

Save Tires . . . Save Time . . . Save Money --- Buy in Hereford!

SHOP IN HEREFORD! Put the Savings to Work for Our Government — in Defense Bonds and Defense Stamps!

# The Hereford Brand

14 PAGES  
Electrified  
Farm Home

Published Every Thursday

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

Our Slogan—"More People—More Farms"

42nd Year—Number 3

The Hereford Brand, Hereford, Texas, Thursday, January 15, 1942

Price Per Copy 5c

## HEREFORD MERCHANTS TAKE TIRE CRISIS AS BUY-AT-HOME SIGN

### Around Town

Sights and Faces Seen

Hereford banks will be closed on Monday, Jan. 19, for Robert E. Lee's birthday.

Jimmie Alken is a handy guy with a hammer. Yesterday morning he repaired our mail box (which has been hanging by one decrepit nail for about six months) and convinced us that he is probably a good carpenter, in addition to being a good preacher.

Packard Mill and Fraser Milling Company have supplied Miss Sadie Lee Oliver with whole wheat products for use in her demonstrations at the county clubs this month. People in the Hereford territory are fortunate, Miss Oliver says, in having two mills where whole-grain products, unavailable in many places, can be purchased.

Glenn Snyder of Amarillo was in Hereford Monday afternoon.

The flag will be flying regularly at the courthouse hereafter, just as soon as Dick Allred climbs the flag pole and gets the Stars and Stripes properly strung up.

Mrs. Ida Davis of the Fashion Shoppe was ill for several days last week and Mrs. Liburn Ray was not at work yesterday because of illness.

It's not all propaganda: Mack Pitman and David and Kay Rogers have bought bicycles and say they are going to do something really constructive about this tire shortage. But Bob Wilson because he's been riding a bicycle could say he knew it all the time around town for several months.

### Seed Loans Now Being Made In Deaf Smith Co.

Farmers desiring to secure a loan for production of 1942 crops may make application at the Emergency Crop Loan Office in the courthouse now, according to C. C. Gibson, field supervisor for the Emergency Crop Loan section of the Farm Security Administration.

The loans are being made somewhat earlier than usual this year, Gibson states, to meet the emergency caused by short crops in this area and to permit early preparation of the land.

The loans will be made to farmers whose cash requirements are small and who cannot obtain loans from other sources. As in former years the loan will be (Continued on Page 10)

### Reinforcements Arrive In Far East, As Axis Continues European Retreat

War news of the week saw Japanese inroads continuing in Malaya with increased Japanese action against the Dutch East Indies, where the Dutch defenders reported only slight gains by Jap landing parties in Borneo.

Gen. Douglas MacArthur's stubborn stand in Luzon continued, with American forces reporting heavy casualties on Jap invaders who tried to dislodge them from strong defense positions. Allied strategy seemed to be a delaying fight to hold Jap troops at Luzon which are urgently needed elsewhere.

Both air and land reinforcements—the first to reach the British Far East in more than a month of war with Japan—have arrived in Burma, and more are on the way. Landing of reinforcements at Burma indicated that Burma might become the base for a strong counter-attack against Japan, when the master allied war plan get under way.

In Europe, Germany's reverses

### 20-45 Age To Sign Up On February 16

The first draft registration since the declaration of war is scheduled for Feb. 16, officials of the county selective service board announced this week, pointing out that the February registration is for only those men who have NOT registered in any previous draft.

The government order announcing the registration states that it will include "all men who have attained their 20th birthday on or before Dec. 31, 1941, and have not attained their 45th birthday on Feb. 16, 1942 and who have not heretofore been registered."

Frank Givan of the county selective service board, states that the board has received many inquiries from men already signed up in one of the two previous registrations, wanting to know if they will be required to register again. The answer to this, Mr. Givan says, is an emphatic "No." The February date is to take care of new registrants only.

National selective service officials have estimated that approximately 90 per cent of the number of men signed up in October 1940, will register in February, and volunteer workers will be used to register the men, as was done in the first draft. However, no definite instructions (Continued on Page 10)

### Potato Growers To Meet Jan. 27

The annual meeting of the Hereford Potato Growers Association will be held Tuesday night, Jan. 27, at 7:30 o'clock at the County courtroom, it was announced this week, as all potato growers of the Hereford territory were invited to attend.

Purpose of the meeting is to elect directors for the coming year, and it is stated that three experts on co-operative organization from the Farm Security Administration will discuss problems of interest to all potato growers.

An open forum will be held to answer questions of potato growers and to discuss the outlook for the coming year.

Womble New Director  
The Board of Directors of the Hereford Potato Growers Association announced this week that Troy Womble has been appointed as director to fill a vacancy which has existed for some time. Womble is a real pioneer of the panhandle, has taken part in nearly every line of agriculture in this territory, and his potato growing activities have been successful.

### Community Fire Fighting To Be Organized Here

Meetings in each rural community in Deaf Smith County were being scheduled, starting this week, to complete community organization for fire fighting, A. R. Bateman, county fire marshal on the civilian defense committee, announced this week. Members of the county committee who will assist Mr. Bateman are H. G. Conkright, Wiley Roberson and J. B. Stoker.

Members of the county committee are trying to meet with as many communities as possible this week, Mr. Bateman says, so that each community can go forward with its election of officers and the planning of communication and signal facilities. Of the ten communities in the county, only two, Westway and Dawn, have telephone connection with Hereford and it will be necessary to work up some signal system for other communities to get help from the town in the event of a bad fire.

Communities which will be organized are: (Continued on Page 10)

### State Men To Teach First Aid Course

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The course is being offered by the County Civilian Defense organization in co-operation with the Red Cross and will be taught by Joe C. Reese and C. H. Cheshire of the state department of public safety, it was stated today by A. J. Schroeter, chairman of the county civilian defense committee.

Mr. Schroeter states that many persons have expressed interest in taking a First Aid course and that the county is fortunate in having the help of the state highway patrolmen in giving the course.

(Continued on Page 10)

### Free Soil Tests To Be Made By Potato Growers Association

Potato growers of the Hereford territory who would like to have a free analysis made of their soil should get in touch with J. K. Baker of the Hereford Potato Growers Association, who will be glad to have the analysis made. Mr. Baker also states that his organization will be glad to make germination tests on seed potatoes and that this also is a free service.

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### Louis-Baer Fight Picture On Double Bill At Star

That the Star Theatre will Friday and Saturday exhibit the Joe Louis vs. Buddy Baer World's Championship fight pictures was today announced by Charley Hardwick, manager.

"The pictures are proclaimed as better than a ringside seat," he said, "due to the fact that it knock-downs are clearly shown in slow motion, and important phases of the bout are stressed."

In addition to the fight pictures, which are being shown on an exceptionally early release, the Star will also present a double-feature program, Zane Grey's "Riders of the Purple Sage," and "Thanks A Million."

### Army Plane Beat-But Not Much-By Stork

Fast though U. S. Army airplanes may be, the stork still has a slight edge. At least, that's how it happened in Hereford this week.

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"—and the plane will return for him Monday," adds Grandpa Byrle Elliston, who says, "I knew it was a big event, but I never dreamed the U. S. Army would be excited enough to dispatch a special plane."

### Close Announces Advance Sale On Ball Tickets

The President's Birthday Ball will be held in Hereford on Jan. 30, at the City Hall, Harold Close, chairman of the Deaf Smith County chapter of the organization to fight infantile paralysis announced today, stating also that plans were underway for some other entertainment, possibly a game party at the Hereford Club House, for the benefit of those who do not care to dance.

Tickets for the dance are \$1 plus tax, Mr. Close said, and an advance sale of tickets will be held, with some local organization taking the responsibility for this job.

Jim Lipscomb will again be chairman of "The March of Dimes" campaign this year, and persons wishing to contribute to this fund can get a special "March of Dimes" container from Mr. Lipscomb and can send their contribution direct to President Roosevelt at the Whitehouse.

"I don't believe I will have to urge people to contribute to this fine cause," says Mr. Close, "as most people already know what a great work is being done by the National Foundation For Infantile Paralysis. We have al-

(Continued on Page 10)

### Work Starts On Salary Allot. Bond Purchase

In compliance with requests of the Treasury Department, the committee on purchase of Defense Stamps and Bonds will next week contact business firms of Hereford in regard to enforcement of the Salary Allotment plan, according to Homer Fox, chairman.

The plan is based upon regular purchase of Defense Stamps by employees, who allocate a certain percentage of their salaries each week for the purpose. Complete details will be explained by the committee during the visit.

### Hereford Women Respond As Red Cross Volunteers

Hereford women responded so enthusiastically to calls for volunteer Red Cross work that they worked themselves right out of materials—and jobs. However new quotas and more materials are expected within the next few days, and the work is expected to go forward even faster, with two rooms now available for Red Cross purposes, the firemen's hall, in addition to the Legion hall being now available.

One special shipment of yarn for 20 navy sweaters arrived this week and 20 knitters are started to finish the sweaters in a very short time.

New quotas are for 100 sweaters and when the material arrives, there will be plenty of yarn for all workers. Children's garments are being turned out rapidly at the Red Cross work rooms.

"The response to our call for workers has been whole-hearted," say Red Cross officials, "and we want the women of Hereford to know that we really appreciate their rallying to this emergency call."

### Bezner Dairy Herd Has Good Milk Cow Buys

If you need a good milk cow, you can buy one next Tuesday from one of the best dairy herds in this territory, according to Frank Bezner, whose herd of 30 Jersey milk cows will go on sale at 1:30 o'clock Tuesday afternoon at the Hereford Sales Pavilion.

This is a tested Jersey herd, containing some of the best-milk producers in this section, the owner states, adding that average production has been 2-1-2 to 5 gallons, with a test of 5 per cent butterfat.

Barber and Dixon are auctioneers for the sale.

### Cocanougher Announces For Commissioner

R. L. Cocanougher this week authorized The Brand to announce his candidacy for the office of Commissioner of Precinct 7, subject to action of the Democratic Primary.

Mr. Cocanougher has been a resident of this section for the past 35 years and in making his announcement said that he believed himself to be fully acquainted with the needs and problems of his precinct and of the county. He is asking for the office upon the basis of his ability.

(Continued on Page 10)

### Culpepper In Commission Race

H. D. Culpepper this week authorized The Brand to announce his candidacy for reelection to office of Commissioner of Precinct 3, subject to action of the Democratic Primary.

In making his announcement, Mr. Culpepper expressed his appreciation to the voters of the precinct, pointing out that he has always tried to serve them to the best interests of the precinct and the county.

### Clark Candidate For Commissioner

Jim Clark this week authorized The Brand to announce his candidacy for the office of Commissioner of Precinct 2. Mr. Clark seeks re-election for second term, having taken office January 1, 1941.

In making his announcement, Mr. Clark expressed his appreciation to the people of the precinct and of the county for their cooperation during his first term as commissioner, and said that if re-elected he will continue to perform the duties of the office to the best of his ability, pointing out that he believes he is better qualified to fill the job due to experience during the past year in office.

### Special Care Can Put New Mileage On Tires; Drive Less, Reinflate, Switch Wheels are Main Precautions

Because today's armies travel on rubber and practically all the world's supply comes from the Dutch East Indies and Malaya in the Pacific war zone, the average motorist has no choice in the matter of taking care of his tires or putting away his car for the duration.

The things which can be done to prolong the life of any tires, new or used, are numerous but simple. The main thing is to keep them properly inflated, and of course to eliminate unnecessary trips.

It has been said that five pounds of underinflation cut tire life 20 per cent. Check and re-inflate once each week.

Switch Wheels  
If you have a new spare tire in your equipment, you're lucky, but unless you use it, you're bound to lose heavily on your investment. An inactive spare tire has been described by one tire maker as similar to an unused muscle, and a liability. Recommended is the switching of wheels, including the spare, every 3,000 or 5,000 miles.

The switching recommended places the spare on the left front wheel, the left front is moved to the left rear, which is transferred to the right front. The right front is moved to the right rear and the right rear to the spare holder.

Oil An Enemy Of Rubber  
The things to avoid if you would increase the life of your tires include fast starting, fast driving and fast stopping, bruising the casings by backing into

### Michael And Culwell To Preach At Meth. Revival Meeting

Rev. J. F. Michael of Claude and Rev. W. M. Culwell of Antton will be in charge of the Methodist revival meeting which starts Feb. 1, it was announced today by Rev. Marvin E. Norwood pastor of the local Methodist Church.

Both of these men, though filling pastorates, have had wide experience in the field of evangelism, says Mr. Norwood, who urges Hereford people to make plans now to attend the meeting.

New officers of the committee on evangelism are Frank L. Terrell, chairman; Orpha Clegg, vice-chairman, and Nadyne Newell, secretary. Mrs. B. R. Dixon was elected director of the Upper Room. Other members of the committee are W. R. Schlegel, Mrs. Wm. McGeehee, Mrs. Philip Miller, Miss Naomi Hare, Darrell Blanton and Mrs. Hugh Bookout.

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### Red Cross Seeks 50,000 Additional Reserve Nurses

Washington, D. C.—Reports from American Red Cross chapters throughout the country reveal that women are responding to the call for 50,000 First Reserve Red Cross nurses, officials here announced.

In making the plea for the enrollment of additional nurses, Miss Mary Beard, director of the Red Cross Nursing Service, declared, "To place the nation's nursing program on a full wartime basis, the Red Cross must increase its nursing reserve by more than 50,000 trained nurses."

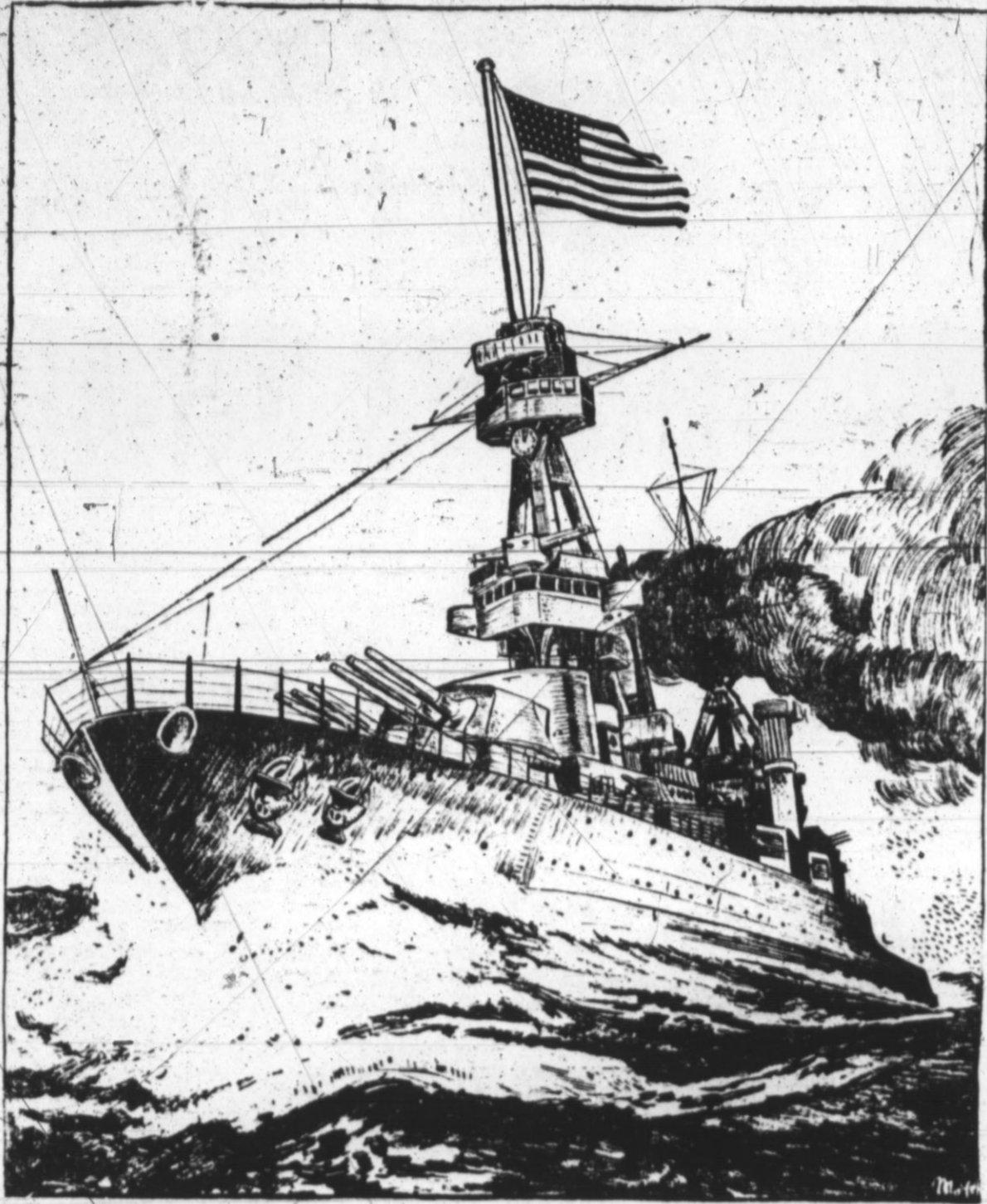
"The Red Cross First Reserve, totaling approximately 24,000, is comprised of single nurses, under 40, who are subject to call to active duty with the armed forces. Members of the Second Reserve, totaling 34,000 are for various reasons unavailable for military duty, but are prepared to serve in disasters, wartime epidemics, and to reinforce nursing staffs of civilian hospitals or do public health work for civilian defense."

Miss Beard issued the call for nurses following a conference with Major Julia O. Flikke, superintendent of the Army Nursing Corps and Miss Sue S. Dauser, superintendent of the Navy Nursing Corps.

Major Flikke reported that at least 10,000 additional nurses are needed for Army duty. Miss Dauser said that more than 1,390 additional nurses will be required to keep pace with the expanding personnel of the Navy.

Red Cross officials here declared that at the close of the first World War, 22,854 regular nurses and Red Cross Reserve Nurses were serving with the Army and 1,500 with the Navy.

### "Full Speed Ahead!"



A Jersey heifer should be at least 27 months old before she has her first calf.

### Ward News

MRS. CHARLES B. MILES

Mr. and Mrs. Stanley Smoot and Mr. and Mrs. Lee Meek and children of Hereford visited Sunday with Mr. and Mrs. Toney Hammons.

Frank and Walter Cooper of South Hereford threshed this week for Berry Miles and Joe Marnell.

Mrs. Catherine Higgins returned Sunday night to Borger, where she is teaching.

Mr. and Mrs. John Johnson were in Amarillo on business Monday morning.

Mrs. Tom Bradford and daughter of Borger were here over the week end.

Mary Short is visiting with Rosa Mae Saltzman this week.

Mr. and Mrs. Donald Mathews and children, Mrs. A. B. Schultz and Harry Schultz of Hereford visited Sunday with Mr. and Mrs. Irving Willoughby and family.

Mrs. L. B. Hooten of Tulla is visiting in the home of her daughter, Mrs. T. B. Cox, and family.

Mrs. Paul Probasco and daughters of Amarillo spent the week end here on their farm.

WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

The United States uses more rubber than any other country and about three-fourth of it goes in tires and tubes for motor driven vehicles.

### COURTHOUSE RECORDS

#### Deed of Trust

Sarah Louise Casey, et vir, to Federal Land Bank of Houston, two tracts.

1st Tract: E 371 acres of Survey 21, Block 8.

2nd Tract: 185.5 acres. E. 185.5 acres out of S. 1-2 of Survey 22, Block 8.

Ben H. Conklin to John H. Patton, Lot 6, Carlyle's Subdivision of SE 1-4 of Block 15, Evans Addition.

#### Warranty Deed

W. T. Medley and David O. Medley, trustees, to C. T. Guseman, NE 1-4 of Section 7, Twn. 3 N, R. 3 E, Cap. Syn. Sub.

United Fidelity Life Ins. Co. and Texas Pacific Coal and Oil Co. to Wm. McGeehee, E. 1-2 of Lots 7 and 8 and E 1-2 of S 1-2 of Lot 9, Blk. 29, Original Town of Hereford.

William D. Moody to Clare Eugene Moody, NE 1-4 of Survey 11, Twn. 2N, R 3E, Cap. Syn. Sub.

#### Marriage License

Hubert Joe Baird and Miss Mattie Eugenia James, Jan. 11.

### CHDA NOTES

By Sadie Lee Oliver

A Visual Aids Handbook, containing illustrative material for use in circulars, letters, posters and window displays has recently been received at the county home demonstration agent's office. Another bulletin was sent to the county USDA Defense Board and club leaders or other persons needing illustrations and ideas for circulars, displays and announcements can borrow a copy of the bulletin for some really practical help.

Another new bulletin received at the office this month is one on "Attractive Ways To Serve Canned Meat." Copies of the bulletin are available for all interested persons.

Plenty of good ideas for home improvement and redecorating are found in two bulletins (one a new publication) now available at this office. One bulletin is on re-finishing furniture and the other contains instructions for making rag rugs.

In January, the month of white sales in many stores, a new government publication, a guide for "Buying Sheets, Blankets and Bath Towels" should provide Deaf Smith County housewives

### This KING of All Cough Mixtures

Acts Like A Flash  
The King of all cough medicines—Buckley's CANADOL Mixture—has been used for years in over 70 per cent of Canada's homes. Fast working, triple acting Buckley's Mixture quickly loosens and raises phlegm lodged in the tubes—clears air passages—soothes rasped raw tissues, one or two sips and worst coughing spasms cease. You get results fast. You feel the effect of Buckley's instantly.  
Compounded from rare Canadian Pine Balsam and other soothing healing ingredients Buckley's CANADOL Mixture is different from anything you ever tried. Do get a bottle of this great Canadian cough medicine today at HAILE DRUG or any good drug store on our standing guarantee of satisfaction or money back.

### Screwiest Events of 1941; March of Trivia Presents Lowlights

SCREWIEST EVENTS—New York—Which is screwier, two St. Bernard dogs getting lost in a snowstorm in Buffalo, N. Y., or a Hawaiian dancer dislocating her hip doing the hula?

Name your winner and you'll have the 1st leader for the 10 screwiest events of 1941, but it was a close race. Here are the photo-finishers:

3. A murder trial in San Francisco was interrupted by a telegraph messenger who arrived to sing "Happy Birthday" to the court clerk.

SUIT LININGS DAZZLING  
4. A Schenectady, N. Y., man, arrested for swearing, explained he'd been gardening and had gotten ants in his pants.

5. An absent minded professor in Saw Mills, E. C., demonstrating how not to sneeze violently, sneezed so violently he blew out his false teeth.

6. The Merchant Tailors' association announced the sartorial rage would be brilliant linings for suits, so that men could indulge their passion for color—invisibly.

