl should possess. Rachel Ireland read a poem. Miss Robbie Foster gave her idea of an ideal girl. Some of the characteristics which she mentioned are: learn to talk with your eyes, and greet everyone with a smile. A smile doesn't cost you anything but it makes the other fellow feel a lot better. She should be a friend to everyone. It is worth a lot for everyone to like you. An ideal girl should not be conceited. That you have more money than the girl across the street does not mean that you are better than she.

It is extremely boring to listen to a girl relate a step-by-step picture of her last date. Miss Foster says, "It either means you don't have dates often or you are trying to let your friend know you had a date."

A girl who can factually say "no," is admired by everyone. It is easy to hurt someone's feelings if you are too candid.

A girl who never has an opinion of her own or a "yes-woman" is disliked by a great number of people.

The meeting closed with the club song.

The Hereford boys' basketball team played Friona in two cage battles fought on the local hardwood, here Saturday night. The second string from Friona won by the score of 32-20. These boys were unable to take the attack of the strong team from Friona. The Hereford first string pined on the coal and went sailing full steam ahead to turn in the best performance of the year, when they trampled the Chiefs from Friona by a score of 39-26. The game was very tight the first half, but after the rest at the half-time, the Whitefaces tightened their defense so much that Friona was able to only score two points for the remainder of the game. J. C. Vaughn led the Whiteface attack with 10 points while Paul Foster and Grant Fuller followed close behind with 8 points each. Wels of Friona led the Chiefs attack with 10 points, and was trailed by Hughes who had 8 points.

With this victory tucked under their belts, the Whitefaces near the District meet with a little more confidence. The boys wind up the current season Friday and Saturday nights when they attend the District Tournament in Canyon. With the best of luck and playing, the students are hoping that the boys will be satisfied with nothing less than the District crown.

Saturday night's line-up:

Hereford	G	F	T
F Fuller	4	0	8
F Posey	3	1	7
C Vaughn, J. C.	5	0	10
G Foster	4	0	8
G Vaughn, F	1	0	2
G Petersen	1	2	4
Totals	18	3	39

Friona	G	F	T
F Wels	4	2	10
F Hughes	3	2	8
G Frost	2	0	4
G Baker	1	2	4
G Smith	0	0	0
Totals	10	6	26

#### F. H. A. BUYS BABY CHICKS

The F. H. A. Club has bought 300 baby chicks and is going to brood them in the agriculture shop. The Ag boys will take care of the chicks which, they hope, will be ready for market early in the spring.

The Ag boys also are selling garden and flower seeds. Apparently, these boys will be kept busy if they make a success of their projects.

### Organize Boys Glee Club

The boys' glee club was announced by Mr. Kinard to start on Tuesday, January 31, 1939. All boys who wished to join should leave their fifth or sixth period study hall and report to the music room. Miss McMinn would then instruct them. Glee Club is held every Tuesday and Thursday, the last part of the fifth and the first part of the sixth periods. The boys will be classed as D entries at Plainview, if they enter the contest there in the last part of April. The boys are required to sing five pieces, two of them will be sung with accompaniment and two without. The other piece will have to be sight read, a piece they have never seen before.

The boys who have signed for Glee Club are: Jack Knox, Danny Hales, Paul Lyons, Charles Weathered, Delphus Fellers, Clifford Estes, Jim Fullwood, Merlin Conklin, Ralph Biggs, Jerry Jowell, Bill Boyer, Henry Ford, Bartley Dowell, Clinton Massie, Kenneth Potter, Bill Montgomery, Morris Easley, L. C. Hewitt, Leo Rudd, Gwynn Owen, Billy Davis, Harold Close, Richard Ireland, L. J. Clark, Donald Ray McCollough, Joy Worley and Charles Boyd.

#### VALENTINE PARTY FOR F. H. T. FRIDAY

The Betty Chapter of the Future Homemakers of Texas held a party in the Homemaking Laboratory last Friday, Feb. 10. The feature of this party was Valentine and was portrayed in the games played, and in the refreshments served.

Those present were: Jeff Burk, Polly Dixon, Billy Davis, Rena Rae Renfro, Richard Petersen, Rue Wilson, Eleanor Wilson, Ann Cokrell, Katie Jean Cress, Gloria Cress, Jeanne France, Harle Reis, Donald McCullough, Claudine Newman, Betty J. Kendall, Daniel Russell, Nadyne Newell, Mattie Lawhon, Jack London, Larry Trimble, Joe L. Hamilton, Corrine Hamilton, Mary Anna Thompson, Dorothy Banner, Billy Self, Mary Ellen Henzlee, and their sponsor, Miss Rhita Jean Sullivan.

Visitors in our schools Monday were Miss Jennie C. Ritchie, Mrs. T. V. Reeves and Mrs. Laura Saunders, of WTSC, Canyon.

The senior class of Alamosa High School has selected the play "Hay Fever" for the annual senior play. The cast has been selected and the rehearsals are to start soon.

customer afterwards surely wouldn't knowingly misrepresent his goods. But the source of the seed is unknown, its purity is a matter of faith, and there is no germination test. Reliable local merchants would prefer to handle only properly tested and labeled seed, but for the bargain hunters who save a dime and lose a dollar by insisting on cheap seed.

It is too late to buy seed when planting time is at hand. Buying ahead insures getting the best you are willing to pay for, while last-minute buying sometimes means taking Hobson's choice. Read the tags, buy the best seed available have it ready—and then don't treat it like a step-child. Good seed is worthy of a good seed-bed; a good stand depends on good germination and a good seed-bed and a full crop impossible without a good stand.

#### BOYS' HI-Y HAS MUCH BUSINESS

The Boys' Hi-Y met on Tuesday night at 7:00 for their weekly meeting. Due to the tardiness of the program chairman, the meeting started with the usual business. Ah! the long delayed party for the members of the club and of course their girl friends. Oh, yes! The president appointed a committee of two to decide when, where and what kind of party to be had. The club elected an official referee for the game period and changed the time of their meeting, six-forty-five

for the game period and seven-fifteen for the regular meeting. The club members that went to the Conference obtained several ideas on how to help the club and expressed these ideas. They voted to put one of them into effect and, of course, it is to have an informal supper once a month, the boys donating to a common fund for this supper. The club decided to attend services Sunday, February 12, at the Baptist Church.

Then came the main part of the meeting. Clinton Massie gave the scripture, followed by sentence prayer. Mr. Hudson outlined to the club Feb. program, dealing with sex education. Mr. Hudson read from a book on the subject dealing with the first week's work on the physiological aspects on sex. After this talk, the meeting was closed by singing "Blest Be the Tie That Binds" and the Hi-Y prayer.

John: "Wish I had a new radio mine is ancient."  
Oscar: "Mine is so old I still get Herbert Hoover."

Sweet Young Thing: "There is a rat in my room."  
Hotel Clerk: "Make him come down and register."

Friend: "So you finally consented to teach your wife to drive?"  
Mass: "Yes, I need a new one anyway."



### Water Rises No Higher Than its Source

By T. C. Richardson, Secretary Breeder-Feeder Association  
"You can't make a silk purse out of a sow's ear and a crop is no better than its seed, are equally true sayings. It is one of the most expensive 'economies' on the farm to plant poor seed and spend a whole season's work making a poor crop. It costs only a few cents an acre more to get the best seed available for crops like corn, sorghum, melons, tomatoes and a great many others. The difference may run into dollars on cotton clover, alfalfa, and the small grains, but the best pays off at harvest time far beyond the extra cost.

But what is "good seed?" First it is clean seed, unmixd with weeds or other crop seed. Second it is pure seed; that is it is bred to produce true to its name and character. Third, it is a variety adapted to the soil and climate where it is to be grown. Fourth, it is high in germinating power.

But how are we to know all this? Most of the guesswork is eliminated by purchasing only seed which is bagged properly and labeled. Every state has

seed labeling laws, and the tag tells (1) percentage of foreign seed present, (2) name of the variety, (3) percentage of germination. As to (4) its adaption to his locality, the buyer must know by experience or look up the records from the nearest agricultural experiment station.

On the question of purity there is a further safeguard in buying seed officially "certified" or registered in the name of its breeder or grower. This information is on another tag, usually colored to indicate the different grades. The highest grade is that which came last from the breeding block; the second grade is that which is usually a year farther removed. The reputation of the breeder is back of this tag, and it also carries the assurance of the certifying that the seed has been grown under its rules and inspection.

It is a risky practice to buy bulk seed either from someone traveling through the country or from a local seed store. If it turns out to be good the buyer is lucky; if not he has only himself to blame. The seed peddler may be honest and the local merchant who has to face his

THESE 6 MAGAZINES AND THIS NEWSPAPER

HERE'S WHAT YOU GET

- Pathfinder (weekly) ..... 52 Issues
- McCall's Magazine ..... 12 Issues
- Good Stories ..... 12 Issues
- Farm Journal ..... 12 Issues
- Farmer's Wife ..... 12 Issues
- \*Progressive Farmer ..... 12 Issues
- The HEREFORD BRAND ..... 52 Issues

ALL SEVEN FOR ONE YEAR

# \$2.50

\* ( ) Check here if you want Southern Agriculturist, one year, substituted for Progressive Farmer.

REGULAR VALUE \$4.75 — YOU SAVE \$2.25

THINK OF IT—ALL SEVEN publications for ONE FULL YEAR. That's a total of 164 ISSUES, over THREE EACH WEEK—all for only \$2.50. Mail or bring this coupon to our office AT ONCE because we may have to withdraw or advance the price of this FAMOUS OFFER. Give your ENTIRE FAMILY a fine selection of reading matter for a whole year at less than one cent a day. If you are a subscriber to any of these publications, your present subscription will be extended for one full year.

Use This Coupon and Save \$2.25

THE HEREFORD BRAND, Hereford, Texas. Date \_\_\_\_\_  
Here's \$2.50 in FULL PAYMENT for a one year's subscription to The HEREFORD BRAND and a new or renewal subscription to the following six publications:  
Pathfinder (weekly) ..... 1 Year  
McCall's Magazine ..... 1 Year  
Good Stories ..... 1 Year  
Farmer's Wife ..... 1 Year  
Farm Journal ..... 1 Year  
\*Progressive Farmer ..... 1 Year

\* ( ) Check here if you want Southern Agriculturist, one year, substituted for Progressive Farmer.

NY NAME IS \_\_\_\_\_ ADDRESS \_\_\_\_\_  
TOWN \_\_\_\_\_ STATE \_\_\_\_\_

**GIRL SCOUTS ARE ORGANIZED HERE IN RECENT MEET**

**WILL HAVE FIVE TROOPS; OFFICERS NAMED AT INITIAL SESSION**

The Girl Scout organization of Hereford was organized Wednesday, under the direction of Miss Robbie Foster, instructor in Hereford schools. Miss Foster previously directed Girl Scouts at Canyon.

The girls plan to meet each Wednesday afternoon from 4 to 5 o'clock, in Miss Foster's room until the organization can secure a regular meeting place.

The purpose of the Girl Scout organization is to develop good citizens from girls of the high school age. There are approximately 40 high school girls and seven grade school girls who have joined the organization.

Five troops were formed and each troop is to select a name and an emblem. Officers of the troops follow: Elma Shugart, Billye Self, Betty Jo Kendall, Margaret Higgins and Billie Louise Davis.

Officers of the Girl Scout organization are: Annie Jo Owens, president; Troyce Stambaugh, vice-president; Betty Jo Potter, secretary-treasurer; Polly Dixon, sergeant-at-arms; Billie Louise Davis, reporter; Jean France was named chairman of the program committee, assisted by Mattie Louise Lawhon and Nova Mills.

The Girl Scouts hope to get some Women's Club to sponsor them.