7. A train in Mobile, Ala., killed a cow and the farmer wrote the railroad it was the cow's own fault.

8. A Huntington, Ind., golfer made the longest shot in history—his ball landed in a coal car of a passing freight train bound for West Virginia, 500 miles away.

TWO-WAY COUNTERFEIT  
9. The government announced that to protect the coats of some Wyoming sheep from the weather, it would outfit them with cotton overcoats.

10. A man in Tarrytown, N. Y., made a down-payment on a car with three \$50 bills, which turned out to be not only Confederate money but counterfeit to boot.

And if you want to take issue with any of these championship selections, here are some alternates:

An Evanston, Ill., ball player discovered he was allergic to canary feathers... 30,000 bushels of popcorn stored in Kansas City started popping and popped the wall right out of the building.

A Carlsbad, N. M., cowboy, after drinking 24 bottles of pop in a row to win a contest, was

with some practical ideas for getting full value for money spent for household linens.

### In The Religious World

American churches are urged to express their ideals of Christian brotherhood in "deeds" as well as in "creeds" in these days of national trial. Dr. George S. Haynes, of the Federal Council of the Churches of Christ, makes this plea for all minority and underprivileged groups. "Our pronouncement must now be supported by our practices," he says. "Where attacks are made upon Jews or the sinister spirit of anti-Semitism appears, we must protest in the name of Christ and his church. Where Negroes are

excluded from sharing in the defense of our country, we Christians must act in the name of justice. Where any racial minority within our borders is exploited or barred from equal opportunity, we Christians must take a stand for the sake of our faith. We must, furthermore, create a genuine fellowship that will prevent the development of such injustices toward any group."



discovered down the street drinking another bottle, just for fun. Happy new year, and a screwy one!

## We're Doing Our Part...

In this national emergency... by giving you High-Quality bakery products, made of home-grown wheat.

We are organizing our delivery service for the greatest possible efficiency and saving on tires!

### AND YOU CAN DO YOURS...

by patronizing your home-town merchants—Grocers, Druggists, Lumber dealers, Ready-to-Wear and Dry Goods. These people will not let you down!

It's a victory for the home-front when business functions smoothly in your own home-town and you can help by buying at home, saving your tires, and buying Defense Stamps with the money you save.

## HEREFORD BAKERY

MR. AND MRS. BOYD KNOX

She's going to buy Defense Stamps with the Money her family Saves!

## By Trading in Hereford

Not only do you save money by making all your purchases in Hereford, you will also save wear on your tires and your automobile.

Your home-town merchant merits your confidence. He is doing his part in this emergency by giving you the best merchandise and service possible, at prices designed to keep down that threatened rise in living cost.

See us for RESISTOL HATS... Everything in the Clothing Line!

LADIES' HATS, values to \$3.00... Your Choice \$1.00

## HEREFORD STORE CO.

S. L. HARMAN, Sr.

### Read the Want Ads

## Uncle Sam says, "SAVE TIRES"

AND WE SAY

### Shop Streu's Big Store

YOU'LL SAVE TIRES

## You'll Save Money and Time, Too!

Those of you who are familiar with our store are also familiar with our policy of carrying a Tremendously large stock of merchandise, which you may buy in pleasant surroundings — at Fair Prices! Furthermore, when you purchase merchandise here, you do so with knowledge that is good, standard merchandise, backed by almost 18 years of service.

Last year we foresaw a shortage on many items and bought heavier than ever before... and today we believe we offer the people of this community one of the best selections of hardware to be found anywhere in the Panhandle.

We believe you will be doing your country and yourself a real service to buy hardware and all other needs in Hereford.

Save your tires and cars for emergencies and those important occasions—buy in Hereford and put the savings to work for your country.

## Streu Hardware

## LET US CHECK YOUR TIRES... EACH WEEK!

Under-inflated tires probably cause a large percentage of your tire trouble, since this has a tendency to break down the sidewalls. We are always glad to check your tires, battery and other vital points of your automobile.

Protect Your Car with CONOCO Nth. Motor Oil

## Pitman Service Station

W. C. (Dubbs) Pitman "We Never Close"

## DEATH TEST PROVED IT!

Death-Tested rivals. They were mere smoky smears—engines ruined—when the fill of Conoco Nth oil was still up above half! That's the economy. Get the whole certified record at Your Mileage Merchant's Conoco station and you'll want Conoco Nth—the oil with the plus of OIL-PLATING to make prompt Winter starting safe. Continental Oil Company

Death-Test?... It was this way:... One strict 5-quart fill of some one big-brand oil of quality went into each of six duplicate cars. The referees snapped the locks—no oil could be added. All cars sped till oils and engines quit dead. One brand—Conoco Nth oil—out-miled the runner-up by 74% and lasted for more than twice the mileage averaged by all its

## CONOCO Nth MOTOR OIL

Oil-Plates Your Engine

**HEREFORD**



**BULL**

By Jimmie Gillentine

This issue of The Brand is dedicated to your old friends and neighbors, the people of the Hereford community. It attempts to face facts, which we must face later on as individuals. I hope that each of you will read the copy and the advertising carefully.

Substantially, the edition is based upon cooperation with our government in the conservation of tires—and this tire business is really serious. If by useless and thoughtless travel, we allow our tires to wear thin—it may prove dear to us in months to follow. If, on January 15, 1942, you get an emergency message because some of your loved ones are seriously ill, will you be able to go immediately? That's a year from now. Perhaps your tires will be too worn to make the trip. It's emergencies like these for which you want to save your tires, because you may encounter delays in bus connections or train schedules. We know that our government expects us to conserve our tires for important occasions.

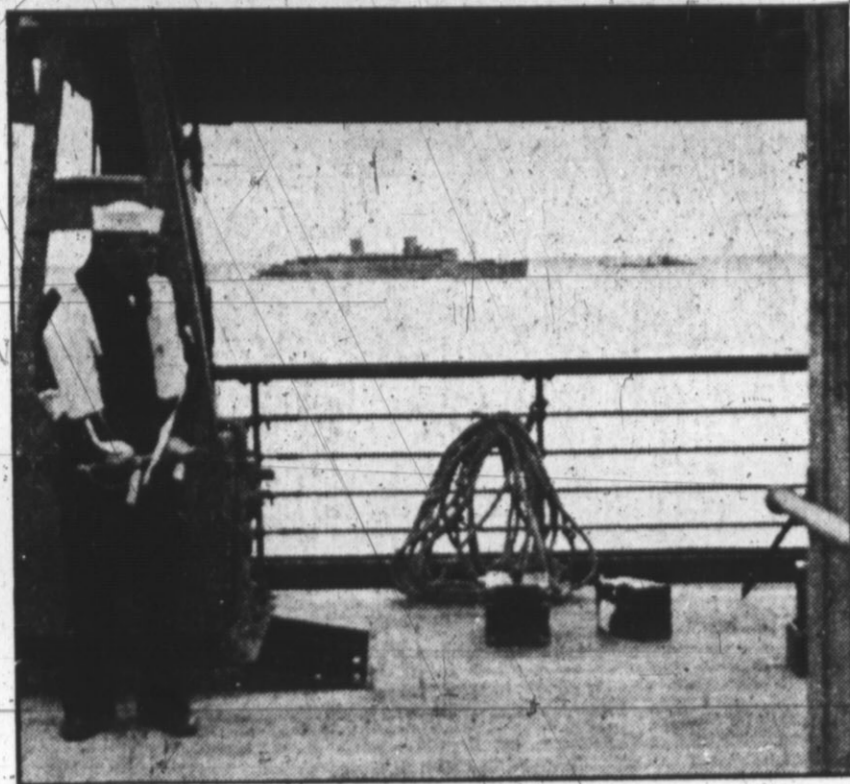
As some of the articles in this issue point out, it is also important to visit your service station regularly (every week), and have the tire pressure checked. Under-inflated tires result in serious damage, as do sudden starts and stops. Study these angles and ask your station attendant for advice.

Government officials say we will have synthetic rubber tires, perhaps 18 to 24 months from now. This points again to the necessity of tire conservation: It is also logical to believe that re-treads may also be allotted because they require rubber—and we can expect little importation of raw rubber until after the war. Besides the fact that our government cannot afford to let out all of its rubber is also the logical savings which will result from fewer unnecessary trips, which generally cost from \$3.00 to \$5.00. This savings can be put to work for our country in the form of Defense Bonds and stamps. These things are hand-in-hand with the desires of the United States government.

The shortage on cars is also serious. Keep your present car in the best possible condition. Have it lubricated and washed frequently; change the oil regularly—and keep minor repairs up on your engine, for garage men anticipate a possible shortage of repair parts.

The poem which I published on January 1, 1942, has created wide comment. It caused Alex Thompson and Pack London to get into quite a controversy. Alex said it reminded him of Will Rogers' old column, and Pack hotly contended that it was in reverse. Pack said that we will all have a chance to cross the ocean. A guy named Otto Bordenkircher works on The Star Telegram, and he seems to agree with Pack. This Bordenkircher fellow is a lot more poetic than Pack, however, and he slings a

**Reinforce Americans in Pacific**



Wearing lifebelts which never left them during their crossing, soldiers, sailors and technicians sail in a convoy to reinforce American garrisons in the Pacific war zone. Here a transport follows its destroyer "watch dog," as seen from the deck of another.

wicked piece of metrical composition to carry his point. The following is reprinted from his "Vignettes" in the Star Telegram of Sunday, January 11:

**IN NINETEEN FORTY-TWO**

In 1942  
Columbus crossed  
The ocean blue  
Which is more than  
You can do  
In 1942.  
—Quoted by Jimmie Gillentine in the Hereford Brand.

But, Jimmy, is that true?  
If your feet are itching you, in 1942  
Don khaki pants or navy blue.

We're going to see the Seven Seas  
And portions thereunto  
In 1942

We'll see the dawn come up like thunder  
Out of China 'cross the bay.  
We'll see Zanzibar and Thailand  
And Sambia, Perth, Cathay  
And Wendel Land and Irkutsk  
Messamedes—and then  
We're going to pay a visit to  
Tokio—Rome—Berlin.

In 1942  
Columbus crossed  
The ocean blue  
And you and you and you  
Will, too,  
In 1942.

It looks like they've got me, but I won't give up without a struggle—corny though it may be. Here's all I have to say:

But, Dear Otto, you forget  
Our host of readers  
Who are fair and feminine:  
Will uniforms, uniforms and helmets  
Ruin hair do and wave set  
To cross some ocean wet?

I predict that they will sit  
—And knit and knit and knit!

For those who cross the ponds,  
Tens of Thousands will save  
To buy Defense stamps and bonds.

Others will put flashy new  
Sedans and coupes in hock  
—Tires can't stand the shock.

And as eloquent we wax,  
Remember those poor devils  
With no shirts to their backs  
—Men who pay the income tax.

Ahway, it's all in fun, and if  
Bordenkircher ever gets out this  
way he has a standing invitation  
to a meal of famous Hereford  
beef and Hereford potatoes and  
while he is topping this off I

**Adrian News**

By MRS. GEORGE A. SYMS

The attendance at Sunday School was 84. The morning and evening church services were well attended, with the Rev. W. J. Williamson in charge of the preaching services. Rev. W. C. House, presiding elder, conducted quarterly conference on Monday night for the Adrian and Wildorado Methodist Churches.

Jay Fortenberry of Amarillo visited his parents, Mr. and Mrs. J. G. Fortenberry on Thursday. Sarah Calhoun left Monday to resume her school work at Stephens College, Columbia, Mo.

A. R. Castleberry of Amarillo was a business visitor in Adrian on Tuesday. Mr. and Mrs. Clarence Hollibaugh have returned from a visit with their son, William, who is an instructor at Scott Field, near St. Louis.

Wilbur Chapman and Clyde Phillips spent the week end with Sammy Brouse. O. A. Fincher of Amarillo visited relatives in Adrian on Thursday.

Lottie Zaring of Santa Rosa, N. M., is visiting her parents, Mr. and Mrs. M. H. Zaring, Sr. Mr. and Mrs. John Skaggs and son, Grady, were visitors in the Klein home on Sunday.

George Worsham, Edd and Wayne Thomas are at the present out of school because of mumps.

Mr. and Mrs. Glen Howard have accepted positions at an aircraft factory at Wichita, Kan., and plan to leave within a few days for their new home after disposing of their livestock. Polly Ann remained with relatives in Wichita and entered school there.

Mr. and Mrs. N. L. Jacobson and children visited the W. V. Tolbert family in Vega on Sunday.

Juanita Glasscock of Amarillo visited relatives and friends over the week-end.

L. A. Worsham has returned from a visit with his brother at Dallas.

Donna Gayle Harris accompanied her brother, Bobby, and E. D. Jones home from Canyon Saturday to visit her mother.

Mrs. R. A. Pryor of Miami, is visiting her parents, Mr. and Mrs. R. M. Glenn.

will personally give him a reading entitled, "The Lady That's Known as Lou," or any other outstanding classic he may choose.

The Adrian Junior and Senior Boys Basketball teams played the Vega teams on Friday night. The Juniors lost 12 to 11 and the Seniors won 17-16. On Saturday night the Adrian Senior team lost to Endee at Endee 28 to 13, and the Independents lost 14 to 13. The Girls Volley Ball team won their game with the Endee girls.

Mr. and Mrs. J. P. Collier received word that their great nephew Lieutenant Roy Jackson of Camp Bowie was injured in an automobile accident, receiving a twice broken jaw. He is recovering satisfactorily in the camp hospital.

Noreen Jacobson was the recluse of the week. Mrs. E. D. Jones and sons, Carol and Linn, Mrs. M. H. Zaring, Sr., and Lottie, Mrs. F. M. Brown and Billy Don, Mrs. B. E. Witt and Mrs. Mildred Loveless and Mrs. G. A. Syms and Adrian were assembly visitors, Thursday.

The Parent-Teacher Association Traveling Library arrived last week. Many good books are included in the group. The books may be checked out for a period of two weeks and renewed once. Miss Patton, who is in charge of the library will check the books out from 11:05 to 1:15 and before and after school.

**Shop Penney's SAVE TIRES, Save Time, Save Money**

It's patriotic to Buy in Hereford! Uncle Sam has asked us to conserve rubber—and to save our present automobiles. Besides, you will actually save Money and Time by Trading in Hereford, and these Savings can be put to work for the government in the form of Defense Bonds and Stamps. Shop Penney's for Savings on Quality Merchandise... and shop other Hereford Stores for Real Savings in other lines. You'll find a friendly welcome, large stocks and Reasonable Prices!

**PENNEY'S FINAL SMASHING CLIMAX WEEK OF AMAZING VALUES!**



**WHITE GOODS ★ 1942**

**RONDO De Luxe PRINTS and Matching SOLID COLORS**  
You must see Penney's glorious new spring collection of tubfast Rondo prints and plain colors! Gay, er, more exciting and better value than ever—this firm, smooth-textured cambrie is a perennial favorite. 36" wide **23c**

**MO-DE-GAY PRINTS**  
Welcome as the first breath of spring! Wonderful shades you can tub. **19c**

**AVENUE PRINTS**  
Practical, economical and sturdy! For scores of uses! Plains, colors 36" **15c**

**Save 20% on 4c and 8c NOTION!**

**Mercerized Thread** 4c  
Coats or Clark's, Size 50, 100 yds. Snap Fasteners Black or white, Card

**Pearl Buttons** 8c  
Fresh Water quality Card

**Rick Rack Braid** 8c  
Mercerized cotton, 5 yds. Lawn Bias Tape

**Famed for Long Wear PENCOS SHEETS**  
81"x108 **1.49**

**Set your table with Lace Table Cloths** 1.00

Use this practical cloth for best, and everyday, too! Rich creamy color.

**Luxurious LACE Cloth** 2.98  
Elegant designs Scalloped edges!

**CHENILLE SPREADS** \$3.00  
Of deep pile chenille! Smart designs, beautiful colors!

**BELLE ISLE CASES** 15c  
Smooth and snowy white! 42"x36, pr

**Ironing Board COVER, PAD** 79c  
Knit pad and slip-on cover

**To Do Your Luncheon Proud! COLORFUL CLOTHS**  
Great big cotton squares in brightest designs imaginable for your kitchen. Tubfast, of course!... and neatly trimmed.

**IRISH BLEACHED DAMASK** 1.98  
All Linen, floral pattern, 70-inch

**Dainty Embroidery PILLOW CASES** 98c  
"His and Her," "Mr. and Mrs." or floral designs. Color-  
ed borders. PR. 98c

**Pretty! Serviceable, Too! Bedspreads** 69c  
Cotton crinkle bedspreads—colorful and ever so practical for children's rooms and for every day use!

**Extra-Special Values! TERRY TOWELS** 19c  
Oelghtfully soft and absorbent! Sturdy quality! Bright colors! ...ea.

**FACE CLOTHS** 5c  
in matching terry—ea.

**5% Wool for extra Warmth! PLAID BLANKETS** 1.98  
Soft, pastel plaids! Sa- teen binding! 70"x80" 1 pr.

**White SHEET BLANKETS** 89c  
Soft, downy nap! Pure white! 70"x90" — ea.

**36-Inch OUTING FLANNEL** 15c  
Cozy-warm for babies' things, white and stripe

**UNBLEACHED MUSLIN** 9c  
Durable quality ideal for many uses! 36", yd

**Huge TERRY TOWELS** 29c  
Delightfully soft and fluffy terry with plenty of spongy loops for quick absorption! Bold reversible checks in bright colors! 21"x44".  
Matching Wash Cloths ... 10c

**TERRY TOWELS** 10c  
White with colorful borders! 17"x32" Only

**Relax! Be Pretty! Housecoats** Specially Priced! \$1  
Fresh, bright prints to give your home life a sparkle! Wrap around style with sweetheart neckline and full, ankle length skirts! Floral prints that are easily washed! Sizes 12-20.

**Mercerized HOSE** 25c  
Fine gauge cotton—mercerized! With reinforced heel and toe!

**Rayon CYNTHIA SLIPS** 98c  
Smart slips! Cut on the straight of the fabric in four gore type with bias yoke!

**BROADCLOTH SLIPS** 69c  
Bias type with diamond yoke sections. Straight cut with hemstitching, deep hems

**Save Your Tires for 'Emergency**

Buy all your needs in Hereford and put the Savings into Defense Bonds and Stamps. IN AUTOMOTIVE REPAIRS AND ACCESSORIES, you will find a large stock in our complete store—and they are priced Right despite shortages in many lines. Here are a few samples:

	<b>"Wizard" DE LUXE Batteries</b>	<b>\$6.05</b>	<b>Heaters Defrosters Winter Fronts</b>
2-Year Guaranteed, 15-Plate 100 Amp.		Exchange	
	<b>WINTER WEIGHT MOTOR OIL</b>	<b>20c</b>	<b>GOOD PENN OIL</b>
Pure Pennsylvania			
<b>TOOLS and ACCESSORIES — REASONABLY PRICED!</b>			
<b>WESTERN AUTO ASSOCIATE STORE</b>			

# SOCIETY

## Christmas Service Unites Former Hereford Man And Arizona Girl

A Christmas marriage service united Miss Julia Beam Farrior and John Leonard Williams last month at Nogales, Ariz.

The wedding took place at St. Andrews Episcopal Church on Thursday, December 25, at 12:30 o'clock.

Mrs. Williams is the daughter of Mr. and Mrs. Harry V. Farrior, member of pioneer Arizona families. She is an art student and has received recognition as a landscape painter.

Mr. Williams is the grandson of Mrs. E. J. Williams and at one time made his home here with his grandmother. He is a graduate of Tucumcari, N. M., high school and attended the University of Arizona at Tucson. He enlisted with the Aircraft Division of the United States Army at Los Angeles, Calif., and is an aircraft inspector. They are now at home in Los Angeles.

### Mrs. Cogdell Is New Year Hostess

First meeting of the year for the London Bridge Club was held at the home of Mrs. Frank Cogdell Thursday afternoon. Special guests included Mrs. W. A. Teter and Mrs. Kellar Muse. Mrs. Ernest Medkief played high for score award.

After the games refreshments were served to Mesdames Meade Haile, Ernest Medkief, J. M. Poy, J. T. Gilbreath, Jr., Sherman Morgan, R. R. Willis, the two special guests and the hostess.

### Child Study Club Has Program On Children's Diseases

Mrs. Ira Foster was hostess for members of the Child Study Club at her home Thursday afternoon.

Preceding the program Mrs. G. M. Hudson, president, outlined the National Civilian Defense program and spoke briefly on the importance of home influence in the defense program.

During the business session members voted to contribute to the Red Cross Relief Fund.

The program dealt with "The Diseases of Children" and the opening topic, "Recognized Children's Diseases" was discussed by Mrs. Glen Parker, who stressed calling the doctor at the beginning of illnesses in children.

### Class Will Buy Defense Stamps

Homemakers Class of the Baptist Church was entertained at the home of Mrs. Joe Kendall Thursday afternoon with Mrs. Wirt Phillips as co-hostess.

Members voted for the group to buy defense stamps and the group also voted to do Red Cross work.

Refreshments were served to Mesdames Viola Williams, Ralph McCullough, Vivian Major, Hazel Sparks, Jeff Robinson, Earl Lance, C. P. Hussey, W. L. Alexander, G. P. Owens, Art Manjeot, Horace Schloss, O. T. Bailey, Roy Thompson and the hostesses.

She suggested that chronic illnesses may be the cause of irritability in children.

Mrs. C. P. Grimes talked about "Home Nursing" taken from a recent issue of Health Magazine. "The more a mother understands about home nursing, the more a sick child responds to treatment," Mrs. Grimes stated.

Members present included Mesdames G. M. Hudson, James Aiken, Jr., Cawthon Bryant, R. P. Conaway, C. P. Grimes, George McConnell, Glen Parker, Gordon Witherspoon, Steve Williams, Carl Oldham and the hostess.

## LOCALS

Hugh Witherspoon was moved to Mrs. Godwin's home Saturday after a two week's illness at his home. Mr. Witherspoon, who is suffering from a heart ailment, is reported to be improving.

Miss Aline Walker who spent the holidays here with her sister, Mrs. Knox Kinard, left last week for San Angelo to resume her school work there. She was detained here by illness for several days. She was accompanied home by Mrs. Kinard.

Mrs. Wesley Higgins, teacher in the public schools at Borger, spent the week end here with relatives. She was accompanied here by Arthur Baker, son of Mr. and Mrs. Don Baker of Borger, who visited his grandparents, Mr. and Mrs. H. H. Hawkins.

Mr. and Mrs. Homer Hall were

## Let's Cook Something



Included among your New Year resolutions might well be a vowed assertion concerning a definite amount of calories and vitamins that you will endeavor to give your family during the coming year. In the kitchen, is the hardest place in the world to keep resolutions because it is so easy to get in a rut and allow one day to be just a repetition of yesterday—the day before—or the day before that.

Far from being a repetition of days before, however, is "ham with mushrooms and spaghetti" which is highly individualized and different—and full of healthy vitamins. Try this recipe:

### HAM WITH MUSHROOMS AND SPAGHETTI

Pan broil a thick slice of ham using a little butter. Move ham to one side of skillet. Drain a four ounce can of mushrooms from liquid and brown in ham drippings in skillet. Stir in 1 tablespoon of flour, 1 cup of cooked spaghetti and 1-2 cup sour cream combined with the mushroom liquid. Stir slowly and allow to simmer on low burner until creamy. Spread part of dressing over ham and serve hot on large platter or chop dish garnished with crisp celery curls.

## Practical Psychology Is Interesting Subject for Calliopean Club Members

"If you only care enough for a result, you will almost certainly attain it" was the quotation that opened the study program for members of the Calliopean Club Thursday evening at a meeting held at the home of Mrs. Alton Fraser.

Two members discussed Practical Psychology, giving quotations from outstanding authorities.

Mrs. W. L. Davis based her talk on "Managing Yourself" written by Milton Wright, bringing out the thought that self control comes before the control of others.

Miss Ivy Chollar discussed the subject "Getting Along With Other People," using Dale Carnegie and other writers as authoritative background.

The next program will deal with the science of medicine and surgery.

Members present were Mesdames Elizabeth Womble, W. C. Pitman, James R. Allison, W. L. Davis, Alton Fraser, J. T. Gilbreath, Jr., and Jimmie Gillentine; Misses Edna Daughettee, Robbie Foster, Katherine Kirby, Lois McCaslin, Eloyse Pitman, Declmae Ramey, Mary Kate Brotherton and Ivy Chollar.

Charles Newell left Friday for California, where he may get into some line of defense work.

Mrs. John Patton returned Saturday from Yuma, Ariz., where she visited her son Lt. William H. Patton, who is stationed with a division doing guard duty at the Arizona city.

Mrs. T. H. Coursey has returned to be here with her daughter, Mrs. W. L. Davis, after spending several months with relatives.

Miss Jean France left Sunday for Chillicothe, Mo., to resume her studies at Chillicothe Business College.

Mollie Bett Ray spent last week with her grandparents, Mr. and Mrs. John Ray, in Groom. She returned Sunday with her mother, Mrs. Lilburn Ray, and her grandmother, Mrs. Artis Daniel.

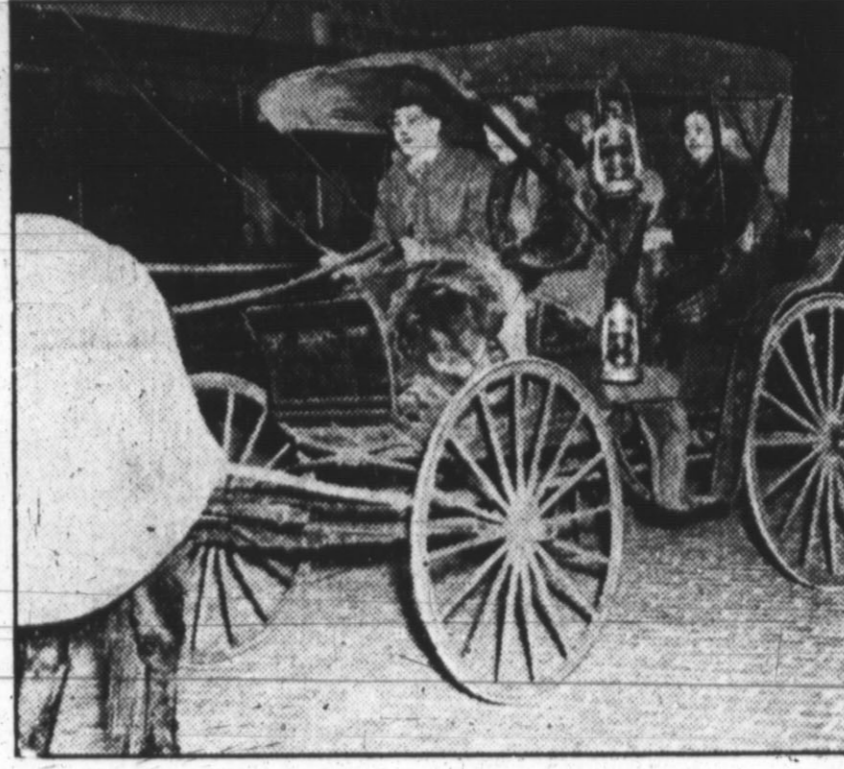
Mr. and Mrs. Rayford Ricketts are leaving tomorrow for California where Mr. Ricketts plans to secure employment in a defense industry.

### It's a Dog's Life



It isn't all soup bones and dog biscuits in the U. S. Marine Corps. Private "Screwball," bull terrier mascot of the Devil Dogs at Dunedin, Fla., stands formation. He insists on having his nip at the Nipponese.

## Don't Spare the Horses



Sparing their cars and tires, two Cleveland, O., couples brought old Dobbin and the gig out of oblivion and started out on their dates in this fashion. Accessories that helped in winter weather included blankets, hot bricks, ear muffs, and the old gas lanterns.

## Ford News

BY MRS. TROY NEWMAN

Everyone is enjoying these warm sunny days after so much extreme cold weather.

H. D. Hill, Jimmie Joe and Doll Mackey made a business trip to Amarillo Monday.

Mr. and Mrs. J. E. Medford shopped in Hereford Saturday.

Mr. and Mrs. Ervin Frost of Amarillo spent Sunday in the Robert Hobbs home.

Mrs. H. D. Hill is still on the sick list. She has been ill ever since Christmas with a cold and cough.

Mrs. Allan Bell of Hereford called in the H. D. Hill and F. D. Ferguson homes Monday afternoon enroute to Vega.

Mr. and Mrs. Russell Coursey visited in Hereford Sunday.

Claudine Newman was absent from school all last week, due to illness. She spent part of last week in Hereford with her grandmother, Mrs. W. F. Newman.

Mr. and Mrs. Dean Mitchell and children drove to Portales, N. M., Saturday evening to visit with Mrs. Mitchell's parents. They returned home Sunday evening.

Mrs. R. A. Whitley and Mrs. Fred Brunson shopped in Hereford Thursday.

Mr. Wiseman of near Vega called at the H. D. Hill home.

Mrs. Kay Baird and sons of Amarillo have been visiting relatives in Hereford. Mrs. Baird was called here by the illness of her father, Hugh Witherspoon.

## Read the Want Ads

Mrs. Waymon Featherston of Clovis, N. M., visited relatives and transacted business here Thursday.

### HAL KESTER TO SEATTLE

Mr. and Mrs. Hal Kester left Denver, Colo., Monday for Seattle, Wash., where he joined his brother, Clifford Kester, to accept a position in the Boeing Aircraft Company. He is the son of Mr. and Mrs. F. M. Kester of Hereford. Mrs. Kester is the former Miss Lueta Borden of Hereford.

# WAR On Waste

Buy only what you need . . . Don't waste what you have!

Oil pumping tractors waste gasoline, oil, and vital metal parts. Keeping the wheels of tractors running is vital to keeping wheels of Victory running. Therefore, it is patriotic, wise and economical to keep your tractor up to peak efficiency. We urge you to protect and preserve your tractor's useful life with a correct complete overhaul of the Engine. We invite you to compare our prices on repair parts and labor before you spend your money elsewhere.

## McRIGHT & WILSON

# SAVE Your TIRES

Buy All of Your Needs in Hereford...

The merchants of this community are ready to offer you a large selection of Quality Merchandise at Reasonable Prices—and we know that they will help you to SAVE TIME and MONEY which you can put to work in the form of Defense Bonds and Stamps.

## Wanted . . .

A Full Day's Work from Every Tractor and Farm Machinery . . .

Now is the Time to:

1. Replace all Broken or worn parts.
2. Have Equipment serviced and put in first class condition.
3. Clean and Paint your old equipment—add years to its usefulness.

Rely on our time-tested Blue Ribbon Service. We will help you put your equipment in shape for a full day's work every day it is needed. Ask us to inspect your tractor and equipment now.

# Rosson-Hays

Your I-H-C Dealer

### OVERHAUL Your Tractors and Farm Machinery NOW

while parts are available!

Take Advantage of Our SPECIAL Deal!

## Paint and Re-Letter

ALL FOR \$6<sup>95</sup>

offer closes Feb. 24th

GENUINE

Parts Fit Better! Last Longer!

TRADE IN HEREFORD . . . and SAVE YOUR TIRES! There will be times when you will really need your car and tires. Take Uncle Sam's Tip—Conserve them all you possibly can!

# JANUARY CLEARANCE SALE!

# 75

## BEAUTIFUL FALL DRESSES

In colors which will wear on into Spring. We are making Drastic Reductions, despite the rising prices, so come in early! They can't last long at this low figure.

# 1/2 PRICE!

## BEAUTIFUL COATS AT DRASTICALLY REDUCED PRICES!

LADIES' HATS Values up to \$3.95 Going at . . . . . \$1.00

NEW SPRING MERCHANDISE ARRIVING DAILY! See it in our Big Store!

# Fashion Dress Shoppe

Mr. and Mrs. W. F. Gillis Hereford, Texas

there as soon as it is finished. WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

## SEE US FOR YOUR WELL Equipment

We carry a complete line of standard merchandise.

Samson Air-Flow Windmills, 8 1/2' . . . \$55

Well Cylinders, 1 7-8" . . . \$9.95

Pump Rod . . . 18c-24c ft. (with coupling)

Other prices in proportion!

Let us make an estimate on your well-drilling job.

## C. F. Kerr HARDWARE CO.

"Anything from a Tack to a Tractor"

Phone . . . . . 657

## BUY IN HEREFORD and SAVE your Tires!

Of course, we are anxious to sell all of the merchandise we can—and we believe that our Large Stock offers you a Nice Selection at Fair Prices, which has always been our policy.

However, we also believe that you will find genuine savings in all other lines and we join the other merchants in inviting you to avoid unnecessary out-of-town trips, which cost you in Car-Depreciation, Tire Wear, Loss of Time and useless expense. In cases of sickness or death, when you really need your car and tires, you will be happy that you preserved them.

You are always welcome to shop our large stock, which we are making larger in view of the present emergency.

SHOP IN HEREFORD . . . Put the Savings to Fighting the Japs, in the form of Defense Bonds and Stamps!

## ALDERSON'S VARIETY STORE

**NEWS IN THE WORLD**  
**OF RELIGION**  
By W.W. REID

"It is human for our hearts to respond with anger against the ruthless acts which without warning have shattered peace," says Secretary Robert W. Searle of the Greater New York Federation of Churches. "But every one of us who pretends to speak in the name of Christ must submit his heart to the purgation of the Divine Spirit before he gives public utterance, lest the word or tone of hate creeping into speech make any of us treasonable to the Christ. . . . Somehow or other we must do our utmost to stem a natural growth of hatred for the people of other nations whose leaders have made them our enemies. Failure here means jeopardy of the future, and destroys in advance the opportunity of bringing to life from out this awful gestation the world we long to see. The birth of that new world is the main responsibility before us. While all others will become increasingly absorbed in the wining of a war, the church must augment a thousandfold its efforts for the winning of genuine peace and creation of a new human order. To that task we must bring not only energy but daring realism. We must face the issues of it in our national as well as in our international life."

**THE AMERICAN FAMILY**



"Yes, John is experimenting again. This time he's trying the dough his wife uses for his biscuits."

look of the denomination and of the entire Christian church. In addition to a dozen bishops and other leaders of the Methodist Church, these persons will be on the program: D. E. Stanley Jones, noted author and evangelist of India; Dr. George A. Buttrick, president of the Federal Council of Churches of Christ; Dr. A. L. Warnshuis, secretary of the International Missionary Council; Dr. Y. C. Yang, Chinese president of Soochow University, China; Dr. Ralph E. Diffendorfer, missionary leader; and Dr. Roy L. Smith, lecturer and author, of Chicago.

There are 1,700 American Protestant missionaries still in service in the war areas of Asia despite the fact that several hundred have been withdrawn from Japan, Formosa, Korea, and Manchuria during recent months, according to the Rev. J. J. Mickle, secretary of the Foreign Missions Conference of North America. This body represents practically all the evangelical denominations and missionary agencies in the United States and Canada. In addition to these 1700 there are several hundred Protestant missionaries sent out from Europe and from the British Isles. American missionary workers are serving as follows: in Japan, 82; in Korea, 29; in Japan-occupied China, 862; in Indo-China, 56; in Thailand, 83; in British Malaya, 69; in the Netherlands East Indies, 59; in the Philippine Islands, 424; while 47 are known to be on the high seas en route to or from the United States. In addition to this group, there are more than 2,000 American Protestant missionaries in various parts of Free China, 300 in Burma, and several in various islands of Oceania.

The Foreign Missions Conference of North America, which coordinates the overseas mission activities of practically all the major Christian agencies of the United States and Canada, has a new executive secretary in the person of Miss Sue Weddell, who succeeds Miss Florence Tyler, retired. Miss Weddell is widely known as an author, teacher, and lecturer. She has been general secretary of the Woman's Board of Foreign Missions of the Reformed Church in America, and has had a wide experience as a missionary and educational administrator. A graduate of Bucknell College, she was with the Y. W. C. A. War Work Council and director of the Hostess House at Plattsburg, N. Y., during the World War; and later with the National Board of the Y. W. C. A. Since 1928 she has been with the Reformed Church in its missionary work, and was a delegate to the World Conference in Madras, India, in 1938.

Mindanao, the second largest island in the Philippine archipelago, is the chief home of the Moros who are followers of Mohammed and have generally been regarded as a warlike people. The Jesuits have had churches in Mindanao (Diocese of Zamboanga) for several centuries, and thousands of the people are Catholics. The American Board (Congregationalists) has had medical work in Davao (the Japanese center) since 1904, and a hospital since 1911. The Protestant Episcopal, the Seventh-Day Adventist and the Christian and Missionary Alliance denominations also serve on this island of 37,000 square miles. But Mohammedanism, now 600 years on Mindanao, is the principal religion of the people.

**Do You Remember?**

Jan. 16, 1903  
The Hon. Pat M. Neff, a young man of 30, was to be speaker of the 28th Texas Legislature.

The W. C. T. U. declared that pool halls as well as saloons should be outlawed in prohibition territory.

Ladies coats were being advertised at prices ranging from \$1.70 to \$6.50 at Hereford Mercantile Company. Men's suits cost from \$5 to \$10.

B. T. Bell, Castro County sheepman, had been transacting business in Hereford.

A Laird of the ranch firm of Laird and Kelly and manager of their ranch at Bovina, had been in Hereford on a business trip.

Ira Aten, representing the XIT, announced that there would be no more syndicate land available at \$2.50 an acre. However, Mr. Aten pointed out that the ranch still had plenty of land at \$3 an acre and up—and well worth the price.

Jan. 17, 1918  
The Star Theatre was advertised.

**Orange Grovers Pick a Peach**



Caroline Goode has been selected by the Florida Citrus Commission as Citrus Queen for 1942. "A glass of orange juice a day keeps the fat away," is her slogan. Looks prove it.

ing Patty Arbuckle in "His Wedding Night," as a coming attraction.

County Judge James A. Hughes had announced for re-election.

The Bay View Club had met that week with Mrs. John McLean. Mrs. F. T. Roloson was program leader.

Jim Ferguson, W. P. Hobby, Earl Mayfield and E. F. Looney had already announced for the governorship.

The Music Study Club had met with Mrs. Homer Wilkinson.

R. T. Nunn of Wellington had purchased the Gregg section west of Hereford and was expecting to move his family here.

Jan. 21, 1932  
Officers elected by the Hereford Golf Club were J. M. Posey, president; A. R. Posey, secretary-treasurer; and Dow Mercer, chairman of the greens committee.

Showing at the Star was Fredric March in "Dr. Jekyll and Mr. Hyde."

A citizens' committee had nominated E. B. Black for mayor and J. D. Buchanan, and John A. Pitman for city commissioners.

Mr. and Mrs. W. E. Neal had celebrated their Golden Wedding Anniversary.

A hearing was in progress in Washington on the proposed T & P. rail extension from Big Springs through Hereford and Vega.



**HOT SHOT GAS for SURE SHOT STARTING**

There's nothing like high test to wake up a cold, sleepy motor. And Phillips 66 Poly Gas is loaded with high test aplenty!

But your comeback may well be: "That's what you say."

Right! What this greater gasoline will do in your car is more important, and far more convincing, than anything we say about it. So try a tankful and find out the fast-tarting facts for yourself.

Remember, the Orange and Black 66 Shield is High Test headquarters for car owners . . . because Phillips is the WORLD'S LARGEST PRODUCER of natural high test gasoline.



**PHILLIPS 66 POLY GAS**

**MINUTE CROSSWORDS**

Fill in horizontal blanks with words suggested by the key word CALIFORNIA. Each letter given must appear in its proper place.



**SOLUTION TO PREVIOUS MINUTE CROSSWORDS**  
1 Student, 2 Enroll, 3 Library, 4 Civics, 5 Teach, 6 Arts, 7 Learns, 8 Examine, 9 Frats, 10 Keys.

**Income Tax Returns COMPILED**  
**W. L. ALEXANDER**  
At the City Drug Store 4-11tc

**It's June, in January**

AS FAR AS FOOD IS CONCERNED  
**If You Serve Quick-Frozen Fruits and Vegetables**

Yes, Ma'am, it's spring on your table — even in the middle of a Panhandle Northern — if you have delicious berries, fruits and fresh vegetables from our locker and storage plant.

Our equipment is modern and we are able to give you the very best in cold storage service, right here at home; and by shopping at home, you **SAVE THOSE TIRES!**

So we join in urging you to patronize your home-town merchants and save the tires for Real Emergency!

Speaking for the merchants, your local business men, we know that they will try to merit your patronage by giving you bargains in merchandise and service.

**And Buy Defense Stamps with the Money You Save**  
**Hereford Locker & Cold Storage**  
LEE HOPSON, Manager

**Protect**  
WHAT HAVE YOU INSURED!  
**John McLean**  
Insurance Agency  
112 W. 3rd Phone 273



**SAVE YOUR CAR for Emergencies**

The old saying, "A Stitch in Time Saves Nine" was never truer than in reference to your battery and your automobile in general.

**Don't Take Chances**  
have us check your car carefully and at regular intervals — because it's going to be "A long time between cars."

Buy from Hereford Merchants . . . Save Gasoline, Tires, Money and Time!

Put the Savings to Work for the Government in the form of Defense Bonds and Defense Stamps!

Visit Our **New Location**

in the Renfro Building on West Third Street

**Roberson**  
BATTERY & ELECTRIC  
Pho. 284 — Night Pho. 285



**Soldiers, Sailors, Marines, Aviators, Engineers**

**They're All Doing Their Part**

YOU CAN DO YOUR PART BY TRADING IN HEREFORD!  
**SAVE TIME, MONEY, TIRES!**

Since the beginning of this firm, it has been our policy to offer Quality Merchandise and Quality Service — at Reasonable Prices and with Friendly, Courteous Service. We have a large stock at present and are adding to it as rapidly as possible. You are always welcome to visit us and to inspect the Nationally Advertised Brands we carry, including:

- STETSON HATS . . . . JUSTIN BOOTS
- HICKOK LEATHER GOODS . . . . POOL WORK CLOTHES
- WILSON BROS.
- Shirts, Pajamas, Ties, Socks, Dressing Robes, Sport Shirts, etc.
- FLORSHEIM SHOES . . . . FORTUNE SHOES
- BRADLEY SWEATERS and KNITWEAR
- CHURCHILL SUITS and OVERCOATS. Made to Measure and many other outstanding lines!

It will also be of considerable assistance if customers gather all of their Cleaning and Pressing in order that it may be picked up on one delivery call. Extra trips call for more Tires. Also save and return your hangers!

**THANKS FOR YOUR CO-OPERATION!**

Buy All YOUR NEEDS IN HEREFORD Put the Savings in DEFENSE Bonds and Stamps

**Fox Man's Shop**  
CLEANERS & HATTERS  
Phone 111

# The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms—  
HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher  
JIMMIE GILBERTINE Editor  
MARY KATE BROTHERTON News Editor

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**NOTICE TO PUBLIC**  
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally, at the office at 402 Main Street, Hereford, Texas.