Charter members of the organization are: Maxine Beach, Rena Rae Renfro, Kathryn Danforth, Winona Gideon, Monde-line Miles, Mary Jane Jordan, Katie Jean Cress, Ella Mae Parsons, Kathryn Weathered, Evelyn Benson, Lotus Smith, Mabel Henderson, Frances Maye, Dorothy Nell Adams, Lois Agnes Gilbreath, Bettye Jane Roloson, Melba Sawyer, Ida Belle Hicks, Ruth Taylor, Claudine Newman, Madonna Morrison, Adella Benson, Frankie Maye Potter, Mary Elizabeth Hicks, Ruby Boyd and Helen Oglesby.

**Community**

(Continued from Page 1)

tainly no other man contributed so greatly toward development of this area into one of the world's most famous centers of Anxiety 4th cattle, and at the time of his death he was considered the foremost authority on registered Herefords in America. His advice was widely sought by cattle breeders in Texas, Virginia, Illinois and other states. Upon occasions when historical data was needed, he was frequently called to Kansas City to give information to the American Hereford Association. In different history books on Hereford cattle his name appears frequently.

The following tribute and historical sketch of Mr. Jowell was written by Vance Johnson, managing editor of the Amarillo

News. Mr. Johnson was a close friend and admirer of Mr. Jowell, the biography is reproduced with his permission.

With the late L. R. Bradley he brought the first pure bred Herefords to Deaf Smith County in 1898. And when a group of railroad officials were seeking a name for this new Santa Fe town, it was he who called attention to the Hereford cattle, for which the town was named.

Was Sought After Leader He held an unusual position of prominence in the Hereford industry. Though for more than 20 years he has owned few, if any, cattle there was no man who was more constantly associated with the industry or whose advice was sought more frequently.

His suggestions and his selections of cattle were followed by scores of breeders, those just beginning in the business and those who were veterans as well. It was he who suggested to Dr. Charles H. Harris that he purchase The Prince Domino, a bull which made his herd famous, from the late W. T. Womble of Hereford. It was he who selected foundation females and bred sires for many prominent breeders.

"He could see further down the line on a bull than any man I ever knew," said D. L. McDonald of Amarillo, a well-known Hereford breeder. "And he could give good reasons for every recommendation he made."

Looked Far Back "I don't think he ever saw Anxiety 4th, but he had seen virtually every one of the great bulls of the Hereford breed in America since then. In selecting an animal, he frequently would point out some animal far back in the pedigree which transmitted qualities he liked."

It is said that Mr. Jowell was probably the foremost authority on the nation on pedigrees of Hereford cattle. He was born in Palo Pinto County March 21, 1875. With his father and mother, Mr. and Mrs. G. R. Jowell, he left his birthplace in the summer of 1886. They drove between 600 and 700 cattle and wintered on Tule Creek, moving on in the spring of 1887 to the Tierra Blanca and settling where T. C. Ivey's ranch is now. The Jowells hauled lumber from Colorado City in that year to build the first house in Deaf Smith County.

Youngest on Trail On Sept. 2, 1898 he married Miss Eugenia Birdie Cox, daughter of Mr. and Mrs. Calvin Cox, first Deaf Smith County settlers. The Cox family lived in what is known as Sulphur Park, about four miles east of Hereford on the Tierra Blanca.

As a boy of 16 he went up the Montana Trail with a Seven-D herd. It was said he was the youngest cowboy ever to go up the trail. He worked through general round-up with the T-Anchor several years, gathering cattle belonging to his father and to his neighbors.

In 1898, when he was 23 years old, Mr. Jowell formed a partnership with the late L. R. Bradley and purchased 18 cows

and the sire Climax 5th from C. S. Cross of Emporia, Kan. Shortly thereafter he sold his interest in the herd to Mr. Bradley and in that same year was elected sheriff of Deaf Smith County.

Two Notable Buys Early in the twentieth century, Mr. Jowell went to Arizona in an expedition to locate a copper mine. About 1912 he returned to Hereford and for several years bought and sold Hereford bulls. In 1915 he and his cousin, Spencer Jowell, made two notable purchases from Gudgeff and Simpson of Independence, Mo., importers of Anxiety 4th and the foremost Hereford breeders of all time.

The first purchase, of 78 head, included 50 yearlings and two-year old sons of Bright Stanway, Beau Dandy, Domino and Beau Picture. Thirty of these bulls were sold to Capt. J. B. Gillett of Marfa at \$350 around.

The second purchase consisted of the sire Beau Randolph and 50 females, 33 of them with calves at foot. The consideration for this lot was \$25,000, of which \$5,000 was named as the purchase price of Beau Randolph.

About two years later, Jowell and Jowell sold the bulk of the remaining cattle to T. C. Ivey of Hereford, who later sold them to Jones and Dameron of Hereford.

The Gudgeff and Simpson animals bought by Jowell and Jowell established the foundation for numerous herds of linebred Anxiety 4th Herefords in this county.

Aided Recent Sale Though he steadfastly refused to accept money for his services, Mr. Jowell helped in the management, or managed outright, numerous Hereford cattle sales in the Southwest. One of his last public appearances was at the Alton T. Fraser dispersal sale here, Jan. 30.

Mr. Jowell was a member of the First Christian Church and was one of the first members of the Masonic chapters here.

He is survived by his widow, four daughters, Mrs. W. H. Jennings of Globe, Ariz.; Mrs. F. U. Randall of Long Beach, California; Mrs. Curtis Brown of Torrance, Cal., and Mrs. Glenn Roberson of Hereford; three sons, George Jowell of Pampa, Richard and Henry Jowell of Hereford; five grandchildren, and three sisters, Mrs. Lela Murchison of Hereford, Mrs. D. F. Johnson of Phoenix, Ariz., and Mrs. R. L. Ball of Ft. Worth.

Long Legs Long legs are a great asset in life. (Especially school life). Never before has being long legged been a life saver, as to being on time for classes. The bulls are clipped and about 30 seconds left to make his class when here comes a long-legged chap wizzing past the class rooms, dashing up the stairs in four leaps and into the class room with ten seconds to spare.

Could a short-legged, fat chump, by any means arrive in time? When this slim-legged person is at last resting in his seat, he says to himself, "Shucks, could have made it in 15 seconds if I hadn't took so much time."—Vernon High School N.w.s.

**Want Ads**

**For Sale or Trade**

FOR SALE—Two heifers, half Dun Jersey, one fresh, and steer calf. Skip's. Mile south and mile west of Westway. Folart, 1104 Fillmore in Amarillo. Write offer. 6-3tp

BARLEY SEED For Sale, 65c per bushel in bag. Pitman Grain Company. 7-3tp

FOR SALE—2 Bulls, Registered Milking Shorthorns, 1, red, calved May 28, 1936; 1, white, calved April 20, 1938. R. A. Frye, Dawn, Texas. 7-3tp

FOR SALE—Fryers, dressed and delivered. Phone 9004-F2. 7-1tp

FOR SALE—Setting eggs from Buff Orpington chickens; 35c a setting. David Grimes. 7-3tp

"GOOD SEED GROW" — Seed Barley, Oats, Marquis Wheat, re-cleaned and high germination. Also a complete stock of field seed. Henneman Grain & Seed Co., 1901 E. Third Street, Amarillo, Texas. 7-2tp

PLANT FRUIT TREES, Grapes, Shade Trees. General line of nursery stock. J. F. Ward. 5-4tp

FOR SALE—Barley and Oat seed—see Lynn C. Powelson, 2 miles north of Progressive school. 7-3tp

FOR SALE—2000 Bundles Feed; either cane or hegari. Address 809 Lee Ave., L. W. Carlyle. 7-1tp

FOR SALE—Seed Barley, See Felix Urbanczyk, 2 1/2 miles south of Hereford. 5-3tp

HAVE PROSPECTIVE BUYER for farm and ranch lands. If you have property for sale, write us, giving full description together with price and terms. M. A. Orum, Friona, Texas. 45-1tp

FOR SALE—Calves and Jersey Milk Cows. See Bill McKeever, 2 miles west and 5 miles north Westway, on Harrison Highway. 5-3tp

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$22.00. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tp

FOR SALE—Five Bronze Turkey Gobblers. See or write Mrs. Bob Higgins, Hereford, Texas. 5-3tp

FOR SALE—Seed oats, free from Johnson grass. See or write H. D. Robbins, 7 miles south on 25-Mile Avenue, Route 2, Hereford, Texas. 5-3tp

FOR SALE—Help-Self Laundry for sale, doing good business. Only one in Vega. Box 251, Vega, Texas. 5-3tp

**For Rent**

FOR RENT—Furnished apartment; all bills paid. 517 East 11th Street. 7-1tp

FOR RENT—Duplex unfurnished. Four rooms and bath. Available March 1st. 408 E. Third Street. 7-1tp

FOR RENT—2-room furnished apartment. Mrs. Frances A. Barnard. 7-1tp

FOR RENT—Furnished Apartment, 4 rooms and bath. Mrs. J. W. Alexander, Phone 43. 7-1tp

FOR RENT—Two apartments, one furnished and one unfurnished. Mrs. C. O. Lee, 1029 25-Mile Ave. 6-3tp

**Wanted**

WANTED—Girl to do housework and cooking. Must be dependable and stay in my home at night. Mrs. Mary Palmer, 304 McKinley Street. 7-1tp

SPECIAL With Each \$10 purchase of nursery stock, I will give FIVE, 5 everblooming roses this week. J. F. Ward. 6-4tp

WORK WANTED—Married man, 26, settled, no children, must have work immediately. Experienced in farm, ranch, filling station and garage. Can furnish references. Jasper Bruce, 200 E. Fifth Street. 7-1tp

MALE HELP WANTED—Route men wanted immediately who have a desire to get ahead in life and establish an independent retail business. Must have car and be between the ages of 25 and 55. No cash required. Write A. L. Lewis, P.O. The J. R. Watkins Company, Memphis, Tennessee. 6-3tp

ROOM AND BOARD at Reasonable prices. Hereford Hotel, Mrs. J. J. Clayton. 6-3tp

**Host and Board**

LOST—Traveling bag, between Plainview and Hereford; contains papers, clothes, reward. Return to John Patton. 5-3tp

FOUND—Ladies' gold wrist watch. Inquire Brand office. 6-11tp

LOST OR STRAYED—9-week-old, small bone, Poland China Pig. Left ear split. Reward. Leave word at Brand office. 7-1tp

**INCOME TAX RETURNS COMPILED!**  
W. L. ALEXANDER  
25 Years Experience!  
Reasonable Rates!  
City Drug Store

**GIRLS AT DAWN ORGANIZE CLUB FOR 4-H WORK**

The girls at Dawn met February 8 at the school house and organized a 4-H club. Officers elected were: President, Doris Smith; vice-president, Marceline Luke; secretary-treasurer, Wilma Jean Miller, and reporter, Lillian Burum.

Others present were Mrs. W. H. Miller, Ida Kuhles, Viola Sparger. The meeting date will be announced later.

Oats are the best grain for a young calf, but if you do not have oats, feed corn, milo, or any of the other grains.

**ASTHMA**

People that have had ASTHMA for years get instant relief with BROWN'S NOS-OPEN! The new TWO-WAY RELIEF. Price \$1.00 and guaranteed.