## READ THE CLASSIFIED ADS

### WANTED

WANTED: Second hand stock watering tub. J. D. Love, Friona, Texas. 3-1tc

WANTED: Setting eggs from good flocks. See us about having your flocks blood tested. Jack Wright at West Texas Feed and Seed. 3-1tc

WANTED: To lease or rent a farm that is suitable for stock farm, with grass, preferably, and some improvements. Have good equipment. See Carl Bender, Friona, Texas. 52-3tp

WANTED: Scrap iron, metal, rags, burlap and old paper. Reasonable price. Call or see Jack Roberson, Phone 595-W. 5-6tp

WANTED: Setting eggs from good flocks. See us about having your flocks blood tested. Jack Wright at West Texas Feed and Seed. 3-1tc

WANTED to give you complete Butane Service in tanks or bottles. Moore Independent Oil Co. 30-1tc

### FOR LEASE

FOR LEASE: Improved ranch of 28 sections Eastern New Mexico. Well located. This ranch was not stocked the past year. Can give immediate possession. M. A. Crum, Friona, Texas 3-1tp

FOR LEASE: Grass land, 6 sections 33 miles Northwest of Hereford on yearly contract. L. T. Davis, Box 1018, Corsicana, Texas. 2-4tc

### MISCELLANEOUS

FREE pulverized top soil for hauling away. For gardens and lawns. Hereford Potato Growers. 3-1tc

### NOTICE!

CUSTOMS HATCHING of eggs from blood tested flocks. Inquire for details at West Texas Feed and Seed Co., Jack Wright, Manager. 3-1tc

A "VOCO" Class for children beginning next Saturday at 1:00 o'clock. Private lessons in voice coaching — voice correction. Phone 670-W. or see Mattie Mae Swisher. 3-1tp

WILL the party who borrowed a two wheeled trailer from me, please return it to my place 3 miles North of Hereford. W. R. Matthews. 3-2tp

SINGER SEWING Machines. If your machine needs repair or you are interested in a new one, please drop a card or letter to Joseph Caddick, Box 533, Amarillo, Texas. Please write your address plainly. If you are paying on a machine, please mail your payments to the Singer Co., Amarillo, Texas, and save Rubber and Gas. 3-3tp

HAVE SEVERAL Amarillo buyers for 160 acre irrigated tract. Mail description and lowest price to Glenn Boardman, 713 Harrison St., Amarillo, Texas. 2-3tp

### LOANS

FARM AND RANCH At New LOW INTEREST RATES Prompt Service. See J. G. EVANS Box 169 — Hereford, Texas

### FOR RENT

FOR RENT: At Cummins Apt., 3 room furnished apartment, downstairs. Mrs. J. C. Cummins, 405 E. Third. 3-1tc

FOR RENT: Babe Weaver's leaving town has left his 3 room furnished residence in my hands. See F. H. Oberthier. 3-1tp

FOR RENT: Comfortable furnished apartment. Call 43, Mrs. J. W. Alexander. 3-1tc

FOR RENT: 3 Room house, with bath. George Cantrell. 3-1tp

FOR RENT: Furnished apartments, first floor, adjoining bath. Also sleeping rooms. One block from Post Office. 200 East 5th St. Mrs. Rosa Speer. 3-3tp

FOR RENT: Furnished apartment, all bills paid. Mrs. Megert. 3-1tc

FOR RENT: Nicely furnished apartment with Frigidaire and private bath. Mrs. Hattie Ruthertford, 606 10th St. 3-3tp

FOR RENT: Two nice rooms. Mrs. Fred Millard. 3-1tc

FOR RENT: Business room in my Main St. Building. H. L. Rice. 3-1tc

FOR RENT: Desirable furnished apartment for couple. With private bath. All bills paid. 517 E. 11th. 2-3tc

FOR RENT: Attractive 2 room furnished apartment, down stairs. Innerspring mattress. Electric refrigerator, utilities paid. 710 E. 3rd St. 1-3tp

FOR RENT: Front bedroom, innerspring mattress, close to bath. Lighthouse-keeping, bills paid. Also a nice assortment of nursery stock. Mrs. J. F. Ward. 1-3tc

FOR RENT: All or part of Section 51, Block K-7, Deaf Smith County, for wheat or barley. Pearl A. Smith, 307 N. Pierce St., Amarillo, Texas. 51-12tp

FOR RENT: 2 room furnished apartment, south side of Frances apartments. 206 B. St. 3-3tp

### LOST AND FOUND

LOST: White wool cap with red trimming. Taken from show. Please leave at Brand Office. 3-1tp

LOST: About seven miles east of town, registered cow, branded Diamond on left shoulder. Bob Higgins. 3-3tp

STRAYED: 4 year old sorrel horse around 4 weeks ago. Reward. Joe G. Evans. 2-2tc

LOST: 1 Dun Horse. Branded Triangle on left jaw. Weight about 1100 lbs. Notify Bridwell Ranch, Adrian, Texas. 1-3tp

### FOR SALE OR TRADE

BABY CHICKS: Our incubators are now going. Eggs from strictly culled and blood-tested flocks. With quality and service to please you. Early orders in advance to appreciated. First hatch ready Jan. 27. Merit Feed, Salisburys, Phone 317-W, Meyers Hatchery, Canyon, Texas. 3-3tc

FOR SALE: Quick meal gas range, good condition at a bargain. See Barney Hicks, or call 357. 3-1tc

FOR SALE: 100 head, 65 lb. Feeder Shoats. Life-immune to cholera. P. H. Pflin, Phone 555-J1. 3-1tp

FOR SALE: A Windmill. Mrs. F. J. Eberle, 130G Ave., Phone 743-J. 3-1tc

FOR SALE: 1933 Plymouth Sedan in fair condition. Good 17 inch tires. New Paint job. \$75.00. See Bill at the Service Barber Shop or Perry Vernon, 10 miles North 2 west. 3-1tp

FOR SALE: 1935 Studebaker, 4 new tires. Would sell tires without car. See B. D. Luck at Jacobson Brothers. 3-1tp

FOR SALE OR TRADE: 70 acre farm, improved. Would like to sell or trade for larger place. Floyd Rogers, 1 1-2 mile S. of Hereford. 2-3tp

FOR SALE: 650 Steer Calves. Can sell all or part of these calves. If in the market for cattle or sheep, see us. M. A. Crum, Friona, Texas. 3-1tp

FOR SALE: The Henry Wilkinson Home. See C. R. Smith. 3-1tc

FOR SALE: Medium size Duotherm Oil Heater. Inquire at the Texas Market. 3-1tc

FOR SALE: 1 extra nice Jersey milk cow. Calved Jan. 10. Jack Bradley, Phone 62-M. 3-1tp

FOR SALE: Pontiac Coupe in good condition. 5 good tires. Sell cheap for cash. Inquire at Brand Office. 1dh.

FOR SALE: Just sit on your pants 'til hogs go higher, then you-

will want someone to kick them because you didn't buy some of these nice Hampshire gilts I have for sale. They are ready to breed. Come early and get the first pick. I still need some Holstein heifers. D. H. Allmon, 7 1-2 miles on Harrison Highway. 3-1tp

FOR SALE: Practically new 8 piece, Walnut Dining Room Suite. See Jack Bradley. Phone 62-M 3-1tc

FOR SALE: Get in the tire repair business. My complete vulcanizing equipment is for sale. H. L. Rice. 3-1tc

FOR SALE: Well improved 320 acres, 2 miles of town. Might consider improved acreage tract edge of Hereford on trade. Price \$25.00 per acre. Perfect 160 acres, 75 acres in wheat which goes with place. \$20.00 per acre. See Claude Higgins. Phone 642-J. 2-3tp

FOR SALE: Book of Knowledge, complete set. Splendid condition, less than 1-2 price. Phone 181. 1-3tc

FOR SALE: 2 Registered Short-horn Cows, 3 Bull calves, 6 months old; 11 weaning pigs. See I. L. Larson, 12 miles Southwest of Vega. 1-3tp

**RADIO REPAIR WORK**  
On all kinds of Sets  
See me for New Radio Tubes  
**LILBURN RAY**  
In Roberson Battery Shop  
Phone 284 45-1tc

**USED CHEVROLET CARS**  
**Chevrolet-Oldsmobile**  
1-1941 Chevrolet Special DeLuxe Town Sedan, Radio, Heater and Defroster \$379.00  
1-1939 DeLuxe Chevrolet Town Sedan, Radio, Heater, Defroster and new rubber \$550.00  
1-1939 Master Chevrolet Town Sedan, Heater, in A-1 condition \$500.00  
1-1937 Oldsmobile 4-door Sedan a bargain \$349.00  
**G. W. Brumley**

**Our Big Close-Out SALE Continues**  
Thanks, folks, for your fine response. A great portion of our merchandise has sold but we still have several outstanding bargains at prices which are below wholesale replacement cost.  
Several **PHILCO RADIOS 40% Off!**  
One Circulating and Radiant Type **Gas Heater** Value \$30.00 \$49.95 for \$30  
**Electric Mixer** Value \$28.50 \$19.00  
10 Second Hand Mechanical **Refrigerators** Priced \$20.00 from \$20 up  
**A. B. C. and Maytag Used Washing Machines \$30.00 UP**  
Several Good **Used Maytag Tubs AT A BARGAIN!** A \$97.50 Value Frigidaire Electric **Hot Water Heater** 30-Gallon \$45.00 Capacity  
— and many other bargains! Remember—All Prices Are Cash!

**Hereford Appliance Co.**  
L. L. WOMBLE

**ATTEND INSTITUTE**  
Eight persons representing the Hereford Methodist Church attended the Amarillo District Mission Institute conducted at the San Jacinto Methodist Church in Amarillo yesterday. They were Mesdames Lyle Blanton, F. L. Terrell, G. W. Newson, J. E. Beyer, J. W. Dickerson, Homer Brumley and Rev. and Mrs. Marvin Norwood.

**JUST RECEIVED:** Shipment of Dovedown, all Silk Crepe Hose in 2 and 3 Thread. \$1.19 and \$1.29. Alderson's Variety Store.

and bundles nice bright sorghum. Cut after fall rain. Ray Hershey, 2 miles East, 9 miles North. 1-3tp

**STORAGE TANK PLASTERING**  
All kinds of concrete, stucco and plaster work.  
**H. E. WESTER**  
Contractor

WE specialize in brake re-lining. Bring in your brake shoes and we will do the rest. Our new burnisher affords 100 per cent contact with drum. **MILLER AUTO STORE.** 15-tfc

Miss Alma Burkett of Decatur arrived Sunday and has assumed duties as a teacher in Central School. Miss Juno Glasscock of Muleshoe is also a new teacher

at Central School. She arrived after the holiday vacation. Mr. and Mrs. W. B. Anthony, Jr., of Oklahoma City spent the week end with his parents and

other relatives here. Mrs. Anthony is the former Miss Imo Glass.

TRY A WANT AD

**WE HAVE BEEN IN HEREFORD SINCE 1898 . . .**  
**3 WARS**  
**and we intend to last out this one!**  
But we know that to come out "tops" in this fight, we are going to all have to stick together — AND THAT IS WHY we are urging you to save your tires, buy at home, and put the money you save into Defense Bonds and Stamps!  
We still have a complete stock of all your lumber needs — Our prices are Right, and . . . like all the other merchants in Hereford, we are doing our part in this emergency by giving you the very best service possible.  
**ROCKWELL BROS. & CO.**  
L U M B E R M E N  
E. C. ZEIGLER, Manager

**SAVE TIRES TIME and MONEY**  
**FURR FOOD STORES**  
WHY PAY MORE?  
Furr's prices are always low! Shop here every day in the week — all six days — and save on your grocery bill!  
We Reserve the Right to Limit Quantities!  
We Reserve the Right to Revise Prices Downward!  
**REMEMBER**  
Every purchase you make at Furr's is sold under a Guarantee. You MUST Be Satisfied!  
**lower prices**

**FRUIT COCKTAIL**  
Bayview, full 2 for 25c  
16-Oz. cans

**MEAL**  
Red Star 17c  
5-LB. BAG

**IVORY SOAP**  
1 Giant Bar and 1 medium bar — BOTH 9c

**GREEN BEANS**  
Trapex's NO. 2 SIZE CAN 10c

**POST TOASTIES**  
Large 11-oz. Box 2 for 15c

**Macaroni-Spaghetti**  
Red Label 3 BOXES 8c

**SOAP P & G. Regular size.**  
**5 for 17c**  
3-lb. Can . . . 65c  
Furr's Supreme. Ground Fresh—LB. 25c

**TOILET SOAP** . . . 3 for 14c  
**LUX FLAKES** . . . large box 22c  
**TOILET SOAP** . . . 3 for 19c  
**RINSO** . . . 18c  
**SOAP** . . . 4 for 17c  
**PALMOLIVE** . . . 3 for 19c  
**SUPER SUDS**, large blue box 19c  
**VEL** . . . large box 21c  
**BABY FOOD**, strained . 2 for 15c  
**COFFE** . . . 1-lb. can 29c

**COFFEE** . . . 1-lb. can 31c  
**FLOUR**, guaranteed, 24 lbs. 89c  
**FLOUR** . . . 24 lbs. 73c  
**CATSUP** . . . large 14-oz. 21c  
**VINEGAR**, Heinz . . . qt. 25c  
**PINTO BEANS** . . . lb. 5c  
**GRAPE JUICE**, 12-oz., 3 for 21c  
**DOG FOOD**, with liver, 3 for 23c  
**PORK & BEANS**, tall 16-oz. 5c  
**PEAS**, tall can . . . 2 for 23c

**BACON** Sugar Cured, Sliced — LB. 22c

**STEAK** Porterhouse Tender and Juicy — L B. 29c

**SOUSE** Home Style LB. 19c

**ROAST** PORK Fresh, lean, Loin rib end — LB. 25c

**Loaf Meat** Fresh Ground, Pork Added — LB. 18c

**ROAST** Fancy grain-fed beef, seven cuts — LB. 27c

**BACON SQUARES**, by the piece . . . lb. 19c

**PEANUT BUTTER** . . . lb. 10c

**SAUSAGE** 100% Pure Pork. Lean, seasoned just right — LB. 25c

**ORANGES** Texas or Calif. Med size . . . 2 doz. 25c

**YAMS** Porto Rican. No. 1's . . . 3 lbs. 10c

**APPLES** Winesaps, Medium Size . . . Doz. 15c  
Large Size . . . doz. 25c

**CAULIFLOWER** Snow-White heads . . . Lb. 7c

**TOMATOES** Fresh Florida. Lb. . . . 12c

**LEMONS** Sunkist. Dozen . . . 12c

**POTATOES** Idaho Russets. U. S. No. 4 . . . 10 Lbs. 29c

Avacados, Green Beans, New Potatoes, Grapes, Fresh Squash, and many other fresh items. If it's on the market, we have it!

**FRESH and CURED FISH and FRESH OYSTERS!**

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Ceremonial Honors Past Matrons and Patrons Of Eastern Star Order

A ceremonial honoring past matrons and patrons of the Hereford Chapter of the Order of the Eastern Star was featured at the regular O. E. S. meeting held at the Masonic Hall Tuesday night.

Mrs. Florence Guinn, worthy matron.

Mrs. H. D. Reed at the piano gave a musical background for the ceremony and as the steps points and officers took their stations a huge ladder was formed symbolizing the many steps to the top of the fraternal ladder. Those taking part in the presentation were Mrs. Pearl Kinsey, Ada; carrying the blue ring of the ladder; Mrs. Alice Brady, marshal; Mrs. Nona Russell, Ruth, carrying the yellow rung; Mrs. Meade Halle, conductor; Mrs. Bessie Bogguss, Esther, carrying the white rung; Miss Lucy Reed, associate conductor; Mrs. Virgie Hunter, Martha, carrying the green ladder rung; Mrs. Belle Ewton; Mrs. Gladys Manjeot, Electra, carrying the red rung; Mrs. O. G. Hill, chaplain, Wes Brady, associate patron, Mrs. Guinn and Ed Bogguss, worthy patron.

Past officials honored included: Mesdames Bessie Bogguss, Mary Baird, Bessie Hill, Nora Russell, Virgie Hunter, Iva Coenough, Clara Shore, Myrtle Witherspoon, Cora Thompson, Myrtle Reed, Pearl Gass, also Mrs. Noah Ewton; Mrs. Jessie Terrell and Mrs. Hallie Kester, officials of other chapters.

Past Patrons included Ed Bogguss, Wes Brady and F. M. Kester.

### Business Group Hears Talk On Defense Costs

At a meeting of the Business and Professional Women's Club held Monday night at the court house, members heard talk about the cost of the defense program.

After a short business session conducted by Mrs. Lois Moore, president, Miss Virginia Bowman took charge of the program. Two phases of the sub-

ject were discussed; Mrs. Evelyn Stelzer talked about the national cost of defense and Miss Virginia Bowsher told of the agricultural side of defense.

One other phase of the subject which will be explained at the next meeting, is the cost of defense to individuals.

Members present included Lois Moore, Virginia Bowsher, Bessie Smith, Mary Kate Brotherton, Eibel Robinson, Mattie K. Robinson, Rebecca Singletary, Evelyn Stelzer, Clara Wedel, Inez Clark, Belle Hromas and Virginia Bowman.

### Home Demonstration Clubs

#### Messenger Club

Government food specialists recommend whole-grain, breakfast foods to prevent war wastes. This was the text of the demonstration at the Messenger Home Demonstration Club meeting held Thursday in the home of Mrs. W. F. Perry. Mrs. Forrest Gaines was co-hostess.

Roll call featured ways that members use whole-grain cereals and a ten minute quiz, arranged by Mrs. Gaines, followed.

Miss Sadie Lee Oliver, CHDA, prepared and demonstrated three types of cereals and explained their food value in vitamin B-1.

Members present were Mesdames E. M. Jack, Alta Wily, R. J. Coleman, Sam C. Smith, W. H. Evans, Miss Oliver and the hostesses.

The next meeting will be held on Thursday, Feb. 12 at the home of Mrs. J. T. Guinn.

#### Girls 4-H Club Meeting

The Simms Girls 4-H Club held its January meeting at the school building and new year books for the coming club year were distributed. Outlines of the year's work were discussed.

Several knitted articles were displayed and Miss Sadie Lee Oliver explained directions for knitting to the girls.

Members present were Frances Lemke, Alpha Phillips, Patsy Hammock, Billy Jo Maynard, Zell Dean Harris, Maxine Sloan, Vera and Norma Lee Carlson, Geneva Youngblood, Imogene McIntosh, Anna Kate and Chloe Dell Fortenberry.

### Dawn Study Club Has Program On Pan-America

Mrs. Baker Wemble was hostess at the meeting of the Dawn Study Club Tuesday afternoon.

Mrs. Ernest May read an interesting paper on "Religion in the Pan American Countries" followed by a round-table discussion of the subject.

Letters of appreciation from the men in military service from the Dawn community, to whom the club sent Christmas boxes, were read.

At the close of the program refreshments were served to Mesdames W. A. May, W. L. Caraway, C. A. Wimberley, Jim White, H. E. Miller, Iverson Leake, A. T. Frye, Ernest May, W. Wimberley, Johnny Womble, Blackwell, L. H. Bentley and the hostess.

The next meeting which is scheduled for Jan. 20, will be held at the home of Mrs. W. A. May.

### Gayle Hopkins Is Married To Louis Hagar

The marriage of Miss Gayle Hopkins, daughter of Mrs. Alta Hopkins of Wichita Falls and Louis Hagar of this city took place Sunday in Waurika, Okla., at the home of the Rev. J. W. Curtis who read the ceremony. Attendants were Miss Danella Fenoglio of Wichita Falls and Clyde Posey.

The bride wore a grey tailored suit with brown accessories.

Mr. Hagar is the son of Mr. and Mrs. Jack Hagar of this city. He attended Hereford High School and was a member of the high school football team. He is now employed at the Burk Furniture Company. They plan to make their home here.

### Church Group Chooses Name

Kate Baldwin Circle of the Woman's Missionary Society of the Baptist Church chose a new name at the meeting held yesterday afternoon. The new name will be the Martha Ellis Circle, chosen from the name of a missionary in Argentina. A letter from the missionary was read at the meeting.

The Young Matrons Circle members were guests at the meeting and Mrs. Carl Mounts conducted the monthly Bible lesson.

Mr. and Mrs. Ralph McCullough and children visited relatives in Amarillo Sunday.

## Simple Service Unites Pair Thursday In Clovis, N. M.

In the home of the pastor of the Methodist Church in Clovis, N. M., Miss Mary Virginia Whitehead became the bride of Verdon Watts Thursday in a simple ceremony read by the Rev. Bailey.

The couple was unattended and the bride was attired in a sheer black dress with black accessories.

Mrs. Watts is the daughter of Mr. and Mrs. C. L. Whitehead and is a graduate of Hereford High School. She attended the Holmes Business School in Amarillo. She is employed at the Hereford Appliance Company.

The groom is the son of Mr.

and Mrs. L. V. Watts of this city and is employed with the Fraser Oil and Grain Company.

### Patsy Wiltshire Is Honored With Birthday Party

Honoring her granddaughter, Patsy Wiltshire on her eighth birthday, Mrs. M. L. Steele entertained with a party Saturday afternoon.

A color scheme of pink and green was carried out in decorations and following a period spent in playing games, directed

by Patsy Slagle, refreshments were served to Bettie Smith, Sue Smith, Gene Moore, Joan Moore, John Newsom, Pat Kerr, Joe Kerr, Jo Bill Willis, Geraldine Patterson, Jack McCracken, Sylvia McCracken, Sharon Dee Moore, Marian Jo Wilson, Ruth Marie Kropff, Helen Ann Kropff, Mary Harrison and the honoree.

### Supper Party Is Enjoyed

A supper followed by informal games and musical entertainment was the order of the day recently when Mrs. J. M. Lewis and daughter, Ara, entertained at their country home.

Guests included Mr. and Mrs. W. A. Vaughn, Carlos and Clifford Vaughn, Mr. and Mrs. J. L.

## POLITICAL ANNOUNCEMENTS

Deaf Smith County  
The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the Democratic Primary, July 25.

FOR COUNTY JUDGE:  
H. V. HENNER  
FOR COMMISSIONER, Prec. 1:  
R. L. COCANOUGH  
FOR COMMISSIONER, Prec. 2:  
JIM CLARK  
FOR COMMISSIONER, Prec. 3:  
H. D. CULPEPPER

Hoffman, Edna, Jessie, Tony and Fritz Hoffman and the hosts.

## SHOP FOR ALL YOUR NEEDS IN HEREFORD!

Because you'll need your cars and tires as the months roll by!

Naturally, we are always glad to figure with you on lumber.

We Also Believe you will realize great savings by shopping all other lines in Hereford.

Put the Savings to work for the Government in the form of Defense Bonds and Stamps

## Carl McCaslin LUMBER COMPANY

1 Block East Court House  
Call the Lumber Number—7

# BUY IN HEREFORD

SAVE TIRES  
•  
SAVE TIME  
•  
SAVE MONEY



You will save by purchasing ALL of YOUR NEEDS IN HEREFORD... but the Savings in Defense Bonds!

You Are Always Welcome in Our Big Store!

We have a larger stock than Ever Before — and our prices are Right! Many items carry price marks before the Big Advance in Foods!

Visit Us for Real Service and a Fair Deal!

## WEIR'S SUPER MARKET ON HIGHWAY 60

# Haile Drug "We Sell for Less" Phone 99



We carry a complete stock of fresh potent medicines. When your doctor prescribes let us fill your prescription.

**Whip-Pet BOWL AND MIXER**  
Only . . . 19¢  
Sturdy spatter-proof whipper.

**Old Fashioned Bargain!**  
**BATH TOWEL**  
19¢  
20 x 40 Inch  
Thirsty Towels. Save Now!

**It's All The Rage!**  
**"Alley-Up" BOWLING GAME**  
23¢  
All the thrills of real bowling.

### Alliance of Fine Toiletries

**FORMULA 20 DANDRUFF REMOVER and 6-ounce FORMULA 20 SHAMPOO** 59¢

**L'ADONNA TOILETRIES**  
• COLD CREAM • FACE POWDER  
• ASTRINGENT • CLEANSING CREAM • SKIN TONIC  
Your Choice . . . 3 for \$1

**"TIDY" DEODORANTS**  
CREAM • LIQUID or POWDER  
YOUR CHOICE . . . 49¢

**Grandma's Beauty Secret**  
Painless OATMEAL SOAP  
6 for 55¢  
• Carnation • Gardenia

**SPECIALS**  
**BARBASOL** 50c Shaving Cream . . . 31¢  
**MUG SOAP** For Shaving, Po-Do 3:13¢  
**PHILLIPS** 50c Milk of Magnesia . . . 34¢  
**PALMOLIVE** Beauty Soap . . . 3:17¢  
**DOANS PILLS** 75c Size . . . 49¢  
**WITCH HAZEL** Full Pint . . . 2:47¢  
**ZINC OXIDE** Ointment, 1-oz. Tube . . . 17¢  
**TALCUM** All Purpose-Lge. Tin 2:63¢

**Nervous? Irritable?**  
**Olafsen's VITAMIN B1 WINE TONIC**  
Full Pint . . . 1:19  
For Vitamin B1 Deficiency.

**Don't Neglect a Cold—Treat it Today!**  
**C-L REMEDIES**  
2-oz. Jar . . . 23¢  
**COUGH SYRUP** 8-oz. Bot. . . 43¢  
Nose & Throat Drops . . . 39¢

**ORLIS** Antiseptic **MOUTH WASH** Full Pint 49¢  
**Babykot Cough Syrup** 2-ounce Bottle 23¢

**SAVE YOUR TIRES!**  
The O. P. M. is restricting sales on Tires, Tubes, and even New Cars. Why wear out the ones you have on unnecessary trips. Trade at home.  
**BUY IN HEREFORD!**  
There are very few items that cannot be secured at home, and at the Same Price or lower. A large stock of Drugs and Drug Sundries . . . and "WE SELL for LESS"

Walgreen Agency Drug Store

## BARGAINS GALORE AT OUR OLD FASHIONED DRUG SALE

**FREE!**  
A Big Delicious **PEPPERMINT CANDY STICK**  
To Every Child, Accompanied by an Adult, Attending this Sale!

**BUY 2 and SAVE! 2**

**PO-DO SHAVING CREAM**  
Brushless or Lather 2:57¢  
**Effervescent ALKADENE TABLETS**  
Tubes of 25 . . . 2:63¢

**SAYBROOKS MEDICINES**  
• YEAST & IRON COMPOUND • VEGETABLE COMPOUND • NERVE PINT . . . 2 for 1:23

**J-D GRANULES** 4 Ounce Bottles 2:69¢  
**TINCTURE IODINE** 4-ounce Size 2:17¢  
**CASTOR OIL** 1-ounce Bottle 2:27¢

**VALENTINE HAIR TONE** 6 Ounce Bottles 2:63¢  
Look well groomed.

**Olafsen VITAMINS**  
TAKE VITAMINS FOR HEALTH!  
**Olafsen AY-TOL ABBG Vitamin Capsules** of 25 . . . 69¢  
**Olafsen VIOSTEROL IN OIL** 5cc With Dropper 49¢  
**Olafsen BREWERS YEAST TABLETS** of 100 . . . 49¢  
**HALIBUT LIVER OIL CAPSULES** Olafsen's, 50's 69¢  
**A and D VITAMIN TABLETS** Olafsen's, 100's 98¢

75c **BAYER ASPIRIN** 59¢

1.50 **ANUSOL** 97¢  
• 6 suppositories

**U.S.P. MILK OF MAGNESIA** Pint 19¢

**U.S.P. MINERAL OIL** White, Pint 26¢

60c **DRENE SHAMPOO** 49¢

**COUPON SCOURING PADS and SOAP** With Coupon . . . 7¢

**COUPON POWDER PUFFS and a COMB** With Coupon . . . 12¢

**COUPON PLASTIC COMB and CASE** With Coupon . . . 4¢

**COUPON**

# Buy in Hereford, and Save Your Tires!

SAVE YOUR TIRES FOR EMERGENCIES . . . You'll find Good Stocks and Fair Prices in Every line!

Speaking for ourselves, we hope to continue our policy of Dependable Service and Quality Merchandise, and you're always welcome

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

## Civil Service Lists Positions Open Now

The U. S. Civil Service Commission in cooperation with the Army Air Corps is endeavoring to secure additional applications for employment in a civilian capacity in various Aircraft positions. The need at this time is extremely urgent in the following positions:

- Aircraft Electrician, \$1860 per year; Junior Aircraft Electrician, \$1680 per year; Aircraft Mechanic, \$1860 per year; Junior Aircraft Mechanic, \$1680 per year; Aircraft Engine Mechanic, \$1860 per year; Junior Aircraft Engine Mechanic, \$1680 per year; Aircraft Instrument Mechanic, \$1860 per year; Junior Aircraft Instrument Mechanic, \$1680 per year; Aircraft Painter, \$1860 per year; Junior Aircraft Painter, \$1680 per year; Aircraft Sheetmetal Worker, \$1860 per year; Junior Aircraft Sheetmetal Worker, \$1680 per year; Aircraft Welder, \$1860 per year; Junior Aircraft Welder, \$1680 per year; Aircraft Woodworker, \$1860 per year; Junior Aircraft Woodworker, \$1680 per year; Machinist, \$1860 per year; Junior Machinist, \$1680 per year; Aircraft Propeller Mechanic, \$1860 per year; Junior Aircraft Propeller Mechanic, \$1680 per year; Leather and Canvas Worker, \$1860 per year; Junior Leather and Canvas Worker, \$1680 per year; Helper Leather and Canvas Worker, \$1320 per year; Electroplater, \$1860 per year; Molder (Non-ferrous metals), \$1860 per year.

Immediate appointments are to be made to the positions listed above at the San Antonio Air Depot, Duncan Field, San Antonio, Texas and to various sub-depots of the San Antonio Air Depot located at Abilene, Ellington Field, Harlingen, Lubbock, Midland, Mission, Slatersburg, San Angelo, Victoria, Waco and Wichita Falls, in Texas and Baton Rouge, Barksdale Field, Lake Charles and New Orleans in Louisiana.

It is particularly desired to secure applications from persons residing at or in the immediate vicinity of the places mentioned. In many instances, preference in filling vacancies will be given to persons residing at or in the immediate vicinity of the place of employment. Persons who have had experience in the occupations listed or persons having experience in like occupations are requested to immediately call on the Secretary, Board of U. S. Civil Service Examiners at the Post Office, or in New Orleans at the Customhouse, and secure complete information with respect to qualifications required. Application blanks and necessary forms may be secured from the Secretary, Board of U. S. Civil Service Examiners at the Post Office.

Persons found qualified for these positions will be offered appointment in a civilian capacity under the jurisdiction of the Army Air Corps. The Air Corps needs civilian employees qualified to perform work in connection with the maintenance and repair of Aircraft. This need cannot be underlined too heavily. The necessary workers must be

### MASONIC BULLETIN

Hereford Lodge 849 Stated meeting second Monday in each month. School of instruction each Thursday night.

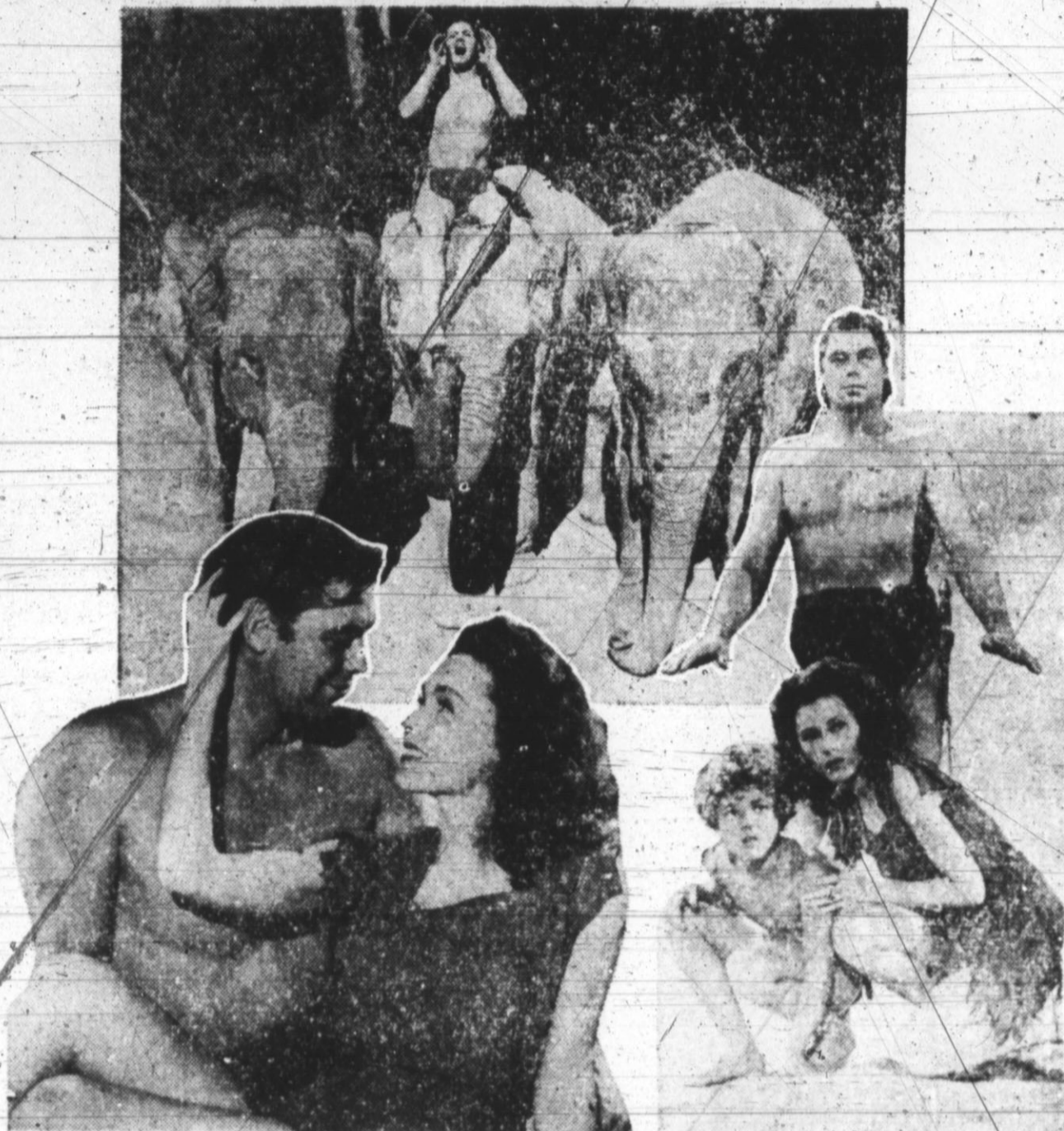
R. L. Thompson, W. M. E. L. Bradley, Secy.

## Misery of COLDS

To relieve **666** LIQUID TABLETS SALVE NOSE-DROPS COUGH DROPS

Try "Rub-My-Tam" a Wonderful Liniment

## "Tarzan's Secret Treasure" Offers New Jungle Thrills!



With Johnny Weissmuller again swinging through the tree tops as monarch of his jungle kingdom, and Maureen O'Sullivan again presenting the perfect jungle mate, "Tarzan's Secret Treasure" will open Sunday, Jan. 18, for a three day run at the Star Theatre.

The new picture marks the 25th anniversary of the filming of the first Tarzan picture, again comes as a colorful and fascinating contrast to the existence of ordinary mortals in a civilized world.

Johnny Weissmuller, as Tarzan, has lost none of his instinct and athletic prowess in his latest contact with men of the outside world. In his new adventure he comes into conflict with a safari of explorers in search of gold and narrowly misses death at the hands of one of its members; and although Jane and their adopted son, "Boy" are abducted, Tarzan with the aid of his faithful ape, Cheetah, and an army of elephants, finally routs his enemies and is able to return his family to their jungle paradise.

## Bellview News

MRS. R. H. JOHNSTON

Grandfather Mitchell, who had a stroke, is somewhat improved. Mr. and Mrs. Ed Rector and family of the Bippus community spent Sunday with Mrs. Rector's parents, Mr. and Mrs. Norheutt. Mr. and Mrs. Delmer Green and daughter, Helen, have moved to California. Mr. Green formerly

worked at the Rosedale Store. Red Mitchell is building a two room house across the road north of his home. Floyd Norheutt, who has been home for a visit, left Sunday to go back to camp at Abilene. Mr. and Mrs. Willie Johnston and son, Donald, of Roswell, N. M., were visiting friends and relatives in this community over the week end. Mr. and Mrs. Paul Ingrahm of Roswell were visiting relatives in this community over the week end. Mrs. M. A. Johnston has been sick with the flu this week. WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co

found and must be found without delay. Qualified applicants are urged to file their applications immediately.

Green, shelled soybeans are higher in protein and fat than other green beans and peas, according to the Weslaco experiment sub-station.

Experience in controlling large sand dunes near Dalhart, has

enabled the Soil Conservation Service to protect the right of way of a trans-continental railroad near Las Animas, Calif.

Buffalo grass famous for its palatability either green or cured on the ground, is the most

extensively adapted grass in Texas.

Skim milk has less calories than whole milk because it doesn't contain the butterfat, but it does contain practically all of the other values of whole milk.

# AUCTION SALE

## Frank Bezner's Dairy Herd

# 30 HIGH CLASS JERSEY COWS 30

## TUESDAY, January 20th

### Hereford Sales Pavilion --- Hereford, Texas Sale Starts at 1:30 p. m.

I will sell at Public Auction my choice dairy herd, which is recognized as being one of the best milk producing herds in this part of the country. These cows are young, good colors and bred true to type. Their milk production at this time will run from 2 1/2 to 5 gallons of milk with a test record of 5% Butterfat. I feel safe in saying that anyone needing a good milk cow will have no trouble in getting just the cow you will like in this choice offering.

You can't afford to miss this Sale if you need a Good Milk Cow!

## Frank Bezner, Owner

BARBER & DIXON, Auctioneers

## SAVE YOUR TIRES for EMERGENCIES

From time to time, you will find Emergency Needs for your Car - Look forward to those occasions in a business-like manner!

## Buy in Hereford . . .

Your local merchants have increased their stocks to meet this need, and they will appreciate your business. Give them a chance - and put the savings in Defense Stamps and Bonds.

MEMBER F. D. I. C.

## First National Bank

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

We Have a New Supply of Defense Bonds



Peter Public

By F. O. Alexander

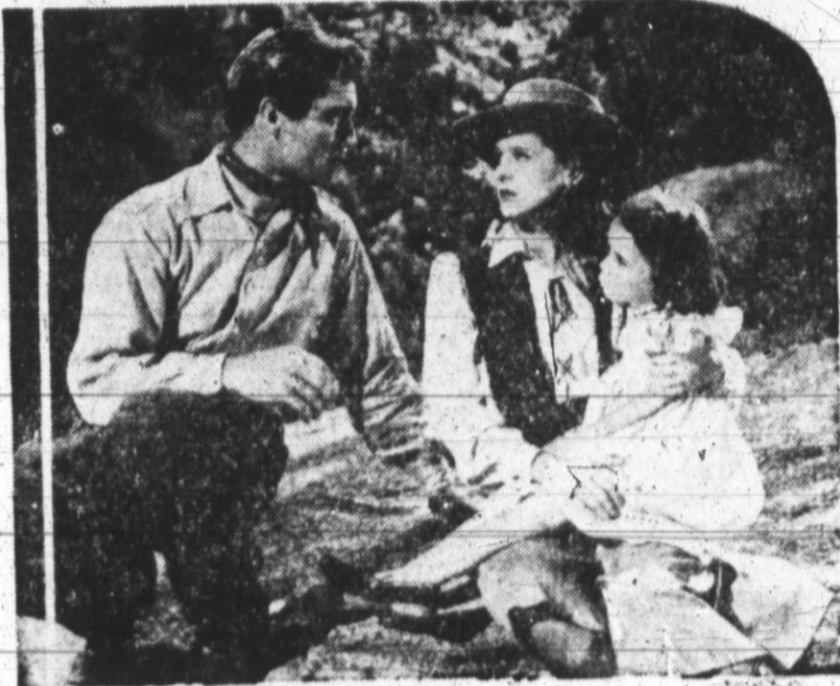




# 1941 Saw Publicity For "No Tooth Decay Rate" in County

(Continued)

## Montgomery Hit In Zane Grey Story



George Montgomery is starred in a role that really suits him in Zane Grey's "Riders of the Purple Sage," which shows Friday and Saturday at the Star.

Set in the open country of Arizona in the days when the man who could draw his six-gun fastest was the law, "Riders of the Purple Sage" follows the adventures of a mysterious stranger, Lassiter, who is played by George Montgomery, to stop the nefarious activities of Judge Dwyer's Law and Order League.

By quick shooting and fast riding Montgomery outwits the Judge and finishes off the League in one of the most exciting climaxes ever filmed.

the Hereford school system. Texas Theatre had official opening.

The Lions Club District Meeting was held at Hereford with Dr. Bryan Keathley as principal speaker.

Coke R. Stevenson took oath as governor of Texas. The county home demonstra-

tion clubs had a picnic... homecoming day was celebrated at the Christian Church.

Women stormed hosiery counters as importation of Japanese raw silk was stopped.

The Finlan brothers reported first commercial crop of turnips for Deaf Smith County.

The senior scouts took their annual camping trip.

Louise Frye received her degree from Texas Tech.

G. W. Brumley purchased the interest of Louis Woodford in the Brumley-Woodford Motor Co. R. C. McGilvary replaced Jack Wayland as manager of the West Texas Gas Company in Hereford.

Marriages: Miss Billie Stoker and Homer Hall of Lubbock; Eloyse Tout and Mac West of Amarillo, Miss Sarah Truitt of Guymon, Okla., and Hugh Harman, Miss Ruth Harding and Vondyl Houser.

Deaths: J. F. Ward and Mrs. Theodore Mazurek.

SEPTEMBER Football fans mourned the scrawny appearance of the 1941 Whitefaces, were only slightly cheered by their initial victory over Dimmitt and were ready to say, "I told you so," when Littlefield handed the local boys a sound drubbing. But the third game, with Sudan, showed some signs of hope.

Red Cross sewing and knitting started in Deaf Smith County.

28-year-old men were put in a deferred class for selective service... The scouts started collecting waste paper for defense.

State employment service figures revealed that 2,167 persons had received work in the wheat, potato and onion harvest. C. A. Wimberley reported success in raising soy beans.

Four-H boys had a pig show at the Rockwell Brothers Lumber yard.

Business men voted to send an exhibit to the state fair at Dallas.

Streu Hardware store was robbed of saddles and harness.

Deaths: C. B. Williams, H. T. West.

OCTOBER The lowest tooth decay rate in the world brought for Deaf Smith County a study from Baylor Medical School.

Mrs. Logan Ware was injured in a highway accident while on her way to attend the Hereford-Canyon football game.

The Whitefaces continued to improve... In fact they even looked good for a district title.

John Olson purchased Glenn Snyder's Texaco Service Station, E. C. Ziegler replaced Olson as manager of Rockwell Bros. Lumber co. J. K. Baker was new manager of the Hereford Potato Growers Association.

The Corner Drug Store went out of business and Hereford got a new bus station.

Dealers advised motorists to "buy tires now; prices will rise."

(Prophetic words and that ain't half of the story.) The Seventh District Music Convention was held in Hereford... Practice for "Messiah" started.

Elm Court (modern tourist cabins on Highway 60) completed.

Rains were slowing down the row crop harvest... "Food For Freedom" drive was under way in Deaf Smith County.

Marriages: Miss Elizabeth Wiecek and Norbert Skypala, Miss Martha Schumann and Dr. B. M. Wiltshire.

Deaths: A. H. Elliston, C. C. Ferguson.

NOVEMBER Whitefaces won district title, were defeated by Phillips in B-district game played here on the second Thanksgiving.

Publicity turned on Deaf Smith County as the place where "ordinary tooth decay simply does not exist." Dr. G. W. Heard given credit for discovery.

H. V. Hennen announced allotment of funds for the construction of 213 miles of rural electric line.

A food show was held by home-economics trained women of the county.

"Education molds the nation, so it must be democratic," W. E. Dameron told the Lions Club... Judge E. C. Nelson urged the American Legion not to "lose faith in democratic ideals," in a speech at the Armistice Day Banquet which honored Mrs. Hettie Cochell, Deaf Smith County's only Gold Star Mother.

Hereford celebrated the anniversary of the ice storm by turning on all the lights.

H. G. Conkright was named president of the First State Bank... Rev. Marvin B. Norwood was returned as pastor of the First Methodist Church... J. R. Stroble, educational director of the First Baptist Church, went to Shawnee, Okla.

Deaths: F. J. Eberle, Mrs. Minnie Wheeler.

Marriages: Miss Frances Jo Neims of Denton and Carl Dean Mountz; Miss Eva Greeson, and Kenneth Clayborne.

DECEMBER News of war with Japan hit Hereford territory as many persons were attending "The Messiah" performance. Unity of territory reflected in increased defense savings sales, the rise of voluntary enlistments.

The original Red Cross roll call was closed by R. L. Thompson, chairman... S. P. Rossion named director of special \$1200 war relief drive.

McDonald Hereford Sale held here... also Wilterding short horn sale.

The Lone Star Study Club collected toys for needy children. Hereford people adopted every one of the needy families listed by the welfare office. The Santa Claus parade was held as usual.

Paving of the Hereford Dimmitt road was postponed because of the war.

J. A. Pittman was again chosen chairman of the county AAA committee.

Deaths: Mrs. Hettie Cochell, Mrs. R. B. Miller, Mrs. Mattie Vanderburgh.

Marriages: Miss Irene Knox and Dennis H. Baker.

M. O. Green purchased George Clark's interest in Phillips Station No. 2, leased Phillips Station No. 1; Clark purchased dry cleaning business at Hereford Laundry... G. T. Higgins was new Magnolia wholesale agent for Hereford.

week. Pete Weir, who lives south of Vega had the misfortune of falling from a windmill tower, when a loose board gave way. The bones in one foot are broken. Weir also received back injuries. Mr. and Mrs. Guy Barnett and daughter, Sandra, former residents of Vega spent Wednesday night with friends here. They were enroute to Salt Lake City, Utah, where Mr. Barnett will be employed.

Mrs. and Mrs. L. C. Durham and son, Bob, returned to Vega Thursday from Graham, where they were called because of the death of Mrs. Durham's sister at that place.

Mrs. J. M. Mabry is visiting friends and relatives near Clarendon.

Mrs. Bob Rider was brought to the home of her father, Bert Ballard, after a 10-day stay in St. Anthony's hospital in Amarillo.

Ladies of the Woman's Christian Service Union served the banquet to the Kiwanis members and their ladies, Monday night in the local Kiwanis hall.

Word has been received here of an 8 1-2 pound baby boy, born to Mr. and Mrs. Austin Hale of Fritch, Tuesday in St. Anthony's hospital in Amarillo.