CLOSE DRUG



<b>SUGAR</b>	10-LB.	<b>46c</b>
	CLOTH BAG	
<b>KRAUT</b>	Kunert's, No. 2 Can — 3 for	<b>25c</b>
<b>PICKLES</b>	Sour or Dill — Quart Jar	<b>15c</b>
<b>GRAPEFRUIT</b>	No. 2 Can	<b>6c</b>
<b>PEANUT BUTTER</b>	Quart Jar	<b>25c</b>
<b>FRUIT COCKTAIL</b>	No. 1 Tall Can	<b>13c</b>
<b>Compound</b>	8-LB. CARTON	<b>73c</b>
<b>KARO</b>	Light or Dark — No. 10 Can	<b>62c</b>
<b>MARSHMALLOWS</b>	1 LB. 15c — 8-Ounce Package	<b>8c</b>
<b>OATS</b>	Quick Quaker — Large Package	<b>17c</b>
<b>JOHNSON'S WAX</b>	1-3 Lb. Free, with purchase of 1 Lb. for	<b>53c</b>
<b>JOHNSON'S GLO-COAT</b>	1-3 Pint free, with purchase of 1 Pint, for	<b>49c</b>
<b>JOHNSON'S LIQUID WAX</b>	1-3 Pint free, with purchase of 1 Pint, for	<b>49c</b>

<b>Flour</b>	
Packard's	
PANHANDLE	
MAID	
48-Lb. Sack	
<b>\$1.10</b>	

**Coffee** ADMIRATION, 1 LB. **25c**

**: Produce :**

<b>ORANGES</b>	10 Pounds	<b>27c</b>
<b>LETTUCE</b>	Per Head	<b>4c</b>
<b>CAULIFLOWER</b>	Per Pound	<b>8c</b>
<b>CARROTS</b>	3 Bunches	<b>10c</b>
<b>NEW POTATOES</b>	4 Pounds	<b>23c</b>
<b>CELERY</b>	Bunch	<b>10c</b>

<b>OLEO</b>	SUNLIGHT — 1 LB.	<b>12 1/2c</b>
<b>OYSTERS</b>	5-OZ. CAN	<b>10c</b>
<b>MUSTARD</b>	QUART JAR	<b>10c</b>
<b>BEANS</b>	PINTO — 3 CANS	<b>25c</b>
<b>CATSUP</b>	14-OZ. BOTTLE	<b>10c</b>

**Crackers** 2-LB. BOX **12 1/2c**

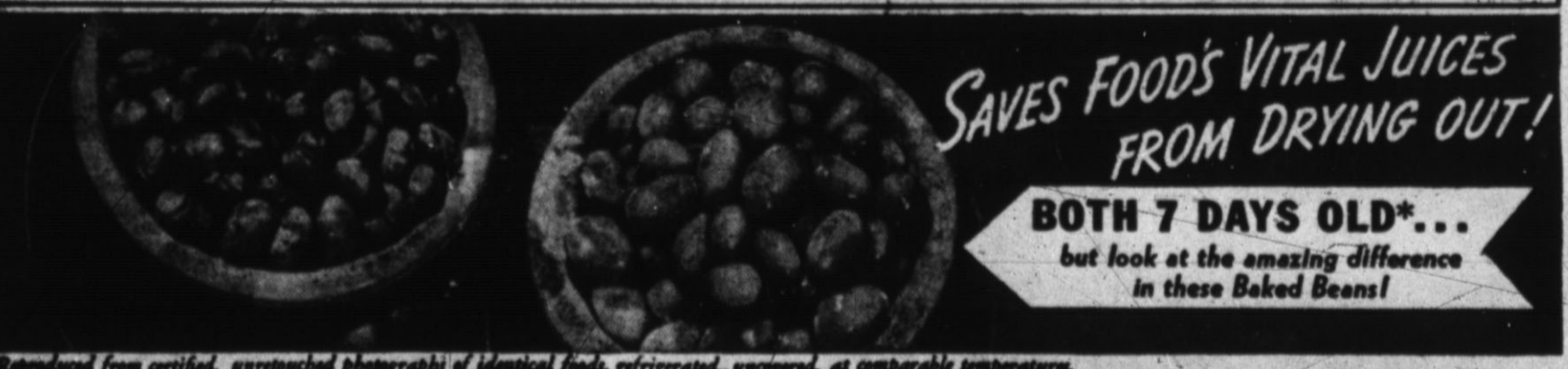
**: Meats :**

<b>BACON</b>	Slab — Per Pound	<b>26c</b>
<b>PORK CHOPS</b>	Per Pound	<b>22c</b>
<b>CHEESE</b>	Full Cream — Per Pound	<b>18c</b>
<b>FRANKS</b>	Per Pound	<b>15c</b>
<b>STEAK</b>	Loin or T-Bones — Per Pound	<b>25c</b>
<b>BACON SQUARES</b>	Per Pound	<b>18c</b>

**Butter** SOLIDS, 1 LB. **25c**

**Piggly-Wiggly**  
All Over the World

**NEW FOOD-KEEPING MIRACLE... NOW AT OUR STORE**

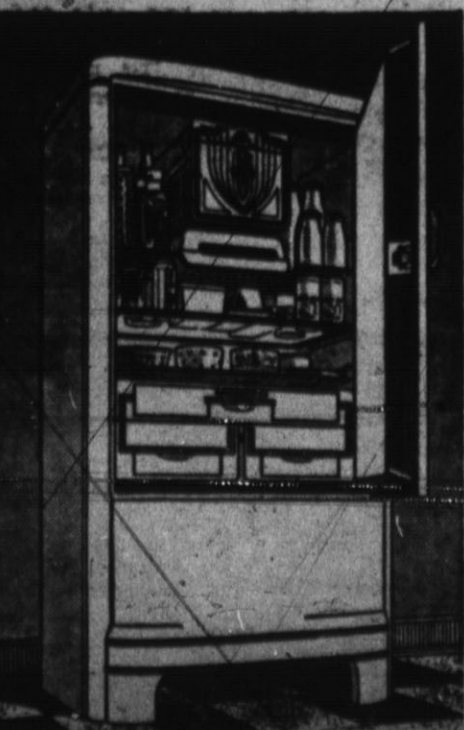


**SAVES FOOD'S VITAL JUICES FROM DRYING OUT!**

**BOTH 7 DAYS OLD\*... but look at the amazing difference in these Baked Beans!**

\*Reproduced from certified, unattached photographs of identical foods, refrigerated, uncovered, at comparable temperatures.

**SEE THIS NEW 1939 Frigidaire... World's First 'Cold-Wall' Refrigerator!**



**MADE ONLY BY GENERAL MOTORS BUILT ON AN ENTIRELY NEW PRINCIPLE**

Come in. See how the new "Cold-Wall" Principle preserves even highly perishable foods days longer than ever before. Prolongs their original freshness—retains rich nutritional values—saves peak fresh flavor. Food is not dried out by moisture-robbing air circulation.

Only Frigidaire gives you this revolutionary advancement. And puts you years ahead in every way... with elegant new modern styling... new MEAT CHICKEN for fresh meats... new SUPER-MOIST HYDRATORS for freshening vegetables... Genuine QUICKURE TRAYS for selecting cubes instantly. Yet it costs no more than ordinary "first line" refrigerators. Convinced yourself?

**CONVENIENT TERMS AS LOW AS 25c A DAY**  
**HEREFORD APPLIANCE CO.**  
L. L. Womble Phone 451

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

### NEWLY ORGANIZED CLUB IS GIVEN NAME

Mrs. E. B. Hedrick was hostess for the newly organized bridge club Friday afternoon at her home on Fifth Street. The club has been named "The Coterie Club," and meets twice each month for games of bridge.

Sweet peas and valentine suggestions furnished a spring-like atmosphere for the party. Club award went to Mrs. J. W. Witherspoon and guest award went to Mrs. W. L. Davis.

Others present included Mesdames Grant Fuller, F. L. Lucas, C. F. Moore, A. R. Bateman, Colby Conkright, Barnard Hicks, Travis Dameron, Reese Tatum of Dahart, W. M. Emmons, Glenn Weir and the hostess.

**SUPPER PARTY ENTERTAINS CLUB**  
A delightfully informal supper party entertained members of the Wednesday Night Supper Club at the home of Mr. and Mrs. Roy Jowell on Wednesday of last week.

In keeping with the Valentine month, special decorations marked appointments, carrying out the theme both in color and design. Three tall red candles rising from a red heart-shaped base formed the centerpiece for the table. Mr. and Mrs. Jim Lipscomb played high for game awards after the supper, with both high score and traveling prize going to Mr. Lipscomb.

Members present included Messrs. and Mesdames Reed Williams, Jim Black, Jim Lipscomb, Bob Wilson, John H. Olson and the hostess.

**VALENTINE SUGGESTIONS ARE FEATURE AT CLUB MEET**  
Valentine suggestions were featured in bridge accessories and appointments for the refreshment course at the home of Mrs. J. T. Glibbreath, Jr., Thursday afternoon when members of the London Bridge Club were entertained.

High score award went to Mrs. Ernest Medkief in games of bridge. Those present were Mesdames R. R. Wills, Ralph Roden, Meade Halle, Ernest Medkief, Sherman

Morgan, Frank Cogdell, two guests, Mrs. J. M. Posey and Mrs. Travis Dameron and the hostess.

### CAMP FIRE GIRLS HAVE SPECIAL PROGRAM FOR NEW MEMBERS

A special program was featured Saturday afternoon at the meeting held by Camp Fire Girls at the home of Mrs. J. T. Glibbreath, Jr.

The program honored new members and the aims and objectives of the organization furnished topics for discussion. Nona Dean Rose told how the organization was founded and explained the type of meetings held. Nadine Newell read "The Trail Seekers Desire." Mary Ellen Henslee exhibited some of the Camp Fire Hand Work, and Rue Wilson explained the meaning of the different crafts.

The constitution and by-laws were read, also for the benefit of the new members. Those attending the meeting, included Rue Wilson, Eleanor Wilson, Nona Dean Rose, Betty Ann Dunlap, Nadine Newell, Rachel Ireland, Mary Ellen Henslee, Mary Anna Thompson, Mary Nicks and Verna Dean Wright.

**GARDEN CLUB MEMBERS HAVE BUSY SEASON IN SIGHT**  
With plans already being discussed for a late-summer flower show members of the Garden Club see a busy season ahead. First on the spring calendar is the landscaping of home grounds and distribution of seeds, plants and flowers. Mrs. Mark Hanna was appointed chairman of the distribution of Zinnia seed committee, at the meeting held at the home of Mrs. C. C. Ferguson, Friday afternoon. The zinnia is the club flower and members as well as others are urged to feature at least one zinnia bed in their gardens.

Mrs. Homer Brumley, president, opened the program by directing roll call on "My Favorite Houseplant." She then gave a practical and interesting discussion on "Dividing the Home Ground into Simple Areas." Yard and ground effects of the homes of members were described

as improvements were discussed and possible achievements outlined.

During the business session, Mrs. N. E. Gass was appointed chairman of the flower show, and Mrs. J. C. Ricketts was chosen to head the yearbook committee.

A nominating committee composed of Mrs. Ralph White, Mrs. J. J. Clark and Mrs. F. H. Oberthier, was appointed.

The next meeting which was scheduled for Feb. 24, was called off because of a conflict with the "World Day of Prayer," which will be observed by the various churches of the city on that date.

### MRS. CONEWAY IS LEADER FOR CHILD STUDY CLUB PROGRAM

Mrs. R. P. Coneway discussed "Our Over Privileged Children" at the meeting held by the Child Study Club at the Methodist Church, Thursday afternoon.

Mrs. Coneway's talk was based on an article written for the February Reader's Digest by Rose D. Anderson.

"When Children Appear in Public," was discussed by Mrs. Gordon Witherspoon, who stressed the desirability of training children to act naturally in public and without exploitation.

"Why Children Need Friends," was explained by Mrs. Charles Newell. She pointed out the fact that parents are more important as parents than as playmates. She told why children need playmates their own age.

The next meeting will be held at the church on Thursday, Feb. 23rd. Those attending were Mesdames R. P. Coneway, Elmer Patterson, C. P. Grimes, John Robinson, Charles Newell and Gordon Witherspoon.