We have received word that the young son of Mr. and Mrs. Taylor Halle is suffering from pneumonia. We wish for him a speedy recovery.

Roy Robert Armitage is recovering from a siege of measles.

E. L. Krahn, Jr., had the misfortune to get the index finger on his right hand badly cut when he got it caught in a feed chain last week.

Mr. and Mrs. Jim Campsey and children called in the Earl Kilbourne home Friday evening.

Mrs. Bertha Finley spent the week end in Brownfield with her mother and daughter, Mrs. Darlene Dygert is in care of the shop during her absence.

Mrs. N. W. Livesay spent Tuesday night in Amarillo with her daughter, Miss Norma Faye, who is going to school there.

Tech Co-Eds Use Enough Lipstick To Paint Town Red, Reporter Discovers

Lubbock-Cosmetic sales tax of ten cents has had little effect on co-ed consumption of make-up "raw material," Texas Tech's semi-weekly Toreador observes.

"In the outlay of cosmetics in one dormitory," a student reporter writes, "there's enough lipstick to paint New York and all its suburbs a bright fireman's red, enough powder to blow up the whole German army (if it were of the explosive type), and enough cream to have a greased pig contest in every state in the union, including Arkansas."

She terms the hour 7 to 8 a. m. as "Girl's Defense Hour," when roommates fight over mirror space and work with the intensity of inspired artists, to achieve an effect that bears slight resemblance to the raw product.

In The Religious World The confraternity of Christian Doctrine of the Roman Catholic Church in the United States published recently the first official revision of the New Testament for Catholics since Dr. Challoner's revision of the Rheims-Douai version in 1750. The Church has launched a program to put a copy into every American Catholic home.

**RESULTS**  
from  
**WANT ADS**

## Emergency Call...!



"Come Home at Once, Dad's Asking for You"

## Will your tires make the Trip

A YEAR FROM NOW?

This is a question which only YOU can answer. It is logical for us to want you to buy your grocery needs here. You will also save money, time and tires by purchasing your ready-to-wear, dry goods, drugs, hardware needs, lumber, repair parts and other requirements in Hereford. Uncle Sam has asked us to do Our Part!

We Don't Know How Your Tires Will Be in 1943

But We Do Know That

**You Can Save Tires and Save Money**

By Shopping Our Big Store... Hereford's

**Home of Low Prices ON QUALITY FOODS**

**Hudson's GROCERY and MARKET**

Shop Hudson's and Put the Savings in Defense Bonds and Stamps!

## "PARDON ME FOLKS"



DO YOU have a little "yawner" in your home? Or maybe you catch yourself yawning regularly at 8 o'clock in the evening. If so, you'd better look to your light! Your eyes were made for seeing outdoors in light hundreds of times brighter than usual indoor lighting.

THAT'S WHY you can easily suffer from eyestrain and fatigue in incorrect light. Here's an easy way to have light conditioning at low cost. You can purchase...

## 6 ASSORTED SIZES OF G. E. MAZDA LAMPS...

- 1—150-WATT INSIDE FROST LAMP
- 1—100-WATT INSIDE FROST LAMP
- 1—75-WATT INSIDE FROST LAMP
- 2—60-WATT INSIDE FROST LAMPS
- 1—40-WATT INSIDE FROST LAMP

for Only **89¢**

Ask any employee about the SPECIAL sale of G. E. Mazda lamps during this month. For the convenience of our customers, small monthly terms may be arranged.

**Texas-New Mexico Utilities Company**

Buy U. S. Defense Stamps.

## BUSINESS AND PROFESSIONAL DIRECTORY

### A. O. Thompson Abstract Co.

Complete tract index of all lands and town lots in Deaf Smith County.

Write us for information concerning land ownership.

Deaf Smith County Maps... 25c



### INSURANCE

JNO. H. PATTON  
PHONE 50

### DR. J. W. HENDRIX DR. JOHN OHANNER

Chiropractors & Masseurs  
for Appointments  
Phone 841

### ABSTRACTS

Of all Deaf Smith County Land Titles  
**DEAF SMITH COUNTY ABSTRACTS, Inc.**  
Cliff Estes, Mgr.

### Dr. C. D. Kelton

CHIROPRACTOR  
506 Jackson Avenue

## Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

**CREOMULSION**  
for Coughs, Chest Colds, Bronchitis

## Vega News

MRS. D. E. MCKENDREE

We have experienced the coldest weather for the season this week. The lowest recorded was 4 degrees below zero.

Mr. and Mrs. Kenneth Dygert and family left Monday for San Antonio where they expect to return to their home.

Mr. and Mrs. Quinton Williams and children returned to Vega Monday after quite an extended visit in Oklahoma, Arkansas and Missouri.

Roy Loyd has been quite ill at his home south east of Vega, but is reported to be some what improved.

Mrs. Rex Kendall and infant son were brought home from the hospital in Amarillo Monday and are reported to be getting along nicely.

H. L. Hooten who is attending air school in Wichita Falls was granted a 36 hour leave and came to Vega to see his parents, Mr. and Mrs. H. L. Hooten, last

## HOME MADE CANDY

HOT DOGS — COFFEE  
COLD DRINKS

A Big Line of  
**SCHOOL SUPPLIES!**

Visit Us Often  
**Candy Kitchen**

# Buy in HEREFORD

Save Tires, Cars, Time  
... and Money



See Us For  
**COMPLETE DETAILS!**

NOW is the time to think about those occasions when the use of your car will be vital. It is always good business to patronize Hereford Merchants—but at this time, it is also patriotic, for you can put the savings to work for the Government in the form of Defense Bonds and Stamps.

In certain lines of business, merchants are increasing their stocks. We believe you will find clean merchandise at Fair Prices and with courteous service.

# The First State Bank

MEMBER F. D. I. C.

### Hereford Men In The Service

Editor's Note: Beginning this week, the Brand will run a column on news of Hereford men in the armed forces of Uncle Sam. We would appreciate any news items about these boys—either in letters from them or in information received by their families.

#### Hereford Man Is Grad. Of Officer's Training

Goldman T. Brashear, who attended Hereford High School and who has many friends here, is one of the first enlisted men in the army to receive a commission, his sister, Mrs. W. S. Rice of Hereford, learned this week.

Lt. Brashear enlisted in the army at Fort Sam Houston on Dec. 13, 1939 where he served until February, 1941, when he went to Camp Wolters to take up the duties of battalion chief clerk. He was recommended for the officer's training school at Fort Benning, Ga., and received his commission on Dec. 12, 1941.

Lt. Brashear is the son of Mr. and Mrs. Geo. T. Brashear, formerly of Hereford and now of Corpus Christi.

#### Horton To Be Band Master At Air Corps Base At Tucson

Robert L. Horton, son of Mrs. R. J. Naylor of Hereford, has just completed a music course in the army band school at Washington D. C. and will be sent to Tucson, as band master of the Army Air Corps band.

He was stationed at Fort Bliss before going to Washington in October.

#### Gets Commission



Lt. Goldman T. Brashear who last month received his lieutenant's commission—one of the first enlisted men in the army to be promoted from officer's training school.

#### Wederbrook Will Train Marine Corps Recruits

Mr. and Mrs. Pat Wederbrook of Hereford this week received notice that their son, P. F. C. Vernon Wederbrook, had turned down a commissioned rating in the U. S. Marine Corps for a job training marine recruits.

Pvt. Wederbrook has qualified with every weapon given him—Bowie Automatic Rifle, Sub-machine gun, pistol, rifle, 37 m. m. anti-tank gun, hand grenade and bayonet.

Wederbrook, reporting his transfer from his company said, "I would like to have the com-

A 1935 graduate of Hereford High School, Horton studied band here under Ralph Smith.

#### Vaughn In First Wartime Grad. Class At Randolph

Among nine Texas members of the first wartime graduating class of cadets and student officers at Randolph Field, San Antonio, was Jasper Vaughn of Hereford. A twenty weeks course has been completed and the group will complete their training at an advanced field. Jasper is the son of Mr. and Mrs. Al Vaughn.

#### Hospital Notes

Mrs. F. B. Elliston, baby girl, Frances Sue, Jan. 12.  
Mrs. O. A. Cole, medical, Jan. 12.

Mrs. C. W. Boatman, surgery, Jan. 13.

Mrs. Tom Martin, twins, boy and girl, Jan. 12. Mother and infants, resting nicely.  
Jimmie Guseman, surgical, Jan. 9.

George Smith, Dawn, burns resting well.

Mrs. J. W. McIver, Jan. 9, Surgery.

Mrs. Ralph Smith, surgery, Jan. 15.

Mrs. G. T. Magness, Friona, medical, Jan. 14.

Mrs. Schofield, surgery, Jan. 13.

For additional traction the next time you are caught on an icy highway, reduce pressure in your tires.

mission so as to throw my lead-erneck against the slant-eyes my brother Roy is fighting." P. F. C. Roy A. Wederbrook was last heard from in the Pacific war zone. "But it will be worth more to the raw recruits to know how to protect themselves before being sent into action."

Pvt. Wederbrook has been stationed at a destroyer base somewhere in California.

#### Brotherhood Dinner At Christi Church Wed.

The Annual Brotherhood Dinner at the First Christian Church will be held Wednesday night, Jan. 21, at 7 o'clock. Rev. H. M. Redford announced today, stating that the local church is joining with thousands of other congregations throughout the world in observing similar programs at this same date. The program has been arranged by Mrs. Nona Jowell, Mrs. George Muse, Mrs. John Hickman, Harry Seed and Carl Oldham.

#### BOY SENDS \$428 TO FDR TO HELP WIN THE WAR

Royal Oak, Mich.—Teddy Burton, 11 wrote to the President: "I am 11, and can't join the marines but am sending you \$428.88 to help win the war." The sum, his entire bank account, was withdrawn with the permission of his parents, turned into a cashier's check and mailed to the president.

#### W. O. W. Program Has Large Audience

About 200 persons attended a W. O. W. meeting in Hereford last Wednesday night when visitors from many neighboring cities were present to hear J. R. Simms of Dallas and Mrs. Laura E. Krebs of Austin talk on W. O. W. work.

The program presented included musical numbers by Darrell Harkins, Ruth Houser and Juanita Wiseman. Supper was served by members of the local lodge.

An especially large delegation headed by Howard Boxwell was present from Amarillo.

Mr. and Mrs. E. E. Fridley and Mrs. Edna Fincher attended a W. O. W. meeting in Amarillo Thursday night.

Mrs. F. W. James of Olton is visiting her parents, Mr. and Mrs. E. W. Cawthon, this week.

#### Hereford Merchants

(Continued from Page 1)

quent servicing will not only make the car run better, but it will also eliminate necessity for purchase of parts, which may be hard to get in the future.

In general Hereford business men take the view that the present emergency gives a great opportunity to the small-town, but they realize also that the new opportunity brings greater responsibilities and they intend to continue giving the best service possible at the lowest possible cost.

#### 20 - 45

(Continued from Page 1)

have yet been received by the county board as to directions for the volunteer workers or any special instructions to be given them.

#### State Men

(Continued from Page 1)

The meeting Tuesday night will set the hour for the school, the number of classes to be held and other preliminary plans.

#### Community

(Continued from Page 1)

ganized are Dawn, Wyche, Ward, Progressive, Daniel, Ford, Bippus, Westway, Messenger and Fairview. The Messenger meeting will probably be held at Bootleg Store.

#### Cocanougher

(Continued from Page 1)

ty to perform the duties as the people want this and promises that he will do his best to fill the office in the manner which they want and expect. "If you think I am the man for the job, I will appreciate your vote and influence," he said, "and if elected I will try to do the job right."

#### Close Announces

(Continued from Page 1)

ready had one opportunity to help in a case right here at home—and there may be other needs here, because infantile paralysis observes no boundaries, and no matter where your money goes, you can be sure it is doing a good job."

#### Seed Loans

(Continued from Page 1)

limited to the applicant's necessary cash needs in preparing the land, planting and cultivating his 1942 crops. Borrowers are required to give a first lien on the crops financed as security.

These "seed loans" have been made in Deaf Smith County for the past ten years and the Emergency Crop Loan office appreciates the fine attitude of farmers here toward their obligations. W. W. Farwell regional director of the crop loan program states.

#### SPECIAL ATTRACTION!

# JOE LOUIS BUDDY BAER

World's Heavyweight Championship

#### FIGHT PICTURES

See All the Knock-downs in Slow Motion! All the Thrills of A Ring Side Seat!

Wendell Wilkie's introductory talk at the

#### STAR THEATRE

Friday and Saturday

On the Same Program with a Double-Feature Show

ZANE GREY'S

"RIDERS OF THE PURPLE SAGE"

and Hal Roach's screaming comedy

"Tanks A Million"

## There Will Be No

# "Business as Usual"

Make up your mind to that. As we see things, we must depend largely upon repair shops to keep our doors open, since we have no new cars to sell. Our shop men must keep busy if we are to continue to operate our business, which we do believe is an asset to the community and town. Therefore, we want to solicit your patronage, or part of it, in behalf of our employees. Honestly, we don't expect to make a dime after expenses are paid.

## Your present automobile may have to last you 5 years or longer!

We hope not, but this may be the facts. Anyway, we all know that it will have to last at least two or three years. It is, therefore, good business for you to keep it in the BEST REPAIR POSSIBLE. The old saying "A Stitch in Time Saves Nine" well applies in this case—and many of you who have not driven your cars more than a year or two will find this to be true. Above all, have it serviced regularly by expert mechanics and have worn parts replaced with First Quality merchandise. This will actually save you money—and will add years to the performance and life of your car.

We also have wheel aligning and tire balancing equipment which will increase your tire mileage greatly. Likewise, our trained mechanics can help you save oil and gasoline, which will likely be higher in price.

Have your car checked regularly—and we hope that you will see fit to let us do the job. We promise that we will do our best—and we always stand behind the work we do.

G. W. BRUMLEY, and the Boys in the Shop.

## Finance your Repair Work on Monthly Payments . . . See Us for Complete Details.

We Have a Few Good Used Cars with Good Rubber!

# G. W. Brumley MOTOR CO.

### YOUR WEEKLY ENTERTAINMENT GUIDE

## STAR THEATRE

HEREFORD, TEXAS

From Wednesday, Jan. 14 to Wednesday, Jan. 21

WEDNESDAY and THURSDAY—Jan. 14-15

Love BY APPOINTMENT ONLY!



The Stars of "Lady Eve" bring you the Year's Biggest Laff!

FRIDAY and SATURDAY—Jan. 16-17

2 BIG THRILLS . . . 1 Small Price!

A Giant Double Show at Bargain Prices—11c-22c

Action Feature No. 1

ACTION as only ZANE GREY can write it! . . . Lives on the Screen!



Zane Grey's RIDERS OF THE PURPLE SAGE with GEORGE MONTGOMERY, MARY HOWARD, LYNNE ROBERTS

LAFF HIT, No. 2 — You'll Roll in the Aisle

SALUTE TO FUN! THE SCREEN'S DAFIEST DRAFIEST COMEDY!



BUY U. S. DEFENSE BONDS "Keep 'Em Flying"

### TARZAN'S JUNGLE LOVE CALL IS YOUR CALL TO NEW THRILLS!

Primitive love in Paradise! Greatest Tarzan picture of them all!

# TARZAN'S SECRET TREASURE

2 YEARS TO CAPTURE ITS 1000 THRILLS!

WITH Johnny WEISSMULLER MAUREEN O'SULLIVAN

SEE The Enchanted Pool of Paradise! A Shining Mountain of Gold! Tarzan's Son A Human Sacrifice! The Man Bullets Couldn't Kill!

STAR Sun. Mon. Tues. Jan. 18-19-20

TEXAS Theatre SATURDAY and SUNDAY DOUBLE SHOW DOYS! Bargain Prices . . . 11c and 22c

### GUN-BLAZING ADVENTURE!

Fist-flinging thrills when this battler goes into action!

## BILL ELLIOTT

in *The Son of Davy Crockett*

Feature No. 2 "The Gay Falcon" the nation's smoothest detective, with Geo. Sanders, Wendy Barrie

"Penny-A-Plane"  
"Nickel-A-Plane"

Join One of These Clubs and  
Get The Japs Out of the Air!

# The Hereford Brand

SECTION 2

Published Every Thursday

"but one ISM in America—and that's AMERICANISM:  
—Texas Press Slogan

Our Slogan—"More People—More Farms"

42nd Year—Number 3

The Hereford Brand, Hereford, Texas, Thursday, January 15, 1942

Price Per Copy 5c



YOU too, can  
"Do Your Part"  
for VICTORY!

Our Government Needs ...

RUBBER  
METALS  
GASOLINE  
OILS...

AND OTHER MATERIALS WE MAY CARELESSLY DESTROY

YOU ARE FAMILIAR WITH THE BAN OUR GOVERNMENT HAS PLACED ON THE SALE OF TIRES AND NEW AUTOMOBILES . . . and we know that you stand ready to make any sacrifice which may be asked of you. With this in mind, we wish to point out, for your personal welfare and in behalf of our government, that we should all curb unnecessary waste of such materials. We MUST co-operate, whether we please or not, sooner or later — and each of us should consider the circumstances carefully. On this page we hope you will find some suggestions which may help YOU to do YOUR Part!

## SAVE

### TIRES . . . TIME MONEY

BY TRADING IN HEREFORD!

and

PUT THE SAVINGS TO WORK  
FOR VICTORY!

in the form of

DEFENSE BONDS and STAMPS

You will find large stocks, courteous service and Fair Prices in Hereford Stores. These people are working for the same goals of Victory and Democracy which you Love so Well! Give them First Chance!

This space is published by the following organizations interested in the welfare of our Community and our Nation:

HEREFORD

Chamber of Commerce

Hereford Lions Club

Deaf Smith County

The Hereford Brand

### 1. Trade in Hereford!

THIS WILL SAVE TIRES — and as months pass you will need your tires in unforeseen emergencies, such as Death or Illness of a loved one . . . or even for a visit or vacation.

TRADING IN HEREFORD WILL SAVE GASOLINE and OIL, commodities which are absolutely essential to Victory!

YOU WILL ALSO SAVE YOUR AUTOMOBILE which, after all, can't be replaced and which you may have to use for many, many years.

FURTHERMORE, YOU WILL SAVE MONEY with which you can buy Defense Bonds and Defense Stamps.

TO TRAVEL 100 MILES COSTS approximately:

6 Gallons of gasoline at 21c	\$1.26
One-tenth oil change at 1,000 miles	.18
Tire depreciation on 25,000 mile basis	.40
Lunch or Sandwich per person	.35
Automobile depreciation	1.00
(Figured on 50,000 mile basis)	

Total Cost . . . . . \$3.19

This does not take into consideration the possibility of accidents, which are always happening. NOR DOES IT INCLUDE YOUR TIME, which if worth nothing to you could profitably be put into Red Cross work,

WALK WHENEVER POSSIBLE, BUT REMEMBER YOU CAN MAKE MORE THAN 100 TRIPS FROM YOUR HOME TO HEREFORD WITH THE SAME DEPRECIATION ON YOUR CAR AND TIRES THAT IS REQUIRED FOR ONE SINGLE TRIP OF ONLY 50 MILES DISTANCE!

knitting, sale of Defense Stamps, etc.

Although the above prices are fairly accurate, many of these items CANNOT BE REPLACED at all.

II. KEEP YOUR TIRES PROPERLY INFLATED . . . this will add greatly to their life and service.

III. DRIVE AS LITTLE AS POSSIBLE, observe a 35 to 40 mile speed rate, adding to the life of your Automobile, your Tires — and to your own safety through prevention of accidents.

IV. AVOID QUICK STARTS AND SUDDEN STOPS, which naturally result in tire wear and in depreciation of your car.

V. KEEP YOUR CAR IN GOOD RUNNING ORDER. Have it checked regularly. A small repair in time will save depreciation and money.

VI. IF YOU MUST GO OUT OF TOWN TO BUY use the train or bus. It's cheaper. It saves money and it saves your car for emergency needs.

VII. SAVE OLD PAPERS AND MAGAZINES. The Boy Scouts will be glad to call for them regularly.

VIII. TELL THE STOREKEEPER "Never mind Wrapping it" and you'll be helping to conserve paper, twine and time.

IX. HELP THE DELIVERY MAN by telling him to make your delivery when he's coming your way.

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Pioneer Study Club Plans Party For "Husbands Evening"

Mrs. F. L. Lucas and Mrs. Ray Johnson were cohostesses for the Pioneer Study Club Tuesday afternoon at the Lucas home.

Opening the program for the afternoon was a defense questionnaire, conducted by Mrs. O. G. Hill, which brought out information concerning defense stamps and bonds. At the conclusion of the questionnaire, members signed civilian defense cards.

A fine arts program was presented. Mrs. C. T. Guseman discussed The History and Process of Making Color and Designs; Mrs. J. E. Beyer told of Josiah Wedgwood and His Pottery and Dresden China; Mrs. T. E. Seigler explained The Beauty, Charm and Preservation of Antiques.

During the business session plans were completed for "Husbands Evening" which will have all members for hostesses and will be held at the home of Mrs. N. E. Gass. Arrangements are in the hands of the entertaining committee which included Mrs. Wirt Phillips, Mrs. F. L. Terrell and Mrs. A. G. Bell.

A new year book committee was named to include Mesdames Bob Higgins, H. A. Close and Carl Frye.

Those present were Mesdames Al Werner, F. L. Terrell, T. E. Seigler, B. E. Roberson, H. D. Reed, F. M. Kester, J. E. Beyer, H. A. Close, Noah Ewton, Burl France, Carl Frye, N. E. Gass, J. M. Gilliland, C. T. Guseman, Bob Higgins, O. G. Hill, Sam Hunter, J. B. Jones and the hostesses.

## "South American Life" Is Subject For Lone Star Club

Different phases of South American life, ranging from mineral deposits, agricultural products and commodities of commercial value in Peru to the many internal wars of Bolivia, formed interesting program topics for the Lone Star Study Club Tuesday afternoon.

The meeting was held at the home of the president, Mrs. Robert Thompson, with Mrs. Chas. Sowell as cohostess.

Mrs. Owen Stagner discussed the "Incas of Peru" dealing with its ancient historical background and Mrs. Jack Grady told of Bolivia, the home of the Incas in ancient days.

The Religion of South America will be taken up at the next meeting which will be held at the home of Mrs. A. Petersen, Jan. 27.

Those attending the meeting were Mesdames E. G. Blue, Orpha Clegg, Jack Grady, Joe Kendall, Louie LeGrand, Jerry Morrow, Guy Newsom, A. Petersen, Coy Phillips, Earl Phillips, Chas. Sowell, Owen Stagner, Liston Wilson, Lawrence Womble and Mrs. Thompson.

## Friday Sewing Club Is Entertained

Mrs. Frank Daniel was hostess for members of the Friday Sewing Club at her home last week. Conversation, Red Cross Work and sewing made up the afternoon's entertainment.

Refreshments were served to Mesdames H. M. Redford, A. Petersen, Robert Veizel, James Alken, Jr., J. T. Gilbreath, Jr., and the hostess.

## Y. W. A. Has Meeting

Mrs. G. P. Owen conducted the regular Bible lesson for the Roark Y. W. A. of the Baptist Church at the meeting held at the home of Miss Inez Funderburg Monday night. Miss Mildred Shepherd was assistant hostess.

Refreshments were served to Mrs. Otto Massie, Dorothy Funderburg, Jeanette Altman, Arrie Tartar, Paula Mae Edwards, Leona Francis, Clotilde Pace, Eunice Caldwell, Mrs. Owen and the hostesses.

## Birthday Affair Surprises Mrs. Burl France

Mrs. Burl France was complimented with a surprise birthday dinner and party by friends and relatives Saturday at her home.

Gifts were presented to the honoree and a covered dish luncheon was enjoyed. The afternoon was spent in informal visiting.

Attending were Mr. and Mrs.

## Long Live Lafayette



No longer a luxury liner, the Normandie has been renamed the S. S. Lafayette, in honor of the Revolutionary War hero of France. She'll serve the U. S. Navy now.

## Watch Out for Air Raiders



On 24-hour watch for enemy planes, anti-aircraft crews man guns at strategic defense points in New York. All identifying marks have been removed from this photograph, taken on top of a skyscraper, so that location of emplacement will not be revealed.

## Westway Items

By RUTH TUCKER

Mr. and Mrs. V. Skypala and son, Elwood, Roscoe McCutcheon and Mrs. Orville Houser went to Amarillo on business this week.

James Johnson of Adrian spent this week end with his cousins, Mr. and Mrs. Lynn Wolfington and family.

Visitors in the T. B. Cox home Sunday were Mrs. Cox's mother and brother of Tulsa.

Monie Max Dudson spent this week end with Mr. and Mrs. R. M. Gunn.

Claude Goldston of Dallas is visiting his father, H. D. Goldston and family this week. Mr. Goldston just got out of the army

and expects to return to it soon. Mrs. Jack Flowers visited Sunday in the home of Mrs. Pauline Waldron of Hereford and Mrs. Olin Whitfill who is here from Okinawa, Calif., visiting her mother, Mrs. Waldron.

Mrs. J. S. Egan spent a week with her daughters and a son of White Deer recently. She returned home Friday.

Mr. and Mrs. G. C. Merritt and son, G. C., Jr., who have been staying at the Maurice Tannahill home for some time moved this week to Wyche where they will work for Mr. Newsom.

George Turrentine of Hereford visited in the home of Mr. and Mrs. Al Werner Sunday.

Mrs. V. Flowers of Hereford spent Saturday night in the home of Mr. and Mrs. L. O. Gore.

Grady Persons spent Sunday in

Estelline and Sunday night with his mother-in-law, Mrs. J. A. Pool of Clarendon, Texas.

Mary Lynn Morrison, Mrs. Buren Sowell, Mrs. Maurice Tannahill, Mrs. W. F. Ponder, Mrs. Orville Houser, Opal Jane Bookout and Elvin Wade have been on the sick list this week.

Mr. and Mrs. Maurice Tannahill have been removing a partition and repapering a portion of their home this week.

There were 52 present at Sunday School Sunday. Making birthday offerings were Mrs. F. A. Tucker, Mrs. Joe Landers, Mrs. Travis Dixon, Rose and Weldon Stephan and Kenneth Rudd.

Travis Dixon, school principal and Willie Landers received calls this week to report for army physical examination.

Mr. and Mrs. L. G. Theutt of Post, visited Mr. and Mrs. J. C. Morrison, Monday.

Mr. and Mrs. Jim Shirley and daughters visited Tuesday night in the home of Mr. Shirley's brother, G. L. Shirley of Ward.

Mr. and Mrs. V. Skypala and sons spent Sunday with Mr. and Mrs. Ted Iribeck and Mr. and Mrs. Paul Artho of Embarger.

Mr. and Mrs. Alvin Thomas of Roswell, N. M., moved Saturday to the Paul Mathers home where they are now working.

The next meeting of the Parent-Teacher's Association is scheduled for Friday night, Jan. 23. Those on the program committee are Paul Rudd, Mrs. Roy Lee Wilson and Mrs. Merlin Kaul.

G. C. Morrison, H. D. Goldston, Buren Sowell and Moody Stephan met at the school house Tuesday to fix the windmill. The school house is proud to exhibit new window shades also.

Members of Mr. Dixon's sixth grade received candy bars Monday for a 100 per cent class last week. Those to whom Mr. Dixon gave the candy were Ava Gene Gere, Curtis Ponder, G. W. Smith and Margaret Sowell.

Mr. and Mrs. Merlin Kaul and sons returned home Sunday from a visit to relatives in Kansas.

G. F. Shirley and daughter, Nadine, spent Saturday and Sunday in Levelland where they visited Mrs. Shirley's sister, Mrs. Ethel Conley.

Mr. and Mrs. Elmer Dishman and daughter, Lavane, spent Friday and Saturday in Clarendon where they visited Mr. Dishman's parents, Mr. and Mrs. S. P. Dishman. The Dishman's plan to move to Clarendon soon.

Mr. and Mrs. Jim Shirley and daughters visited Mrs. Bennie Messenger of Hereford, Sunday.

Mr. and Mrs. Clyde Hays of Black visited in the home of Mr. and Mrs. Jim Bookout Sunday.

Elwyn Hartman spent Sunday night with friends in Hereford.

Mrs. G. Probasco of Amarillo visited in the home of Mr. and Mrs. C. S. Inman Sunday.

Miss Marjorie Morris spent Saturday night and Sunday with her grandmother, Mrs. J. E. Morrison, of South Hereford.

J. F. McCutchen left Saturday for East Texas, where he will visit relatives.

Mr. and Mrs. Guy Lawrence

## Jumbo News

MRS. ULLMAN HUNTER

F. A. May was called to Coleman Tuesday at the death of Mrs. May's brother, who has been ill for some time. Mrs. May had been with her brother about two weeks prior to his death.

Rev. J. R. Sharp of Canyon, preached here Sunday and was a guest of Mr. and Mrs. Andrew Gilliam.

Only four women reported for Red Cross work Tuesday in the community room. It must be remembered the least we can do in the crisis of our country, when our liberty is at stake, is to work and then work some more.

The next Red Cross meeting will be the fourth Thursday at the community room and we insist and urge women to come and help. If you are not able to stay and work there is plenty you can take home and do. The four women who came were Mesdames Clem Gilliam, H. C. Baird, Lynn Axe and Sam Hunter.

Rev. and Mrs. C. W. Williams of Dimmitt visited with the Sam Hunters, Saturday.

New pupils who have entered school since the holidays are Lanelle McKinley, who lives on the Baggett place and Travis and Joyce Billings who live on the Ireland farm. Mrs. Ullman Hunter is substituting for Mrs. Frazier who has not returned from California.

Mr. and Mrs. Sam Hunter visited her parents, Mr. and Mrs. E. M. Allen of Easter, Sunday.

WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

Mr. and Mrs. W. B. Anthony have gone to Clovis, N. M., to spend several days with their children there.

Mr. and Mrs. V. C. Short of Clarkston, Wash., were visitors in the home of Mrs. Lawrence's parents, Mr. and Mrs. R. M. Gunn, Saturday.

Mrs. C. P. Grimes of Hereford was a visitor in the Bill Rice home Sunday.

We are proud to say that our community is doing its share in the defense program by buying defense stamps and bonds. Travis Dixon, reports that he has sold about 15 dollars worth of defense stamps to school children.

WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

## Bethel Items

By MRS. FATE SHANNON

Mr. and Mrs. Ivor Bagwell were visitors in Lubbock Sunday. Moss Howell returned home with them.

Mr. and Mrs. E. R. Rothwell, Mr. and Mrs. Vern Lust and Mr. and Mrs. Earl Lust, Miss Edith Neill and Roy Thurston attended conference at Easter, Sunday.

Sunday School and league services were well attended.

Fate Shannon and Mrs. Moss Howell were on the sick list this week.

Mrs. Rusing and grandson, Jack, visited with Mr. and Mrs. E. R. Rothwell one night last week.

Mr. and Mrs. Bryan Sinclair and Ivan Earl and Mrs. Billie Sinclair were business visitors in Plainview Thursday.

The Prairie Rustlers Union met at Bethel Thursday night. Bovina presented a very interesting program. Cocoa and doughnuts were served to a large crowd.

We wish to welcome Mr. and Mrs. Hooley and children who are making their home on the Benton place.

## Pep Up Your APPEARANCE

and deal a blow to those

## "War Jitters"

Personally, we feel that it helps home morale to keep up personal appearance.

And incidentally, it is good to know that you can get the best in beauty care right here in Hereford at our modern shop.

Trade at home and put the money you save into Defense Stamps!

## Charm-Aid Studio

RUTH HOUSER Phone 220

## Notice of Annual Meeting

MEMBERS and STOCKHOLDERS

## Hereford Potato Growers Association

TUESDAY, JAN. 27—7:30 P. M.

County Court Room

All potato growers are invited to attend. Special Speakers Scheduled.

# BUY ALL OF Your Needs In Hereford

## SAVE TIRES — SAVE TIME

### and Save Money!

When you buy from Hereford Grocers you are also helping conserve your tires and your automobile for emergencies!

## AND WHEN YOU ASK FOR Packard's Best Flour

you are helping save rubber for national defense and helping keep freight lanes open for essential war materials.

Furthermore, we believe it is the Best Flour that money can buy — and we are always here to back up the products we sell!

OTHER Packard Products which are find wide favor, are:

T-Ace-T Cereal and Wheat Grenn Cereal. A complete line of Mixed Feed, Cakes and Cottonseed Meal.

LOOK IN YOUR PACKARD'S BEST-SACK FOR BIG PREMIUM OFFER COUPONS!



## Announcing Sale of the Charm-Aid Studio

TO Ruth Houser

and I wish to take this means of expressing my sincere appreciation to my many friends and patrons during the time I was actively engaged in operating the shop and since I have been away.

I am sure that Ruth and the girls will continue to give you the kind of service you want and deserve.

Again, let me say "Thank You."

## Verna Featherston

READ THE Advertisements THEY'RE NEWS

# The Whiteface Round-Up

HEREFORD vs. VEGA  
Friday, Jan 16th

A NEW YEAR...  
A NEW TERM  
A NEW START



**WHITEFACE ROUND-UP STAFF**  
 Editor-in-chief... Lilye London  
 Asst. Editor... Nona Deen Rose  
 Business Manager... Rena Rae  
 Assistant Manager... Bruce Beene  
 Headliners... Agnes Albracht  
 Feature Writer... Mildred Bowsler  
 Proof Reader... Felix Pyka  
 Central School Editor... Madelle Beavers  
 Typist... Lois Henderson  
 Make-up Editors... Wanda Jean Whitaker, Seletta Robinson  
 Sponsor... Sadye Rigler

**REPORTERS**  
 Juanita Morris, Georgianne Miller, Ellen Posey, Naomi Brumley, Phyllis Radovich, Lois Agnes Gilbreath, Sammy Lisenbe, Carlie Rae Frye, Mondelean Miles, Evelyn Walker, Marian Plummer, Richard Ireland, Mary Ellen Henslee.

## Look Out, Sonny Boy! You Might Get Whipped

Dear Japan,  
 You certainly are a stubborn little brat, aren't you? What makes you want to act the way you do, anyway?  
 I told you "way back in 1937 not to get fresh with Uncle Sam. My Uncle Sam is a peaceful man at heart, but there is a limit to everything, even with a docile man like him.  
 At first, Uncle just laughed at you and called you a silly child; and when you poked your finger in his eye and pulled his beard and mashed his hat, he tried to ignore you. I kept telling you you'd better behave, but you wouldn't listen; you had to go and step on his pet corn. Of all Uncle's possessions, he never was so partial to Hawaii; maybe it's because she was the most beautiful.  
 You used to be such a cute kid too; but ever since you started running around with these airplane rats, AcPh and Benito, you've been getting too big for your britches. And don't fool yourself into thinking that they care anything about you; all they care about you is what you can do for them.  
 Now my Uncle is a very peaceful man, and he'll take a lot to keep out of a quarrel; but there's one thing even Uncle Sam won't stand for, and that's anyone's dropping bombs on some of his little nieces and nephews. You need taking down a peg or two, and I heard Uncle say that he was going to turn you across his knee and give you a spanking that you won't soon forget.  
 Uncle isn't forgetting Pearl Harbor, and I'm giving you one last warning; you'd better quit tormenting Uncle.  
 Threateningly,  
 U. S. America

## Juniors Enjoy Skits

"Can she bake a cherry pie, Billy Boy, Billy Boy?" This seems to be a proper question to ask Billy Dameron after a short skit presented in the Junior Class last Wednesday. Billy, the husband, is trying to eat the first cherry pie made by his bride, Georgianne Miller. You can properly guess the logical answer to the question asked.  
 The next skit was presented by Billy Hutson and Carlie Rae Frye, boy friend and girl friend, who drop into a drug store to buy a soda and are waited on by a sode-jerk, Daniel Russell, who insists they have pistachio nuts on top of their sundae. After much persuasion, by the sode-jerk, they consent, only to find there are no pistachio nuts. After chatting merrily and eating their sundae, the boy friend finds he has no money. After a glance over their shoulder, they sneak out of the drug store with the "jerk" in hot pursuit.  
 The last skit represented two couples at a football game. It was a most exciting game, although the class never did see it, exactly. Phyllis Radovich was the football fan who knew simply nothing about football but said everything, and "Red" Merrill represented the fan who knew everything but said nothing except to quiet Phyllis.  
 Then there was the girl, played by Kathryn Danforth, who just sat and ate peanuts, played her portable and said nothing. Her date, L. J. Clark, was most bored; he was often interrupted by being "abused" by the enthusiastic Phyllis during a daring play. The game over, Phyllis cheer loudly only to discover that they had lost the game. Oh, well, we all make mistakes.

## Senior Class Decides Two Big Questions

Seniors convened Wednesday for their regular meeting, little knowing they would be given the opportunity to decide on two all-important questions that period. After Richard Ireland had given a report from student council, Mr. Hudson came into class meeting to ask Seniors two questions. One was: Do the Seniors choose to wear caps and gowns for graduation, and the other: Shall the valedictorian and salutatorian of the class be selected as they have previously been? It seems that Seniors were all in a positive mood and it was almost unanimously voted to accept both suggestions. But then, what Senior can bear the thought of not graduating in customary regalia? Seniors of '42 want to get their diplomas with all the trimmings.

## Meet the Challenge!

It is true, I am sure, to say at this time that we, the people of the U. S., are in an emergency. That fact, and the fact that we are faced with a crisis is quite evident. However, we do not want to stick our heads in the sand like the ostrich, but we should rise to meet the challenge. It is not a time to get hysterical but to remain calm and face our problems resolutely.  
 No doubt, the President of the U. S. foresaw what was going to happen, but you know what would have happened if he voiced those sentiments to the public. He would have been called a "war monger," a "dictator," and names much worse.  
 The fact that we are unprepared for war is a stark reality, but we are going headway in our assembly line production and before long will be turning out tanks, ships, ammunitions, airplanes, and other essentials of war to a degree that will be unbelievable. We are training young men very fast to operate these implements.  
 It is our duty as citizens to do our bit no matter how small or large it may be. We can buy defense bonds and stamps. We can sell all available scrap materials such as brass, iron, aluminum, tin, zinc, etc., that aid materially in our production. We should be economical and conserve the every-day things we use that are essential to our country's defense.  
 —W. W. Anderson

## B. S. P. Visits Bakery

On Friday, Jan. 8, the Boy's Social Problems class visited the Hereford Bakery. The members of the class wanted to learn something about commercial baking since they had been studying home baking. They are very grateful to the management of the bakery for permitting them to go through the plant and for answering questions.  
 After the field trip, which was sponsored by Miss Davies, the club met at the school and elected officers for the coming six-weeks period. The officers elected were president, Benny Womble; vice-president and program chairman, Jake Meyers; and reporter, A. J. Robinson.

## Whitefaces Gain Six Points Over Canyon

The Whiteface cagers made it five victories out of eight games for the season by defeating the high-flying Canyon Eagles by a score of 24-8. With Russell leading the scoring parade, the Whitefaces rolled up a 12 to 0 lead at halftime, and coasted to a victory by making the same number of points the last half while holding the Eagles to eight points, but their scoring faded out as the Whitefaces began hitting the hoop again. Russell led the "aces" of the "hardwood" with 11 points, London followed with 4, Suttle 3, Weems, Hill, and Massie, 2 each.

The Whitefaces are scheduled to take on the Vega team Friday night at Vega. Hereford will have games with Tulsa and Dimmitt and a return game with Vega along with a tournament at Sudan before entering the District chance to finish on top in the District if they retain their ambition to win.

As many as can show up at the game at Vega and root for the boys tomorrow night!

## Ability? Of Course! Why Don't You Use Yours?

When someone walks up to you and asks you what you plan to achieve in life or what you are thinking about, do not let your reply be, "Oh, a number of things." We human beings have a one-track mind and it is impossible for us to do a number of things at a time and yet do each one well or to think about a number of things at a time and get a clear understanding about each separate idea.  
 I think that only one thing can be done at a time if it is to be done well, and only one thought can mature in a mind at a time. If everyone would concentrate on only one idea or thing at a time, the world would be much more settled and at peace. Trying to do too many things at a time causes confusion and worry and usually results in nothing being done completely.  
 If you are ever nervous and feel afraid of life, stop and think, and I believe that you will discover that you have been trying to get a week's work done in a day or plan a party and get lessons at one time. Do only one thing at a time and see the results of much more completed work. Nearly everyone can do "a number of things," or at least think they are done, but not everyone can concentrate on one thing at a time until it is finished.  
 Yes, the world is truly full of "a number of things" and not enough special things. Much can be accomplished in a minute if that minute is spent in concentration on one subject, but that sixty seconds is wasted if one does not have the power of concentration, because it would be spent in trying to decide what to think about. So in 1942 learn to concentrate and accomplish much by this power of concentration.  
 John D. Pitman: "Say, has anyone seen my shoe?"  
 John Estes: "Oh, pardon me, John; my horn was in it."  
 The children of Central School have turned in \$31.13 for the Red Cross. They have to turn in much more.  
 Miss Aikman's room has been cutting snow flakes and snow men from paper. This helps the appearance of their room very much.  
 Jerry Reese is a pupil in Central School. He is from Pampa and is now in Miss Aikman's room.  
 The Hershey twins are leaving to go to Vega.

## Central Chatter

Miss Alma Lea Burkett is a new teacher in Central School. Her home is in Decatur, Texas, and she attended Texas Christian University at Fort Worth, Texas. She has taught in the Gilliland High School in Knox County. You cannot say all redheads have a high temper because she doesn't. Miss Burkett has made a good appearance in Central School and we are all very glad to have her join us. She is the home room teacher of 8B and is taking the place of Mr. Walters, who moved to Pampa.

## CONFIDENTIALLY YOURS

By The Snooper

Hello there:  
 I know I've been lost for about three months, but I haven't failed to keep up with the happenings around the campus.  
 I understand that during Christmas several of the high school girls turned traitor to the poor high school boys. It seemed that the college boys came home and took over right where they left off. I don't want to mention any names, but Mattie, you had better be careful!!!  
 Two ex-students have started going to school in Hereford now. Billie Jean Angels and Anna Florene Lloyd. There go two more boys' hearts!  
 Examinations and more examinations! Could anything be worse? Oh, well! Don't give up, kids; it'll be over soon, and anyway in a hundred years you'll never know it.  
 Everyone, it seems, is getting married. Nona Mills and Gladys Shreve seem to be the latest. By the way, speaking of marriages, Clydie Brock and Wallace Huff made a beautiful pair. Cowan Scott was such a sympathetic mother, too! And J. W. Robinson was a beautiful bride's maid (did you notice his young girlish figure?) V. C. Hopson and children were very angry. Nolie Elliston, Kenneth Rea, Sammy Lisenbe, Harold Head and Meyers Hudson, the children, were all about the same size, or did you notice?  
 The first floor, fifth period classes are going to take donations to buy the Glee Club some more songs! It is a good idea if it works.  
 Have you noticed these pairs around school lately:  
 Wayne Phillips-Jean Williams, Donald McCullough-Bonnie Miller, Jack McCrary-Evelyn Walker, Jack London-Georgianne Miller, Elvin Wilson-Beverley Fraser, Benny Womble-Carlie Rae Frye, Richard Petersen-Lois Agnes Gilbreath, Charles Skelton-Barbara LeGrand, Red Merrill-Nona Deen Rose, Harold Close-Wichita Falls (?).  
 Since I must stop to review for Mid-Term Exams, please excuse me until a later date, I'll be seen' you.  
 Confidentially yours,  
 The Snooper

## Here Came the Bride

One of the most sensational ceremonies of the year occurred in high school Thursday. The scene was in the home of Mr. and Mrs. Smith (Cowan Scott and Eugene Sparks). Guests in the Smith home were Mr. and Mrs. Brown (Carl Hutcheson and Eugene Matthews), Mr. and Mrs. Jones (Leroy Boyer and Emmett Saxon), and Mrs. Green (Leo Ohlig).  
 The occasion for this particular gathering was the wedding of Miss Clydie (Clyde Brock) to Wallace Huff. To the strains of Lohengrin, the couple with escorts came into the auditorium. The blushing bride, dressed in pink, entered on the arm of her father, Eugene Sparks. The best man was Edward Roberson, the bride's maid was J. W. Robinson, and the man who almost "tied the knot" was Delmo Williams.  
 As the very serious vows were being pronounced and the guests and relatives were weeping freely, V. C. Hopson (the wife of Mr. Huff) entered accompanied by her numerous children (Meyers Hudson, Nolie Elliston, Sammy Lisenbe, Kenneth Rea, Harold Head) and stopped the ceremony.  
 Yes, you've guessed it; the freshman class staged a womanless wedding for an assembly program. Betty Jane Robinson and Rosemary Phillips gave the boys their able assistance.