**NORTH HEREFORD CLUB MEETING**  
The North Hereford Home Demonstration Club met with Mrs. Oscar Vaughn, Feb. 7. The meeting was called to order by Mrs. G. A. Frye, president, and roll call read by the secretary.

Mrs. Rutherford and Mrs. Wilde gave a demonstration on Boston Brown steamed bread; Mrs. John Kropff announced plans for a county-wide party to be held at the Legion Hall Saturday, Feb. 18. Year books were filled out to July 1, by Mrs. Louie Olson, and a report was given on soap making by Mrs. Geo. Parker.

Mrs. O. L. Rutherford resigned as reporter and Mrs. Grady Parsons was appointed to fill the vacancy.

Refreshments were served to the following: Mesdames Geo. Parker, John Kropff, Otto Olson, Henry Koelzer, G. A. Frye, Ernest Runyon, Oscar Vaughn, Louise Olson, O. L. Rutherford, Frank Wilde, Grady Parsons, R. M. Cantrell, Ben McBrayer, Mrs. Bass, R. E. Anderson, L. M. Rhodes. The next meeting will be held with Mrs. Rutherford.

Mr. and Mrs. P. H. Dyer were supper guests in the Merritt home at Hart, Saturday evening, and later attended the basketball tournament.

Mr. and Mrs. Joe Traylor of Borger, spent the week-end with her parents, Mr. and Mrs. J. J. Wilder, Bernard Wilder and M. L. Simpson, Jr., of Canyon came with them.

Mrs. C. Andrews had as guests Thursday, Mesdames Tom Maddles, C. G. Maples and Jim Elder of Dimmitt.

Assisting their mother, Mrs. P. H. Dyer, Mrs. Clay Hughes and Miss Billie Dyer, served a delicious turkey dinner Thursday, to women who helped quilt that day. Those enjoying the occasion were Mesdames J. J. Wilder, M. L. Simpson, Clem Gilliam, Mabe Mobley, Sullinger, Lyn Axe, Finis, Sam and Ullman Hunter, Adam Flowers, Clay Hughes, Billie Dyer and Mrs. Dyer.

Mrs. C. Andrews visited her daughter, Mrs. Earl Spencer of Wyche, Wednesday. Mesdames Clem Gilliam, M. L. Simpson, Sam, Finis and Ullman Hunter attended the all-day meeting at the Presbyterian Church, Tuesday in Hereford.

Mr. and Mrs. Ben Golding were in Amarillo, Thursday. Mr. and Mrs. Sam Hunter spent Sunday in the home of her brother, Frank Allen and wife, of Easter.

Misses Nila Stephens and Pauline Matthews were in Amarillo and Canyon, Saturday. Jimmy and Wally Cayton of Hereford, spent last week-end with their aunt and uncle, Mr. and Mrs. Clem Gilliam. Merle Matthews attended the basketball tournament at Hart, Saturday.

She has been ill with flu, but is improved.

Mr. and Mrs. F. L. Pinckert were in Canyon, Tuesday, to visit with Mr. and Mrs. Wilford Taylor and their new grandson, Wilford III.

Mr. and Mrs. Joe Traylor of Borger, spent the week-end with her parents, Mr. and Mrs. J. J. Wilder, Bernard Wilder and M. L. Simpson, Jr., of Canyon came with them.

Mrs. H. B. Wood and her grandson, Lee Wood (Giles, of Tonganoxia, Kansas, are guests of Mr. and Mrs. Merle Wood, this week.

Mr. and Mrs. Guy Barnett spent the week-end in Arnett, Okla., with Mrs. C. O. Sheaffer, Mrs. Barnett's mother.

Mr. and Mrs. W. H. Brents of Crosbyton, were guests of Mr. and Mrs. Warren Robinson, over the week-end.

Harley Artz and son, Glenn, visited friends in Vega, Saturday.

Mrs. E. O. Christian of Arlington, Mo., and Wayne Christian of Canyon, were guests of Mr. and Mrs. Ebersole, Friday and Saturday.

Victor Glenn, who has a position at Muleshoe, spent Sunday with his parents, Mr. and Mrs. V. T. Glenn.

Rev. and Mrs. Rex Kendall spent several days this week in Shamrock, attending a course for Christian workers.

Mrs. C. T. Hunkapillar and Miss Lenora Giles of Pampa, visited Mr. and Mrs. Jess Giles, Thursday evening.

Billy Jack Scott, 10-months-old son of Mr. and Mrs. Bill Scott, died in an Amarillo hospital Sunday, and was buried in Vega Monday afternoon; funeral services were held at the Baptist Church.

Mr. and Mrs. Ebson Funk have returned from Conchas Dam to make their home in Vega.

The Vega boys defeated the Dimmitt boys 25 to 13 in a basketball game Tuesday night; the Vega boys team has not been defeated this season. The same evening the Dimmitt girls defeated the Vega girls 18-17.

William T. Loyd died at his home near Vega, Friday night; he was 86 years old. His two sons, Roy and Roland, and their families, and a brother, Dr. O. H. Loyd, survive him. Funeral services were held in Amarillo, Saturday afternoon and the body was shipped to Hiawatha, Kansas, for burial.

The Parent-Teacher Association observed Founders Day, Feb. 14, in the high school auditorium with this program: Music by the Glee Club, Objectives of National Congress repeated in unison by the assembly; Piano solo, by Mrs. B. Montgomery; Founders Day Observance, Mrs. J. L. Watkins; social hour, Mrs. John Halliburton.

The basket ball girls went to Tulla Saturday to take part in a tournament. Miss Lucille Hughes spent last week-end with homefolks in Hereford.

Mr. A. R. Castleberry was elected by the Board of Christian Education to teach the Bible class at the Methodist Sunday School.

The Worth While Home Demonstration Club met in the country home of Mrs. N. E. Wiseman Friday afternoon. The Valentine motif was carried out in the decorations and on the refreshment plate. Among those attending were Mesdames J. W. Thuet, C. M. McNabb, F. J. Newberg, W. A. Jinks, H. H. Weimhold, Iva Houseman, Tom Kinsey, Bain Wiseman, J. T. Shelton, John Halliburton, Woodrow Marchbanks, C. R. Gault, T. D. Ledbetter, Paul Anthur and Jess Giles.

The Kiwanian's are sponsoring a negro minstrel to be given next Friday evening at the high school auditorium. Born to Mr. and Mrs. A. L. Fox, a son, Wednesday night; Mrs. Fox and baby are in a hospital in Big Springs, doing nicely. Mrs. Arthur Sammann and little daughter of Lockney, spent last week-end with her parents, Mr. and Mrs. L. W. Landrum. J. P. Jordan of Kilgory, is a guest of Mr. and Mrs. J. T. Richardson this week.

### Vega News

(30 miles north) MRS. H. R. SHIELDS

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is damaging the road bed. COMMISSIONERS' COURT. 7-20

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## Ladies Nite!



TO

# .BOWL.

EVERY

THURSDAY

7:00 P. M. to 12:00

BOWLING is truly a sport all you women will enjoy... a clean, fine, healthful game that will keep you physically fit the year around. You are invited to visit our club any time — and especially invited on Thursday nights, which is reserved for ladies only. Remember, we are located just 2 doors north of the Post Office!

Per Line ..... 10c

WASSON & HOLT

## Bowling Club

120 North Main Street



EYE OPENER! With all its extra value, this Buick sedan lists at \$51 less than a year ago!

Easy on the eye — easy to buy — on General Motors terms!

Spring's on the way! Get out and meet it!

NO, we're not trying to beat the gun — we'll be seeing quite a lot of winter before the spring buds burst.

But spring always has come — and with it, all too often, the discovery that to get the new car you want, you've got to wait!

So what? So take steps now!

Take steps to retire that slow-motion number you're driving — and replace it with a Buick bursting with newness and get-up-and-git.

Put a Dynaflex straight-eight under your toe to do battle with tough winter going — get the comfort of BuicCoil Springing to float you smoothly over rough and rutted roads.

Get a new outlook for winter horizons or for spotting the first flush of green on the meadows in Buick's "visibility unlimited" — as much as 412 more square inches of safety plate glass!

Then consider also: Your present car is worth less each day as a trade-in. The risk of repair bills grows steadily greater. Old rubber's dangerous, tired batteries a bore — and a bright new Buick is sound and supple all through.

Besides — Buick's prices — as of course you know — are lower than a year ago, lower than you'd expect, lower than some sizes!

So why not drop in to talk it over? You'll probably want to get your Buick while the getting's good!

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- ★ DYNAFLEX VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- ★ BUICCOIL TORQUE-REB SPRINGING ★ GREATER VISIBILITY
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- ★ FISHER ★ TORQUE-TUBE DRIVE ★ TIPTOE HYDRAULIC BRAKES ★ CROWN SPRING CLUTCH ★ "CATWALK-COILING"
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**"Better buy Buick — NOW!"**

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Take advantage of this special opportunity to own and enjoy this famous, fast-heating iron. Start ironing in 30 seconds after you connect it! Reaches full high heat for heavy damp linens in 2 1/2 minutes! Look at these features—

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- Light weight . . . such as bed, coat, easy-to-iron, handles for all types of fabric.
- Large leveling surface
- Light weight . . . such as bed, coat, easy-to-iron, handles for all types of fabric.
- Large leveling surface
- Light weight . . . such as bed, coat, easy-to-iron, handles for all types of fabric.

HEATS QUICKER  
STAYS HOTTER  
IRONS FASTER

\$8.95, less \$1.00 for your old iron. 75c Down—\$1.00 Per Month

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WHITEFACE ROUNDUP

HEREFORD HIGH SCHOOL, THURSDAY, JAN. 2, 1939

Page 36

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Judge Women By Their Hats

There has been much comment on the ladies newfangled hats recently. But they aren't really so terrible as all the talk might lead you to believe. They are really a means of expressing the unfulfilled ambitions and the feelings of the woman. For instance, a woman who wears a hat that looks like a plot of earth with a lot of vegetables and flowers and fruits growing in it has probably always wanted to be a farmer or at least a farmer's wife. And the woman who wears a dinky little hat with a very tall feather in it has a burning desire to be a bird. These ladies who wear hats with brims that turn up all the way around probably have wanted to be rain barrels. All in all, the new hats aren't so bad if you consider what the women under them are like.

WHAT IS YOUR IDEA?

The English III B class is launching a campaign for getting all English classes to celebrate Longfellow's birthday which is February 27. Some suggest that all English students come to school on the 27th dressed as Indians, to commemorate Longfellow's "Hiawatha." Another group suggests that all boys in English classes devote the day to courting, in acknowledgement of "The Courtship of Miles Standish." Still others suggest that all English students form a "Hi Yo-Silver!" club in dedication to his poem, "Paul Revere's Ride." Of course some few say that it should be celebrated by all scattering out and visiting different towns that day to celebrate "Evangeline."

Westway Club Held Meeting

The Westway Home Demonstration Club met last Thursday afternoon at the home of Mrs. R. L. Wilson. Roll call was answered by telling the different Food Preparation uses of a Pressure Cooker. An interesting contest was held during the recreational period. Mrs. Clyde Sheppard and Mrs. Paul Rudd made the highest score in the contest.

Mrs. Maurice Tannahill and Mrs. Paul Rudd discussed the preparation and serving of steamed breads. They demonstrated Boston Brown Bread and Boston Baked Beans.

In making Boston Brown Bread, buckwheat flour, cornmeal (yellow preferred), gram flour (or whole wheat flour), and white flour are used. Baking powder may be used with sweetmilk or soda with sour milk.

Boston Brown Bread may be used in school lunches, with sauce as a dessert, or as a bread. The next meeting will be held at the home of Mrs. Al Werner on Thursday, Feb. 23. At this meeting windbreak planting will be demonstrated. The men in the community are invited to attend this meeting.

Members present were Messrs. James E. H. Little, G. C. Hartman, Jim Dale, A. C. Pierce, Al Werner, Maurice Tannahill, Martin Kaul, Paul Rudd, Clyde Sheppard, J. D. Harrell and R. L. Wilson.



Everything Reversed When "Sadie Hawkins Day" Takes Place

Man on the street: "Do you approve of a Sadie Hawkins Day for this school?"  
Susie Q: "Yeah, I guess I do but I don't know what one is."  
Man on the street: "Oh, pardon me, Susie, my stooge will tell you the details of a 'Sadie Hawkins Day.'"  
Stooge: "The idea of the Sadie Hawkins Day comes from the comic strip 'Lil Abner.' It is a day on which everything is reversed—in other words the girl must play the part of the boy. She must foot the expense of the day; she has to do the asking for the dates if there are any, and she must attend to all the small courtesies such as walking on the outside of the street or picking up the boy's hankie when he drops it. A party or picnic usually climaxes the day. One of the features of the party might be the auction of lunches in paper sacks to the girls for a limited price, but the boy must have his share too; so he has to bring the sack with the lunches prepared for two. There are a million other things that could be used for entertainment that will carry out the idea in mind, the Sadie Hawkins Day."

Man on the street: "Now, Miss Susie Q, do you understand and if so, what is your opinion?"  
Susie Q: "Gee, I think that's a swell idea just as long as the boy friend doesn't order a 15c malt if I have only a dime."  
Man on the street: "Thanks, Susie Q, and I hope you will join us again in another of our very urgent interviews."

Man on the street: "Now, Miss Susie Q, do you understand and if so, what is your opinion?"  
Susie Q: "Gee, I think that's a swell idea just as long as the boy friend doesn't order a 15c malt if I have only a dime."  
Man on the street: "Thanks, Susie Q, and I hope you will join us again in another of our very urgent interviews."

W. T. S. C. BAND TO VISIT H. H. S.

The W. T. S. C. Band of Canyon, will play in our high school auditorium, Friday, Feb. 17, at 10:45 a. m. The public is cordially invited to hear this program which promises to be very entertaining. Several members of this organization are Herefordites; among these are J. T. Carroll, Ernest Scheihagen, Dennis Baker, La Nelle Schihagen and Howard Williamson.

JUNIORS START PLANS FOR ANNUAL JUNIOR-SENIOR BANQUET

In the Junior Class meeting of February 9 the date was set and a few plans were made for the annual Junior-Senior banquet. The banquet is to be at the Baptist Church on the 24th of March. The committees for deciding on the type of banquet, the program, and the decorations were appointed by the president.

The High School Orchestra and the High School Girls' Quartette will present a radio program over KGNC, Amarillo, on Thursday, the 23rd, at 4:30 o'clock. Everyone be listening.

FEBRUARY THE MONTH OF BIRTHDAYS

Have you every thought miffed about the importance of our smallest month? Do you know of some of the occasions that make it outstanding?

For those who believe in weather signs, February 2, Ground Hog Day, is significant. The third day should be remembered as the day of the death of Woodrow Wilson in 1924. Naturally you know why the fourteenth is remembered by those who are still romantically inclined. The weather Bureau was established February 9, 1891, but please don't blame it for our dust storms. Boy Scouts celebrate their birthday during the week of February 8, dating back to 1910 in the United States. Making a calendar in true almanac form, we realize that this was the birth-month of many famous people. (If we have overlooked your name among the great, please accept our apologies.)

- 1-Victor Herbert, musician, 1859.
- 2-Fritz Kreisler, violinist 1875.
- 3-Horace Greely, editor, 1811.
- 4-Chas. Lindberg, aviator, 1902.
- 5-Dwight L. Moody, evangelist, 1837.
- 6-Aaron Burr, statesman, 1756.
- 7-Charles Dickens, novelist, 1812.
- 8-Gen. W. T. Sherman, 1820.
- 9-Wm. H. Harrison, 9th President, 1773.
- 10-Wm. Allen White, journalist, 1886.
- 11-Thomas A. Edison, inventor, 1847.
- 12-Abraham Lincoln, 16th Pres. 1809.
- 13-Sidney Smith, 'Andy Gump' 1877.
- 14-Gen Winfield Scott Hancock, 1824.
- 15-Joseph Hergeshimer, novelist, 1880.
- 16-Li Hung Chang, statesman, 1823.
- 17-Joseph Daskam, author, 1876.
- 18-Adolph Menjou, actor, 1890.
- 19-Adelina Patti, singer, 1843.
- 20-Mary Garden, singer, 1877.
- 21-Cardinal Newman, 1801.
- 22-Geo. Washington, 1st Pres.

Left, Right, Halt!

"Left, right, left, right, halt!" shouted Mr. Smith as the Hereford High School Band endeavored to keep time to a bass drum beaten on every other count. Through the efforts of Mr. Smith and the cooperation of its members, the band is training for the spring festival in Plainview. Every Wednesday or Friday afternoon, whenever the weather permits, this organization may be seen cutting many antics in the way of "high-class" marching.

GHOSTS AND POWDERPUFFS APPEAR IN ASSEMBLY

There was a special assembly Wednesday, featuring expression pupils of Mrs. Burum of Dawn. There was a slight confusion as, due to unavoidable reasons, Mrs. Burum could not be here. Berky Phillips gave a reading, "Maggie McFay." A one act play, "Ghosts and Powderpuffs," was given. The characters were: Polly Dixon, Berky Phillips and Rena Rae Renfro. After all the trouble of having no sponsor, not having adequate equipment and having to ask Mr. Hudson to raise the curtain, the play was good. The curtain came down with a "Bang!" yes, a "Bang!" as it almost hit Bernadine on the head.

Mr. Olan Mills of Tuscaloosa, Alabama got his camera broken Saturday. In other words the seniors had their pictures made. Every ten minutes from 9:00 a. m. until 3:00 p. m. thirty-three students were "shot." The results of these important screen tests will be seen next Sunday, and we predict a class of stars of '39.

- 1732.
  - 23-Handel, musician, 1685.
  - 24-Gen. John Burgoyne, 1723.
  - 25-Enrico Caruso, singer, 1873.
  - 26-Buffalo Bill, pioneer, 1846.
  - 27-Henry W. Longfellow, poet, 1807.
  - 28-Isabel Irving, actress, 1871.
- Now doesn't this adequately prove that it is quality, not quantity, that counts, for some months with three days more do not have any more great people than does February.

Arch Conklin left last week for Wichita, Kansas, where he received medical examination at a veteran's hospital at that place.

"Cabbages," High School, Feb. 24th, 7:30 p. m. 7-2tc

Basil McKinley left last week for Colorado Springs, where he will be connected with the Soil Conservation Project at that place for several weeks.

Messrs. J. A. Pitman, C. T. Guseman, Oscar Easley and R. H. Sewell returned home Friday, from a business trip to Midland.

"Cabbages," High School, Feb. 24th, 7:30 p. m. 7-2tc

Mr. and Mrs. Mark Galloway and daughter, Ann, spent the week-end here with Mrs. Seth B. Holman.

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Complete tract index of all lands and towns lots in Deaf Smith County.  
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**SWAP!**  
Through the WANT ADS

J. C. and C. P. McCullough of Panhandle, visited Sunday in the H. T. Wedel home.

Mr. and Mrs. Arlie Dean went to Floydada yesterday, to visit her sister, Mrs. Wm. Simon and family.

Mrs. Hugh Porter of Amarillo, has returned to her home, after spending a week in the home of Mr. and Mrs. George Brumley. The Brumleys and Mr. and Mrs. Porter were old-time friends and neighbors in New Mexico.

Mrs. Faye Montgomery of Amarillo, visited her father, J. W. Alexander and Mrs. Alexander and her son, Bill Montgomery, here over the past week-end. She was accompanied by Mr. Alexander's sister, Mrs. C. C. Loving, also of Amarillo.

Miss Ruth Conkright returned Sunday after undergoing an operation at Scott-White Hospital in Temple, and will soon be able to be up and out again. She was accompanied home by her mother, Mrs. H. G. Conkright, who had remained in Temple while her daughter was in the hospital.

Mr. and Mrs. Fred Schneider returned to their home in Chattanooga, Tenn., Monday, after a several days visit in the home of Mr. and Mrs. Arlie Dean. Mr. Dean and Mrs. Schneider are cousins.

Mr. and Mrs. H. D. Culpepper and daughter, Miss Verna, returned home Saturday, from a visit with their daughter and sister, Mrs. F. E. Kuykendall and family in Phoenix, Ariz.

Mrs. Nellie Savage of Battle Creek, Mich., suffered a frac-

tured right ankle when she slipped of a relative.

**DR. MILDRED WILDER**  
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West Side Square, Canyon

**Save On Quality Meats!**

<b>STEAK</b> Tender baby Beef—Lb.	27c to 17c
<b>Pork Sausage</b> Country sack—lb	17c
<b>Bacon Squares</b> Per Lb.	14c
<b>ROAST</b> Tender Young Beeg—Lb.	21¢ to 15c
<b>Butter</b> Fresh Creamery, lb	24c
<b>CHILI</b> Fresh home made	15c
<b>CHEESE</b> Imported Swiss—Lb.	43c
<b>HAMS</b> Star or Puritan, half or whole—Lb.	24c
<b>APPLE BUTTER</b> Libby's—No. 2 1/2 Can	15c
<b>PINEAPPLE</b> Libby's, Tidbits—9-Ounce Can	7c
<b>FRUIT COCKTAIL</b> Libby's, No. 1 Tall—2 cans	25c
<b>PINEAPPLE JUICE</b> Libby's, 12-Oz. Can—2 Cans	15c
<b>MATCHES</b> True, American—6-Box Carton	15c
<b>DREFT</b> Large Package	19c
<b>SALAD DRESSING</b> Bestyett—Quart Jar	25c
<b>TOILET TISSUE</b> Charmir—4-Roll Box	23c
<b>BABY FOOD</b> Libby's—2 Cans	15c
<b>LIFEBUOY SOAP</b> 3 Cakes	17c

**Sea Foods:** Just Received a large variety, including Fresh Salmon, Boneless Perch, Nordic Filets, Catfish Steaks, Oysters and Whiting—at Attractive Prices!

**Produce Dept.:**

<b>ORANGES</b> Texas Valencias, large—Doz.	15c
<b>SPINACH</b> Fresh, Crisp—lb	5c
<b>APPLES</b> Fancy Winesaps—2 Dozen	35c
<b>CARROTS</b> Large Bunches—3 For	10c
<b>POTATOES</b> New Florida Triumphs—lb	7c

**SUGAR FLOUR**

10-LB. PAPER BAG	43c
CREAM OF THE PLAINS 24-LB. SACK	55c

<b>RINSO</b> SMALL PKG. 8¢—Large Package	19c
<b>TOILET SOAP</b> Woodbury's—2 Cakes	15c
<b>CHILI, Gebhardt's</b> —with Beans—15-Ounce Can	15c
<b>TAMALES</b> Gebhardt's—2 Cans	25c
<b>MILK, Borden's</b> Rose Brand—3 Tall Cans	16c
<b>COFFEE</b> Bliss—1-Lb. Can	19c
<b>CATSUP</b> Libby's—14-Oz. Bottle	10c
<b>GRAPE JAM</b> Old Manse—4-Lb. Jar	46c
<b>LEA &amp; PERRINS SAUC</b> Bottle	29c
<b>VINEGAR</b> Cider—Quart Bottle	12c
<b>KARO</b> Light or Dark—No. 40 Can	59c
<b>SUGAR</b> Powdered—No. 40 Can	13c
<b>SYRU</b> Waffl'—No. 40 Can	37c

<b>COFFEE</b> Schillings—lb	24c
<b>Compound</b> Vegetole—3 Lbs.	73c
<b>RICE</b> 2 Lbs.	9c
<b>PICKLES</b> Sour or Dill—Qt.	11c
<b>OATS</b> Large Quaker	15c
<b>OXYDOL</b> Large Package	19c

**FURR FOOD** We Reserve the Right to Limit Our Supply

# SOCIETY

## Miss Ruth Ridgway and Kellar Muse United In Church Ceremony Saturday

Miss Ruth Ridgway, daughter of Mrs. F. W. Ridgway of Fort Worth, became the bride of Kellar Muse Saturday at noon in the chapel of the First Methodist Church of Fort Worth.