## In Spite of New Words, The Melody Lingers On

Since the staff does not have permission to publish copyrighted songs, here are paraphrases of two popular melodies (with apologies).  
 "ME AND YOU"  
 Dearest, me and you comprehend the explanation why A sultry heav'n is green  
 And we are aware of why Twittering twerps in the foliage yodel harmonies also,  
 And why affection will expand From the first "how-do-you-do" until the last adieu  
 So to fragrant amor, There is just one reply, me and you.  
 "North Dakota Rock-a-Bye"  
 Bay-be, Bay-by, the North Dakota Rock-a-Bye.  
 It's pink, I know, it makes the pussy willows meow,  
 Every evening by the glare of the street lamps,  
 I can hear it yelling loudly,  
 It seems to yodel "Get back to your snoreland,  
 Norland's calling, Mason wants you."  
 Bay-be, Bay-by, the North Dakota Rock-a-Bye.  
 It's pink, I know, you sing it as you rock a bye.

## Wouldn't You Like to Help

The Junior Red Cross met Friday afternoon and divided in three groups. The three groups are: Knitting, sewing and miscellaneous.  
 The knitting group will make nightgowns, blankets, shawls, scarves, sweaters, utility bags.  
 The sewing group is to make cotton dresses for small girls and cutting flannel pajamas.  
 The miscellaneous groups will make bookmarks, writing portfolios, tray covers and wall hangings. They will also collect memorandum pads, games, short stories, cross word puzzles and jigsaw puzzles.

## Sophs Select Reporter

At the regular meeting of the Sophomore Class, a new reporter, Ellen Posey, was elected to take the place of the regular reporter, Nona Mills, who has decided to take the vows of matrimony.  
 The class had a discussion on some way to make money for the Junior-Senior Banquet, but no definite plans were made. The sponsors still urged the class to buy Defense Bonds.

## WEATHER REPORT

Monday: A warm breeze is reported to be still blowing in the London and Miller areas and getting warmer all the time.  
 Tuesday: A blinding Hastings rain storm forced its way toward the rugged Hill region, where a freezing iceberg was fermented.  
 Wednesday: The Ireland and Lookingbill areas reported somewhat cooler today, with slight interferences from an unwanted snow storm.  
 Thursday: A saucy norther is said to have broken into the Fraser and Roberson section, leaving them a bit shaken up.  
 Friday: The Lance west wind seems to be changing its course and is breezing steadily in the direction of the Millard trade winds and is reported to be more steady Saturday and Sunday.  
 P. S. Please do not blame the weather reporter if the reports are not accurate.

## CAN YOU IMAGINE . . . ?

Wanda Lee Terry playing a piccolo instead of a saxophone?  
 Kenneth Rea being six feet six instead of knee high to a duck?  
 Pearl Fracher without a smile for everyone?  
 Bonnie Miller without cosmetics?  
 Robert Teter as a grinch?  
 Donald Ray McCullough having his own school supplies?  
 Coach Ware keeping house?  
 (Don't tell anyone but he puts all the dirt under the rug.)  
 George Turrentine paying any attention to girls?  
 Elsie Fern and Stella Jo Thompson not dressing alike?  
 (We can't.)  
 Tillie Williams without something new on?

## LET'S GET THIS STRAIGHT!

Another common fallacy is exploded—the F. H. T. is not just another organization to be attended on Thursday nights. It is an organization which should be more highly considered since one hundred per cent of this club belongs to the Junior Red Cross.

## A Good Hen House SAVES WASTE

If your hens roost in an open house, it takes heavier feed to keep them warm, and curtails your Egg Production.

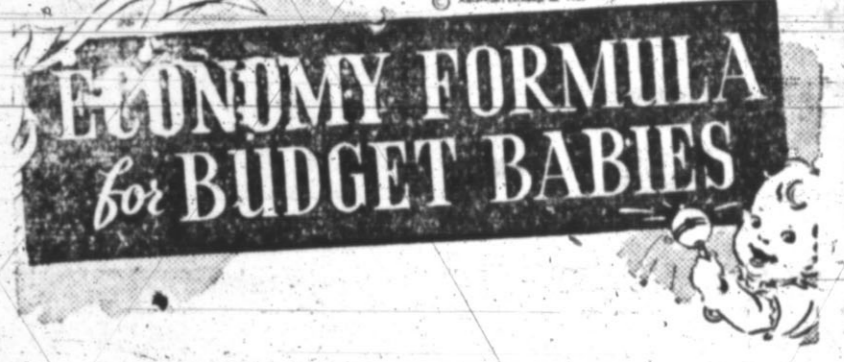
## WASTE SAVED Will Help Win The War!

We have plenty of Building Materials. Save Gas and TIRES by Trading in HEREFORD! Try the HEREFORD Stores First!

**KEMP LUMBER CO.**  
PHONE 44  
GRANT A. FULLER, Manager

## Save Tires SAVE MONEY

BUY IN HEREFORD! You will find bargains in every line you need. We are increasing our stock to serve your needs better. Buy in Hereford and put your Savings in Defense Stamps and Bonds!



An easy to obtain a 42-PIECE SET of Beautiful

## Royal Dinnerware

OUR PLAN: When you have traded \$1.00 in this store you are entitled to buy one piece of Royal Dinnerware for ONLY 13¢! Ask for purchase receipts with all purchases. See the beautiful Dinnerware on display in our Window!

- 50c J&J Baby Oil . . . . . 39c
- PURE Castile Soap . . . . . 5 bars 23c
- 25c MENNEN'S Baby Powder . . . . . 23c
- 75c Dextro Malt . . . . . 1 lb. 69c
- 50c MENNEN'S Baby Talc . . . . . 39c

**ALLIES in the Fight for Health!**  
 The Doctor, nurse and pharmacist stand side by side in defense of your health. We play our part to perfection by making available the drugs, biologicals, and other supplies used by our two allies, and by maintaining a complete prescription laboratory where made-to-measure medicines can be ordered with the advance assurance that they will be compounded accurately.

- 50c MILK MAGNESIA 39c
- 100 ASPIRIN TABLETS 29c
- 25c PENETRO DROPS 19c
- Pint BATH ALCOHOL 29c
- 60c SYRUP PEPSIN 49c
- 10c Faultless NIPPLES . . . . . 3 for 21c
- 50c H-H COUGH SYRUP 39c
- 65c PINEX . . . . . 59c
- 50c Red Arrow DROPS 39c
- 50c Nysseptol MOUTH WASH 39c
- \$1.00 Marlin CRYSTALS 79c

**CLOSE DRUG**  
PHONE . . . . . 13

### Soldier Killed In Battle Usually Visits Old Home, States Lecturer

Dallas—It takes a bit of argument to convince a soldier killed in battle that he is dead.

Dr. L. W. Rogers, president emeritus of the Theosophical Society of America, explained it this way in a lecture here recently.

A soldier's consciousness does not black out when his body dies. An artilleryman may mentally go through with his gun routine for several minutes before he notices any change.

A machine gunner know immediately that something is wrong, but he doesn't know what. He gets a shock when he discovers his hand will pass through the gun, but he has to be told that he is dead.

Dr. Rogers is a national lecturer for a society founded by a Russian woman in New York in 1875. Theosophists believe, he said, that life and death are the constant shifting of consciousness back and forth between the physical world and the astral, or unseen, world which surrounds and permeates the earth.

His description of a soldier's death, the lecturer claimed, came from the late Bishop Charles W. Leadbetter, a man "equally familiar with both worlds."

Theosophists get their information from "clairvoyance scientifically developed," Dr. Rogers stated, adding that Bishop Leadbetter was one of the great clairvoyants.

The lecturer asserted that Bishop Leadbetter told him that the machine gunner, when he sees his hand passing through metal, is motioned to one side by an invisible (to humans) helper.

After the soldier accepts the truth of his death, Dr. Rogers said, he usually visits his old home. That accounts for the "feeling of a presence" by those at home about the time a soldier dies in battle.

An individual's personality and consciousness pass over into the astral world at the time of his death, theosophy teaches. Through reincarnation, the individual may live many times in the physical world.

Through experience, the individual acquires goodness, Dr. Rogers said.

"It has been estimated that a

### Summerfield

MRS. JIM CLARK

These warmer days are really appreciated after our extreme cold of last week. Farmers are stacking feed in an attempt to clear the fields before more bad weather sets in.

Several from this community took tires to Amarillo last week to have them retreaded. Among these were Thurman and B. A. Atchley and Mr. and Mrs. Carl Lee and baby. Mrs. Lee visited the Otis Lee's brother of Carl while in Amarillo.

Mrs. L. L. Beck of Amarillo visited Mrs. Jim Clark and Mrs. C. R. Walsler Friday afternoon.

Mr. and Mrs. Sam Ratcliff and family of Amarillo spent Sunday in the home of Mr. and Mrs. George DeLozier and family.

Letters have been received from G. H. Whitaker and Louie Huckert thanking the people of this community for the Christmas boxes which were sent them. G. H. is at Fort Bliss, El Paso (Battery C. 62nd. Bn.); Louie is somewhere in Utah but this writer failed to contact his parents for the correct address.

Mrs. Ray Johnson and Billie Ray were in Amarillo Saturday.

Sunday School attendance climbed to 68 Sunday, a gain of more than 50 over the previous Sunday. A new year's work is beginning and all are urged to attend regularly.

A group from the Church began an Every Member Campaign Monday so that plans can be completed for the following year's work.

Announcements were made Sunday for the following important meetings: The Quarterly Meeting of the Tierra Blanca W. M. U. to be held at Hereford on Jan. 15 at 10 o'clock, a. m. and a joint Sunday school and Training Union Meeting to be held Jan. 23 at Canyon, beginning at 9:45 o'clock. A number of the ladies plan to attend the W. M. U. Meeting in Hereford this week and Rev. Rexrode has asked

young man's sacrifice in this war might advance his spirit as much as 20,000 years in the evolutionary process," he declared.

### YOU WIN IF YOU KNOW THE NAMES OF TARZAN'S JUNGLE FRIENDS



Ten tickets will be given to the best answers submitted in a contest to name Tarzan's jungle friends, pictured above. Manager Charley Hardwick states that winners in the contest will be posted at the Star Theatre box office Saturday and entries should be brought to the box office before Saturday. The tickets will admit one child to see "Tarzan's Secret Treasure," which shows Sunday, Monday and Tuesday at the Star.

ed that 15 or 20 attend the meeting in Canyon.

The School Cafeteria is progressing nicely. The Study Club is planning a "shower" for the cafeteria Thursday. The regular club meeting will meet in the cafeteria as Mrs. Lee Curry, the Supervisor is hostess for that day. Plans are to be launched for saving our waste papers, magazines, etc., for the cafeteria. So let's all begin saving them now if we aren't already. In this way we can help a local concern as well as national defense.

Mr. and Mrs. C. R. Walsler plan to attend a birthday celebration for Mrs. J. C. Lance in Hereford, Tuesday night.

Three other children and their husbands, all of Hereford will also attend. They are Mrs. S. L. Walsler, Mrs. Joe Kendall and Earl Lance.

There are still a great many people in this community suffering from colds. Among those on the sick list the past week were Marlene Legg, Mrs. J. B. Nolan and Linda Kay, and Jim Clark.

### Save Burlap Bag Two-Thirds Jute Supply Frozen

Latest defense shortage to hit agriculture is that of burlap bags, of which only a very limited supply will be available this year, according to the Deaf Smith County AAA office. Two-thirds of the jute supply, from which burlap bags are made, has been frozen with army, navy and civilian defense having first call on this stockpile.

In view of this anticipated shortage in agriculture, the Office of Agricultural Defense Relations has drafted a number of suggestions for the conservation of burlap, some of which are as follows:

Avoid ripping burlap bags; use no hook which might damage the bags; handle sacks with reasonable care and avoid dropping or rupturing the bag; hang all bags in the sun to prevent mildew or rot; store bags in a high dry place and inspect frequently; sort into bundles all bags that can be used to repackage the same commodity. The local AAA office requests farmers to comply with these suggestions to avoid a serious shortage.

cl., Fourth Monday 7:00 p. m.

**SERVICES AT THE CHRISTIAN CHURCH**  
H. M. Redford, Minister  
Bible School 9:45-10:50 a. m.  
Morning Worship 10:50-12  
Christian Endeavor 6:00 p. m.  
Evening Worship 7 p. m.

### NOTICE TO IRRIGATION FARMERS

Last year much damage was caused to burrow ditches and roads in the county by irrigation water which was allowed to run into the ditches and roads by farmers who were not prepared to handle the water on their own land. The Commissioners' Court insisted in many cases that the water be taken care of in order to prevent damage, but very little co-operation was shown on the part of the farmers. The Court, therefore, would like to suggest that each farmer who had trouble in this manner last year take the necessary steps toward preparing his land so there will be no recurrence of this damage in 1942. It cost the taxpayers an appreciable amount of money last year, and hindered many times in the proper maintenance of the road. The court asks for your fullest co-operation in this connection. Members of Commissioners' Court.

### BUSINESS LOOKING UP

Sardis, Miss.—With tire rationing and fewer automobiles, business is looking up for one Sardis merchant. He sold a buggy, complete with harness and whip, that had been in stock for 21 years.

### LOCALS

#### ATTENDS OPTOMETRIC DIVISION MEETING

F. M. Kester attended a two day session held by the Panhandle Division of the Texas Optometric Association in Lubbock Sunday and Monday.

Mr. Kester, who is president of the Panhandle group, presided over the business session which preceded the program, when the organization pledged all assistance possible to the Civilian Defense program. The program included a clinic held by Dr. A. M. Skeffington of St. Louis, Mo.

All Silk Crepe Hose in 2 and 3 Thread by Dovedown. They are pretty. \$1.19 and \$1.29. Alderson's Variety Store.

Mr. and Mrs. Palmer Norton spent the past week end here with his parents, Mr. and Mrs. E. H. Norton. They were enroute from Beaumont to Washington, D. C., where he is a marine engineer for the U. S. Maritime Commission.

Mr. and Mrs. Woodrow Ireland and small son and Mrs. Travis Dameron left Saturday for Franklin, La., where they are visiting Mrs. Ireland's and Mrs. Dameron's parents, Mr. and Mrs. A. G. Lobdell.

Miss Imogene Roberson spent Tuesday and Wednesday here in the home of her parents, Mr. and Mrs. Jack Roberson. She is a senior student at W. T. S. C. Canyon.

Recent guests in the home of Mr. and Mrs. Wayne Evans were Mr. and Mrs. E. F. Horn of Gallup, N. M. They were enroute to Abilene. Mr. Horn is a brother of Mrs. Evans.

Mr. and Mrs. Frank Lucas and son and Mr. and Mrs. H. A. Bur went to Lubbock Sunday to see Jeff Burk, son of Mr. and Mrs. Burk and, a student at Texas Tech.

Ask to see the new all-silk crepe Hose by Dovedown in 2 and 3 Thread at \$1.19 and \$1.29. Alderson's Variety Store.

Mr. and Mrs. J. E. Beyer were in Amarillo Saturday to visit their son, P. L. Beyer and family.

Mrs. E. J. Williams has returned from Ft. Worth and Dallas after a two month's stay for physical recuperation in the homes of her children.

Mr. and Mrs. Frank Jesse and children of Amarillo visited her sister, Mrs. H. D. Reed and family here Sunday. They were accompanied by Miss Wanda Jean Reed, student nurse at St. Anthony's hospital, who remained in Hereford for another days visit.

### TRY A WANT AD

**E. C. Eubanks**  
Income Tax Consultant,  
Auditor and Accountant  
Court House Phone 110

### CHURCHES

**ASSEMBLY OF GOD CHURCH**  
A. A. Daly, Pastor  
(2 blocks north of high school)  
Sunday School 9:45 a. m.  
(Lester Galley, Supt.)  
Preaching 11 a. m., 8 p. m.  
Midweek Services Tuesday and Friday 8 p. m.  
Welcome to all

**ST. ANTHONY'S PARISH**  
Rev. Nathaniel Madden, S. A., Pastor  
Rev. A. J. Milano, S. A., Asst. Pastor  
Sunday Masses 8:15 and 10:30  
Religion Classes 9:00

**BAPTIST CHURCH NEWS**  
Rev. W. E. Barnes, Pastor  
Order of Services  
Sunday School 9:45 a. m.  
A. O. Thompson, Supt.  
Morning Worship 10:55  
Training Union 6:30 p. m.  
Evening Worship 7:30 p. m.

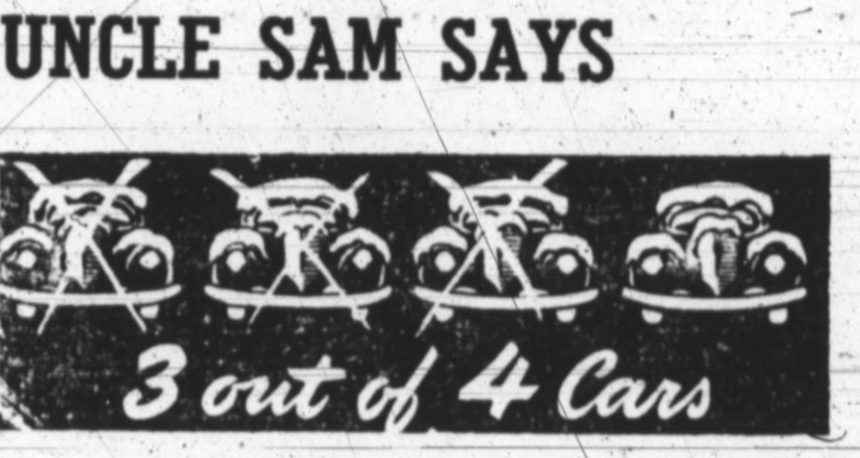
**CHURCH OF CHRIST**  
Bible School 10:00 a. m.  
Preaching 11:00 a. m. 4 p. m.  
The communion follows each of the above services.  
Wednesday Women's Bible Class 3:00 p. m.  
Prayer meeting 8:00 p. m.

**FIRST PRESBYTERIAN CHURCH**  
James Aiken, Jr., Pastor  
Sunday School 9:45  
Morning Worship 11:00  
Youth Church 7 p. m.  
Choir Rehearsal 7:30 p. m. (Thursday)

**METHODIST CHURCH**  
M. B. Norwood, Pastor  
Church School 9:45  
Robt L. Thompson, Supt.  
Morning Worship 10:50  
Methodist Youth Fellowship 6:00 p. m.  
Jap Dickerson, President  
Evening Worship 7:00 p. m.  
Prayer Meeting, Wed. 7:30 p. m.  
Youth Choir Meeting, Wed. 4:00  
W. S. C. S., Wed. 3:00 p. m.  
Choir Rehearsal, Thurs. 7:30  
Board of Stewards,

Tuesday after the first Sunday 7:30 p. m.  
Children's Division Council  
First Monday 7:30 p. m.  
Young People's Dept. Council

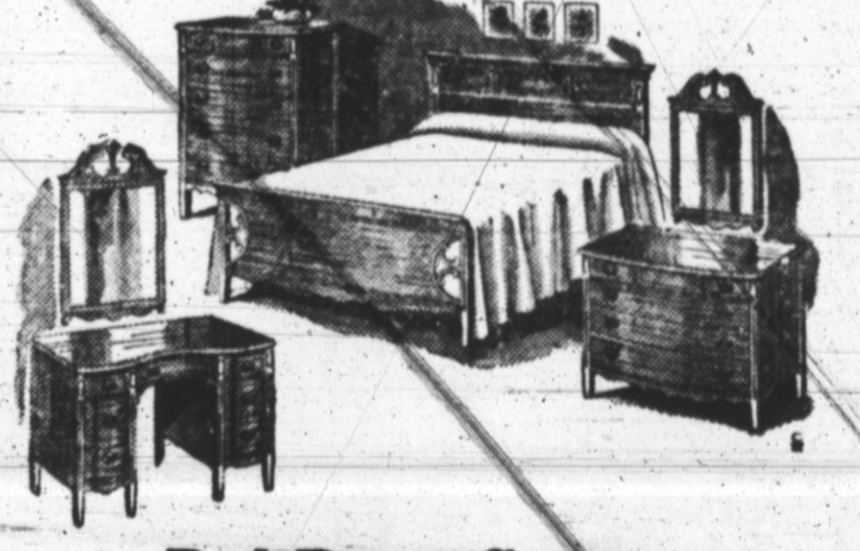
suggestions to avoid a serious shortage.



### UNCLE SAM SAYS

3 out of 4 Cars

YES, if most of us continue to use our cars as in the past, three out of four will likely be standing in the garage this time next year — because this tire situation is serious. Will your tires make the trip when an emergency occurs?



### Bed Room Suites

This is one of the many lines in which our stock excels. We have a large price range to suit your individual needs in all lines.



### Living Room Suites Dining Room Suites

**E. B. Black Co.**  
FURNITURE—UNDERTAKING  
AMBULANCE SERVICE—DAY OR NIGHT  
We now offer \$150.00 Cash-Burial Insurance Policy at Low Cost. See Us!

### SAVE YOUR TIRES!

BUY in Hereford PUT THE SAVINGS into DEFENSE STAMPS and BONDS

Of course, we would like to figure on your furniture — but we believe you will also Save Money, Save Time, and SAVE TIRES by purchasing all your needs — groceries, dry goods, hardware, drugs, repairs and the like in Hereford.

Give Your Home Merchants The First Chance! You Will Save Plenty, Besides Tires!

### Mr. Farmer:

Prices on Livestock, Poultry and Hogs are Good — and our government has expressed a need for these things, which indicates that the prices will continue to be good.

WITH A FEW IMPROVEMENTS We are sure that you could add to your income and at the same time render your country a Real Service!

Come by and figure with us on Feeded Equipment, Sheds, Chicken houses and the many other Improvements which will bring you BIG Returns!

YOU ARE ALWAYS WELCOME!

Buy in Hereford and Save Your Tires  
Lumber is our business, but we want to join the other merchants in inviting you to save your Tires for Emergencies. When you Trade in HEREFORD, you SAVE TIME, MONEY and TIRES. Use this Saving to Buy Defense Bonds and Stamps!

**HEREFORD LUMBER CO.**  
HOME OWNED HOME OPERATED



### SAVE Your TIRES! By Trading With Hereford Merchants

You'll also find you can Save Tires, Time and Money by purchasing all of your needs from Friendly Hereford Merchants.

**HUNTER'S CASH GROCERY . . .**  
Your Red & White Store  
OFFERS YOU BARGAINS UNEXCELLED IN ALL OF WEST TEXAS . . . !

We invite you to shop our store at any time for Quality Groceries, Meats and Fresh Produce. We believe we can Save you Plenty . . . GIVE US A TRIAL!  
**HUNTER'S CASH STORE**  
Home of RED & WHITE Products  
PHONE . . . 143  
WE DELIVER — — — PHONE 143

Top Prices for Your CREAM EGGS

Buy in Hereford Put the Savings in DEFENSE Bonds and Stamps!