The marriage rites were read by the Rev. J. N. R. Score as the couple and their attendants stood before the altar of greenery, lighted by tapers and flanked by baskets of seasonal blossoms.

Pre-nuptial music was furnished by Miss Mary Harding Dillin who sang "I Love You Truly." She was accompanied by Miss Ann Gaither, who also played the wedding marches.

The bride was given in marriage by her brother-in-law, Mr. Jack C. Gaither, Jr., and was attended by her sister, Miss Marjorie Ridgway.

The bride wore a beige costume suit with matching gloves, royal blue hat and shoes, and a corsage of orchids.

Miss Ridgway wore a blue frock with cyclamen accessories and a corsage of pink rosebuds. Earl Alexander of Waco, was best man. Ushers were Messrs. Tom Loffland and George Farrell of Albany, Texas.

Both Mr. and Mrs. Muse are graduates of Texas Christian University and Mr. Muse graduated from Hereford High School. He is the son of Mr. and Mrs. George Muse, both of whom attended the wedding.

The young couple returned to Hereford Tuesday. He is employed in the First National Bank, and they will make their home here.

### KENOZELIAN CLASS IS ENTERTAINED

Mrs. W. E. Barnes was hostess to members and guests of the Kenozelian Class of the Baptist Church, Friday evening, with a dinner.

A red and white color theme was carried out at the large table from which the dinner was served, with red candles and other appointments. Guests were seated at small tables where places were marked by gayly colored Valentines. A birthday cake decorated in Valentine colors, was featured to honor Mrs. A. O. Thompson and Mrs. Jimmie Allred.

After the dinner games of Star Checkers were enjoyed by those attending, including Messrs. and Mesdames Lilburn Ray, Glenn Oliver, Ben Wohlgemuth, A. O. Thompson, Johnny Womble, Arthur Tartar, Travis Caraway, Mesdames Jack Telford, Miles Kelly, Pearl Boyer, Elizabeth Hyer, Buford Crosthwait, Rev. and Mrs. W. E. Barnes and Cecil Boyer.

### THIRD GRADE PUPILS PRESENT PROGRAM

Third grade pupils under the direction of Miss Inogene Cotton, teacher, presented a program for "Room Mothers" at Central School, Tuesday afternoon.

The program consisted of band numbers and Valentine songs by the entire group and a patriotic pageant dealing with George Washington and Abraham Lincoln, presented by Georgie Faye McConnell, Cordella Hutchison, Melvin Walton, Paul Lance, Betty Katherine Hodges, Lilburn

### MASONIC BULLETIN

Hereford Lodge 549  
Stated meeting second Monday in each month.  
School of instruction each Thursday night.  
Ed. Boggs, W. M.  
E. L. Bradley, Secy.

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## You're Seeing It for the First Time



Charlie Peterson of St. Louis, Mo., fancy billiard shot champion of the world, after trying for two hours, balances three billiard balls atop one another on a billiard table during a New York exhibition. He claims he is the only one to do this trick, and admitted that this was the only photograph ever made of him performing it successfully.

and children of Amarillo, and Mr. and Mrs. Jim Black.

### ENDEAVORERS HOLD REGULAR MEETING

The regular weekly meeting of the Christian Endeavor of the First Christian Church, was held Sunday evening at the church.

Rev. H. M. Redford told the group interesting bits concerning the World Fellowship Meet which will be held in Amarillo, Friday and Saturday.

Mattie Louise Lawton conducted the program. Talks were made by Daniel Russell, Larry Trimble and Lois Agnes Gilbreath, on Faith and Prayer. Lillie London told about the Negro in the United States and A. Petersen told about Missions in India.

A general discussion of lesson topics, led by A. Petersen concluded the program.

### YOUNG PEOPLE HAVE CHARGE OF SERVICE

Young people of the Presbyterian Church had charge of the service at the church, Sunday. The program observed the annual young people's day in the Presbyterian Church. Merlin Conklin, president of the Young People's Christian Endeavor, was leader. Special parts were taken by Barbara Brotherton, Vivian Olson and Merlin Conklin. Members of the Christian Endeavor, Miss Sadye Rig-

ler and Miss Lois McCaslin, sponsors, assisted.

### RECENT BRIDE IS HONORED

Mrs. Archie Scott, a recent bride, was honored at a miscellaneous gift party at the home of Mrs. Ralph Smith last week.

The Valentine theme was emphasized throughout the decorations and appointments. Upon arrival guests were given red and white hearts on which to write "A Wish for a Bride." Later the wishes were drawn from a wishing well by the honoree to reveal lovely gifts at the bottom of the well.

Mrs. J. D. Story gave a toast to the bride and a variety of appropriate games were enjoyed. A salad course was served to a large group of guests and several gifts were sent by those who were unable to attend. Hostesses for the party included Mesdames R. E. McCullough, J. D. Story, Boyd Knox and Mrs. Smith.

### LEE CAVIN OF HEREFORD WEDS FLOYDADA GIRL

Announcement has been made of the marriage of Miss Bonnie Fyffe of Floydada to Lee Cavin, Sunday, Feb. 12, at the home of the bride's parents.

The double ring ceremony was read before an improvised altar of greenery and flowers with the Rev. G. G. Voight, pastor of the

First Christian Church, officiating.

The bride was attractive in a cold costume suit with Japonica accessories. Her flowers were Sweetheart rosebuds. Attending the bride were Mrs. Kyle Glover of Plainview and Mrs. Kenneth Jeffers. George Musick of Lubbock served as best man.

Mrs. Cavin attended Floydada High School and Mr. Cavin attended Eden High School and the Capital College of Pharmacy at Denver. He is the son of Mr. and Mrs. F. T. Cavin of Eden.

After the reception which followed the ceremony, Mr. and Mrs. Cavin left for a short wedding trip. They will live in Hereford. He is employed with the Halle Drug Store.

phens and daughter, Marjorie Grace, of Harper, Kansas. Mesdames Fridley, Bennett and Freeman are sisters.

### NOTICE TO BIDDERS

The Commissioners' Court of Deaf Smith County, Texas, with offices at Hereford, Texas, will receive Sealed Bids, at their regular meeting, February 13th, 1939, for the following Bridge Lumber, delivered, freight prepaid, at Hereford, Texas.

Specifications: Number One, unfinished, Long-Leaf Yellow Pine.

Quantity:

Item	Size	Board Feet
20	2x4-24	320
20	2x6-24	480

20	2x8-24	640
20	2x10-24	800
20	2x12-24	960
50	3x8-12	1200
50	3x8-16	1600
125	3x8-24	6000
50	3x10-24	3000
20	4x4-18	480
Total Board-feet		15,480

All Bids to be addressed "Bids on Bridge Lumber," Commissioners' Court, Hereford, Texas. Each bid to be accompanied by a Certified Check in the amount of 5 percent of such bid. The Commissioners' Court reserves the right to reject any or all bids.

A. J. SCHROETER,  
County Judge.  
January 18, 1939. 5-46c.

## Heiselman News

(19 miles north, 9 west)  
MRS. HOMER STEWART

O. W. Gardner of Vigo Park, was up here to see about his wheat and to plant some oats this week. The weather was so bad he did not get to plant the oats, however.

Tony Redder and Earl Hare were in Hereford on business, Tuesday.

Fred J. Foster of Amarillo, was a guest in the home of his sister, Mrs. Homer Stewart, this week.

Mr. and Mrs. B. A. West had as guests, Sunday, Mr. West's brother from Hereford.

George Hankins of Panhandle, was out looking over his wheat prospects, Thursday.

Mr. and Mrs. Homer Stewart and sons visited Mrs. Harvey Smith in Amarillo, Saturday.

R. W. Hobbs was in Hereford, Friday.

Guests in the E. E. Fridley home over the week-end, were Mr. and Mrs. A. A. Bennett of Arnett, Okla., Mr. and Mrs. Arch Freeman and Mrs. Melvin Ste-

## W. O. W. SPEAKER

Coming to Hereford

THURSDAY, FEB. 23, 1939

Mr. J. R. Simms of Dallas, Texas, manager of the Woodmen of the World for the State of Texas, and Mr. R. H. Lewis, manager of District No. 7, of the Woodmen of the World, will be in Hereford on February 23, 1939. We will have an open meeting. All of the public is invited and Woodmen Circle are expected. Help us give these gentlemen a good audience.

Hereford Camp No. 990

## WOODMEN OF THE WORLD

Life Insurance Society

GLENN WITHERSPOON,  
Council Commander

E. E. FRIDLEY,  
Fin. Sec'y.

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LUCKY TIGER \$1.00 BOTTLE 59c

EPSOM SALTS 5-LB. SACK 23c

PERUNA TONIC  
\$1.25 SIZE  
89c

P and G SOAP  
GIANT BARS  
10 for 29c

ALARM CLOCKS  
\$1.25 VALUE  
79c

PABLUM BABY FOOD, 1 POUND 34c

CLEANSING TISSUES 500 PACKAGE 19c

VICKS, Vapo Rub 35c JAR 23c

CALOX Tooth Powder  
50c Size  
29c

BAYER'S ASPIRIN  
15c Box  
2 for 16c

FEENAMINT EX-LAX  
25c SIZE  
17c

Listerine TOOTH PASTE, 40c SIZE 26c

Ironized Yeast \$1.00 SIZE 63c

Orlis Mouth Wash PINT SIZE 39c

PENETRO Nose Drops  
25c SIZE  
16c

ANALGESIC BALM  
75c SIZE  
33c

COUGH RELIEF  
66c BOTTLE  
36c

Milk Magnesia PINT BOTTLE 16c

Lux or Rinso 25c BOX 17c

Chinker Chek Board 49c

## WASH and WAX!

There's nothing like it to give your car its former sparkle and "new" look! Let us give your car a hi-pressure wash and thorough polish.



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## The TOUGHER the job, the greater the need for a FORD TRUCK!



TEN BILLION MILES of hauling, under all sorts of conditions, prove that with a Ford V-8 Truck you can expect an all-round better hauling job—at all-round lower hauling costs.

No matter what your trucking problem, chances are the best answer to it is—a Ford V-8!

SEE YOUR FORD DEALER TODAY!

### AMERICA'S NUMBER ONE LINE-UP OF MODERN TRUCKING FEATURES

Range of six wheelbases and 3 engine sizes—40, 55 and 95 h.p. • 42 body types • Big hydraulic brakes • Full torque-tube drive • 3/4-floating rear axle in commercial cars (full-floating in trucks) • Heavy-duty semi-centrifugal clutch • Comfortable cabs • Large payload space • Ford low operating costs • Ford low upkeep costs, with factory exchange parts plan.

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Service

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## VALENTINE PARTY IS GIVEN FOR CHURCH GROUP

Members of the Intermediate Endeavor were entertained with a Valentine party at the home of Mr. and Mrs. A. Petersen, last week. Games furnished entertainment and refreshments were served to Dorothy Coombes, Gertrude London, Rena Rae Renfro, Lillie London, Richard Petersen, J. W. Robinson, Billy Davis, Larry Trimble, Eleanor Wilson, Rue Wilson, Lois Agnes Gilbreath, Mattie Louise Lawhon, Daniel Russell, Foster Hill and Mr. and Mrs. Petersen, who are sponsoring the group while the regular sponsor is ill.

## MR. AND MRS. MARVIN GREEN ENTERTAIN J. C. PENNEY STORE FORCE

Mr. and Mrs. Marvin Green complimented the J. C. Penney Store force with a Valentine dinner party at their home, Thursday night.

Attractive table appointments carried out the Valentine theme with an arrangement of slender red candles as the centerpiece.

Guests included Manager and Mrs. C. F. Moore, Mr. and Mrs. Arthur Thompson, Mr. and Mrs. John Homer, Miss Ona Hammer, Miss Vera Byrnes, S. L. Harman, Jr. and the hosts.

After the dinner a variety of table games were enjoyed.

## BIRTHDAY DINNER HONORS THREE

Mrs. F. E. Bowe and Mrs. John Jacobsen, Jr., were hostesses at a birthday dinner given Sunday at the Bowe home, at noon, to honor three relatives whose birthdays occurred near the same date. Those complimented were Mrs. Jacobsen's mother, Mrs. E. E. Fridley; Mrs. Bowe's niece, Miss Edah Park, and Mrs. Arch Freeman, sister of Mrs. Fridley, who came from Harper, Kansas, to take part in the celebrations.

Table decorations included a large white birthday cake with names of honorees traced in pink icing.

Attending were Mr. and Mrs. A. A. Bennett of Arnett, Okla., Mr. and Mrs. Arch Freeman and Mrs. Melvin Stephens and daughter, Marjorie Grace of Harper, Kansas, Mr. and Mrs. J. Bennett, Mr. and Mrs. F. E. Oivans, Miss Thelma McMinn, Miss Edah Park, Mr. and Mrs. E. E. Fridley, Mr. and Mrs. John Jacobsen and Dr. and Mrs. Bowe.

## VIRGINIA GREEN HAS BIRTHDAY PARTY

Celebrating her tenth birthday, Virginia Green entertained with a party Friday afternoon at the home of her parents, Mr. and Mrs. Dudley Green.

Outdoor games furnished fun for the happy group and later in the house, the decorated birthday cake was the center of interest. Topping the cake were ten little birds of all colors, each bird forming a holder for a lighted candle.

Favors were Valentines with special messages written inside, and heart-shaped candles.

Those celebrating the occasion with Virginia were: Helen Ann Wetman, Joan Smith, Jackie Wright, Iona Whittington, Jessie Ann Buckner, Norma Jean McCullough, Lois Bell, Marie Williams, Paul Andrews, Duane Williams and N. L. Cress.

## MISSIONARY GROUP HAS PROGRAM

The Woman's Missionary Society of the Christian Church held a business and social meeting on Wednesday afternoon of last week at the home of Mrs. Ellis Coombes.

Mrs. John Robinson had charge of the program which included talks on several missionary topics. Mrs. A. Lowther gave the opening prayer. Mrs. Robinson gave the devotional and a talk on "We Would Hear Jesus Concerning Rest." Mrs. Buri Bliston spoke on "Co-operation and Kingdom Building." Mrs. A. Petersen discussed "Christian Missions in India."

A social hour was enjoyed after the program and refreshments were served to fifteen members and three guests.

## KNITTING CLUB MEETS FOR LUNCHEON

Members of the Knitting Club were entertained with a luncheon at the home of Mrs. Travis Dameron, Wednesday, Feb. 8.

The table was attractive with silver and crystal appointments reflected against the polished table surface. Lace plate doilies were used in an arrangement of red roses formed the centerpiece.

Knitting, sewing and various types of handwork furnished diversion for the afternoon.

Members present, included Mesdames Meade Halle, Ernest Medkief, Woodrow Ireland, J. T. Gilbreath, Jr., W. J. Stanford, Paul Mathers, Knox Kinard and the hostess.

## TWO ARE COMPLIMENTED AT LOVELY PARTY

Mrs. E. B. Hedrick entertained with a lovely party Saturday afternoon, which was in the form of a compliment to Mrs. Mark Galloway of Amarillo, who was a guest of Mrs. Seth B. Holman, and at the same time the party was highlighted by a gift show, featuring a candle-light cake, complimenting Mrs. Holman, whose birthdate was near.

Two tables were arranged for games of bridge, and bouquets of sweet peas added the decorative note. Mrs. J. A. Pitman was awarded high score prize.

After the games and birthday celebration a salad course was served to Mesdames A. R. Bateman, H. A. Close, Jack Wayland, Alton Fraser, J. A. Pitman, Miss Eloyse Pitman, the two honor guests, and the hostess.

## DINNER PARTY GIVEN TO HONOR AMARILLO GUEST

Mrs. Mark Galloway of Amarillo, was honored Saturday evening at a bridge-dinner party given by her aunt, Mrs. Seth B. Holman. The affair celebrated the honor guest's birthday and among guests were Mrs. Galloway's classmates while attending Hereford High School, and old friends.

Crimson tapers in candelabra flanked the white birthday cake, which was the focal point of interest at the large table from which the dinner was served. Tiny birthday candles topped the cake, their colors accented with radiance red roses here and there about the house.

Places for four were marked at small tables by lacy old-fashioned Valentines with tallies for bridge games, which followed the dinner, to match.

After the games gifts were presented to the honoree.

Those enjoying the occasion, were Messrs. and Mesdames E. B. Hedrick, Jimmie Gillentine, A. R. Bateman, Jack Wayland, Mark Galloway, Mrs. J. A. Pitman, Eloyse Pitman and Elizabeth Gillentine, Mac Pitman and the hostess.

LUTIE FOX CIRCLE TO MEET FRIDAY, FEB. 17  
Lutie Fox Circle of the Metho-

dist Women's Missionary Society will meet Friday afternoon at 3 o'clock at the home of Mrs. Conkright. Mrs. J. C. McCracken will be co-hostess.

## Adrian News

(40 miles northwest)  
MRS. ALLAN BELL

A fair crowd attended Church Sunday and heard Rev. Bruce. The Scouts came in a body with their sponsors, E. L. Hammitt and J. C. Baker.

Mrs. Will Syms has been visiting relatives in Salisbury, Mo., the past three weeks.

L. A. Worsham had an overturned car in the dirt storm last Thursday afternoon. The side of the car was damaged.

E. C. Chapman has begun wrecking his cafe and garage to

move it south of the highway. Roy Lenz has been quite ill for several weeks.

Miss Ruth Long resigned in the Adrian Mercantile to accept a place in Amarillo.

Mrs. Ripley of Pampa spent the week with her daughters, Mrs. O. G. Bruce and Mrs. Emmett McAdoo.

Mrs. L. A. Worsham has had as her guest, Mrs. Josephine Smith from Dallas.

Miss Nina Lee Mohon of Kirkland, is visiting in the home of her brother, Jimmie Mohon and family.

J. O. Collier attended a meeting of the directors of Wayland College at Plainview, Feb. 6-7.

Robert Crenshaw has had his

tonsils removed recently, in Amarillo.

The Senior play was given last Wednesday night. Owing to the severe cold spell only a fair crowd came. The total receipts were \$18.85, which will be used for their trip.

The basket ball games of last week of the County Tournament was as follows: Friday night the Adrian Juniors won from the Wildorado Juniors; Vega Seniors won over Adrian Seniors. Saturday afternoon the Vega Juniors won over Adrian Juniors. Vega Seniors won over Wildorado Seniors.

Saturday night the Vega Juniors won over Wildorado Jun-

iors, and Adrian Seniors won over Wildorado Seniors.

The Adrian Independent Invitation Basket Ball Tournament will be held Saturday, Feb. 18.

The Annual Football Banquet will be served in the Adrian gym Friday evening, Feb. 17. Mr. Calhoun is to be the principal speaker.

The bridge club met with Mrs. L. A. Worsham Wednesday afternoon, with 2 tables playing. Refreshments of club house sandwiches, cookies and coffee was served.

P. T. A. meets Tuesday night.

Miss Inez Clark spent the past week end in Amarillo, with friends.

## Tying Texas Telephones Together...



**THESE HANDS ARE THE HANDS** of a telephone cable splicer... building copper highways for your voice... joining together hundreds of tiny wires in a telephone cable.

Upon the skill of these folks depends the effectiveness of the 244 million dollars spent last year by the telephone company to operate its telephone system in Texas... to give swift, accurate, friendly service, at a price that is reasonable to you.

Good telephone service is the sum of thousands of jobs like this. Jobs done infinitely well each day, by 8,500 people who sit at the switchboards or work along the lines.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

You are invited to visit the Bell System exhibit at the Golden Gate International Exposition, San Francisco

# CASH!

## \$5.00 TO \$500.00

### Advanced On Your Car

## To Buy A New Or Used Car

## To Reduce or Refinance Your Present Payments

If you need cash for any reason, use your car as collateral and pay back in Easy Monthly Installments—Low Interest Rates and Complete Insurance Protection — Prompt adjustments — Will finance up to 16 or 18 Months on New or Late Model Cars!

**Quick, Courteous, Confidential Service .. see .. HERMAN E. CHARLES**

# HEREFORD INSURANCE AGENCY

ROOM 2, BUCKNER-LAMBERT BUILDING  
Next Door to Star Theatre, Upstairs

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HEREFORD, TEXAS



### Civic Chorus To Practice Monday

To practice for a concert with the next two weeks, the Civic Chorus will meet at the First Methodist Church Monday evening, at 7:30 o'clock. A good meeting was reported last Monday, with the addition of one new member. In announcing the coming concert, which will be given in around 15 days, Miss Mattie Mae Swisher said that the pastors will co-operate with talks on Faith, which the choir will include in their presentation of religious songs. Old hymns with the Descant something which may sound new, but which will be familiar to many of our grandmothers will also be included.

### Hereford Will

(Continued from Page 1)

title and the right to enter the regional meet of four districts here a week later. Hartley and Castro county entries had not been certified to Jack O. Curcio, athletic director for the district, when the pairings were made. Referees will be Bronson, Vahney and Watkins.

### Is Everything Done? Can We Do No More?

Do you ever get more or less discouraged about your place in the world a few years hence? Do you ever say rather dejectedly, "Oh, well, there's nothing left for me to do; everything great has been accomplished?" You are radically wrong, for not nearly all the great things have been done for mankind. There are always new frontiers for youth to face and (if they are determined) to conquer. Especially in the realm of science are there many frontiers to overcome and many phases to perfect.

As far back as 1886, some people said that science had reached its height, that the mechanical age was at its peak. That was preposterous statement, though, as a few instances will prove. At that time, Albert Einstein was only seven; Marconi, only twelve; Orville Wright, only fifteen and his brother Wilbur, only nineteen; Henry Ford, only twenty-three; and Thomas Edison, only thirty-nine.

Think, if you will, how much these people have given to the world. See, if you can, how much more advanced our civilization is today than it would have been without the contributions of these pioneers, who, in their time faced frontiers just as you are doing today. These people were alert, responsive, capable, determined. So, if you possess any of these traits, surely can contribute to the progress of the world. Possibly you feel that you do not have the native ability that these men and women had. Who knows? Maybe your talent is now dormant; but, by perseverance and study, you certainly can and will play a vital part in our advancement.

### CHARLES BOYD BOXES IN GOLDEN GLOVE TOURNAMENT

Speaking of boxing heroes, we have one in our midst. Charles Boyd has proved definitely that there is no truth in the statement that "you must be a football hero to get along with the beautiful girls." Charles boxed in the Golden Gloves Tournament in Amarillo, Feb. 6-7-8. He won over his first opponent by a decision; his second, by a technical knockout. He was scheduled to box on Wednesday night in a final try-out for the Middleweight championship; however, due to a shoulder injury which he received Tuesday night, he was forced to forfeit his fight. In view of this fact, Charles has been given a chance to defend the title in the A. A. U. Tournament in the latter part of March. It appears that Charles has a promising future and of one thing he may be certain, the pals from H. H. S. will back him.

A ration for fattening a beef calf consists of three things: roughage (hay, cottonseed hulls, corn fodder, etc.); protein supplement (to those that means cottonseed meal or cake); and grain, (milo, corn, barley, and so on).

### GOOD?

There are thousands of candies on the market, and so, they're good! This is some a sack of chocolates, britches or any of the candies we make and we believe you'll come back for more!

### Candy Kitchen

### World's Fair to Feature Court of Peace



A colorful part of the New York World's Fair of 1939 is the Foreign Nations and Federal Government zone area where the twin-towered Federal building and exhibitions of 62 nations center on a seven-acre Court of Peace. The \$155,000,000 "World of Tomorrow" exposition will open April 30 as the host city makes lavish preparations to entertain millions of visitors during the coming summer months.

### 'Weddings, Bah', Says Young Attendant



Could it be possible this little attendant is that sorry for the bridegroom? Regardless of the cause, he burst into tears during the recent wedding ceremony of Miss Heromolme Llewellyn and the Earl of Marbury at St. George's in London. His shy bridesmaid tries consoling him, but to no avail.

### Free Movies

(Continued from Page 1)

sored in appreciation to our customers and friends," Mr. Rosson said. "We are planning a full day of entertainment, beginning at 9 o'clock and continuing through 6 o'clock. In the afternoon will plan a tractor demonstration if the weather permits; the demonstration will be held one mile east of Hereford, on Highway 60."

Mr. Rosson also said that ladies are invited to attend the shows and to take part in the entertainment. Favors will be given to the ladies, and prizes will be awarded the men in a surprise contest.

### Around Town

(Continued from Page 1)

notice to The Brand: "Tell the folks there in Hereford to be on the lookout for a stray hat. Geo. Messenger lost his in the 'big blow' last Thursday and it was headed that way at about 45 miles an hour when last seen."

From the colleges comes good news about Hereford students. Chilton Foster, son of Mr. and Mrs. Arch Foster, and Miss Mary Jane Morgan, daughter of Mrs. Cooper Morgan have both achieved honors at Texas Tech. They both made "A" in chemistry and have been placed in the top chemistry division of the freshman classes. Incidentally, Mary Jane was the only girl to be ranked in the top class; in addition, she has been named Tech correspondent for the County Herald at Lubbock.

Hardin-Simmons University at Abilene reports that Wayne Evans, son of Mr. and Mrs. Joe Evans, is also achieving scholastic recognition. Wayne was one of 22 students in the University to make the honor roll, and one of 10 juniors to achieve the honor. In addition, he is a member of Alpha Chi, honorary scholastic fraternity, member in the Press Club, Broncho staff, Classical Club, Archaeological and Paleontological Society, Oratorical and Debating Council, Business Administration Club; a member of the student council of the governing body in Ferguson Hall, where he resides. All of which means he is a mighty boy and an extremely popular young man.

Out in the Westway commu-

### County Cited

abolishment of the office. "We expect to devote our major interests to our irrigated farms in this community," Mr. Halle declared, "and are building a six-room house on the place." Despite protests of Senator Joe Hill that Halle was not a resident of Texas, Mr. Halle stated that he is a resident and declared that he had evidence to prove the fact, including a law suit in which he was named as a Texan and of Deaf Smith County. Their daughter, Virginia Halle, is attending Platt Institute, a commercial art school; the eldest son, Shirley Halle is a student at Columbia University, and the younger son, Elster Meredith Halle, is a student in Stanford University.

### Elster M. Halle

(Continued from Page 1)

He also announced appointment of A. J. Schroeter as Chairman of Disaster Preparedness Relief Committee for this county, and Judge Schroeter in turn, announced the following chairmen, who will serve this county in the face of any possible disaster. The committee list follows: Chairman of Survey, H. A. Close; Rescue Work, Ed Curtsinger; Medical Aid, Dr. R. E. Willis; Shelter, A. O. Thompson; Foods, Mrs. P. H. Gilliland; Clothing, Gaston E. Baer; Transportation, Marlin Gilliland; Registration and Information, Mrs. Dyaithia Brady.

### Scouts Observe

(Continued from Page 1)

panied by R. P. Conaway and Ralph Smith, and a special sermon was delivered by Rev. M. M. Beavers, pastor. The Scouts held open house Monday night, with visitors including boys of Scout age, who do not belong to the local troop. Two new candidates were reported. R. A. Muller and Bill Davis also attended the open meeting, representing the Lions Club, sponsors of the local group. The Scouts extended special thanks to co-operation during the week on the part of Glenn Allison, principal of Central School, and Knox Kinard, superintendent of the high school; also to Rev. Beavers for his co-operation.

### Church Overflows

(Continued from Page 1)

riety store of his own. However, in 1920 he took over the J. I. Case agency for this territory and operated it along with duties connected with the variety store. The variety store, which was located at the corner of Main and Fourth Streets, in February, 1936, was sold to Sam Saunders, and since that time Mr. Skelton devoted his entire time to the implement business. A residence of 28 years in this community gave Mr. Skelton one of the widest acquaintances of any man in this area. He was ever in close contact with rural and town residents and his cheerful nature made him innumerable friends.

Mr. Skelton was an active community worker at all times, and was always interested in local, state and national affairs. He was a member of long standing in the Hereford Masonic Lodge and was a member of the First Methodist Church. In addition to his widow, Mr. Skelton is survived by two daughters, Mrs. J. B. Garrett of

### Irrigation

(Continued from Page 1)

res were each planted to the same crop. By means of watering at different times, planting different and generally varying the procedure the station is able to determine, by results, the most practical means of growing certain crops under irrigation.

Mr. Jones did not endorse wheat as a good crop for irrigation under a diversified farm program, pointing out that the irrigation should attempt to grow crops to compete as little as possible with successful dry-land crops.

Mr. Jones also favored alfalfa as a crop for the diversified farm program, along with several others.

Irrigation men in this community, following his address, were inclined to feel that an excellent route for the irrigation farmer in this section was that of feeding out a large portion of their crops to livestock, thus standing a chance to derive a profit from the operation of feeding, along with that of the crop grown.

All who attended the meeting last Friday night, were favorably impressed with the figures and suggestions offered by Mr. Jones. The group moved to secure for their March meeting a speaker on ensilage and feeding. It is probable that an authority from the Spur station may be secured, along with some representative farmer of the Plains area.

J. B. Stocker, president of the organization, presided over the meeting here, last Friday.

### Conservation

(Continued from Page 1)

border strips of sorghums may well be planted to sorghums, since furrowed tillage operations retain the moisture on top of the terraces, thus supplying adequate subsoil moisture for the production of the crop. If it becomes necessary to use tillage operations to prevent wheat land from sifting, timely tillage operations of the strips of grain sorghum will be all that is necessary. No wheat is destroyed and no additional cost to the production of wheat is incurred by the farmer, since the timely preparation of the grain sorghum bed will be all that is necessary.

### County Cited

(Continued from Page 1)

be named in the near future. Name Committees

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### Mrs. Mercer

(Continued from Page 1)

sending her greetings and gifts. The Mercer family moved to Deaf Smith County in May, 1890, and settled on a ranch four miles southeast of old La Platta, where they lived for many years. Mr. Mercer died while visiting the old home at Alvarado, Johnson County, and was buried in May, 1891. However, Mrs. Mercer and the children continued to operate the ranch until 1905, when they moved to Hereford to make their home. It was approximately 15 years ago that Mrs. Mercer went to Wellington, Kansas, to live with her daughter, Mrs. Frank Goodloe; when the Goodloe family moved to California a few years later, she accompanied them and has since made her home there. Except upon the occasion of the death of her son, Dow Mercer, she has not visited in Hereford, but attended the funeral here on July 26, 1937.

However, despite her long absence, Mrs. Mercer was well known here and had scores of friends in this community who mourn her death. She was an ardent Christian and during her residence here was active in promoting the affairs of the Presbyterian Church, of which she was a devoted member.

She is survived by three daughters: Mrs. Frank Goodloe of San Bernardino, Mrs. Fannie Sigler of Los Angeles, and Mrs. Tate Montgomery of Santa Ana, Calif.

### Girls Attend

(Continued from Page 1)

Muller, went with the team. Hereford and Wayside played the first game at 3 o'clock. Having been defeated by Wayside in two previous games, the Whitefaces were determined to win. By the end of the first quarter Hereford led by a five-point margin, but were unable to keep the lead throughout the game. Wayside finally won by a margin of seven points. This defeat put Hereford in the consolation bracket.

Saturday morning Hereford met Vega for her second game. Never having been defeated by Vega, the Whitefaces kept their record. Hereford and Vega both scored eight points the first quarter. By the half Hereford led by a five-point margin.

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### Favors Alfalfa

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### Conservation

(Continued from Page 1)

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Where adequate borders of sorghums have been planted this may be listed in seed bed preparation, thus serving the same purpose of emergency tillage and saving the farmer expense.

The recent dust storms, which occurred under the most favorable conditions, should remind the farmers to be prepared during future years when the blow season starts. Mr. Williams stated that close continued observations had been made on numerous farms and that it was found that strips of sorghum on the terraces and borrow ditches, with wheat planted between, the wheat strips being of sufficient acreage to comply with the Farm Program, similar to Mr. Turrentine's terraced portion of his field, and with adequate borders of sorghums, offered the best control measures that could be recommended for general field practices by the Soil Conservation Service.

### Girls Attend

(Continued from Page 1)

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which she continued to increase in the last two quarters. The final score was Hereford 37 and Vega 25. This victory put Hereford in the final consolation game for Saturday night.

Friona, having lost her first game and won the second one, opposed Hereford. In the first two quarters Friona kept a three-to-five point lead but Hereford caught up in the third quarter. The score was Friona 25 and Hereford 24. The Whitefaces were finally defeated by a score of 31-26.

The awards were different from those in previous tournaments. Only district winner, Happy, received a trophy. Second place, which was Wayside,

and consolation winner, Friona, received medicine kits. Week-end bags were given to the all-tournament team instead of gold basket balls.

The girls had been looking forward to this tournament all year, but had planned for it to be more successful. Although they were not winners, it was a trip the girls and sponsors will never forget.

ITCH SPREADS to all members of the family unless stopped quickly. At the first sign of ITCH between the fingers use BROWN'S LOTION. You can't lose; it's GUARANTEED and sold by CLOSE DRUG

The Most Eye-Thrilling Color You Have Ever Seen on the Screen! And a story loaded with pulsating excitement... Trackless plains... rushing rivers... sky piercing peaks... Land of rich furs and yellow gold... a million miles of northern wilderness... and a handful of heroic... red-coated-mounted police to guard them! You'll thrill to the dash and colorful splendor! You'll throb to their bold daring... reckless action and every day excitement! You'll thrill to their honored tradition of "get your man!" Action-packed all the way! Heart of the North STAR THEATRE Thursday - Friday Melody Master, and Mechanix Illustrated

The Picture You Have Been Waiting For! Spectacular drama of a lawless era's most famous outlaw! For good or ill Jesse James was what his era made him... the most colorful bandit who ever lived! DARRYL F. ZANUCK'S PRODUCTION OF JESSE JAMES In Technicolor starring Tyrone Power Henry Fonda Nancy Kelly Randolph Scott STAR THEATRE SUNDAY MONDAY TUESDAY Preview Saturday Night!